



AWARD WINNING WORKBOOK

HOW TO ENTER, WIN AND LEVERAGE AWARDS

AWARD WINNING WORKBOOK

An award gives you third-party credibility; a point of difference from your peers, maximising your momentum as a leader in your industry as well as impacting a wider community.

Not only can you use your awards journey for profile building, sharing it with your networks, across social media platforms, blogs, newsletters, and other channels, your award gives you the power to stand out as an authority figure.

There are so many ways you can do this, and the benefits of winning awards are significant. If leveraged well, awards contribute to your ongoing success, raising your profile and enhancing your reputation as well as instilling trust – the vital ingredient for success.

Time to fulfil your business and personal potential. Above all, as an awardee, we encourage you to acknowledge the recognition you deserve, and don't hesitate to leverage every aspect, not just when you win.

Now is not the time to be humble, it's time to stand out and shine!

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Need more help?



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<https://www.facebook.com/groups/thatsaudacious>



The Audacious Agency does not guarantee individual success from the steps outlined in this workbook. Outcomes are reliant on the individual's efforts and investment of time working on entering, marketing, and leveraging your award results.

This workbook does not contain specific award information. We can provide you with a profile-building plan, including an awards listing to select from and channels to leverage your awards journey.

WHY FIT IN WHEN YOU DESERVE TO STAND OUT!

CHOOSING THE RIGHT CATEGORY



Entering awards is about so much more than winning one (although it is really cool to be on stage - live or online - accepting your award). It's about building your authority, standing out and celebrating your accomplishments, rewarding your team or generating credibility for your products or services.



Awards are about making a bigger impact. They are the ideal leverage tool to build your brand awareness and grow a profile. Awards are a huge differentiator, distinguishing you from others in your space. So consider what you want to be known, liked and trusted most for and what you want your ideal prospects to think of you, your brand or business. What do you want to be recognised for?

WHAT TO LOOK FOR:

Consider the purpose behind entering an award. What do you want to achieve in terms of credibility and reputation for your brand, business, service, product or innovation? What impact do you want to create? How will an award serve your purpose long term? What award or category will make the most sense to your ideal client? What recognition would magnify the best aspects of your organisation or shine a light on? How long have you been in business? How big is your team? What industry do you want to be known as the #1 in? Who or what do you most want to get recognition for? Is it an award for you or the business, a project or initiative, team or organisation? What community do you want to engage with as an award winner - local, regional, national, international? Use the checklist on the next page to help guide you.



Awards take time and effort to enter, so you want to make sure you are focused. Also, if you enter the wrong category, your chances of winning are reduced massively. With awards, you can't fake it till you make it, so be honest. Take some time now to consider why you want to win, and which award program or category will help you achieve that.

Purpose

- Who or what is the #1 thing you really want to be recognised for as an award winner?
- What is the impact you want to achieve most as a result of winning an award?
- How will you leverage the award - profile building, credibility, reaching a bigger audience, getting investment, attracting clients or talent?
- Who do you most want to impress or gain credibility with as a result of winning an award?

Size Or Type

- What stage is your business at right now and where do you plan to go?
- Are you in start up, building or growth mode?
- Are you wanting to win an award for a long term achievement, an innovation or concept, an existing or current deliverable or a future goal?
- Is this an award for you, your business, brand, team, cause, initiative, product or service?
- Do you have the level of achievement, proof of accomplishment or data to enter the award you are looking at?

Location Or Sector

- Is it important to be known locally, nationally or internationally as an award winner?
- Are you a rural or remote based business or organisation?
- Is there a cultural, gender or significant sector that you want to represent with an award, i.e. Women in Business, Mumpreneur, Small Business Champion etc
- Is there one dominant award with repurposing opportunities - i.e. Entrepreneur of the year plus Mentor of the year and Book of the year...
- Are you entering for you or to shine a light on your clients success?

WHAT TO PUT IN YOUR ENTRY



It's not a good idea to rush this. If the award you are going for closes in a few days and you haven't even started yet, you are best to go for another award!

You will need to read through the award requirements and investigate all of the questions, checking what is needed and gathering together your supporting information.

We estimate that 50% of an entry is judged on the content, and 50% on how well you have communicated your achievements. So make it easy for judges to understand.

The judges will be looking at quite a number of entries, so it's vital to be relevant and engaging from the outset, and make sure your entry is on point and to the point.

WHAT TO INCLUDE:

Look carefully at the award or category and read the questions to fully understand what is required before you collate your entry content.

At this stage it's less about writing and more about gathering information. Don't try to write a perfect entry from the start, just get your timeline right, your information, metrics and data correct and consider the evidence and a compelling story you can weave through your submission.

Remember, if you make a statement in your entry, you need to provide evidence or proof of that, either with facts, images, testimonials, case studies or other information provided in your support document. Use bullet points where you can, be specific and answer the question clearly. This is not a popularity contest, a winning entry is all about response. Stories connect and engage but the metrics matter if you want to win.

Be relevant and focus on the keywords in the entry questions that need to be answered. Use real data and information, stick to the context of the question.

WHAT TO LEAVE OUT:

Unless it's a long service achievement award, don't go outside the award time-frame. Paint a picture of how you got to where you are now, focus on the questions at hand. Leave out any fluffy, verbose or pandering content, this is not a sales pitch, you are being judged on how well you answer the questions.

Avoid jargon or technical language a judge would not understand, unless it's a specific category that requires such information. Don't try to baffle with BS or add in niceties that don't help explain your answer. Better to be clear, comprehensible and comprehensive than vague.

You can add more info in your support doc.



- Confirm the reason why you are entering awards and the purpose behind it.
- Select the awards program most relevant for your brand, business and ideal audience - what makes the most sense now and for the future?
- Check the award deadline - don't rush this - if you are late, build your entry for next year instead of pushing through a sub-par entry.
- Select the specific category that is going to give you the best chance and be the most relevant for you to leverage. Take a look at last years winners to help you choose what to enter.
- Begin collecting vital information to support your entry - achievements and qualifications, media wins, sales info, fan and following data, case studies, testimonials...put them all into a folder on your computer
- Make a note of the award period - is your entry time specific or based on a particular activity timeframe? You can build some background into your entry, however, if it's an annual award, you want to focus on what you achieved in that year.
- Check your diary for events, successes and key dates where you achieved.
- Read through the award entry questions, highlighting key requirements. Make sure you are clear about what is needed and what they want to be covered off in the entry.
- Start writing your entry into a word document (not directly into the awards portal). Start long and edit down to fit the word-count, check spelling and get it read through by someone else.
- Put together any supporting information - this is not optional (even if it says it is) - see the support document checklist for help with this.
- Include graphs, charts, media wins, testimonials, case studies, images, certificates all in the one supporting document, brand it and make it easy to read and professional. Gathering this takes time so start now!
- Consider the support document as evidence you have achieved what is in your entry, don't include absolutely everything, make it easy for judges to see you have accomplished what you claim in your entry.
- Include information about your industry or sector and how your business, process or innovative approach is affecting change or impacting your community, market or audience. Do your research!
- Have a final read through to ensure everything is correct and nothing has been missed, word count is correct etc before submitting it.
- Open a bottle of something cold and celebrate - you are now an award winning nominee! Congratulations! Make sure you share that you're in to win!

CREATE A SUPPORT DOCUMENT



What you include in your awards support document will depend on the category you are entering and what you want the judges to see. If you are entering multiple categories, only include the relevant supporting evidence, e.g., Book Of The Year. We suggest you create one master support doc, then duplicate it and edit down editions as you need them. Here is a small selection of support document pages from a number of our successful client entries:

GLOBAL TALENT AGENCY

A talent solutions specialists connecting highly skilled talent from across the globe with great Australian businesses

SUPPORT DOCUMENT

ABOUT

Anneli is on a mission to humanise the leadership landscape and change the way we see each other.

Known affectionately as the 'Professional People Whisperer' (don't hold that against her), Anneli has become the trusted advisor for many executives and leaders when it comes to increasing their influence, engagement and interpersonal impact for better business results - for themselves, for their teams and for their companies.

Anneli uses her vast knowledge and decades of experience decoding people, to bring everyday behaviours and communication habits to the forefront of getting results.

It's often the simplest shifts that create the biggest results, but the key is knowing what to shift.

The way we interact, communicate and connect with others has a dramatic impact on our ability to get results.

Anneli Blundell
Author

One of YMag's Top Ten Women to Watch in 2019, two-time Telstra Business Women's award nominee and Certified Speaking Professional (one of only 150 in Australia and only 50 women). Anneli is the co-author of several books on shifting human behaviour, including 'When men lead women: Navigating the facts, fears and frustrations of gender equality as a male leader' and 'Developing Direct Reports: Taking the guesswork out of leading leaders', providing a reference guide for developing leadership on the job.

OBJECTIVES

Dianne and Chris's business objective with Sea Horse Diamond Beach is to provide their guests with a unique luxury dog friendly, horse friendly or accessible holiday accommodation option. One where guests precious dogs and/or horses are absolutely welcomed and catered for and that sets a new standard of pet friendly accommodation for both the human and animal guests. "Bringing away the norm of holiday pet friendly accommodation options."

There are very few dogs and horse friendly holiday accommodations where people can ride on the beach, have stables to house their horses, where BIG dogs are welcomed (inside and out) and where guests dogs will stay safe in a fully fenced space. Sea Horse Diamond Beach provides just this.

A few years ago, Dianne and Chris were being asked regularly if they provided accessible accommodation as well. Sea horse (their dog/horse friendly property) wasn't accessible, so they decided to expand their portfolio and build another one that was.

Building an accessible house is far easier from scratch than trying to retrofit. With the objective of really wanting to make a difference to people with disabilities or families with a member who had a disability, they took every effort to ensure the house was ideal for people with disabilities, that it looked and felt like a resort rather than a bland, clinical hospital ward.

SeaHorse Diamond Beach is both luxurious and genuinely accessible...filled out with lots of quirky and special features that make it feel like a home away from home. There is nothing cold and sterile about it. Dianne + Dianne and Chris always want guests to feel like they're on holiday from the moment they come in the door - and they've achieved this objective admirably at each of their unique holiday properties.

QUALIFICATIONS

- Bachelor Social Science (Honours)
- Bronze Medallion Surf Life Saving
- Cert III & IV Fitness
- Hypnosis Practitioner
- NLP Master Coach
- SOC Performance Coach
- Speaker & Presenter Certified
- Information Technology Certificate
- Mental Health & Suicide Awareness Certificate
- DV Certificate
- First Aid, CPR, ART

My biggest message is you are deserving of everything wonderful so don't give up.

INNOVATION

GET A QUICK OVERVIEW WITH OUR INTUITIVE DASHBOARD- TRACK EACH AND EVERY ONE OF YOUR MARKETING EFFORTS FROM LARGE SCALE CAMPAIGNS TO SMALL, ONE-TIME PROMOS.

ANALYSE VARIOUS TYPES OF DATA SUCH AS CAMPAIGN PROFIT, SALES REVENUE, CUSTOMER BEHAVIOUR, TRAFFIC, SUCCESSFUL CALL-TO-ACTIONS, ETC.

EASY REPORT VIEWING AND GENERATION. MONITOR RESULTS IN REAL TIME SO YOU CAN REACT QUICKLY AND MAKE CHANGES TO YOUR CAMPAIGNS.

INNOVATIVE APPROACH

PROJECTBOX

With the understanding of inbox overload that most SMEs suffer from, Pip has created an innovative approach to gathering business leads, giving people what they want for free (no opt in) while providing them with the option to sign up for more should they wish. The Goodie Box.

She has also removed the contact form from the website, instead utilising technology to build relationships before prospective clients submit anything.

100% Free. No email. No name. Nothing. Our goodies are all yours.

METHODOLOGY

COMFORTDELGO AUSTRALIA

RESULTS

COMFORTDELGO AUSTRALIA

With the installation of Formstack in 2019, we've seen these results:

- General online forms have replaced 30,000+ paper-based submissions.
- Depending on how many pages a report might be - at just 1pp that is 30,000 pieces of paper alone.

Since the beginning of 2020 to June 2021, the number of safety-related forms has increased:

- Total of 9,566 forms lodged
- Safety Cards - Start logging safety-related feedback and suggestions = 23
- Alcohol and Breath Testing = 213
- Safety Training Assessment Forms = 595
- Incident & Hazard Reports = 8335

MAINSTAGE CASE STUDY

AMY JACOBSEN

- Where was your business at before you did the Speaker Business Accelerator? My business was slowly growing and focused on workshops. I lacked clarity and it was still hard to explain what I did and what I offered. I had too much flexibility and opinions that it made it complex for customers to know what they might want from me. My website was basic but not nulling it.
- Where is your business at now? I've just had the biggest 5 months I've ever had in business. My profit for this 6 months is higher than my full 12 months prior. The messaging, direction and concepts that I learnt through the program have had a massive contribution towards this. I'm confident in exactly what my offering is and therefore my customers are too. My website is getting heaps of hits and I receive compliments frequently on the professionalism and detail.
- What was it like working with Marty and Michael? What was unique and innovative about their approach? I loved the program and working with them both. They guided my and had simple yet effective actions to build my business and create clear direction. Both of them make it fun and hold accountability high. It's unique receiving training and feedback from a speaker and speaker agent point of view. In addition they are both genuine and awesome people. There is no sugar coating and they tell it like it is which is exactly what creates results.
- What personal results of you have from doing the SBA - clarity, confidence, focus? Definitely clarity, areas of focus and growth, confidence in my offering and direction.
- What hard business outcomes have you achieved and how has the SBA helped in your approach to your training, consulting, or other business endeavours? As mentioned above, my biggest 5 months in business. Growth of 46%. Also have increased fees with confidence. The concepts behind my branding are so strong with them being recognised and referred to by others. This has resulted in a book deal with Wiley publishers going global with an audio book all set to deliver early next year. Without Michael and Marty's program, I wouldn't have had the clarity around my concepts to drive my programs or to be the basis for my book. Early one of the best investments I've ever made.

MEDIA WINS

STEM Punks pivots business model to help

STEM Punks visit to inspire St Luke's innovators

By Derek Soltanovich - 30 September 2020

IN THE MEDIA

ragtrader

Australian brands are ignoring 20% of the population

Disability Advocates Lisa Cox Busts Five Myths

Why Lisa Cox has dedicated her life to helping visibility to people with disabilities

AUTHOR

WOMEN WITH FLUENCE

Sally is a prolific content creator and author, having published multiple books and created resources for better management, including the popular **Management Success Cards**, 65 colour-coded management skill development cards designed to coach you through your professional development.

The 12 essential management skills are covered in the deck. Each card inspires and drives managers to think and act confidently, productively and successfully.

She has now also published the accompanying **Management Success Workbook**.

WOMEN IN BUSINESS AWARD SUPPORT DOCUMENT - SALLY FOLEY LEWIS

immigration agency

Your Australian immigration partner

Looking for an immigration solution?

LINKS

WEBSITE: <https://www.themigrationagency.com.au/>

LINKEDIN: <https://www.linkedin.com/company/the-migration-agency/>

FACEBOOK: <https://www.facebook.com/themigrationagency>

Variety is the spice of life.

Most awards will tell you that supporting information is optional; we think it's actually non-negotiable. If they don't ask for one, send them one anyway! This checklist gives you an idea of the things judges look for when considering an entry. You do not need all the points on this checklist, but your document should support the claims within your entry submission. Support document content may include the following:

- Your branding - logo, font, colours, style
- Information about you - bio, business background, journey, relevant industry or sector reason why your entity even exists
- Brand mission, purpose, promises, goals or statements, evidence to support your brands core message and vision
- Credentials, qualifications, achievements. A bullet point list including dates and what you achieved, images of award logos, certificates, industry or association membership logos etc
- Growth or achievement stats - business/client growth, screenshots of data, social media following etc, graphs, monthly and annual or sales figures
- At least 2 case studies or testimonials outlining how your product, service or initiative has worked and what outcomes were delivered.
- For innovations and new products or concepts, proof of viability, trademark, patent, drawings, technical outline or data from your pitch deck
- Plenty of reviews - written, screenshots, videos, using real names and images. Never make these up!
- Media wins - clippings, screenshots of websites, features and mentions with links to them, this provides more evidence of your expertise.
- Radio & podcast interviews that you've been on with links and images of their logos or channel image
- Images and or links to videos of you speaking with a list of events, dates, locations and reviews.
- Community or volunteer work, giving back, donating your time or money to relevant causes, supporting the world in your endeavours
- Image, outline and reviews of your book, including links to the sales page and any graphs, sales data or best seller status
- Future, goals, plans, impact you want to achieve, growth expectations, deliverables, sales targets, influence on your sector

GIVING AN AWESOME ACCEPTANCE SPEECH



1. Captivate
2. Resonate
3. Gratitude
4. Memorable



Be memorable.

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What matters most? What do you want the audience to recall about your speech? Can you be irreverent, or shocking, or impactful with those first few words? (Don't try to be funny if you're not a natural comedian). What statement will make them stop and listen? Your opening line should promote who you are and what you're passionate about - because your speech may be recorded and can be used to promote you. You want the audience to want to hear more.

Connect - Paint a picture with words. Help people engage with what you are saying. A quick, personal story will enhance your message. Using emotive language and storytelling will help them understand the story behind your brand.

Avoid wasteful words: "I'm going to tell you about...", "excuse me if I'm nervous", "I'm sorry about", "I don't know what to say", "Let me tell you a story...". Get into your message and captivate the audience quickly and confidently.



Showcase your expertise.

Avoid industry jargon or complicated language. Keep it simple. Don't try to fit too much in, lean into your one core message. Too much and you will rush. Share your journey, why what you do is important, what it means to you, your team, the community... Be succinct and meaningful.

NAIL YOUR ACCEPTANCE SPEECH



Acceptance speeches are unlike other stage performances or presentations. You only get a short time to make a big impact, and depending on the gala event, your audience may or may not be paying you much attention! Starting strong engages the room and inspires your audience to take note and listen.

Delivery

Speeches, especially brief ones, are better delivered naturally, not read word-for-word. Use cue cards or dot points to remember the main points and rehearse. The more spontaneous and direct you are, the more impact you will make.

It's about you

While it is great (and right to thank those that helped you), you're on stage because YOU did the work. You made it happen. Don't spend too long thanking all and sundry. We do this because it is hard to talk about ourselves, but if you focus on sharing your vision, a lesson learned or your journey, people will connect and listen.

Don't say 'I didn't expect to win.'

Really, you didn't expect to win? Then why did you enter? You entered an award to shine the light on your achievements. It is totally okay to brag and to EXPECT to win.

Use humour safely

It's good to be witty and amusing but be careful. Even self-deprecating humour can backfire. You're being honoured because you deserve it. Mocking yourself may take away from that. If you are not naturally funny, don't try to be. It's better to be quietly confident than desperately witty.

Breathe

Awards ceremonies are adrenalin fuelled, even professional speakers get affected when a winner is announced! Slow diaphragmatic (yoga) breathing will help you stay focused so you can do the job you need to do. Stay in the moment. Remain present.

Don't waffle

If you write something down and practice to get your timing right, you honour the audience and the other finalists. Talking over your allotted time is disrespectful.

NAIL YOUR ACCEPTANCE SPEECH



You have only a short time to make an impact – don't waste it.

Begin by finding out:

- how long you are expected to speak for
- are you accepting an award or being named as a finalist
- is it formal or informal, day or night time
- who will be in the audience
- who will be introducing you and what they're likely to say
- if you're expected to cover any specific subject matter



For example, the Stevie Awards gives you 30 seconds on stage.

Many awards are live-streamed and acceptance speeches are uploaded to YouTube.

THINGS TO REMEMBER:

Be gracious - thank the person and/or organisation honouring you. An appreciative awareness of those who helped you, without digressing into thanks for the cat, dog, next-door neighbour, the person who bought you an ice cream when you were six...

Share what the honour means to you - wrap this into a statement about your industry or a topic relating to your business (make an impact). Remember people love stories.

Give them snapshots into where you came from and where you're going now, the opportunities made possible through this award and your future goals.



Practice so you don't need notes



Wear colours that stand out from the backdrop



Speak clearly & confidently

LEVERAGE YOUR ACCEPTANCE SPEECH



Have a plan for after the gala event.

Many who've entered awards have no idea what to do next.

Most awards have a media wall for interviews and photos. Make sure you consider what photos will be the most useful for your marketing - strike a pose! And consider how to answer media-style interview questions.

For example, at the Stevie Awards, if you are interviewed, they will ask you two questions so be prepared with the answers:

- * **What does winning a Stevie Award mean for your organisation?**
- * **How will winning a Stevie Award help your organisation?**

What if I don't win?

You're a finalist and didn't win? Now is not the time to slink away into the shadows. You have just as much right as the winners to share your awards journey. Most awards events have red carpet areas, media walls and stunning backdrops, and chances are you and your team are all glammed up. So grab your phone and record your own speech and share it on social media. Most awards provide logos and photos for the awards you have won so you can download them and create social media posts and images to share.

The award program may even provide social media graphics to use, but you can make your own, taking snippets of your acceptance speech and creating tiles or reels to share.

If you have traveled to a location with iconic landmarks to attend the awards event, get out the next day with your trophy and take photos and record video of you with your award, sharing your journey, story, acceptance speech, and insight. This can all be used for marketing and promotion of your expertise.



What is the purpose for your speech?

Does it have a key or core message, lesson or main piece of information?

Will it resonate with the people you want to help or impact?

Does it shine the light on something close to your heart?

Is there a memorable moment?

Is there an opening statement that will ensure everyone is listening?

Do you have a powerful message or important point at the end of your speech?

Have you considered how it might make the audience feel?

What emotions do you want to create for them - inspired, motivated, energised, understood, relieved or curious or some other emotion?

What do you want the audience to do?

What's the action you want them to take once they step out of the room? Do you want them to vote? Donate? Sign up for your next program? Hire you? Come chat to you? Talk to you about a JV or partnership?

Have you considered your personal brand?

Have you considered what to wear and how you conduct yourself?

Do you have a brand colour?

Is there a cause or country you'd like to represent?

Do you want to make a statement without shouting about it?

Are you ready?

Have you checked the timing?

Can you recall it easily?

Are you aware of any set questions you'll be asked?

Can you leverage it?

If you don't win do you have a version to celebrate being a finalist?

Do you have a lapel mic to record more video and footage at the awards?

Is your speech in your phone to share on social media on the night?

Do you have graphics or memes with speech snippets to post?

LEVERAGE YOUR AWARD JOURNEY AND WINS



Most people think they have nothing to share, shying away from the spotlight because they don't want to 'big note' themselves or seem 'too big for their britches'. That's okay, but modesty will not get you noticed, or bring more customers to your door, or make you more money.

When you win an award, it is absolutely vital that you leverage it and spread the news far and wide. And there are many ways to do it in a meaningful, engaging, and credible manner without being boastful. A simple call to your local newspaper, radio, or magazine to share who you are and what you've achieved can easily result in coverage—you just have to be relevant, engaging, and persistent!



LEVERAGE YOUR AWARDS JOURNEY



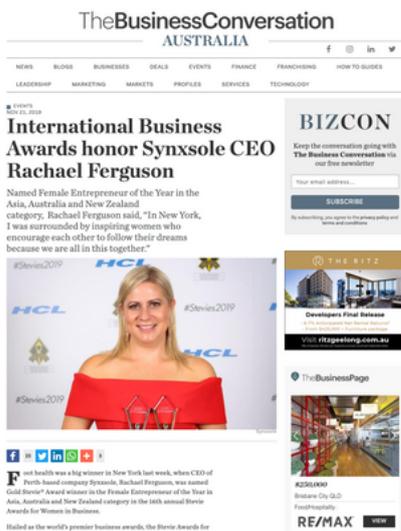
No matter the outcome, after you have taken a breath and thanked your family, fans, and followers, get to grips with the fact that this is an ideal opportunity for your voice to be heard and for you to share what you are so passionate about - why you even entered the awards in the first place.

Remember to review your award journey, how you feel, and what you learned that you can share with your audience.

Go back over your entry and use snippets of your journey, achievements, or how you overcame challenges to create newsletters, blogs, or social media content.

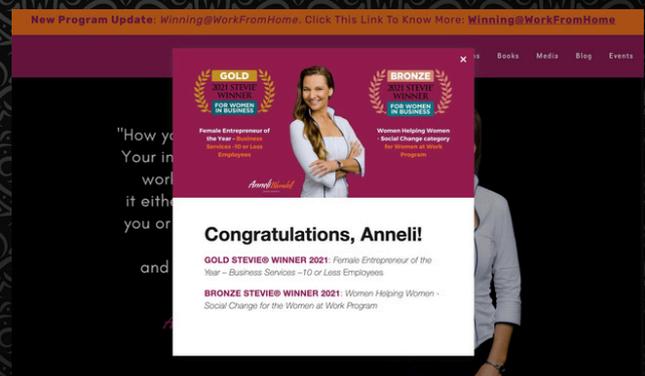
If the award provides judges' feedback, turn that into engaging content and use excerpts of their commentary as quotes over the top of your award photos and share as social media tiles.

Make sure, of course, you add nominee/finalist/winner logos to your website, email footer, and update your LinkedIn profile.



HERE ARE A DOZEN BASIC STEPS YOU CAN TAKE TO LEVERAGE ANY AWARD:

1. Visit the awards website to download the logos and access any press release templates, using all of the links available to you to leverage what they provide.
2. Add the award logo to your email footer, website and collateral
3. Update your LinkedIn profile - there is a section for achievements
4. Create social media tiles from the judges feedback or snippets of your entry
5. Send a newsletter thanking those who supported you
6. Create a blog post about your awards journey, post on your website and share to social media, or create a LinkedIn newsletter
7. Contact the local media to share your news
8. Share a recording of your acceptance speech
9. Add red carpet photos to your google profile
10. Create an article focused on your journey and share to an industry publication
11. Update your bio and pitch yourself to podcasts
12. Use the awesome resources on the Audacious Agency website to plan your marketing and leverage your wins



SHARE YOUR AWARDS STORY



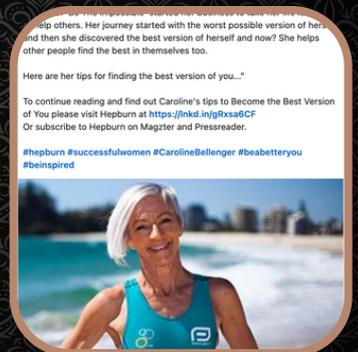
The challenge of content creation can easily be overcome if you consider marketing to be storytelling. When you tell stories that add value, educate, provide information and solutions for your target audience, you're showing them you care - you're not trying to shove your product, solutions or service in their face (wham, bam, thank you ma'am), you're delivering value. People don't care how much you know until they know how much you care.

You can share your story in many places:

- On your website as a blog (include links to the awards website)
- Create a LinkedIn or Medium newsletter for your brand
- Send it to your database as an email newsletter
- Submit it to a digital platform such as Inside Small Business or Dynamic Media
- Become a regular contributor to online magazines like Brainz or Women Thrive
- Write a short press release and send it to your local media - remember to follow up
- Convert it into an article for your industry magazine
- Submit it to an association you're a member of for their newsletter
- Convert it into social media graphics, reels and memes

THE FIVE ELEMENTS TO A GOOD STORY:

1. **The Hero - The key player of your story.**
2. **Rising Action - These are the small events that happen along the way leading to the climax.**
3. **Climax - This is the big, finale event. The hero decides in response to an action.**
4. **Falling Action - This is the action after the climax.**
5. **A Great Ending - Every story needs a conclusion. It includes the reflection of the hero about what he/she has learned from the events in the story.**



CREATE YOUR HERO STORY



Oprah says everyone has a story... and the trick is just to start writing, speaking it, telling it, SHARING it.

The best story you have is YOUR story.

Your HERO story. There are many types of stories you can tell, however, the most powerful one is the HERO story. Here you can establish who you are (identity), what challenges you have overcome (struggle), how you overcame your struggle (triumph), and where you are now (purpose).

GET IT? SUCCESS

"Dyslexia was my greatest asset"

For an eight-year-old to be told she has word blindness and would never be able to read or write is a very disheartening thing. However, this lent a sad story that you're about to hear.

It was easy for me to PICK-UP if the branding was incorrect. I discovered I could 'SEE' the flavour of the brand across all media and throughout marketing campaigns. INSTINCTIVELY knowing when something didn't feel right or fit.

Lauren Clemett has dyslexia which causes her trouble making sense of words as she can't grasp the 'system' used to make-up words.

"I get the letters muddled up and there are about a dozen words I simply will never get right. I need to 'see' them in my mind before I can spell them," Lauren explains.

While her school teacher telling her she was word blind sounds like an awful thing to say to a child, Lauren says she obviously knew her well.

"He knew if there was anything you told me I couldn't do, I was going to do everything to prove you wrong!"

He helped Lauren with a book of words to learn every night and a found book series she enjoyed, *The Lion, The Witch & The Wardrobe*. According to her school report she still has, Lauren was reading 10-12 books a month — not bad for someone who was apparently blind to words!

After school she trained to become a graphic designer and got work in advertising agencies. It was only once she became a production manager, working in world-leading agencies, she discovered she had an ability to 'see' brands and remember their shape, colour and style the same way she remembered words.

"It was easy for me to pick-up if the branding was incorrect. I discovered I could 'see' the flavour of the brand across all media and throughout marketing campaigns. INSTINCTIVELY knowing when something didn't feel right or fit."

marketing to work. It's vital to understand that the brain 'sees' brands with emotion and uses memory to feel good about buying."

With her passion for seeing brands, Lauren has reached new heights in her career recently being named as an Awardee of Merit for 2017 Gold Coast Women in Business Awards as well as winning a multitude of awards at the International Stevie Awards in New York City, including a gold award for Entrepreneur of the Year in the Advertising, Marketing and Public Relations category.

"The Stevies are like the 'Oscars' of business awards, so it was very exciting and a complete honour to be in a room of incredible entrepreneurs from all over the globe."

YOUR HERO STORY

WHO

Who were you when you started your business journey. Why and how did you get into business. This is your origins story and people want to know what lives behind your brand, business or organisation and the solutions, products or services.

HOW

What was the process or change you underwent – what did you learn, what did you not know, how did you transition, how did you grow, what was your approach?

WHAT

The challenges and the struggle. Be relatable so the reader can see themselves in your story. What challenged you as you started out. Was there something against you or opposing you? What change did you create or are you creating?



CREATE MORE PROFILE BUILDING CONTENT



Here are some more ideas to help you repurpose your awards entries into articles, blogs, newsletters, and social media:

- Your business story – How and why you got into business. Have you had to overcome adversity? Share your journey.
- A breakthrough - Is there something new or different about what you do?
- A celebrity-supported story or event - Do you know someone famous whose story can be reflected in what you do or an annual event that relates?
- A controversial topic - An opposing or conflicting view on a topic? Share little-known facts or secrets in your industry and useful tips and hacks.
- Human interest story - Focus on a person or family or group of people impacted by what you do (without focusing too much on YOU).
- Seasonal story - Leverage a holiday or seasonal event - horror stories at Halloween, Love stories in February, Get creative!
- Local interest - Does your business/product or service impact locals? Which aspects of your business would be interesting to a local audience?
- Comment about your competitor – Can you include a comment about what your competitors are doing their decisions, and recent news.
- Create a photo op - A picture speaks a thousand words!
- Infographics - create graphics with snippets from your entry, use data or stats and share the judges comments.
- Case studies and customer stories. Use snippets and quotes as social media.
- An anniversary story - If your organisation has an important milestone – 10 years in business, a team member celebrating 5 years.
- Industry trends and hot topics – What is going on in your industry that you can comment on? Submit articles to your industry publications & association.
- FAQs – What are the questions you are always asked? Make a list with the answers and develop regular Q&A style graphics and posts.
- Sign up to SourceBottle, SOS and Podmatch – Journalists are always looking for good stories and podcast hosts want guests for their shows.

Congratulations! You are an award winner! Now is not the time to rest on your laurels, or leave your award to gather dust on the shelf... Now is the pay off, the very reason you entered, to leverage the awards journey and build a profile!

- Consider yourself an “award winner” at every opportunity.
- Ask the award management to send you an approved image or graphic of the award for you to use.
- Add the award to all of your social media profiles, especially in the Linked-In ‘Awards’ section, Facebook ‘About’ section and your Twitter ‘Profile’.
- Add the image of your award to your email footer.
- Add the award to your speaker bio and any other listings or directories.
- Add the award image to your website ‘Home Page’ and to the ‘About Us’ page on your website with a blurb about winning the award.
- Change your social media profile picture to your award headshot.
- Attend the award presentation event, get photos, take video and post them to social media. Remember to connect with other winners and entrants!
- Ask if there are any online groups for award winners to join, collaborate!
- Add the award image to your pull-up banner, business cards and brochures
- Add the award logo to the back cover of your printed book, add it to the author listing of your Amazon ‘Author Page’.
- Add the award to the introduction slide of your presentations.
- Write a press release telling your award story for publications in your industry, find the angle, make it a story and make sure you mention the fact you are an award winner in all media requests or responses to interviews.
- Post your award story as a blog, email a link to your tribe thanking them for their support, which made it all possible, ask them to share the news.
- Record a video or Facebook Live of your acceptance speech, telling your award story and showing your award to your fans.
- Create a webinar or Slideshare about your award win.
- Create memes of you with your award and post to all social media channels.
- Create tips to share about your award journey, repurpose entries into articles or social media posts.

DEVELOP YOUR MARKETING ACTION PLAN

Winning an award is awesome, but what's the point of your award sitting on a shelf gathering dust?

If you don't have a systematic approach to leveraging your award that's exactly what could happen because:

- 1) You'll get overwhelmed by everything you think you have to do
- 2) You'll start worrying about having a spotlight on you all the time
- 3) After a short while it will become 'old news' in your mind
- 4) You will run out of things to say
- 5) Life will get in the way

GET YOUR PLANNER HERE: www.theaudaciousagency.com



The start of the planner is for you to add in your contact details (especially important so if you leave your planner at a cafe they can get it back to you - yes, it's been done before), your BHAG - Big Hairy Audacious Goal for the year - dream big!

There are worksheets to help you focus your personal brand and brand story so you are engaging with the right audience and seen as the go-to expert. Overarching the year is your ONE-WORD BRAND STRATEGY - the one word that clearly describes the essence of your brand. It doesn't need to be your brand name and you don't need to use it externally. For example: Apple - Innovation, Google - Answers, Nike - Action, Red Bull - Energy, Volvo - Safety. Take time to decide carefully on your one word, research it in the dictionary, its origins and meaning - check the thesaurus too as you may find an even better word!

Once you have this, you can look at themes for each month to ensure the content you are creating for your marketing and promotion is relevant. For example, your one word might be Honest, the hot topic in December is Christmas, so your blog post for the month might be about honest products you can buy for presents, being honest about what you really want for Christmas, avoiding family disputes by not being honest! You can get really creative with your marketing when you know your brand strategy, your one word and you choose relevant themes.

DEVELOP YOUR MARKETING ACTION PLAN



Create your 12 month marketing action plan:

1. Select a theme for each month.
2. Write 1 blog post each month. Research the theme and include engaging data, facts or soundbites as well as opinions.
3. Post the blog to your website, then check the dates when you can leverage your content - celebrity birthdays, special anniversaries, and world events which relate to your blog theme.
4. Call yourself an award winner each time you sign off an article on LinkedIn, www.medium.com, Business2Community, Smallville, and all of the other blog sites you can guest post to. Make sure you update your social media profile.
5. Identify key opportunities that occur in the year ahead, identifying which themes and topics relate to your award. For example, if you won an entrepreneur award, you could post on social media on the 21st of April - creativity day - and tell the story of your entrepreneurial creativity and how it helped you win an award. Steve Jobs, one of the most well-known entrepreneurs, was born on the 24th of February, you could post about his achievements and how he inspires you as an award-winning entrepreneur.
6. Each time you post, link back to blogs on your website about being an entrepreneur and how an award helped your business. Maybe you won maverick of the year - you simply MUST post on Tom Cruise's birthday on the 3rd of July (Top Gun fans will get this). Maybe you won for mentor of the year, so doing a FREE Q&A on Facebook Live with an international award-winning mentor on 'Ask a question day' the 14th of March is a no-brainer. Or women helping women...it's International Women's Day in March, can you create an entire campaign for the month providing advice each day for women as an award-winning leader?
7. You can now plan your weekly promotional activities, using the weekly action pages to avoid overwhelm and distraction and get seen and noticed.

TIME TO WRITE BLOGS



Creating consistent, compelling and engaging content to share from your website will ensure you are generating traffic with organic reach to your social media platforms.

You can repurpose your award entries, book, podcast appearances and articles into blogs. A blog should be written in first person, as you are the author and publisher. It should have a captivating headline, and compelling opening few paragraphs. Ideally it includes insights, tips, expert comments or advice as well as a good dose of storytelling, fact sharing and motivational content.

You can use the 30/30/30/10 rule:

30% News - about your industry/specialist area (Google Alerts)

30% Information - tips, tools, insights, how-to's, action steps

30% About you - your journey, award, business, goals

10% Fun and inspiration.

Blogs should be around 500-1000 words maximum and you can add images, quotes and backlinks links, plus a call to action at the end.

- Use a click worthy, captivating headline for your blog
- Make sure the opening statement is engaging and compels the reader to want to read on
- Use quotes, facts, data and statements as highlights throughout the blog
- Include an interesting header image and footer
- Include a single minded call to action with a link
- Share across social media platforms, with a link back to the blog.
- Email the blog to your database and consider repurposing it to medium or your LinkedIn newsletter
- Remember that podcast interviews, articles, acceptance speeches etc can all be repurposed into blogs!

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You can download a guide to blogging [HERE:](https://theaudaciousagency.com/guest-blogging/)
<https://theaudaciousagency.com/guest-blogging/>



YOU DESERVE TO STAND OUT!



Congratulations on taking the step to enter, win, and leverage an award - you deserve every single honour you receive.

Now get out there and be the winner you were born to be!

Work on your winning mindset constantly, reflect on your amazing accomplishments and use the tactile fact that you are an award winner to overcome any self doubt or imposter syndrome - because there is no place for modesty in business and you deserve to be well known, well paid, and wanted.

TIPS TO LEVERAGE SOCIAL MEDIA:

Keep your Facebook page regularly updated, use your awards image for seasonal messages, provide insight and info. Use static images, video, reels and captivating content – the job of your social media is to **ENGAGE!**

Creating eye-catching and interesting social media content is the primary role, that's why 'newsjacking' celebrity birthdays or unusual anniversaries like "hedgehog day" stand out from the run-of-the-mill 'buy my stuff' posts.

Once you've captured attention, the role is to build relationships and drive traffic back to your website.

You want to get people to like and follow you, then get them off social media and into your world.



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