

Award Do's and Don'ts

Some things to consider when submitting for awards:

1. **DO** have a web presence. Research indicates that companies with a website were three times more likely to have won multiple awards than those without a website. Companies without a website had a one in five chance of winning any type of management or entrepreneurial award.
2. **DO** share your financial information, if requested. Yes, it can be uncomfortable, but most business or management awards request this and even if they offer an option of percentages, judges find actual numbers more valid and assessible.
3. **DON'T** view it as a win or lose proposition. The key to effectively leveraging recognition is taking advantage of all levels from nomination to finalist to winning.
4. **DO** pay attention to word, page and compilation limits imposed by the application or judging criteria.
5. **DON'T** let it get you all tied up in knots. Remember whatever you are going after is because of something you are passionate about or excel in.
6. **DO** have another objective party review your information and proofread the material before submittal.
7. **DON'T** rely on the entity giving the award to publicize on your behalf. While many will, you will gain more specific coverage if you release the information on your own. Also, most smaller and suburban media will not be on the awarding entity's media list.
8. **DO** have a professional head shot taken of yourself as this will be requested in many of the types of awards focusing on your business and you as a business owner.
9. **DON'T** just focus on awards in your specific industry. Seek out awards that demonstrate your community service, entrepreneurship, management savvy or unique approach to a certain aspect of your business.
10. **DO** create a nomination network in cases where an honor requires a second-party nomination. Make your interest in a particular award known.
11. **DO** include testimonials or letters of recommendation where appropriate.



Next Idea

Next Level



Strategy

Solutions

Results