The Importance of Entering Business Awards and What to do When You Win...

Lifestyle Tradie
the freedom to choose...

The Problem

Time Consuming

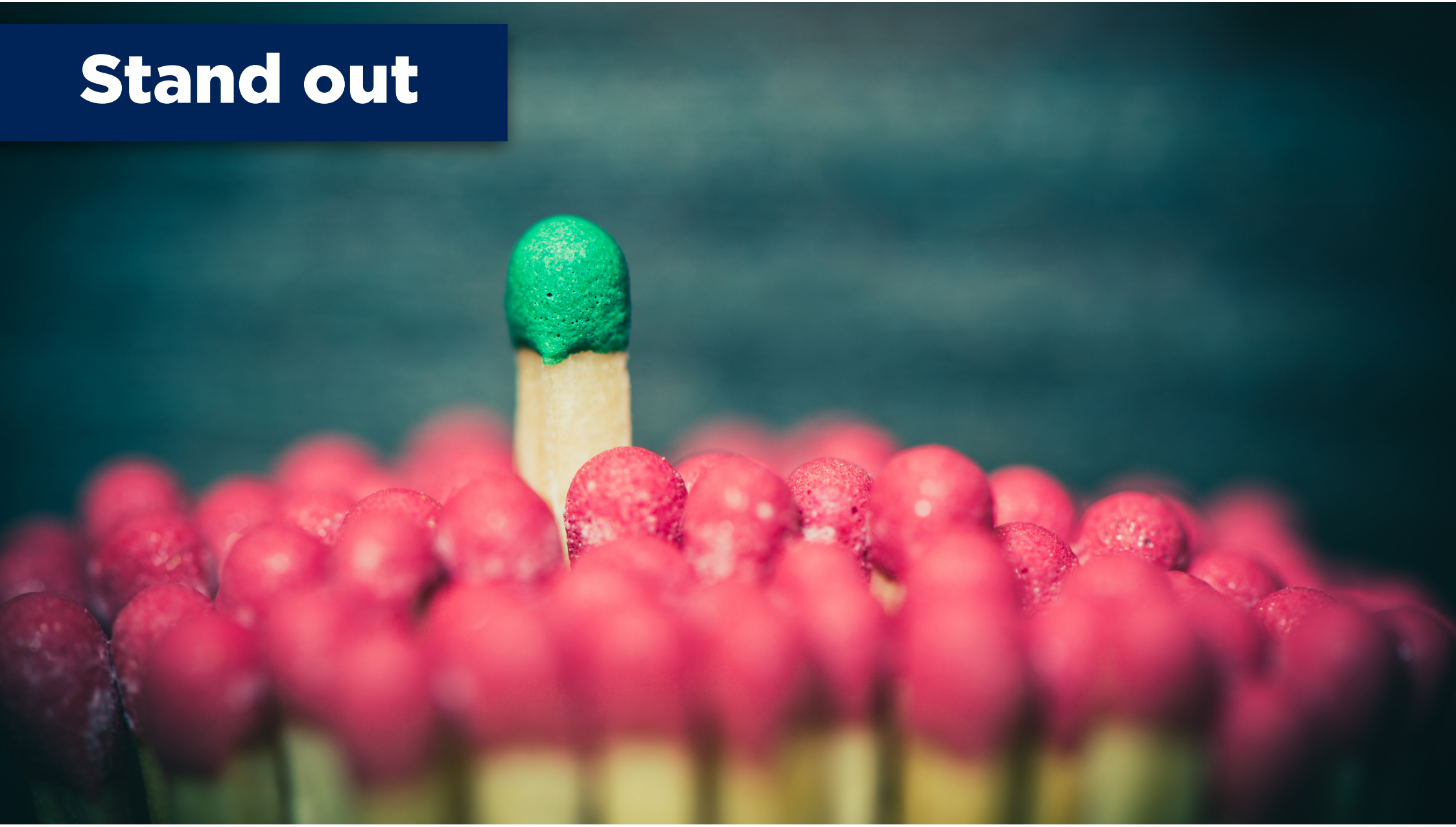
Self-Promotion

Waste Of Time & Money

The Opportunity

Short Term Pain = Long Term Gain

Stand out



Huge ROI

11 REASONS TO ENTER AWARDS

#1 - Immediate Perceived Trust

#2 - Increase Sales

#3 - Increase Customer Retention

#4 - Entice New Staff

#5 - Improve Employee Motivation

#6 - Strong Positioning Against Competitors

#7 - Media Exposure At $0

#8 - New Motivation

#9 - Opportunity X Current Business Model

#10 - Increase Credibility

#11 - Reset

WHAT AWARDS SHOULD YOU ENTER?

Our Awards

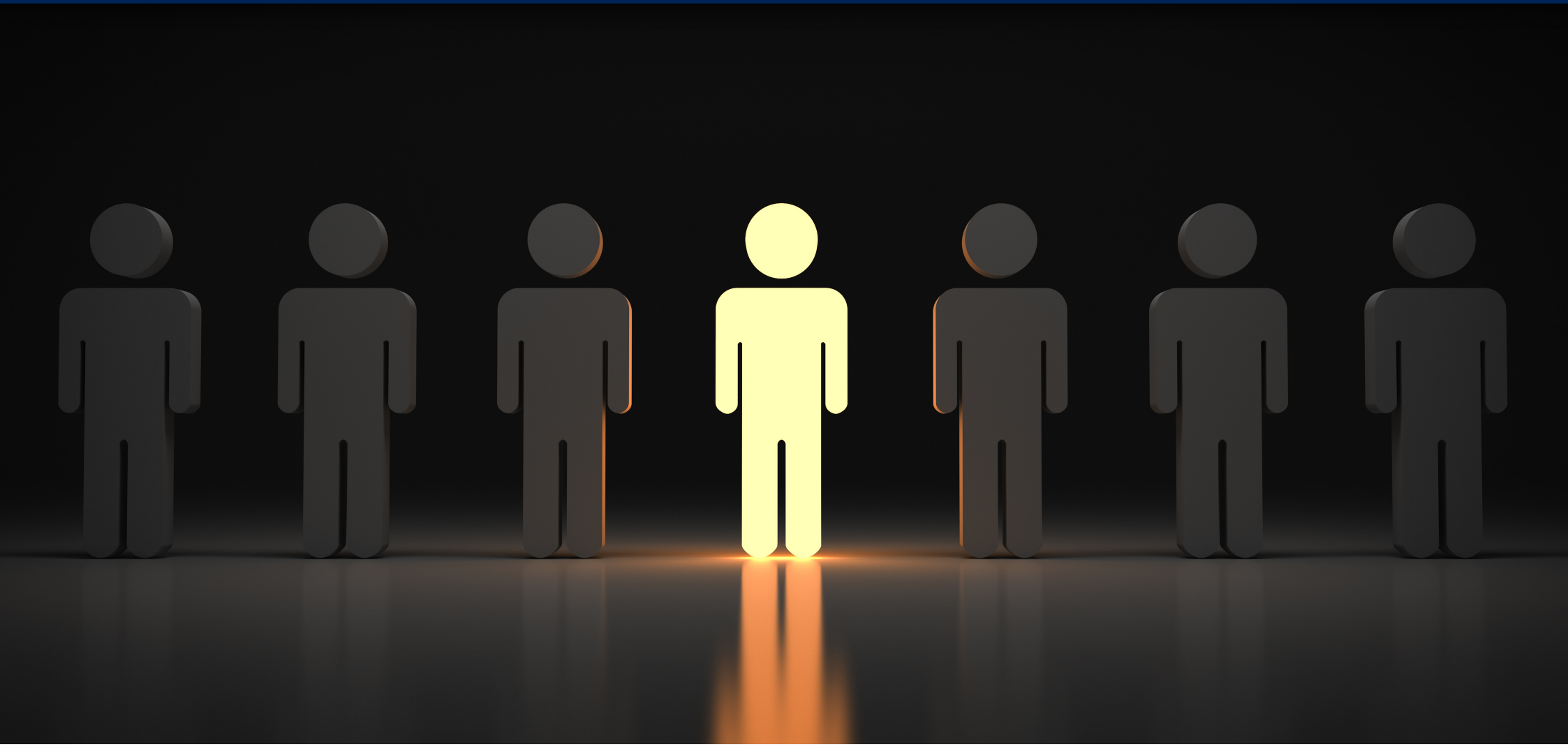
Dr.DRiP: #1 Trade Business Australia
2019 Finalist
2018 Finalist
2017 Finalist
2016 Finalist
2015 WINNER
2012 Finalist
2010 Finalist
2009 Finalist
2008 Finalist

Lifestyle Tradie: #1 Education Business Australia
2019 Finalist
2018 WINNER
2017 Finalist
2016 Finalist
2015 Finalist
2012 Finalist
2010 WINNER

Andy: Champion Entrepreneur
2018 Finalist
2017 Finalist
2016 Finalist
2015 Finalist
2012 Finalist
2010 Finalist
2009 Finalist
2008 WINNER

Ange: Champion Entrepreneur
2019 Finalist
2018 Finalist
2017 Finalist

#1 - What Do You Want To Be Recognised For?



#2 - Local. State. National.
AUSTRALIA
WESTERN AUSTRALIA
NORTHERN TERRITORY
QUEENSLAND
SOUTH AUSTRALIA
Coral Sea
Great Sandy Desert
Great Victoria Desert
Great Australian Bight
Timor Sea
Broome
Derby
Wyndham
Halls Creek
Port Hedland
Dampier
Paraburdoo
Mt. Bruce
1235
Newman
Meekatharra
Geraldton
Carnarvon
Kalgoorlie
Esperance
Perth
Fremantle
Bunbury
Northam
Tennant Creek
Alice Springs
Uluru
(Ayers Rock)
867
Oodnadatta
Eucla
Mount Isa
Cloncurry
Forsayth
Hughenden
Cairns
Townsville
Mackay
Rockhampton
Bundaberg
Maryborough
Brisbane
Gold Coast
Toowoomba
Grafton
Cunnamulla
Bourke
Broken Hill
Sydney
Newcastle
Wollongong
Canberra

#3 - Examples

National:

- **Australian Small Business Champion Awards**
- **Telstra Australian Business Awards**

State:

- **NSW Business Chamber Business Awards**

Local:

- **Illawarra Business Awards**
- **The Local Business Awards**

Industry:

- **HIA - Green Smart. Kitchen&Bathroom. Build QLD**

AWARD EVENT PREPARATION - ON THE NIGHT

#1 - Who Is Attending?

#2 - What To Wear

#3 - Prepare A Speech

#4 - Take Photos On The Night

#5 - Decide Who Is Going On Stage If/ When You Win

WHAT NOW?

1. Choose award/category
2. Find out deadlines/mark calendar
3. Decide ‘WHO’ is responsible
4. Get writing!

POST AWARD FINALIST/WINNER
WHAT NOW?

#1 - Thank You Email To Customers

#2 - Press Release To Local Newspaper

#3 - Website Update

#4 - Social Media

#5 - Email Signature

Andy Smith
Co-Founder

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AUSTRALIAN SMALL BUSINESS CHAMPION AWARDS 2018 WINNER

Angela Smith
Co-Founder

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AUSTRALIAN SMALL BUSINESS CHAMPION AWARDS 2018 WINNER

#6 - Videos/Job Advertisements

#7 - Branded Marketing Material

Questions?

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