



15 TOP TIPS FOR ENTERING AWARDS

for Women in Business



Always Check the Deadline for Entry

Make sure that you check all the key dates, pop them in your diary now, and block them out. Please don't be a deadline dancer and leave it until the last minute to enter or miss the deadline completely!



Share Your Story

The Judges love stories. Facts tell, stories sell. You want to speak directly to the Judges and share your story. Stories can be really powerful so avoid jargon, abbreviations, and corporate speak.



What Have You Achieved?

A qualification, recognition, personal achievement, a challenge you have overcome, starting a business, a promotion, a testimonial, or a new innovation. Shout about your successes.



Plan Your Content

Plan your content in advance. Think about the journey that brought you to where you are today. What problem are you solving now, who do you serve, and what are your goals and aspirations for the future?



Ask For Help

There is no rule or reason why you can't ask for help. Do you have a team member, a trusted colleague, or a friend that can read and support you with your entry? You can also use a professional awards writer.



Enter the
Woman Who Solopreneur Awards 2026
www.womanwho.co.uk/awards

What's stopping you?



It's common to have fears around entering Awards...

- *I'm not good enough...* yes you are, you are unique
- *I won't win...* it's not all about winning, it's what you make of it
- *I can't go on my own...* yes you can, treat it as a networking event

Listen to the **Mic Drop MomentsPodcast** on [Apple](#) or [Spotify](#) and join the **Let's Get Visible Network** to help overcome your fears



Always Read The Instructions Carefully

You may have a note of the guidelines and key dates but how should you submit your entry and in what format? Make sure you read any instructions, then read them again!



Be Concise

The Judges won't have time to read leaflets, brochures, websites, and supplemental documents, so try and be concise and get all the key facts and information into your entry.



Check Your Entry

If there is a word limit, use it. Remember it's all about the quality of your entry and making it stand out. Ensure that you check your spelling. Perhaps prepare the content in Word or Google Doc first. Write it in the first person.



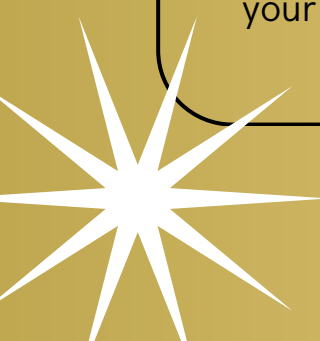
Plan Your Visibility Strategy

Treat your Awards entry as a part of your visibility strategy. Awards are a great way to boost your visibility, enhance your credibility, and demonstrate your expertise to your audience.



Boost Your Visibility

If you are provided with a celebratory logo, use it. Provide a quote when asked and share your Nomination/Finalist selection via your social media channels and in any PR.



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How to enhance your entry



There are things you can do right now to enhance your entry

- Read everything, then read it again
- Attend any workshops to ask questions
- Schedule some uninterrupted time

Listen to the [Woman Who Chat Podcast](#) on [Apple](#) or [Spotify](#) and join the [Let's Get Visible Network](#) to get the latest updates



Avoid the Biggest Mistakes

So many entrants forget to read the instructions and miss vital information. Before you even start completing the entry form, check what you need, then check it again. Answer the questions.



Support Other Entrants

Support others who have entered too. Sharing that you have been nominated or are a Finalist is great, but don't forget to celebrate others along the way. It's a great way to connect too.



Book Your Ticket(s)

It's good to book your Awards tickets early. First, seats are generally allocated on a first-booked basis and often your seating is allocated accordingly. Second, you'll have the benefit of early bird pricing.



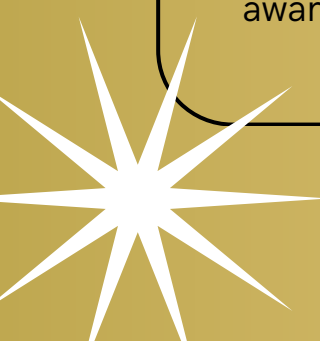
Think About PR

It's always good to plan ahead. You can put out PR as soon as you've entered and received your 'Proud to be Nominated' logo. PR is great for visibility. Put a PR strategy in place and draft your releases in advance.



Prepare a Quote

Draft a short quote and send it to the Awards organiser with a headshot. Not many do, and they are likely to feature it in pre-awards marketing.



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