



fsb^{co}

CELEBRATING
SMALL BUSINESS
AWARDS

FSB CELEBRATING SMALL BUSINESS AWARDS HINTS AND TIPS

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“An incredible journey. We met incredible people, inspiring businesses and learnt the immense value of FSB existing – support, promote, inspire. Thank you”

Mooplehog, Oakhampton, Devon

“It feels ridiculously exciting to have won. To have this sort of acknowledgement means so much to a small business and is affirmation that we are on the right track.”

Pandora Jacobs, Limitless, Frome





YOUR CHANCE TO SHINE

Our awards allow you to showcase your business achievements and celebrate the hard work, brilliance and innovation within your geographical area, as well as having the opportunity to win a national award.

Entering awards should be part of the marketing strategy of every business and entering FSB Celebrating Small Business Awards could give you the leading edge in a competitive market in attracting clients and employees. Research shows that three quarters of people are influenced by awards when searching for products or services. Everybody likes an 'award winning' business!

"I'm thrilled to be recognised as the FSB Small Business of the Year 2018. As a small business, innovation is the key to sustainability of our successful business performance."

Julianne Ponan, Creative Nature
FSB Business of The Year 2018



WILL YOU BE NEXT YEAR'S WINNER?

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TOP REASONS TO ENTER

1. Shortlisted finalists in our 2018 awards had a great opportunity for publicity, with the awards in many areas trending nationally and locally on social media and in the press. Consider the impact that placing the phrase 'award winning' could have on your PR and marketing efforts.
2. Everybody likes a challenge and running a small business can be time consuming. Entering our awards forces you to stop and reflect on your successes and what you have achieved. It can also give you ideas for taking your business to the next level.
3. Awards can help you benchmark your business against your peers both locally and nationally.
4. To enter the FSB awards is free and you have nothing to lose. Just being shortlisted for the area final is a remarkable achievement and it could lead to national success and recognition.
5. Entering is easy and is done online. Many of our categories have just four or five questions about your business and information can be saved and finished off at a later date.



“This is the first awards I entered and I won! It goes to show that if you’re someone who has ever had the dream of running your own business - take the leap! There were so many amazing and inspirational people in that room today, all of them started somewhere. Never be afraid to take that first step and enter today!”

Julianne Ponan, Creative Nature
FSB Business of The Year 2018



TOP TIPS ON YOUR ENTRY

1. Be concise and keep within the word limit. You have a limited space to grab the attention of the judges!
2. Give yourself time to apply – do not rush! Take the time to showcase your achievements but remember the entry deadline!
3. Tell a story and grab the judge’s attention from the title through to the content.
4. Substantiate your entry with attachments but make sure they are relevant to your entry. Remember to include links to your website and customer testimonials.
5. Read the criteria and make sure you address each point clearly. If you entered last year do not presume the criteria is the same!
6. Focus on your business success in facts.
7. Presentation is key– use bullet points or sub headings and make sure your entry is well structured and grammatically correct.
8. Enter the correct category and make sure that the award reflects what you excel at.
9. If you are entering more than one category make sure you tailor your entry according to the category. Entries that are just copied and pasted across numerous categories are unlikely to be relevant to the criteria.
10. Be passionate! Remember you are showcasing your business and achievements to the judges. If you are not being passionate about your business you cannot expect the judges to be.



“Do not forget to show the passion for your business in your entry. Demonstrate success with financials and remember to highlight the USP of your business position”

Kieran Brown, Worldpay
Judge in Micro Business Category



WHICH CATEGORY SHOULD I ENTER?

1. You can enter each category once but as many categories in any area that you like.
2. Think carefully about your business and make sure that you only enter relevant categories.
3. If you are entering more than one category then ensure that you tailor your entry by category. Do not simply copy and paste your entry several times.
4. Read all of the entry criteria for each category before you enter. There may be some categories that you have not considered before. Have you been innovative, Green or Ethical? Remember innovation does not mean inventing a new product but can be a new business process you have adopted.
5. Read the criteria carefully and remember to save your entry as you go. Writing your entry in Word first before transferring to the awards website is advised.
6. Think carefully about your supporting documentation and make sure it is relevant to your entry.

“Tell a story – it will be far more interesting than facts and figures. People love to know why you succeeded, not just how”

Graham Buck

Membership Advisor, FSB

FINALLY

Do not forget to use the finalist or winner asset logos on your website and shout about your success! Being shortlisted, a runner up or a winner can give your business publicity which gives you a point of difference over competitors.

Remember to read the Terms and Conditions which will provide information on the awards process.

Enter today and increase your exposure, celebrate the hard work and get endorsement for your business excellence!



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