



audacious
AGENCY

PROFILE BUILDING PROSPECTUS 2024-25



**YOUR
TIME TO
SHINE**

TIME TO BE GOOGLICIOUS



Our proven profile building process has a 97% success rate at helping thought leaders, change makers, business owners and entrepreneurs to become award finalists, building a reputation to become recognised and respected.

Profile building is about more than just entering awards though, it's about leveraging the process to gain credible recognition regardless of the outcome.

Usually award entries are only seen by you, us and the awards judges. That incredible content deserves to be seen by a much wider audience!

We want your amazing innovations, tenacious team, powerful impact and incredible solutions or services, to become well known and wanted.

Although we cannot guarantee an awards win, we ensure every part of your journey can be leveraged to the fullest to become Googlicious, and we will give you all the support, resources and assistance to ensure that happens.

CONTENTS

- Proven 3R's Process
- Working With Us
- Leveraging Process
- Proven Success
- What Our Clients Say
- Case Studies & Results
- Plan
- Projects
- Packages (3-Peat/5-Peat)
- Author Awards Package
- Telstra Awards
- Profile Building Service
- T&C's

PROVEN PROCESS

The Audacious Agency award winning 3R's process has been used to submit over 1500 awards entries, delivering a 97% success rate at reaching finalist status, helping hundreds of entrepreneurs, business owners and leaders to stand out from the crowd.

This is the process we will follow to build your profile:



Reputation: Upping your profile by identifying your UPP - Unique Perception & Position. Making sure you are uniquely positioned to engage and connect with the right audience, giving your brand credibility and consistency. Defining exactly what you want your brand to stand out for and developing a strategic plan to get you there. This gives you the right goals and focus to position you, your brand or business in a leading position.



Recognition: Now you know what you want to be recognised for you can take action. Entering awards with accuracy and succinct storytelling that gives you the best chance of gaining that vital recognition for your business, innovation, products, services or cause. The best part is that the award writing process gives you vital documentation to implement throughout your organisation or use for business planning, funding or investment.



Results: Regardless of the award outcome, we guarantee you will be able to leverage your awards journey to generate consistent credibility as the leader in your space or industry.

Our guidance, resources and services maximise your momentum, with valuable and credible award platform and media backlinks and social media content that helps you stand out and convert interest into enquiries for your business or organisation. You become Googlicious!

[CLICK HERE TO CHECK OUT OUR SERVICES](#)



WORKING WITH US

The Audacious Agency is led by an exceptional team of experienced agency owners, with decades of brand management and award winning marketing expertise. You'll also be working with our talented storytellers who are trained and is experienced in crafting award winning entries and engaging articles to help you build a stand out profile, with credible, tangible results.

Every step of the way, we are there to guide you, creating a strategy, even if it's just confirming the category for an award project or selecting the right awards and categories for your package or building a full profile building plan for the next 12 months and beyond.

Once you have selected a plan, project, package or profile building service, we begin implementing for you, introducing you to your creative writer and designing a support document from the links and files you provide to us.

Each entry is meticulously written to reflect your brand voice and personality, checked and approved before being submitted for you and that's when the magic really begins - you start leveraging awards even before they have been announced!

Resources, social media content, podcast and guest blogging directories, repurposed articles and blog content all provided to you so you can share your awards journey immediately.

This snowballs as you enter more awards and we publish more articles, while you share socially and with your audience, so you are surrounding your market and getting seen and noticed everywhere!

Entering awards is a deadline driven process and we are in constant contact with you though-out, interviewing, updating and reporting to you with the results. 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.

Here are the agency contact details:



Our Services: <https://theaudaciousagency.com/services>
Contact Page: <https://theaudaciousagency.com/contact>



PO Box 1585, Sunshine Plaza, Maroochydore Qld 4588



[That's Audacious Facebook Group](#)

THE AUDACIOUS PROVEN LEVERAGING PROCESS

Every step of your Profile Building journey can be leveraged. We encourage you to begin even before you've won an award.

Profile Building is all about the snowball effect - as you enter awards and gain recognition, you improve your entries and leverage the awards and media articles to provide even more evidence to support your claims. This is why we suggest consistent leveraging of the content created for award entries into social media, blogs, newsletter and media articles. We also suggest using a multi-faceted approach to share content as words, graphics, images, video and infographics, so you are communicating to all elements of your audience to become Googlicious.

We also suggest you ensure the foundations of your profile building are in place because we want your audience to reach out and connect with you as a result of your growing profile. This is especially vital if you want to be seen and known as a leader in your space and convert that attention into sales, clients or impact. You should review your website, blog page, LinkedIn profile, and social media channels to ensure your brand is consistent and you have a mechanism to convert enquiries.



PROVEN SUCCESS

Since inception, The Audacious Agency has written and repurposed over 1500 award entries for local, national and international programs including the Stevie Awards, Titan Awards, Globee Awards, Telstra Best Of Business Awards, Book Excellence, Literary Titan, Ausmumpreneur, Women In Finance, REIQ Awards, Women In Construction, ROAR Awards, BEAM Awards, Local Business Awards, The Australian Small Business Champion Awards, and many other industry and local awards programs.

To date, we have an 97% success rate in finalists and a 98% winning success rate with the Stevie Awards. Although we cannot guarantee a win, an integral aspect of our proven process is your ability to leverage your awards journey to get an edge over your competition and shine regardless of the outcome. Not surprisingly, our clients have won multiple awards over the years and appeared in hundreds of media posts, building credible personal and business brand profiles, increased impact, sales and success. Some case studies and examples follow on the next pages.

OVERALL FINALIST
SUCCESS RATE

97%

ENTRIES WRITTEN
& SUBMITTED

1503

STEVIE AWARD
WIN RATE

98%

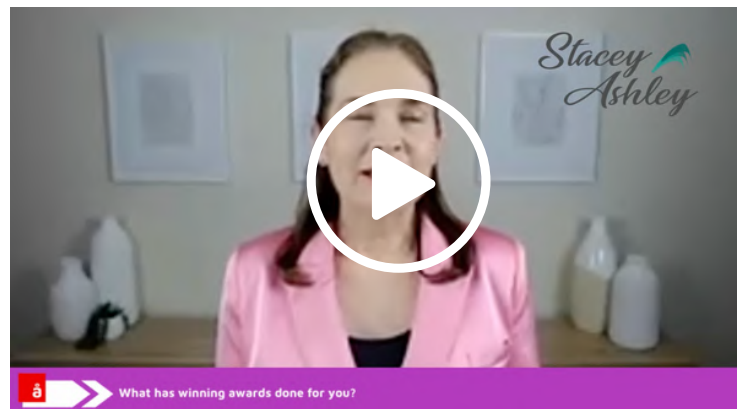
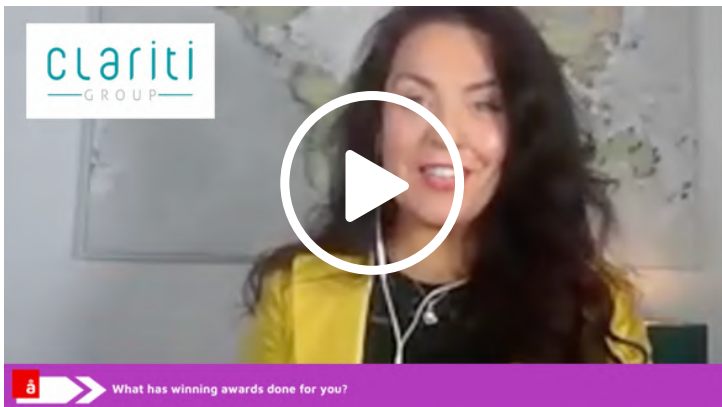


WHAT OUR CLIENTS SAY

We have been the representatives in Australia/NZ for the International Stevie Awards since 2019 and have assisted many entries into this internationally recognised awards program, including extra ordinary women who have seen growth in their businesses.

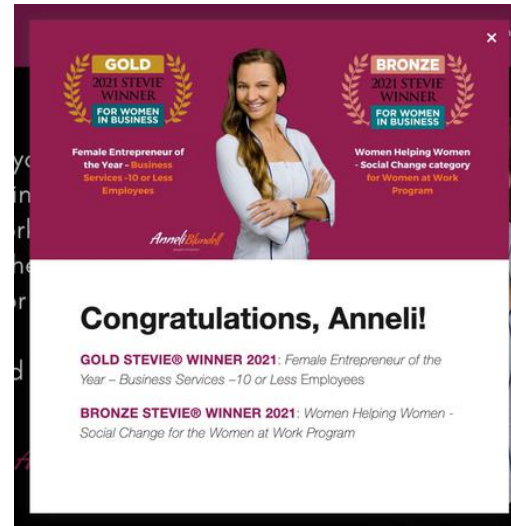
The confidence these award programs, such as the Stevie Awards For Women In Business, give to female run organisations, generates success and long-term positive impact across a range of industries.

Click on the below images to hear how entering awards has helped them:



OUTCOME

The Audacious Profile Building approach has helped many of our awards clients increase brand awareness, adding credibility that makes their brand top of mind with a reputation and recognition as the market leader. Many have become featured as leaders in their industry and the go-to expert sought after by the media, and podcast hosts. Here are some examples and case studies:



Audacious Publicity Genie Agency
22 May · 🌐

An awesome testimonial from the winner of the Australian Small Business Champion, Sally Foley-Lewis

Applying for business awards can be challenging, overwhelming and confronting. Self-assessment, reflection, capturing achievements in such a way that showcase your business, all while submitting answers that help the judges assess you in your best light is tricky, to say the least. Engaging Annette to help guide me through the process meant my practice could be showcased successfully. Annette's extensive, and consistently successful, experience of how awards operate meant she could easily elicit from me the right information to create an exceptional award submission. I was delighted to be named a finalist but to win was fantastic! It affirms my purpose and drive and I thank Annette for playing a large part in making that happen.

Sally Foley-Lewis
Productive & Self Leadership Expert
2019 WINNER Sole Trader. Australian Small Business Champion Awards



Audacious Publicity Genie Agency
Page Liked · 31 May · 🌐

It is an exciting day when you open up your emails to find one advising you that you've made the shortlist for the Telstra Business Awards. Congrats Hair Aid ... so well deserved. The work you are doing #changinglivesonehaircutatatime is changing the world as well. To all the hairdressers and support people who work with Hair Aid ... thank you xx

5

Like Comment Share

Write a comment...

Audacious Publicity Genie Agency
24 May · 🌐

So awesome to see this awesome brand kicking so many great goals. And my fave skincare product ever. Go Sattwa Skincare

Sattwa Skincare
24 May · 🌐

Like Page

Audacious Publicity Genie Agency
24 June at 17:59 · 🌐

Congrats to the innovative and very clever Jo Hollis from All Disability Plan Management for making the finals in the hotly contested Women in Finance Awards. <https://www.theadviser.com.au/.../39247-finalists-revealed-fo...>

THEADVISER.COM.AU
Finalists revealed for Women in Finance 2019
The Adviser, together with principal partner AMP Bank, is proud to...

Audacious Publicity Genie Agency
13 July at 09:21 · 🌐

Oh yeah. Congrats to Jess from A Growing Understanding for winning Lake Macquarie Young Employee of the Year Award

A Growing Understanding-Speech Pathology
36 mins · 🌐

gratulations to our amazing Jess v is year's Young Employee of the Ye has been with us from the beginni she is caring, passionate and fun! ilies that she works with adore her o we! Well done Jess- so proud of nks to Jodie Harrison MP for porting this category and for the zing prize from Lake Mac Holiday ts

bea #excellence #growunderstand #speechpathology #speechtherapy #macquarie #newcastle #rtstephens #amazingteam

CASE STUDY

Sonia Gibson, founder of Accounting Heart is on a mission to change the male-dominated and emotionally disconnected accounting industry. As a result of the profile building activities we have helped provide including multiple award and media wins, she has grown her business by 130%.

SONIA GIBSON

Sonia Gibson's professional career spans partnerships with leading Sydney accountancy firms and ASX listed companies. She has extensively worked with individuals to both large and small businesses. Sonia is the winner of 2020 Women in Finance - Accountant of the Year and Silver Stevie Award - Women in Business Awards. As the director of Accounting Heart Chartered Accountants, her philosophy is to work with business aligning the head and heart empowering business owners to implement strategies for long term success.

How did starting your own business give you the fresh start you needed in your career?

As the only female partner of a BRW top 100 accounting firm, I felt frustrated and demotivated by the old school approach taken by my male counterparts. With a career that had stalled, the love for what I did was lost. I thought the answer was to find another job. Sitting in front of the recruitment agency, it became clear the role I was looking for didn't exist. If I wanted my dream job, I was going to have to create it. Four years into my business, I'm loving what I do.

How have you managed to create flexible working arrangements for your employees?

My vision for Accounting Heart was to create a business that could be run from anywhere in the world. To make this a reality, it was essential for the firm to be cloud-based. When two of our team members relocated out of Sydney in 2019, we were able to retain both as the firm was cloud-based.

Accounting Heart has an advantage when it comes to recruitment - most of our team are employed on a part time basis. There's serious lack of professional part-time opportunities for women wanting or needing flexible work hours, while there is an abundance of talent.

How have you used the moment from your accolades and awards to create positive change in your industry?

After winning the Women in Finance Award for Accountant of the Year, I was featured in Insight, an online publication for Chartered Accountants and had articles and comments published in more general business publications. Through sharing my story and business insights, I hope to be a positive role model, inspiring other women who are dissatisfied with their work environments to start their own businesses. I want to encourage these women to be the change they want to see but not only in the accounting profession, but across all professional services.

What piece of advice would you give someone who is feeling stuck in their career?

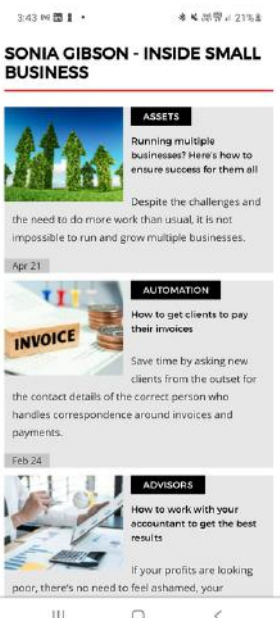
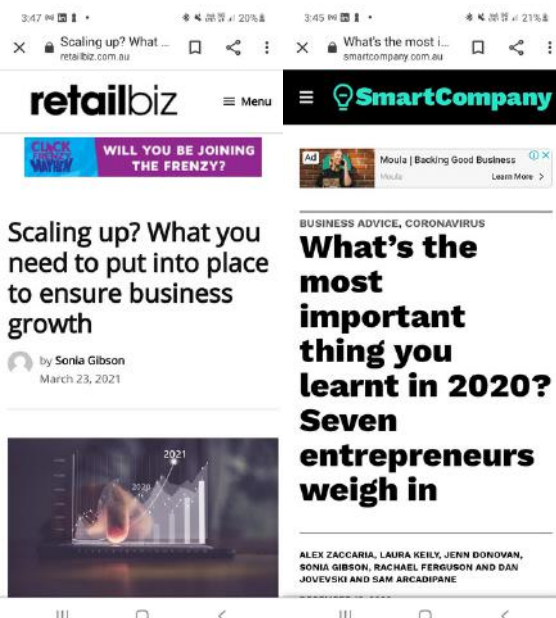
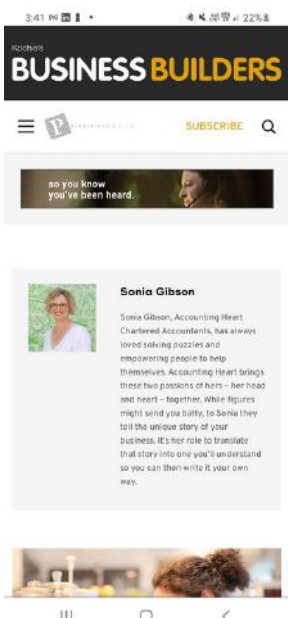
Go back to basics and understand your personal values. I could see what was causing my frustration at work once I understood what my values were. It became abundantly clear what I needed

to do. The next step is to define your goals, both business and personal, to align with your values. This is all deeply personal and is about you not what others expect of you.

I'm also a big believer in my business and personal life happily existing side by side, with one supporting the other.

Working in a cloud-based system, how have you managed to help others trying to transition to remote working?

In 2019, two of the fabulous women employed by Accounting Heart decided to move out of Sydney, within a few months of each other. We adapted very quickly to a working from home model, as everything was cloud based, rather than lose talent that was extremely valuable to the business. We implemented a more sophisticated tool to manage workflow and have a policy of using a direct messaging system to say good morning and good night so we know who is online when. So when the first COVID lockdown happened the business didn't suffer any down time



CASE STUDY

Goro Gupta from Ethical Property Investments is helping solve the homelessness issue for those with disabilities and at-risk groups, such as women over 50. We have helped him win awards and generate awareness for his vital investments and property development solutions including coveted Australian Small Business Champion and the gold Gleebe Disruptor award.



The investor has diversified his portfolio by adding shared accommodation properties. Picture: Supplied.



CASE STUDY

Fiona Holmstrom, STEM Punks, is championing the future of women and work in STEM, starting with schools and educational programs to encourage girls to participate and enjoy maths, IT, Technology and Science. The many award and media wins we have helped STEM Punks with are growing the brand awareness and spreading the word about their important work.



PEOPLE: Launching STEM Punks to inspire tomorrow's innovators

Mylan Vu

2 months ago



HOME
/ STEM PUNKS PIVOTS BUSINESS MODEL TO HELP STEM EDUCATION DURING COVID-19

STEM Punks pivots business model to help

STEM Punks visit to inspire St Luke's innovators

By [Derek Schlenstedt](#) - 30 September 2020

0



Search this site



Menu



Introducing Fiona Holmstrom



Office of the Queensland Chief Entrepreneur



Brisbane-based education program **STEM Punks** recently took out the 2019 Queensland Emerging and Energised award at the Telstra Business Awards.

STEM Punks says science, technology, engineering and math education should be accessible for



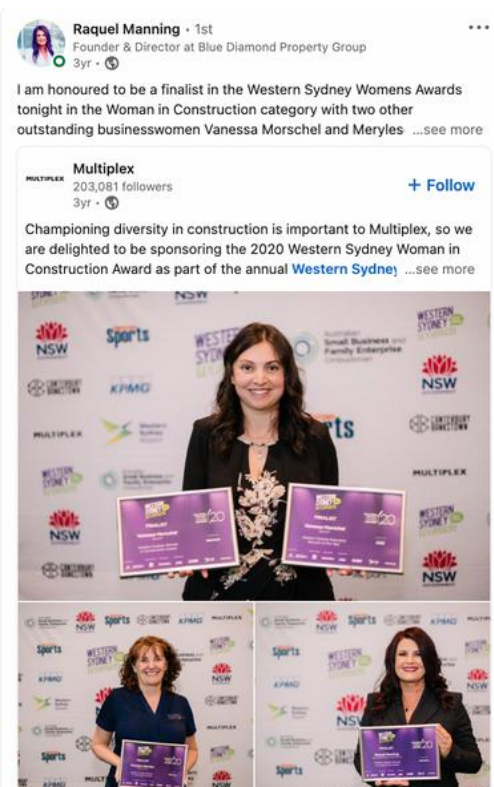
STEM SHOWCASE

Published on August 1, 2019 | in Socials

CASE STUDY

Raquel Manning, Blue Diamond Property Group, is an incredible success story as a 100% indigenous owned and female led business in the male dominated property development industry.

Thanks to her growing profile, she is now taking meetings and opening doors that she previously struggled to open, and is inspiring more women to enter and stay in the property industry. In an industry where credibility creates success, Raquel has leveraged her wins and journey to share her story and create positive impact across an entire sector.



CASE STUDY

Inspire Property, headed up by Colin Lee was already winning awards in the property industry, and has now become an internationally award recognised brand with the credibility of awards leveraged to the fullest potential. Colin has done an incredible job of taking every step of the award winning journey to build the business and his personal profile:



CASE STUDY

Hugo Alexander Property Group are in the highly competitive real estate industry and are creating their profile to stand out as leaders in this space. They have been winning and leveraging awards and media coverage to the point that they are now respected as market innovators and change-makers.

This year, Hugo Alexander won REIQ Small Residential Agency of the Year. Judges' feedback said ...

Congratulations on a great submission with supporting evidence. Incredible what can be achieved in a small amount of time but equally it is obvious you are out to achieve great things.

This Covid world has been challenging for many around the world so kudos on your solid growth and results. From sales, auctions, property management, coaches, PR and tech, it's great to see your growth thus far.

Well done!

Great entry full of innovation for the client's benefit and staff development.

Impressive! (sums it up)



Plus we were finalists in:

- Residential Property Manager of the Year (Lisa Adaway)
- Residential Salesperson of the Year (Adam Nobel)



News > Coronavirus > Brisbane

Coronavirus real estate: Rare Brisbane inner-city converted warehouse sells for \$2.7m cash unconditional

*GST was added taking to \$2.97m

Reshni Ratnam
17 Apr 2020

The Courier Mail



Home / Home Loans / Brisbane suburbs tipped for growth in 2021

Brisbane suburbs tipped for growth in 2021

By Alex Brewster on
January 21, 2021



Home / Home Loans / Where to buy property on the Sunshine Coast in 2021

Where to buy property on the Sunshine Coast in 2021

By Alex Brewster on
February 03, 2021



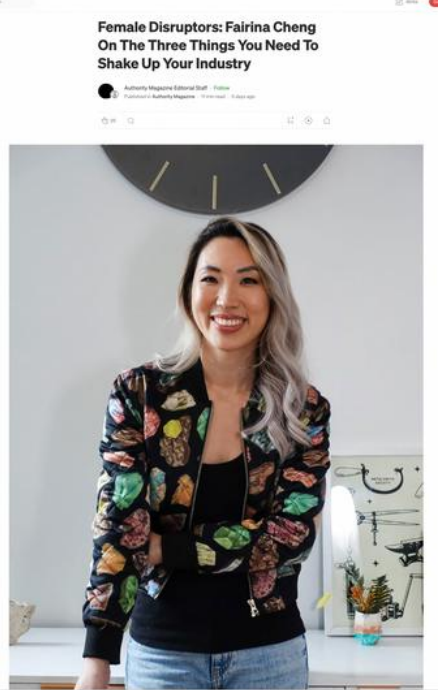
Home / Home Loans / Cut-throat competition: desperate renters giving up pets and offering months of rent in advance

Cut-throat competition: desperate renters giving up pets and offering months of rent in advance

By Emma Duffy on
April 07, 2021



MORE RESULTS



Female Disruptors: Fairina Cheng
On The Three Things You Need To Shake Up Your Industry

2023

Product & Services

Alexander Bitterman

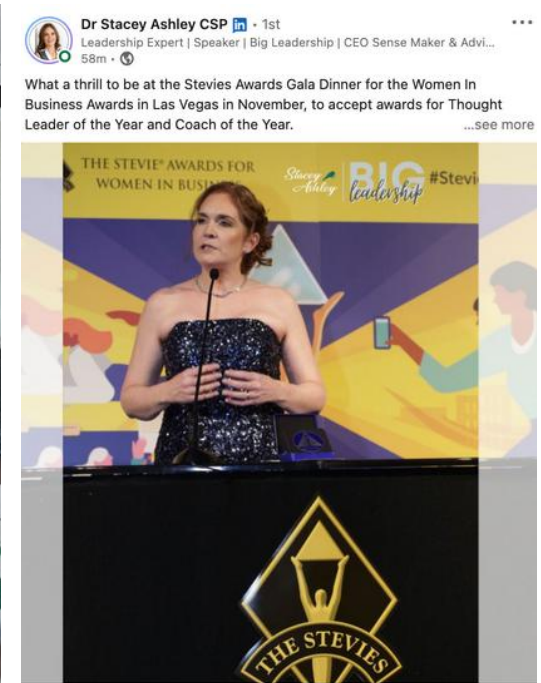
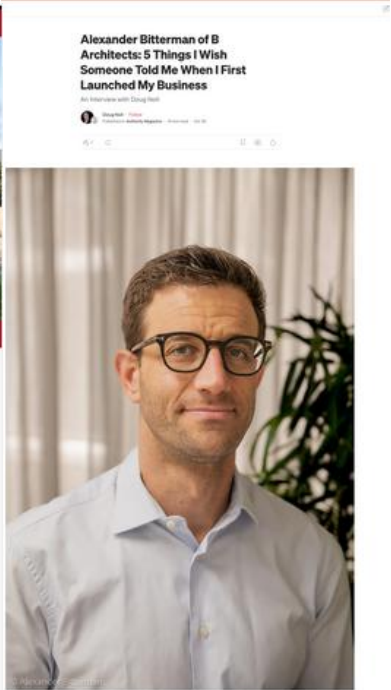
B Architects - Simple solutions for complex problems

Entrant Company
B Architects

Category
Product & Services - Professional Services

Country / Region
Australia

in @ f



...see more

Caroline Bellenger, award winning life coach, motivational speaker, and creator of 'Be The Impossible' started her business to take her life learning to help others. Her journey started with the worst possible version of herself and then she discovered the best version of herself and now? She helps other people find the best in themselves too.

Here are her tips for finding the best version of you...

To continue reading and find out Caroline's tips to Become the Best Version of You please visit Hepburn at <https://lnkd.in/gRxa6CF>
Or subscribe to Hepburn on Magzter and Pressreader.

#hepburn #successfulwomen #CarolineBellenger #beabetteryou #beinspired

AN AUDACIOUS PROFILE BUILDING PLAN

Building Your Reputation With A Strategic Approach

For tangible recognition and credibility, it's vital that you select the perfect awards programs and categories to elevate your brand, purpose, people or business. And you need to make sure you leverage the entire awards journey for maximum momentum.

Building a stand-out profile gives you the edge over your competition and attracts the right attention, so you need a solid strategy to consistently surround your ideal audience. An Audacious Profile Building Plan sets out exactly the right profile building opportunities and action steps to leverage everything, not just when you win.

This proven approach enables you to build a profile regardless of the awards outcome. You get breathing space, a budget and a bold approach to stand out from the crowd.

Profile Building Plan

Here's what's included in the Audacious Profile Building Plan:

Strategic Direction

In-depth 1:1 interview to identify the unique profile building approach for you, your brand, business or organisation. This is built into the entire plan to ensure you get tangible results.

Awards Calendar

A list of the perfect awards programs for you to enter with categories selected specifically based on your goals, approach and eligibility with key dates, entry fees and links.

Marketing Plan

A year of content based on monthly themes that keep you relevant and engaging, to leverage your awards journey and build your brand awareness with your ideal audience.

Podcast List

Podcasts looking for guests exactly like you, so you can share your expert insight and leadership with a wider audience and use the podcast links for SEO, social media and profile building.

Media Channel Listing

Repurpose your awards entry into articles and guest blogs with guaranteed coverage, including a list of contribution sites that give you backlinks for SEO and social media.

Leveraging Resources

Foundational profile building and award leveraging guides, directories and checklists to ensure you get the most ROI from your awards journey and become Googlicious fast!

\$997

[CLICK HERE TO GET YOUR PLAN STARTED](#)

GET READY FOR AUDACIOUS
PROJECTS
PACKAGES
& **PROFILE BUILDING SERVICES**



AWARD PROJECTS

LOCAL AWARDS PROJECT



\$2997

or 4 x \$800 Fortnightly

- Awards interview, eligibility and selecting ideal categories
- Entry writing, editing, and amendments
- Professional support document
- Submission into the awards platform on your behalf.
- Repurpose into another category for \$475
- Award-winning workbook and resources to leverage your entry
- Social media tiles and content regardless of status
- Does not include entry fees (depending on award program)

[CLICK HERE FOR MORE INFO](#)

* Ideal for awards programs including industry awards, regional, local or national award programs or those specific to your demographic or niche. We can help you select an award program or confirm the best categories to enter.

ASBC AWARDS PROJECT



\$2997

or 4 x \$800 Fortnightly

- Awards interview, eligibility and selecting best category
- Entry writing, editing, and amendments
- Professional support document
- Submission into the awards platform on your behalf.
- Entry into a special category for \$797
- Award-winning workbook and resources to leverage your entry
- Social media tiles and content regardless of status
- Does not include award gala tickets (which we recommend)

[CLICK HERE FOR MORE INFO](#)

* Enter the Australian Small Business Champion, Australian Womens Small Business Champion or Australian Trades Small Business Champion Awards general category with option to add a special category.

INTERNATIONAL AWARDS PROJECT



\$1997

or 4 x \$700 Fortnightly

- Awards interview, eligibility and selecting ideal categories
- Entry writing, editing, and amendments
- Professional support document
- Submission into the awards platform on your behalf.
- Repurpose into another category for \$275
- Award-winning workbook and resources to leverage your entry
- Social media tiles and content regardless of status
- Does not include entry fees (depending on category/deadline)

[CLICK HERE FOR MORE INFO](#)

* Ideal for entering the Stevie, Globee, Titan or other internationally respected awards programs.

AWARD PACKAGES

Enter into multiple award programs to increase your chances of winning renowned and credible awards so you can boost your profile as an audacious awards winner. Including:

- Awards interview, eligibility and selecting ideal awards programs and categories
- Entry writing, editing, and amendments
- Professional support document
- Submission into multiple awards platforms on your behalf.
- Repurpose into other categories or platforms, adding wins as you progress
- Award-winning workbook and PR pack to leverage your entries and results
- Social media tiles for each award program regardless of status
- Leveraging resources, workbooks, directories and checklists
- Does not include entry fees (depending on category/deadline)
- Does not include gala award event tickets (which we highly recommend)

3 PEAT PACKAGE



\$4500

or 3 x \$1600 Monthly

[CLICK HERE](#)

5 PEAT PACKAGE



\$6500

or 5 x \$1400 Monthly

[CLICK HERE](#)



AUTHOR AWARD PACKAGE

You've created an awesome book, now is the time to make sure it gets seen and noticed and you get recognised as the credible author you are! Time to enter, win and leverage book awards to build your profile and stand out from the competition with the profile you deserve.

This exclusive Author Awards process gives your book the edge over others by becoming a multiple award winning title and helps leverage your reputation as an award-winning author, getting booked to speak.

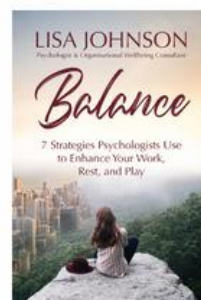
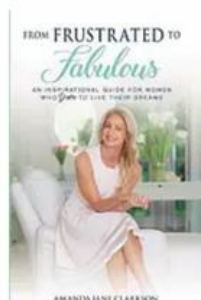


\$5500

or 5 x \$985 Monthly

[CLICK HERE](#)

- Strategic Award Selection: Expert guidance to choose the perfect awards for your book.
- Compelling Entry Creation: Writing, editing, and polishing your entries to impress judges.
- Stand-Out Support Materials: Crafting a professional document highlighting your book's strengths.
- Bonus Marketing Resources: Access to valuable tools and guides to boost your author brand.
- Award Leverage: Maximise exposure, even if you don't win (podcast guesting, reviews etc).
- Book marketing resources including the Audacious Book Marketing Planner and "The Modern Author" by Rodney Miles, who has helped ghost write and publish hundreds of books for authors around the globe
- Assisting you with social media content ideas and images, helping you make an impact as an author and thought-leader so you become Googlicious!



* Awards are selected and categories confirmed during your awards interview based on your eligibility, however more may be added or changes made as opportunities arise. You are responsible for paying for award entry fees, reviews and supplying printed copies for award programs which require/offer them. All awards supported with social media content to leverage your journey, regardless of the outcome from the award.

TELSTRA AWARD PACKAGE



We've completed many submissions for the Telstra Best of Business Awards with a 85% result in getting to stage 3 and a third of finalists winning awards. We have a deep insight into the process and what the judges are looking for. We have also been through the entire process ourselves - The Audacious Agency won the 2024 Accelerating Women Category for Queensland state and we can guide you through the process of written submissions, interviews and final pitching.

Best of Business Awards

Making their state proud.
The Conversation
Victorian
Building Communities Award Winner

\$497
Stage One

[CLICK HERE](#)

**Use Coupon Code:
TELSTRA1**

The Telstra Awards are managed in stages, and our fees depend on how far you progress:

- Stage 1 - multiple choice process \$497+GST
- Stage 2 - 7 video scripts covering different aspects of the business plus 2 x 1500 word essays \$1997+GST
- Stage 3 - approx 7500 word submission and support document \$2997
- Stage 4 - Preparation for the online interview with the judges \$500
- National Finals - Preparing you to appear before a panel of judges for 30 minutes - 10 minute pitch and then 20 minutes of questions \$1,500

Regardless of which stage you reach, you receive support and leveraging resources to maximise your journey.

We will advise you when nominations open and you will submit the entry yourself as these awards have strict accessibility - we will provide you with all the content and scripts, you will need to record into the award portal and submit entries and documents. We'll guide you through everything!

BE AN AUDACIOUS PROFILE BUILDER

Let us do everything for you so you can create a snowball effect as your profile builds and takes off!

Our total package of profile building services, for a minimum of 3 months, leverages awards, creates compelling content and repurposes everything to surround your audience who start to see you everywhere - it's time for maximum results!



Success Stories From Those Who Have Been Audacious:

“I am so moved by the experience of winning awards for the work I do with domestic violence. It really brought home to me how being invisible and unrecognized kept me small. These awards will increase my capacity to help millions of women around the World. Every level of my being has changed from this experience.”



Anita Bentata
Activating Artemis

“It's been the most amazing trip for awards and so much fun! The Audacious Agency is an awesome business partnership. We've had a lot of success with media coverage and now a gold, 2 silvers and a bronze at the International Women In Business Awards here in New York. thank you so much for everything you've done to help me.”



Chrissy Leontis
Cleon Legal

“We set ourselves a gargantuan task of positively impacting millions of lives and this has given us the credibility as a catalyst to win 23 awards and leverage them to open doors to billion dollar opportunities. It's enabled us to build a portfolio of evidence to attract the right team members and give organisations confidence to choose us.”



Belinda Dolan
Clariti Group

“I'm getting approached to speak at conferences, lots of publicity opportunities and my business has grown by almost 130% since engaging in the profile building process.”



Sonia Gibson
Accounting Heart

“Since we won awards we have had the industry body approach us to help them work on their diversity. You definitely create opportunities by winning awards, so don't hold back”



Helen Yost
Tradettes

“It's has reduced our sales cycle, with credibility and evidence that we are making a big impact. It's confirmation that we are on the right path and inspires me to do even more”



Stacey Ashley
Coaching

BE AN AUDACIOUS PROFILE BUILDER

We'll create and implement your profile building plan for at least 3 months including everything done for you to enter, win and leverage awards, with articles and content created and repurposed, plus podcasting and guest blogging opportunities for you to become Googlicious with valuable SEO and backlinks.

Here's What's Included:

 <h3>Strategic Plan</h3> <p>We'll uncover your brand story and identify the unique approach to weave into your very own Profile Building Plan with exactly the right awards and articles to build your profile.</p>	 <h3>Awards Writing</h3> <p>Putting your best foot forward with in-depth interviews, making your entries engaging and compelling for any judge to connect with your story and resonate with your journey.</p>	 <h3>Support Document</h3> <p>Supporting every claim made in your entry, and adding more visual proof, charts and diagrams, as well as testimonials, results and metrics that make you stand out from the rest.</p>
 <h3>Article Writing</h3> <p>Repurposing your award entries into insightful, thought-provoking articles submitted to guaranteed media channels so you can use backlinks to improve your SEO and get found as the leading expert in your sector.</p>	 <h3>Marketing Plan</h3> <p>Setting monthly themes to help you to consistently create relevant and engaging blogs, newsletters and social media, along with guest podcasting opportunities that elevate your profile further as a thought-leader.</p>	 <h3>Leveraging</h3> <p>Repurposing award results and judges feedback into social media graphics and content regardless of the outcome and providing you with resources and links to maximise the momentum as we build your profile.</p>

3
MONTHS

\$3500
PER MONTH
Plus award entry fees

6
MONTHS

\$19,000
One Time Payment
Plus award entry fees

12
MONTHS

\$35,000
One Time Payment
Plus award entry fees

* Does not include Telstra Awards (these require a specific strategy and cost). Awards are selected during your Profile Building Plan development, however more may be added or changes made as the process unfolds and opportunities arise. Your award entries including support doc are your property throughout and can be repurposed by you at anytime. You are responsible for paying award entry fees (not all have fees). All awards supported with articles and social media content to leverage your journey, regardless of the outcome from the award.

[CLICK HERE FOR MORE INFO](#)

TERMS & CONDITIONS

NOT INCLUDED, BUT HIGHLY RECOMMENDED TO BUDGET FOR:

- Entry fees, range from Free to \$125 - \$900 per entry
- Book reviews if added to book award entry fees - allow \$100-300
- 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 awards that guarantee you an automatic win as they lack credibility. We help you leverage all award results 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, after discussion with the client, to substitute any award should the need arise.
- The agency retains the right to submit an award on deadline if an approval has not been received for an entry which has been agreed to on your plan.
- Rush rate of \$200 may be charged if the client requests a new entry be created and submitted within 7 working days of the awards deadline.
- We guarantee the targeted media will publish your media articles or via a syndicated online service. however, the media industry is constantly changing, and some publications may not be available at times. Alternatives will be sourced and provided.
- We monitor media call-outs and requests so we can leverage opportunities as they occur, which may be additional to the plan.
- Once created, and as long as all payment have been made by the client for the services provided, all award entries and media articles, social media content and support document remain the property of the client and can be requested at anytime.

TIME TO SHINE!

Are you ready to play bigger?

To stand out from the competition and to have the edge that attracts more of the right clients and team to your brand and business/organisation?

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

[CLICK HERE](#) to book a chat with us to answer your questions so we can help you get started.



ABN: 91637121432

www.theaudaciousagency.com

PO Box 1585, Sunshine Plaza, Queensland 4558

