

ENTRY QUESTIONS & GUIDELINES

The Woman Who Achieves Awards 2025



The following entry form is for your own use and not for submission. You can simply copy and paste the contents of this form into the Official Entry Form [HERE](#)

Please note the **Key Dates & Deadlines** before entering.

Entries open: 1st January

Entries close: Midnight on Sunday 2nd March 2025. There are no extensions.

- All information you provide is confidential and will only be seen by Sandra Garlick MBE and a small panel of Judges who all adhere to confidentiality terms.
- Nothing in this entry is made public.
- Failure to complete any part of the entry form will void your entry and it will not be considered.
- You may use AI for ideas. However, please don't copy and paste huge generic AI answers. It is obvious to the Judges. Just be you. The Judges want your stories and to see your passion for what you do.
- Please **do not** email this form or a link to any other submission. Submissions will only be accepted via the entry form on the Woman Who website.

YOUR DETAILS	
Name of Entrant:	
Business Name:	
Trading Style:	
Post Code:	
Date Commenced Trading:	
Phone:	
Email:	

Please ensure that you double check the spelling of Your Details, including the spelling of **Your Name** and **Business Name** along with your **Email Address**.

Remember the word count is an indication of the length of your response in each section.

ABOUT YOU	Tell us about your journey and how you arrived at where you are today (max 500 words)

Guidelines: The Judges are looking for **you** to share **your** story here. Any standout moments, major decisions, challenges, light bulb moments? How did you get to where you are today?

Do not: List a CV or talk about the services you offer (that's for the next section).

ABOUT YOUR BUSINESS	Tell us about your business or the business you work in (max 500 words)

Guidelines: Who do you serve? What solution do you provide for your customers? This is the story of the business, it's customers and the problems you solve with the solution(s) you provide.

Do not: Copy and paste a list of services from your website.

YOUR FINANCIALS	Tell us the business turnover (<i>select from revenue bracket</i>) and then give a little explanation about your financials (max 150 words)

Guidelines: Please explain a little more about your financials. Be honest, what are the figures, profits, projections? If you've invested your profits or had a downturn, explain this. If you work for a Corporate, please just say so in this section.

Do not: Tell us you are growing year on year, growing by 10% without telling us of what, or worse still tell us you don't know or only your Accountant knows this!

YOUR BIGGEST CHALLENGE	What has been your biggest challenge in the last 12 months? (max 150 words)

Guidelines: Share a challenge and if you have overcome it, tell us how. Think about those stumbling blocks and curve balls. It can be business or personal.

Do not: A bullet point list won't work here.

WHAT MOTIVATES YOU?	When you're having a tough day or setback, how do you motivate yourself? (max 150 words)

Guidelines: Be honest here, if you struggle day to day tell us. If you have a particular routine or practice, share it.

Do not: There are no rules on this one. Only you know what motivates you.

YOUR PROUDEST ACHIEVEMENT	What is your proudest achievement to date? (max 150 words)

Guidelines: This can be business, personal or a combination of both. You may have gained a qualification, landed a big contract, or overcome a huge personal challenge.

Do not: Avoid saying 'doing a good job for my clients' without any substance. Share a testimonial instead.

YOUR GOALS & ASPIRATIONS	Tell us about your goals and aspirations for the future (max 150 words)

Guidelines: This can be anything... however, try and focus on what you really want to achieve going forward. What are your dreams, hopes and aspirations?

Do not: Remember, these are your dreams and no-one else's.

WHAT IMPACT WOULD WINNING AN AWARD HAVE?	Tell us how winning an award would impact you and on your business/career (max 150 words)

Guidelines: Have a think about the impact? What would change for you, how could it help you and your business/career?

Do not: You don't need to tell us you'll share it on your socials and shout it from the rooftops!

WHERE DID YOU HEAR ABOUT THESE AWARDS?	This helps us with our marketing and socials in the future

Guidelines: This will really help us to monitor where we market these Awards. Simply state where eg LinkedIn, Email, Facebook, Friend (tell us who) etc

WEBSITE & SOCIALS	
Website:	
LinkedIn:	

DECLARATION

You are confirming that the information provided is accurate at the date of submission.

If selected as a Finalist, you will be required to attend a short 10-12 minute online interview on **Monday 7th April 2025**. This is a **mandatory** element of these Awards. Unfortunately, if you are unable to attend, you cannot be considered as a Winner of these Awards.

The Finalist announcement is on **Wednesday 19th March** at a special lunch event. Attendance is not mandatory. However, it's a great way to gain more visibility and network. You can find out more [**HERE**](#)

The Awards Lunch takes place on **Friday 9th May 2025**. Whilst it is not mandatory to attend, this is a great opportunity to network, make new connections, and maximise your visibility opportunities during your Awards journey with Woman Who. Tickets are available [**HERE**](#)