



PROFILE BUILDING PLAYBOOK

WHY FIT IN WHEN YOU WERE BORN TO STAND OUT!



HOW TO BE GOOGLICIOUS



Googlacious brands, businesses, organisations and leaders become recognised, credible and respected because they consistently show up.

Googlaciousness comes from a blend of award winning recognition and content backlinks, leveraged by repurposing your award entries into social media, newsletters, articles and blogs and appearing on podcast interviews that engage, captivate the right audience.

It's more than just being found on page 1, profile building is a snowball approach to becoming noticed and notable. Your Profile Building Playbook sets out the steps to take to surround your ideal audience and create a credible point of difference you can be proud of.

It takes time to become well known and we're here to work alongside you to make it happen.

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CONTACT INFORMATION

The Audacious Agency is led by an exceptional team of experienced agency owners, with decades of production management and award winning marketing expertise. You also have access to a team of talented storytellers with super powers to craft award winning entries and articles to help you build a stand out profile, with credible, tangible results.

Once you have approved the strategic approach and selected the awards/categories to go for, you will be introduced to your creative writer who will interview you and start your first entry.

You will also be assisted by our Production Manager who ensures all entries are submitted on time. Our General Manager is also here to assist you with any invoicing or admin enquiries.

Our office hours are Monday to Friday 9am-5pm, unless there is an urgent deadline to meet and we have expressly confirmed the need to communicate after hours with you. You will be working 1:1 with the team via email, Google Drive and Canva.

Here are the agency contact details:



admin@theaudaciousagency.com



Managing Director: Lauren 0457 788 813

General Manager: Graeme 0457 836 644

Production Manager: Kerenza 0416 528 966



PO Box 1585, Sunshine Plaza,

Maroochydore Qld 4588



[That's Audacious Facebook Group](#)



[Book a 20 minute call with Lauren](#)

Please note that we do not communicate about work via social media channels, so text messaging, DMing or @ing us on twitter, Insta or Whatsapp will not get our attention - unless is an incredibly hilarious video, pic or post! You are best to email us or call, and use Google and Canva platforms for providing amendments and updates - don't panic, we'll help you get to know how to use them best. **Please also make sure you White Label our emails so they never go to spam.**

We highly recommend you join the [That's Audacious Facebook group](#), where we regularly post opportunities, updates and news to help you build your profile.

THE AUDACIOUS AGENCY

PROFILE BUILDING PROCESS

STEP 01

YOUR PROFILE & INFO

Use the links provided to supply accurate and detailed information of your business data, demographics and key facts/figures and start uploading documents, past entries, case studies and images to your Assets folder. Follow the checklist to help guide you.

STRATEGY CALL

Book your 1:1 stragy call to confirm the approach for your profile building activity and select or confirm the ideal awards program or categories to enter. The strategy will depend on the service you have purchased fro the Audacious Agency

STEP 02

STEP 03

APPROACH

Discovering your UPP - Uniquye Profile Position. A full Profile Building Plan takes 10-15 days to develop and review for your approval. For projects and packages, this can be done more quickly so you can sign off on the approach and we can get started for you.

YOUR PLAN

Your Profile Building Plan is your go to document so you can check your approach and track your progress. It is updated with results and links to key articles and websites for you to leverage from. It also includes links to all your leveraging resources and directories.

STEP 04

STEP 05

IMPLEMENTATION

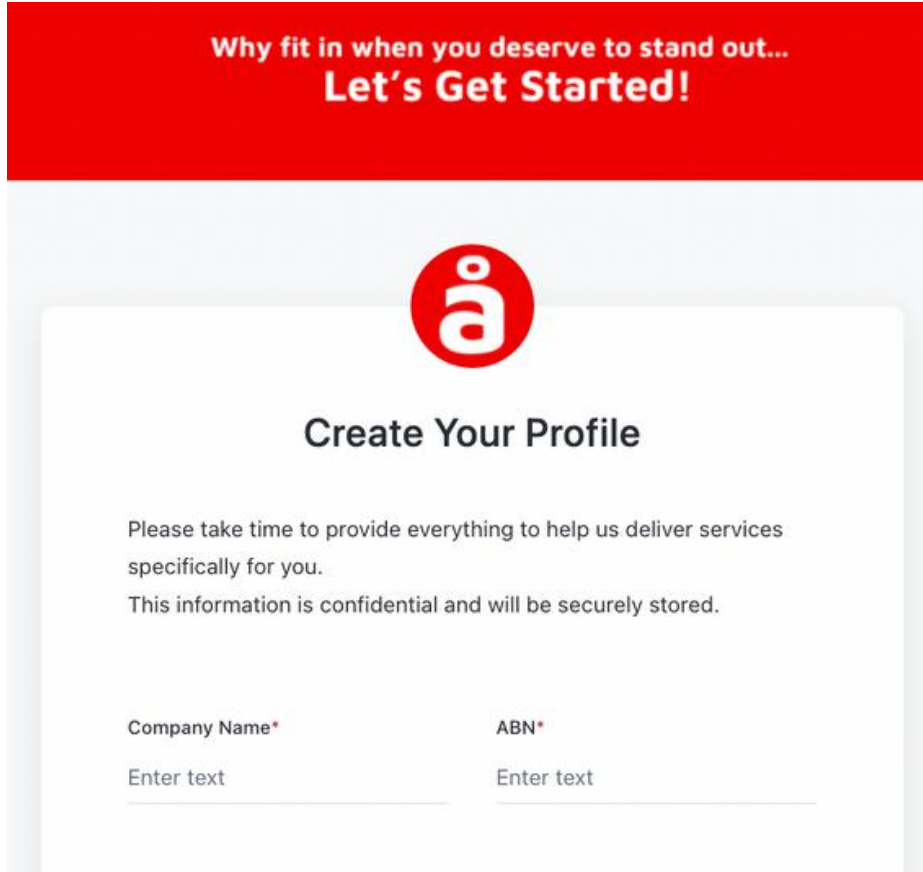
We do everything for you to enter, win and leverage awards. As each award entry is submitted, it can be repurposed into content to use for articles, blogs, newsletters and social media, even before the award results has been announced.




CREATE YOUR PROFILE

Your profile helps us gather and store information about you and your business/organisation so we don't have to keep asking you for this as you progress through the profile building process.

If you are new to the agency, you can [create your profile](#)



Why fit in when you deserve to stand out...
Let's Get Started!



Create Your Profile

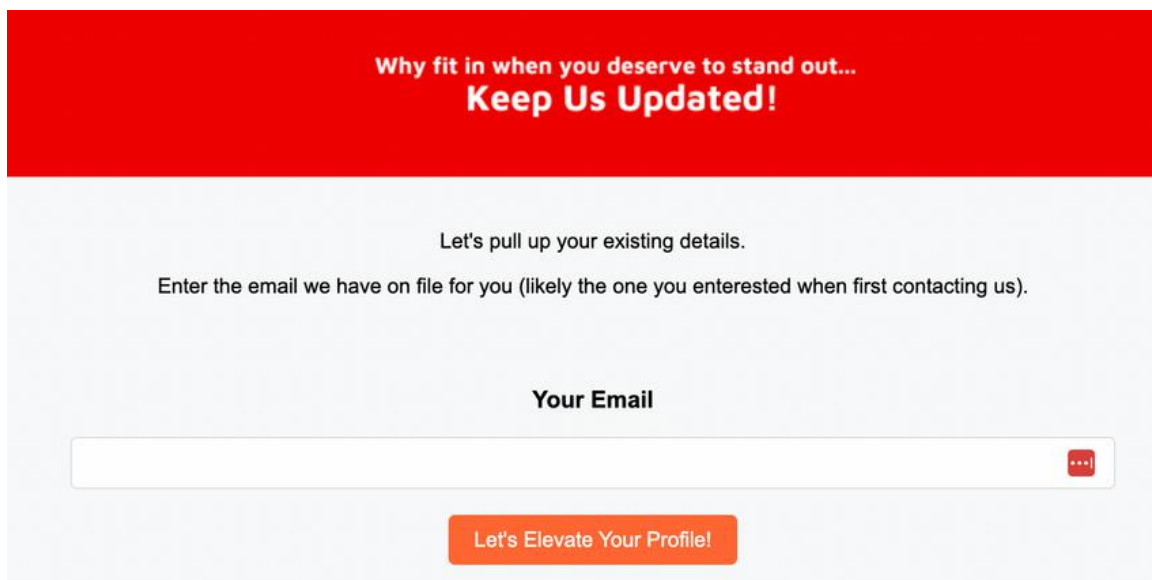
Please take time to provide everything to help us deliver services specifically for you.
This information is confidential and will be securely stored.

Company Name* ABN*

Enter text Enter text

If you are a returning client you can [update your profile](#).

You can access what we already have on file to check what needs updating



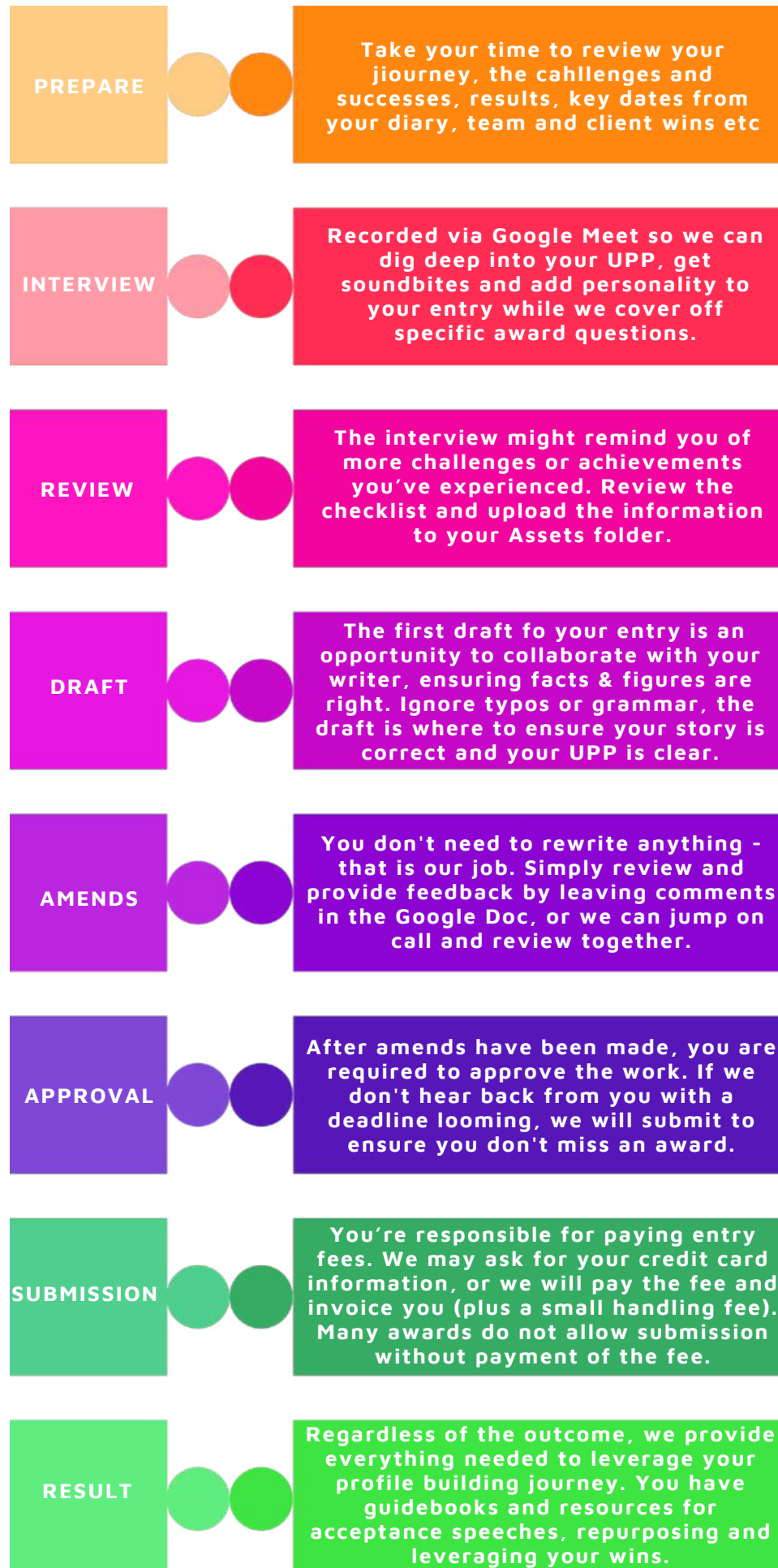
Why fit in when you deserve to stand out...
Keep Us Updated!

Let's pull up your existing details.
Enter the email we have on file for you (likely the one you entered when first contacting us).

Your Email

Let's Elevate Your Profile!

THE AUDACIOUS AGENCY PRODUCTION PROCESS

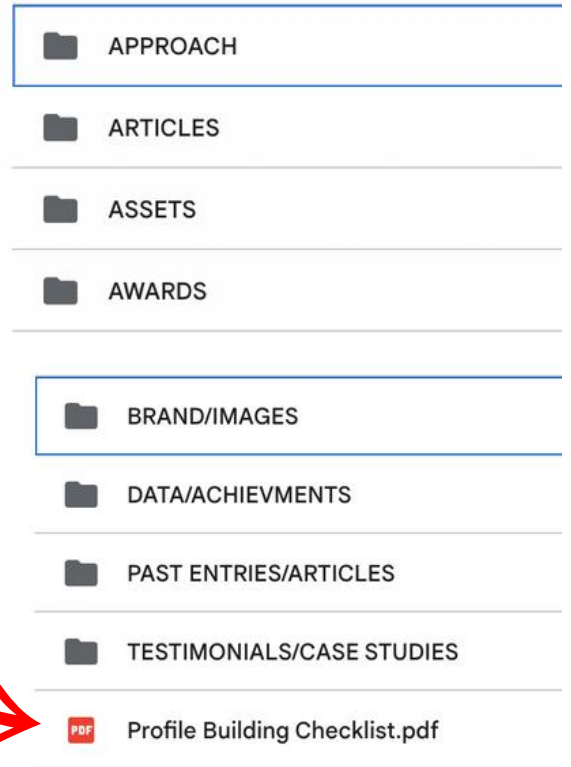


USING GOOGLE WORKSPACE

The Audacious Agency uses Google Workspace. You'll be invited to online session via Google Calendar, which will be conducted on Google Meet. You'll be given access to Google Drive to upload information and to Google Docs to access your profile building plan, award entries and articles.

In Google Drive, you'll find folders for:

- Approach - this is where we store your plan
- Articles - repurposed from your award entries
- Assets - to upload information we need
- Awards - your entries



In the Assets folder you'll find specific places to upload to and you'll also access a PDF checklist to help guide you for what types of assets we need from you.

Your Award Entries

You will receive a draft first, with key information and all the questions answered (with highlighted areas where we need more facts or figures from you, plus a link to your support document and the current word count highlighted).

You can provide feedback by either:

Add A Comment

or

Suggest An Edit

A screenshot of a Google Docs form titled 'Your Audacious Award Entry'. The form has a teal header with the Audacious Agency logo. Below the header are several text input fields: CLIENT NAME, CONTACT, DATE, AWARD ENTERING: ISB Top 50, CATEGORY, and SUPPORT DOCUMENT. Below these fields is a section titled 'Please read the following tips for your submission.' with three bullet points. At the bottom, there are two word count indicators: 'Tell me about your business and your role in it. 000/200 words' and 'When did you launch the business and where are you located? 00/50 words'. On the right side of the form, there is a vertical toolbar with icons for adding comments, suggesting edits, and other actions. A red arrow points to the 'Add comment' button.

Please do not dump content into the entry or add content that takes the entry well over the word count. Instead you can provide content via email or upload to your assets folder.

There is a proven process to writing winning award entries and its about being succinct, storytelling and metrics. Not marketing or selling, please refrain from adding this.

YOUR RESPONSIBILITY

We're excited about working with you! Here's what we'll require from you:

- Outline your goals during the strategy session, your audience, and what makes your solutions, services, innovation different so we can identify your unique profile position which will improve your rate of success and ability to leverage.
- Total honesty so the awards we select are based on fit, eligibility and criteria.
- We'll provide the foundational steps that need to be taken to convert your profile building into viable opportunities to convert raving fan clients and loyal customers. Many of these steps will be your responsibility, although we can provide advice and guidance or refer you to trusted associates to assist you (i.e. SEO, social media marketing, PR etc).
- We'll provide your entry for you to repurpose into content to share, it's your responsibility to use it in your blogs, newsletters and social media. If you're a profile builder we'll submit online media content for you to leverage.
- We provide you with leveraging resources to gain the maximum ROI by leveraging your awards journey. It's up to you to access and use them.
- You will need to budget for attending awards gala events to leverage your awards, maximising the momentum.
- Awards are deadline driven, we will communicate with you when an award entry starts, outlining the deadlines. You need to be available to approve your entries.
- We'll be clear about word count and what we need from you to complete your entries, it's your responsibility to be accurate and responsive.



Plan only clients, can implement the strategy yourself or have us do everything for you over a minimum of 3 months as a Profile Builder, including award entry creation and submission, then repurposing into an article/blog/newsletter and social media content.

For Project or package clients, we complete the specified awards in your plan, then you can choose to continue working with us to keep building your profile with more awards and repurposed content, or you can do this yourself.

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LEVERAGING PROCESS

Every step of your Profile Building journey can be leveraged to help you become Googlicious! We encourage you to begin even before you have won an award. We supply all the resources you need, and we repurpose every awards entry into social media content to help you surround your audience. An example diagram is below.

Profile building is all about creating a snowball effect. This is why we suggest you repurpose every award entry into an article/blog/newsletter. You have invested in such great content in your award entry, the world needs to see it (not just the judges!) We also suggest using a multi-faceted approach to share content such as words, graphics, images, video and infographics, so you are communicating to all elements of your audience.

You should also use the directories and links we provide to get on podcasts and guest blog or contact local media to keep growing your presence.

By sharing your award journey and repurposing to socials and media, your profile building snowballs. Each win you have is added to your support document (awards and articles etc) to build on the growing credibility you are gaining, maximising your momentum.



14 LEVERAGING IDEAS

Remember, you can leverage everything, not just when you win - many go to see an award nominated film, or drink silver medal wine! Here are some more ideas to help guide you to leverage the wins you do get:

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Leverage Any Win

Get more eyes on you. If you do this, over the course of a month, you'll get in front of more people.

- 01 Share, share, share**
Repeatedly share on social media. Don't share just one time - share into groups, on your pages/platform, write about how you made this win happen. 
- 02 Paid promo**
You can amplify readership by doing paid promotion on social media. 
- 03 Tag**
Tag the journalist and the media outlet thanking them for the coverage. Or if it is an award, tag them in on your post. 
- 04 Shout out**
If you have mentioned other people or businesses in your piece, give them a shout out and tag to expand click, links and shares 
- 05 Media page**
Add a media page to your website where you can upload your wins. Include your bio, images and other important info about you. 
- 06 Repurpose**
Into a blog (wait about 6 weeks after it runs to do this), video, Facebook cover photo, email signature link. 
- 07 Quotes**
Use quotes from your story for social media posts or in your bio. 

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Leverage Any Win

Get more eyes on you

- 08 Screenshot**
Capture a screenshot of your article as it appears in Google or other search engines. Share on social, use in award submissions or email signature. 
- 09 As seen on/in**
Use the media logos on your home page - linking to your media page, in your email signature or other marketing materials. 
- 10 Print**
If you have an office, print and frame the article and proudly display on the wall. 
- 11 Presentations**
If you are pitching your business to prospective client/customers, flex your media win muscle to build credibility. 
- 12 Blog**
Write a blog, you will share, about your favourite media wins and why. 
- 13 Podcast pitching**
Use your media wins to build authority when pitching to be on podcast programs. 
- 14 EDMs or newsletters**
Have a win section in your regular client/customer communications, sharing the article or interview. 

MEDIA RELEASE HACK

Additional to the work we do to help build your profile with awards and content online, we encourage you to send your own media releases to industry and local publications. Trouble is, journalists are busy and they want the right information in the right order to make it easy to publish. This example hack gives you a simple way to get your story in the media. Insert your own information but follow the outline:

A good media story covers WHO, WHAT, WHEN, WHERE, WHY & HOW

Intro - tell the journalist why you are emailing and why the story would be of interest to their audience. Be succinct.

Next, offer them first bite of the story. The media like to have an exclusive, especially if it's a good story. Then outline:

- Who is driving the story, is it about, is affected, benefits, doesn't?
- What has happened? What are the consequences? What does this mean for the reader?
- Where is this taking place (online, in person, city, country), can the journalist go to learn more?
- When did it happen (time, day, month, year)
- Why did the story take place, is this important in the big picture, should the audience care, did you do it, have or invent it?

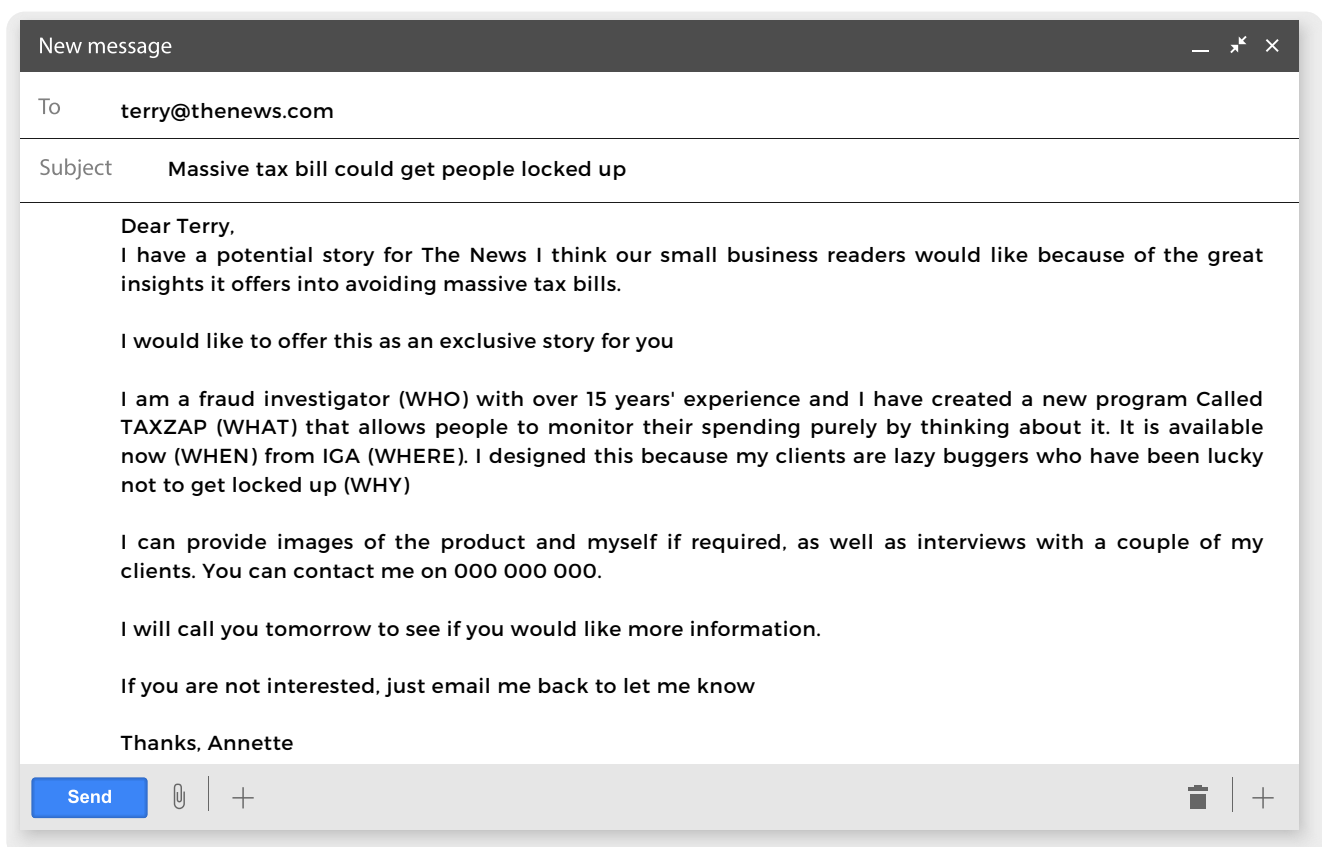
Always offer images and let them know when you will follow up.

Send to the journalist's email with a kickass subject line to get attention.

Then do as you say in the email, if you do not hear from the journalist, call them.

First thing you ask is 'do you have time to talk?' Don't ask them if they are going to publish the media release. Simply ask if they would like further information or high-resolution images. Be prepared to answer questions so highlight key points on the release you want to get across.

Here's an example:



CLIENT EXAMPLES

Here are some examples of how clients have leveraged the awards they win and media articles that get published to inspire and motivate you to do the same.



PEOPLE: Launching STEM Punks to inspire tomorrow's innovators
Mylan Vu · 2 months ago



Community
OCTOBER 2 2020 - 11:00AM

Miranda-based accountant named Women In Finance Awards 2020 Accountant of the Year

Merryn Porter · Community



Belinda-Jane Dolan MEd FIML FCM · 1st
CEO The World Happiness Project | Human Behaviour & Happi...
1yr · Edited ·

Today I am honoured to receive the notification that I have been nominated for the Top Ten Women to Watch in 2022. Thank you to those who have placed their faith in me to lead, to research and to ...see more



Manning River Times



A limiting belief is a belief that you hold about yourself that is not based in fact, but rather it's your natural instinct to hold yourself back, because deep down, you're a bit scared of succeeding. The good news is that you can overcome limiting beliefs and stop them from dragging you down. Here's how.

Gail Eaton-Briggs is a wearer of many hats. As an accomplished ex-bureaucrat, she has



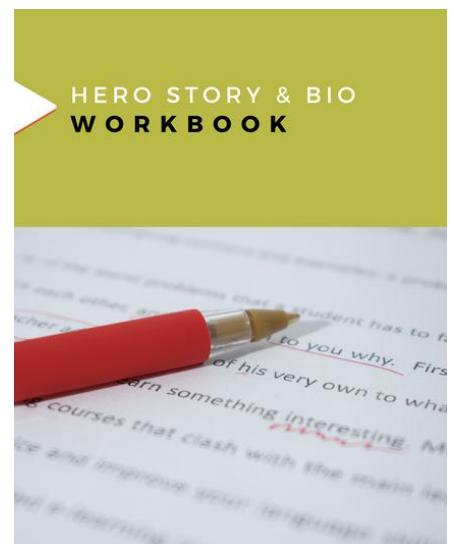
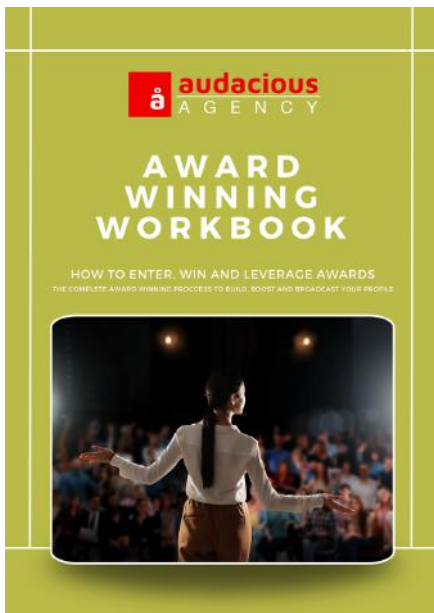
YOUR AUDACIOUS RESOURCES

Profile building is all about consistency, so make sure you use all the resources available to you to become Googlicious!

Prepare yourself and learn as much as you can about profile building to help you leverage your journey - remember, you can leverage everything, not just when you win.

The more you share about you, your journey, thought-leadership, innovation, approach or valuable content, the more people will know, like and trust you.

Click an image below to download your resources (you should also have received these on email):



YOUR TIME TO SHINE!

It's time for you to stand out from the crowd with the edge that attracts more of the right audience to see and know you, your brand, organisation, business or initiative.

We are so excited to have the opportunity to work with you, to shine a light on your approach, achievements and your journey, so you can become Googleicious!

As a valued client you can contact us at:

admin@theaudaciousagency.com anytime to discuss your progress, answer any questions or simply check in on how you are going.

We're here for you.

If you have an accounts enquiry please contact

office@theaudaciousagency.com



ABN: 91637121432

www.theaudaciousagency.com

PO Box 1585, Sunshine Plaza, Queensland 4558

TERMS & CONDITIONS

NOT INCLUDED, BUT HIGHLY RECOMMENDED TO BUDGET FOR:

- Entry fees, range from Free to \$125 - \$900 per entry
- Shipping - trophies, awards, medals or certificates - eg free to \$190
- Tickets to awards gala event, ceremony or conference - eg \$200 - \$900
- Travel and accommodation - range \$500 - \$10,000
- Hair styling, make-up, nails or wardrobe required - eg \$300
- Professional photography or video - may be included in gala dinner tickets but allow \$100-\$250 to pay for this service at the event

DELIVERABLES SUBJECT TO CHANGE:

- The Audacious Agency does not guarantee success with awards, as we only select award programs with rigorous systems and judging. We do not recommend entering paid awards that guarantee you an automatic win, as they lack credibility. We leverage all awards regardless of your final status as an entrant, finalist or winner.
- Deadlines and fees are subject to change and range across awards programs. We aim to communicate all deadlines and fees, but they may differ from the start of the calendar year. We reserve the right to substitute any award after discussion with the client.
- The media industry is constantly changing, and some publications may not be available at times. Alternatives will be sourced as and when needed.
- We monitor media call-outs and requests from journalists, so we can leverage opportunities as they occur, which may not be on your plan. We do guarantee the targeted media will publish your media articles or a syndicated online service.
- It is the clients responsibility to provide accurate and up-to-date information and be honest in the awards interviews.
- All communications will be conducted via email and the systems we use to process awards and publicity. No comms via social media will not be entered into.
- The client is required to approve all awards entries and media articles in a timely manner. The Audacious Agency cannot be held responsible for missed deadlines if the client fails to respond to approval requests or late payment of entry fees.
- Rush rate of up to \$200 may be charged if clients request a new entry be submitted within 1 week of the awards deadline.
- Once created, all award entries and media articles, social media content and support documents remain the property of the client and can be requested at anytime.

TERMS & CONDITIONS

YOUR RESPONSIBILITIES:

- Work will not start regardless of the deadline, until payment is received (in full or first instalment of your payment plan) nor will files be released to the client until all payments are completed. No refunds will be offered at any time.
- All communications will be conducted via email and systems to process award entries and create content. Comms via social media/direct messaging will not be entered into.
- The client is required to attend an initial strategy session or interview and to approve the plan promptly.
- It is the client's responsibility to provide accurate and up-to-date information and metrics and to be completely honest with the agency.
- We create a strategic plan for all services, based on the information shared with us and cannot start from scratch if the client changes their direction or goals. The client has the option of extending the services if this occurs.
- The client is required to approve all awards entries and media articles in a timely manner. The Audacious Agency cannot be held responsible for missed deadlines if the client fails to respond to approval requests or late payment of entry fees.
- Clients are required to make payment of entry fees directly to the awards and will be provided with login information to do so.
- It is the clients responsibility to leverage the profile building services developed. We support and encourage clients to use the resources and guidance provided to maximise all awards, regardless of their final status, and any published or broadcast media content resulting from the services provided and we provide the resources necessary to do so.
- We recommend clients use social media channels, Sourcebottle, HARO and other proactive listings to monitor media call-outs and requests for experts or speakers to seize opportunities as they arise, even if they are not part of the initial plan. Links are provided to enable clients to achieve maximum leverage.
- By engaging with The Audacious Agency to supply profile building services, the client agrees to these terms and conditions.

TERMS OF SERVICE

WORKING WITH US:

- Our profile building services are structured to offer clients the flexibility of selecting projects, packages or 6 to 12-month engagement periods. Throughout the service duration, we conduct reviews to assess progress and ensure alignment with your objectives. At the end of the agreed term, clients have the option to choose whether to extend their engagement with us based on their evolving needs and goals. This approach allows us to continuously adapt our services to best serve your profile-building requirements.
- Clients have the option to pause or terminate their profile building service with a minimum of 30 days' notice, recognising the ongoing nature of the work we undertake. This flexibility is essential because our services, including the development of awards entries and media articles, may be in progress at any given time and often require several months to yield tangible results. We aim to ensure that our clients have control over their engagement with us while respecting the intricacies of our service delivery process. Please note that any ongoing projects, such as awards entries or media articles, will be handled according to the terms outlined in the initial agreement, and the results achieved up to the point of termination will be delivered in accordance with our standard procedures.
- Payment plans are made available to assist clients in paying off the service fees over time. They are not a 'per award' or per article' agreement, they are a split payment for services. Should a client wish to cease the service at any time, giving 30 days notice, the payment plan will continue until such time that the services provided are in accordance with the payment plan agreed to. Many awards or media opportunities take many months to complete and work may have already begun when the cancellation is requested.
- We want to clarify our policy regarding refunds and the nature of our services. While we do not guarantee award wins or specific outcomes, we do guarantee the provision of valuable resources and content that can be repurposed for your benefit. If fully paid for, these resources and content remain the sole property of the client once completed, regardless of the service duration. It's important to note that due to the often intangible nature of our work and the personalised efforts invested, we do not offer refunds at any time. However, we understand that unforeseen circumstances can arise, such as business closure or the unfortunate event of death, or force majeure events. In such cases, we are open to discussing potential solutions on a case-by-case basis, with the aim of reaching a fair and equitable resolution. Your satisfaction and our commitment to a positive client experience remain our top priorities



audacious | A G E N C Y

