

Tradies in

Business

Awards

Think business awards are a wank?
Not these ones.

And with these tips, you won't blow
your load early*

*By load we mean spill the beans on your
awesomeness... what did you think?

THE SECRETS TO A KICK ASS
AND SUPER-SIMPLE SUBMISSION!



Honestly. Business award submissions don't have to be a complete pain in the arse. And we're proving it with the inaugural Tradies in Business Awards.



NO LONG AND BORING ESSAYS.



NO FAVOURITISM.



AND NO BULLSHIT.

Just a Business Awards Program developed PURELY for the unsung heroes of our country – us bloody tradies.



OUR TOP TIPS TO KICKING ASS

01

Undercoat before you paint, babe!

Do your prep work. The most important thing is to know what you want to tell the judges about your business. So...

- Read through the questions
- Make notes (if it helps) about anything that pops into your head
- Hit the gym, shower or crack a coldie – anything that gives you a bit of space. *Then* come back to revise and see if any new ideas float to the top.

02

Tell a story. We ALL have a story – none of us have had an easy rise to the top. What challenges have you overcome across the way? Financial difficulties, personal upheavals – what mountains did you climb to get where you are? Be open and be real. Tell your truth!

03

Write the way you would talk – with passion! Showing your personality makes you relatable. Don't try to be anyone else – use your own tone and you'll connect.

04

Recording? Talk the way you would talk with your family and friends.

Again – just be yourself! Don't try to be anyone else if you come across as ingenuine. And the occasional f-bomb will always be forgiven in the heat of passion – it's far better than being robotic and preventing the judges from connecting.

OUR TOP

TIPS TO

KICKING

ASS

05

Write or talk in the first person – ie as you. So instead of writing/saying: ‘*Ralph* is one of Sydney most experienced...’, you would write/say, ‘*I’m* one of Sydney’s most...’

Using ‘I’ and ‘we’ *instantly* makes you more relatable (*and* seductive, you wily beast). This helps the judges connect on a personal level.

06

Make sure you know your numbers.

Don’t make general statements, such as, ‘*About* 20% of our work is from...’ or ‘I think we *roughly* get about 60% of new clients from...’

Use real facts and figures to show the judges that you know your business. Be specific. ‘26% of my clients are from...’ or we saw a 17% increase in return on ad spend...’

07

Use plain English. Don’t use industry jargon – if the judges don’t know the jargon, you’re like a shot duck.

There’s also no need for fancy words or buzzwords. If you choose to do a written submission, judges don’t care about your writing ability. It’s about WHAT you say, not HOW you say it.

OUR TOP

TIPS TO

KICKING

ASS

08

Hate writing? Feel icky in front of the camera? We got you. If you hate writing, talk into your phone and record your answers (voice to text is amazeballs).

OR if you're recording your submission and feel like a total dickwad, ask someone to be David Letterman to do a Q and A. Pressure = removed.

09

Give proof. It's called 'supporting evidence' – stuff that backs up your claims of brilliance. So include client or supplier testimonials. Numbers/percentages. Results. Anything that shows the 'why' to your 'what'. E.g.

What: I'm a bloody legend at client conversion.

Why: I convert an average of 82 of every 100 quotes I send.

10

Give real life examples. It's often good to give real examples. Maybe you overcame a huge challenge with a job that showed incredible customer service? Talk us through it – telling us all about that job in Marayong with Mrs Jones gives judges insight into your day-to-day working life and how you overcome challenges.

Secure as many client or supplier testimonials as you possibly can – it's evidence that gives great credibility! Where they support your case, include them to give legitimacy to your claims.

A NOTE ON SUPPORT MATERIAL



Extra info can be included via 'Support Material' – which is another form of evidence.

So instead of just TELLING the judges about you, it's SHOWING evidence of what you've done and how well you've done it.

Think like this:

Written/spoken submission: Where statistics and other measurables go. A great awards submission is SPECIFIC.

Support material: Graphics, photos, screenshots, timelines, samples of marketing, etc. Anything that's VISUAL.

OWN IT,

BABY!

A NOTE FOR TRADIES

Tradies are a funny bunch, rarely talking yourselves up. You just get down and dirty and make things happen.

NOT TODAY SATAN.

An awards submission is your chance to give the middle finger to politeness. We all feel icky grandstanding; it's human nature.

It's tough but try to focus on YOUR role and what YOU'VE done. Focus on the EVIDENCE, cause baby – them's the facts!

 **The facts and figures don't lie.**

 **The testimonials tell a story.**

 **The results paint a picture.**

See the theme? It's not just about you. It's about what you've done, how you've done it, and the impact it's had.

So... crank the tunes (we've even curated you a playlist!)



GO GET 'EM!

YOU GOT THIS.



hello@awardsagency.com.au
awardsagency.com.au

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