

# TIME TO ENTER AWARD WINNING CHECKLIST

You've been nominated for an award, or you've decided to enter yourself - well done! Now lets get to work...

- 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.
- Begin collecting vital information to support your entry - achievements/qualifications, media wins, sales info, following data, case studies, testimonials...
- Make a note of the award period - You can build in some background, but if it's an annual award, you want to focus on what you achieved in that time-frame.
- 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.
- 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.
- Put together any supporting information - this is not optional (even if it says it is). 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.
- Consider the support document as evidence you have achieved what is in your entry.
- If relevant, include information about your industry and how your business/process/ is affecting change or impacting your community/market/audience.
- Have a final read through to ensure everything is correct before submitting it.
- Open a bottle of something cold and celebrate - you are now an award winning nominee! Congratulations!

# NOW YOU'RE A WINNER! AWARD LEVERAGE CHECKLIST

Congratulations on winning an award! Now let's get to work to leverage it to be of the most benefit to you and your business...

- 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.
- 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 next run of business cards and 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 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.
- Consider the tips you could share about winning your award, repurpose them.