

# Writing a Strong Entry

## TIPS FOR APPLICANTS

### 1. CHOOSE YOUR COMPANY/TEAM/INDIVIDUAL STORY

Choose a great business story that will capture the judges attention. Make sure it is a full story with a beginning, middle and end. Make sure you can back up the story with facts, figures and results.

### 2. CHOOSE YOUR CATEGORY

Choose the category which best fits your story, if you are unsure, check the category selection guide in the resources section.

### 3. CAREFULLY READ ENTRY FORM AND CRITERIA

Understand the scoring criteria fully before filling in the entry form. There is a strict word count on the Entry Form for each Criteria. Make sure you stick to the story and get straight to the point to get maximum points.

Once you understand the criteria begin to put your story together and gather the relevant information.

### 4. TELL A STORY

Captivate the judges with your story and bring it to life on the entry form.

### 5. PROVIDE EVIDENCE

Many entries are let down by a lack of evidence and poor supporting facts to back up their claim. It is important to include evidence that is relevant to your entry and that will support your story.

### 6. TAKE YOUR TIME

Make sure to allow your story time to settle. Don't rush your entry last minute, or even submit it straight away without checking over ask someone outside your team to read it and give their feedback.

## **7. SHOUT ABOUT YOUR ACHIEVEMENTS**

**Post on social media, announce on your website, send out the carrier pigeons. We get between 100-150 entries, to be listed as a finalist is no mean feat. Celebrate it with your peers and clients!**