



AI AWARD WRITING GUIDE

HOW TO WIN MORE BUSINESS
AWARDS USING AI WITHOUT
SOUNDING LIKE A ROBOT

HOW TO USE AI TO WRITE AWARD ENTRIES WITHOUT SOUNDING LIKE A ROBOT WROTE IT.



The content creation industry has been blown apart by AI and award entries are no exception. What began as a novelty, with many people experimenting with AI (making themselves into plastic action figures!) has quickly evolved into a time-saving tool for drafting tedious documents like emails, proposals, grants applications and now award submissions.

While AI offers efficiency, many award programs are seeing a downside: boring, verbose and dot point ridden entries that lack the authentic voice and compelling storytelling that judges value.

The Audacious Agency understands this challenge. While we offer a premium service to handle the entire award process for our clients, we also totally understand that many businesses and individuals want to leverage AI to streamline their time.

This guidebook will show you how to use AI effectively to enhance your award entries, while still maintaining a genuine and impactful voice so you put your best foot forward as an award entrant.

WHY ENTER AWARDS ANYWAY?



Business awards offer more than just a trophy, they are powerful tools for building your profile as an innovator, leader or change-maker.

For business owners, service providers and entrepreneurs, awards can provide the credibility and visibility needed to stand out from the competition, attracting ideal team members and perfect prospects.

If you've been innovating and making a significant impact, but feel like you're a hidden gem, awards can propel you into the spotlight.

Many entrepreneurs overlook the potential of awards, most think they haven't achieved enough or had sufficient results to enter awards and be competitive. In reality, the majority of awards (around 90%) don't even require financial information!

With numerous local, regional, national, and international awards available, including niche awards tailored to specific industries or demographics, there's an opportunity for everyone.

A key difficulty people face with awards is the time investment required to craft compelling entries. Gathering all of the information, reading through the award requirements and then, starting with a blank page, writing an entry.

This brickwall barrier stops many in their tracks, so it's no surprise that many have turned to using AI to write award entries.

ACTION



Consider which awards align with your achievements and could enhance your visibility. Google search for them and start building your own awards list.

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THE PITFALLS OF AI-GENERATED CONTENT



While AI can be a tempting shortcut and the basic idea of using an LLM (Large Language Model) like ChatGPT to do it for you seems harmless, all of the awards programs and judges are saying the same thing. If you are using AI to write your entries, you are probably doing yourself a disservice.

AI-generated entries often come across as "SLOP" – shoddily strung together content filled with verbose language, endless dot points, and meaningless marketing jargon. Relying on AI to fully write your award entries is a sure fire way to send the message that you are busy and you don't really care that much about the awards.

Judges use the entry so they can quickly and clearly convey your core purpose, the problem you solve, your unique approach, the challenges you've overcome, and your tangible results.

Think of AI not as a replacement for your own expertise, but as a helpful assistant – a "spotty teenager intern" ready to handle the initial grunt work and do your data research for you. This approach allows you to leverage AI for the heavy lifting, reducing the time it takes to create compelling award entries because you are not starting with a blank page.

However, it's crucial to remember that AI's role is to supplement, not replace, your unique voice and insights. You are still going to have to do some research and writing and in the next section you'll find a checklist of all the content you will need to gather to ready yourself for entering awards. You should open a folder on your computer to dump everything into and go grab any electronic content (info off your website, LinkedIn newsletters etc and convert them into documents. If you have video or podcast interviews, you might also want to get them transcribed (using any number of AI tools available).



Embrace the fact that you will still play a vital role in researching, writing, and refining your award entries. Set aside time to work on your award entries.

ENTRY CONTENT CHECKLIST



To effectively leverage AI for award entries, you'll need to provide it with the raw materials it needs to understand you, your brand, and your achievements. This ensures the AI-generated content accurately reflects your unique perspective and voice. Gathering these assets beforehand will streamline the entry-writing process and save you time in the long run:

BRAND/IMAGES

- | | |
|--|--|
| ☐ Bio (1 st & 3 rd Person) Short & long | ☐ Proposals/Reports |
| ☐ Branding - logo, font, colours
Style guide | ☐ Product shots/process diagrams |
| ☐ Books - cover & reviews | ☐ Headshot, action shots, event pics, product shots |
| ☐ Media Kit / One Sheet, Speaking Event dates/pics | ☐ Promotions/Marketing - plans, campaigns |

DATA/ACHIEVEMENTS

- | | |
|---|---|
| ☐ Awards - list & logos | ☐ Impact statements |
| ☐ Community - volunteer work, giving back/fundraising | ☐ Qualifications list |
| ☐ Media wins - clippings, screenshots/doc with links | ☐ Podcasts/webinars/radio - transcriptions |
| ☐ Business/client growth, screenshots, graphs, figures | ☐ Sales figures, P&L, Accountants reports |
| ☐ Client/staff acquisition and retention figures | ☐ Programs & courses, sales, memberships |

PAST ENTRIES/ARTICLES

- | | |
|--|---|
| ☐ Existing award entries & support docs | ☐ Media article PDF or PNG |
|--|---|

SOCIAL MEDIA

- | | |
|--|---|
| ☐ LinkedIn Newsletters, blogs, articles converted to docs | ☐ Website content converted to a doc |
|--|---|

IMPACT/RESULTS - converted to docs

- | | |
|--|--|
| ☐ Testimonials/reviews | ☐ Google Reviews |
| ☐ Case studies - showcasing results | ☐ Social media comments |

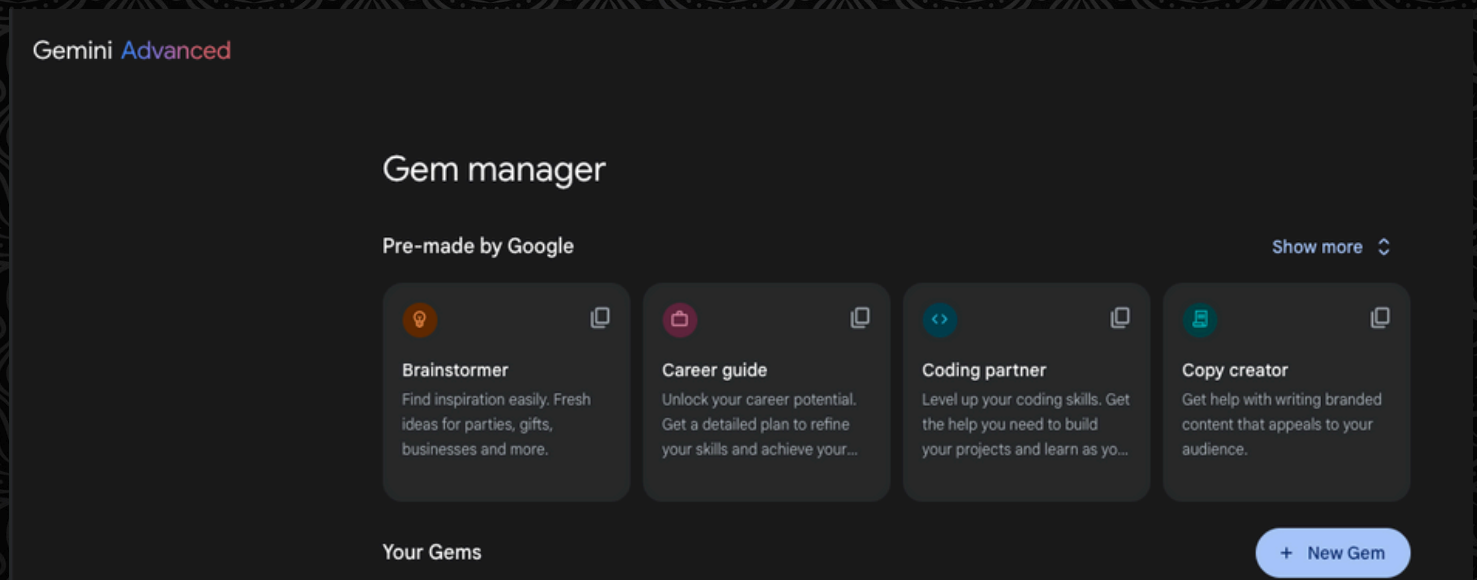
SETTING UP YOUR AI WORKSPACE



To effectively manage your award entries, it's helpful to set up a dedicated workspace within your AI tool. In the LLM we use, Gemini, this is called "Gem Manager," and it allows you to create separate "Gems" for each award, brand, person, or product. This keeps your information organised and allows you to tailor the AI's output for each specific entry.

Other LLM platforms offer similar features for managing projects or conversations. The key is to train your AI tool by providing it with relevant background information and specific prompts.

Gemini Advanced Gem Manager (information correct as @ April 2025)



Gemini Advanced is an AI model that can process and understand a massive amount of information at once - up to 1,500 pages or 30,000 lines of code.

- It helps you analyse large files that you upload directly from your desktop or your Google Drive and the model can trawl through this data to generate a detailed report. You can upload a variety of file types including PDFs, spreadsheets, images, and documents.
- Then, using the report you created, Gemini Advanced can help you go through the information to help you identify key data, topics and content that might perform the best for the task you have set, and give you recommendations on content you can incorporate into your entries.
- Now you can turn those insights into action. Tell Gemini Advanced what your goals are and ask for help creating an award entry. You can also do this directly within Docs or Sheets, using the Gemini side panel, to reference your report. Just type @ and the file name to reference the right file.

To guide the AI effectively for award entries, you'll need to use specific prompts. There are two key prompts to use. The first prompt directs the AI in terms of the tone and point of view of the content being created, instructing it to behave like an expert award writer.

The second prompt outlines the task you want the AI to perform — in this case, writing award entries. It's important to remember that effective award entries blend compelling storytelling with relevant metrics. The language should be positive and assertive, but avoid sales-oriented or overly verbose language. Instead of opinions, focus on approaches, processes, solutions, outcomes, and impact.

PROMPT 1: GEMINI PERSONA

Adopt the persona of an expert awards writer to understand the point of view of crafting award entries for our client. Your primary goal with the information provided is to fully understand our point of view and the context surrounding our personal and business brand, purpose and the organisation's vision and mission.

You will use the information provided to adopt our tone of voice to write about our approach, background, challenges, motivations, and uniqueness so that the content created sounds like it comes from us and highlights the core messages in the award entry.

You have the skills to weave our story in amongst key metrics that matter, alongside the innovation, impact, results, and success we are having, so the award entries you write engage the judges, captivating them and compelling them to vote highly, based on the clearly communicated content and the emotive storytelling that sticks to word count and gets the key points across succinctly.

Please confirm that you understand the persona for your writing style.

PROMPT 2: TASK OUTLINE

I will provide you with a comprehensive understanding of who we are, our brand, tone, personality and the specific profile building goals we have, so you can effectively collaborate with me to create high-quality content for award entries. Please absorb and store the information before creating any content.

Instructions:

- Do not fabricate any information. Base your understanding solely on the provided materials.
- Carefully analyse all documents and data. Pay close attention to key details, brand voice, and achievements.
- Store this information for future use. You will be asked to refer to it when collaborating on content creation tasks.
- Use British English only.
- Do not use emojis.
- Only use dot points for listing data and do not use subheadings in lists.
- Avoid verbose or flowery language. Stick to clear and concise communication.
- Be aware that the provided content may be updated over time. New achievements, case studies, and metrics may be added.
- Wait for all documents and data to be uploaded before processing the information.
- We will confirm when all content has been provided.

Content that may be provided:

- Background and bio in first and 3rd person, long and short versions
- Transcriptions of webinars, podcast/radio interviews
- Data, accomplishments, financials and other metrics to back up any claims we might make in awards entries
- Testimonials, case studies, and reviews
- Brochures, documents, or marketing materials as PDFs
- Content from websites, social media, newsletters, etc.
- Past articles or award entries

Confirmation: Please confirm you have absorbed and stored all provided information before we proceed with content creation tasks.

AI PROMPTS



So now you have briefed the AI platform on the persona it should use to create the content, and you have outlined the task, now it is time to start the task of writing your award entry.

Providing an overview of the awards program (taken from their website) and a full outline of the category, plus all of the questions gives the clear instruction to educate the LLM about the entire task but at the same time telling it you will go through each of the questions separately.

It helps the AI to understand the entire entry, not just one question at a time, makes sure I know the AI is creating new and unique content, not made up fluff and helps avoid repetition.

You should always ask the LLM to summarise the awards program and category and to outline the key metrics you should include. This helps you confirm that the AI is on the right track and prevents it from generating irrelevant content.

Then you can work through the questions one at a time, providing each question to the LLM and carefully reviewing its output. Don't be afraid to push back at the AI. It wants to help and is programmed to create content. You have to tell it if it's on the right track or if it has veered off on some tangent and is missing the crux of the question.

ACTION



Go to the awards website and capture background information into the award program itself. You may be able to download an entry kit or guide and provide that for the AI to read, but bare minimum, copy the relevant description about the awards so the LLM can understand what the judges will be looking for.

Also copy any content about the category, outlining the key themes and topics that you will need the LLM to focus on. Then copy all of the awards questions, including word count limits.

You should store all of this information in one document so you can copy and paste it into your AI prompt.

PROMPT 3: AWARD OUTLINE

Your goal in this task is to absorb and understand the complete outline of the award entry we are creating. Do not begin writing answers to the individual questions yet. Pay close attention to the overall theme and focus of the award program and the specific category. Identify any stated or implied preferences the award organisers are looking for in submissions.

Note all the specific questions that need to be answered and the instructions associated with each. Understand any overarching requirements, such as word limits for the entire entry or individual sections, formatting guidelines, or emphasis on specific aspects (e.g., innovation, impact, leadership). Consider how the different questions relate to each other to anticipate potential areas of overlap and plan for a cohesive narrative across the entire entry.

The award program: (Insert a brief description of the award program and its general focus from the awards website here)

The award category: (Insert a detailed description of the specific category, its objectives, and what it aims to recognise here)

Questions: (Copy and paste the full list of requirements and instructions provided by the award organisers here)

Confirmation: Please confirm that you have thoroughly reviewed and understood the award program, the specific category, all requirements, instructions, and the complete list of questions. Indicate that you are ready to receive content to begin crafting answers to each question in subsequent turns, while keeping the overall outline and point of view in mind.

REMOVING AI TELL TAILS



Awards entries are a unique blend of compelling and engaging storytelling and the metrics that matter. It's a case of not just telling the judges what you are doing, but showing them what you do and how you are having an impact. You should always be putting yourself in the shoes of the judge. What do they need to know, how does your entry need to reflect exactly what you have achieved so they are impressed and compelled by your answer.

The language used in award entries is not sales, it's not about convincing someone to vote for you. It's not marketing speak either, although you do have to use positive and bold language and avoid anything verbose or broad. Words like numerous won't cut it, you need to state dates, facts, figures. You should also avoid phrases like "we believe". Awards entries aren't about opinions, they are about approaches, processes, solutions, outcomes, impacts...

When you have the AI created response, please DO NOT simply copy and paste it into the entry platform. Open another document and add in the AI created content to use as a base. Now you can get creative, adding in your unique personality and perspective, crafting it and make sure it's concise, compelling and hits the mark.

There is effort involved but at least you are not starting with a blank page. You have a researcher right at your fingertips and you have the right metrics in the right place, with content to get you started. Now it's up to you to tweak and refine it, check the word limit and make sure you have removed all of the AI identifiers:



- Fast-paced
- Ever-changing
- Ground-breaking
- Dynamic
- Fostering
- Personalized (+ all American spellings unless you are in the USA)
- Bespoke
- Furthermore
- Additionally
- Delve
- Tapestry
- Significantly
- In conclusion

REMOVING AI TELL TAILS



AI loves creating dot points and lists of dot points with subheadings, that then repeat the content...Yikes - AI all over it! If you simply cut and paste these into your entry it is a red flag to judges that you have used AI to craft your entry.

The thing is, dot points can be very helpful in awards entries. They are a great way to manage word count limitations, while still listing the impact you are having or the key results, facts or figures. They are also useful for listing various case studies or results from clients, campaigns or programs.

Simply remove the dot point and repeated content and turn the entire list into paragraphs, embedding meaningful metrics, using dot points for examples/data that needs to be listed.

ACTION



FROM THIS:

- **Reduced Stress and Frustration:** Our proactive approach eliminates the stress and frustration often associated with the process, providing clients with a seamless and positive experience.
- **Increased Confidence and Empowerment:** Clients feel confident and empowered to make informed decisions, thanks to our clear communication, personalized advice, and educational resources.
- **Faster Turnaround Times:** Our efficient processes ensure quick turnaround times, allowing clients to seize opportunities in the fast-moving property market.

TO THIS:

Our proactive approach eliminates the stress and frustration reported by 72% of people associated with the industry, providing clients with a seamless and positive experience that has led to our 98% client retention rate.

Our educational content and programs, delivered with regular and clear communication make our clients feel confident and empowered to make informed decisions, leading to their investment value growing by over 130%. Our clients can seize opportunities because we provide an ultra fast turnaround where almost 70% of contracts are approved within 48 hours.

Above all, if you want to write business award entries using AI without sounding like a robot, and giving yourself the best chance of winning (because the gap between a poor entry and a good one is becoming a chasm, especially for those who don't have this training) be yourself, give yourself enough time to do a good job, and make sure you follow the basic rule - always answer the question!

Let's recap the key takeaways from this guidebook:

1. Use AI as a tool to assist, not replace, your own expertise when writing award entries.
2. Ensure AI-generated content is refined with your unique voice and perspective.
3. Remove any AI identifiers to be relevant and engaging with the judges.

Ready to take your profile to the next level?

The Audacious Agency is here to help. We specialise in helping leaders to build profiles by leveraging awards. We work with you to not only find the right awards programs and perfect categories to enter, we help you leverage business awards to build your profile, regardless of the result.

Maximise the moment through our premier award writing and profile building services.

Visit our website at [The Audacious Agency](https://www.theaudaciousagency.com) to learn more and schedule a complimentary chat about your personal brand, business or organisation.



DISCLAIMER



Please note that this guide reflects the understanding and application of AI for writing business award entries as of April 2025.

Given the rapid advancements in artificial intelligence, particularly in areas such as large language models (LLMs) and prompt engineering, it is important to recognise that the strategies and instructions provided in this document may become superseded by newer AI capabilities and best practices in the future.

Specifically, the guidance on setting up your AI and the examples of AI prompts are subject to change as AI technology evolves. While this guide aims to provide valuable assistance in leveraging AI to streamline the creation of award entries, it is crucial to understand that successful award submissions depend on numerous factors beyond the application of AI.

Readers are strongly advised to carefully review and adhere to all requirements and eligibility criteria for each specific award and category they intend to enter.

Understanding these guidelines is essential to making sure your entries match the judges' expectations and pass initial screening processes – often referred to as the awards' "gatekeepers".

The information provided in this guide is intended to enhance the writing process but does not guarantee success in winning awards. The ultimate outcome of an award submission rests on the quality of the content, its alignment with the judging criteria, and the achievements and impact demonstrated.

Therefore, while this guide offers valuable insights based on the information available up to April 2025, users should remain aware of ongoing developments in the field of AI and consider that future AI tools and approaches may offer alternative or more effective ways to enhance award submissions. It is recommended to stay informed about the latest advancements in AI and always prioritise a thorough understanding of the specific award program and category requirements. This will help ensure that your AI-assisted efforts result in the most compelling and relevant entries possible.

- 
- 10 Leverage the entire awards journey -
 - Repurpose snippets from your entry
 - Use judges feedback in marketing
 - Award graphics on collateral/website
 - Create and backlink articles
 - Reels & live video insights
 - Podcast appearances/links
 - Newsletters & blogs
 - Local/industry media
 - Use award # & @

09 Award result - Gala Event
Acceptance Speech, social media, thank you email,
leverage logos & images, update profile

08 Leverage finalist status: repurpose entry into blogs and articles
social media, share award journey, approach podcasts

07 Entry submission - begin leveraging your journey with social media and emails
Let the world know you're in it to win it

06 Support document creation: case studies, data, images and evidence

05 Entry creation: first draft, editing, proofread & check word count

04 Assets: Gathering evidence - use a checklist

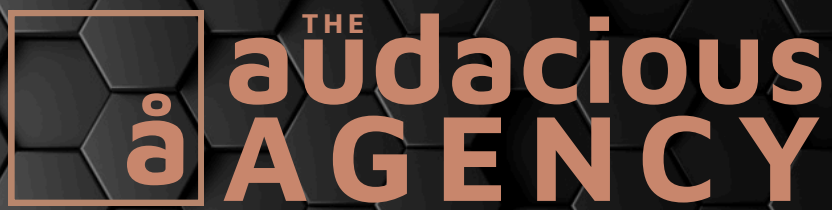
03 Creative Writing & Metrics That Matter

02 Awards Entry - review questions
and highlight specifics

UPPing Your Profile

Maximise your
Unique Profile Position
to elevate your brand,
business or organisation
through entering
winning and leveraging
awards.

01 Strategy - goals, audience & defining your
UPP: Unique Profile Position
Award/category selection & marketing plan



BE BOLD, BRAVE AND AUDACIOUS

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