

BE 'AWARD READY' CHECKLIST

Score yourself 1 point for each completed action or activity:

- I've written down 5 - 6 client stories showcasing how I have helped them achieve their goals
- I can easily access my business metrics (YoY growth; client acquisition/retention growth)
- I have 3 recent (written) testimonials from clients and/or business partners
- I've written down why a client would choose me, over my competitors, and it's unique
- I have screenshots of online articles/media where I've been published
- I have a recent high-resolution headshot on hand
- My website is up-to-date
- I have a LinkedIn page, it's optimised and I regularly post on it
- I have a Google My Business page, with LOTS of 5-star reviews (50+)
- I'm active on Facebook/Instagram

TOTAL _____ /10

How did you go? Rate yourself:

- 0 - 3 points: You might be great at business, but you're not yet awards ready! Work through the list to prepare your online presence and support material to put your very best foot forward for the judges.
- 4 - 7 points: You're on the right track, so tick off a few more of these checklist items to prepare yourself for the next awards entry in advance.
- 8 - 10 points: Keep up the good work building your awards library. And remember to keep refreshing it every year.

Need help to improve your score and get awards ready?

Contact 101 Things: karen@101things.net.au or 0447 682 635.