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TOP TIPS FOR WRITING A WINNING AWARD ENTRY

1 Choose the Right Category

Before you start writing, carefully review the award categories and criteria. Choose the category that best reflects your achievements, strengths and impact. The strongest entries are those that clearly align with what the judges are looking for.

2 Start Early

Award-winning entries take time. Give yourself plenty of time to gather evidence, collect testimonials, review business performance data and refine your submission. Starting early will help you avoid a last-minute rush and produce a stronger entry.

3 Plan Before You Write

Create a checklist of the information you'll need before you begin. Identify key achievements, performance figures, customer feedback, case studies and colleagues who can help provide supporting information.



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4 Answer the Question

Read the criteria carefully and make sure every section of your entry directly answers the question being asked. Avoid including information that does not support the judging criteria, regardless of how impressive it may be.

5 Tell a Compelling Story

Don't simply list achievements. Explain the challenge, what you did, and the results you achieved. Help the judges understand your journey, the obstacles you overcame and the difference you've made.

6 Lead with Your Best Evidence

Make your strongest achievements impossible to miss. Include your most impressive statistics, results and success stories early in the entry and reinforce them throughout your submission.

7 Focus on Impact

Judges want to understand the difference you've made, not just the activities you've undertaken. Explain how your work has positively affected customers, employees, stakeholders, the local economy or the wider community.



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8 Back Up Every Claim

Avoid unsupported statements such as "we provide excellent service" or "we're industry leading". Instead, use measurable evidence such as growth figures, customer satisfaction scores, awards, testimonials, retention rates or other performance data.

9 Use Numbers Wherever Possible

Strong entries demonstrate success with facts. Quantify your achievements by showing increases in turnover, profitability, customer numbers, market share, productivity, engagement or other relevant metrics.

10 Be Authentic

Judges appreciate honesty and authenticity. Don't rely on marketing language or exaggerated claims. Be proud of your achievements, but let the evidence speak for itself.

11 Keep It Simple

Use clear, straightforward language and avoid jargon, buzzwords and unexplained acronyms. Remember that the judges may not be specialists in your industry, so make your achievements easy to understand.



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12 Make Every Word Count

Stay within the word limit and avoid repeating information. Every sentence should strengthen your case and help demonstrate why you deserve to win.

13 Tailor Every Entry

If you're entering multiple categories, don't submit the same entry each time. Adapt your content to address the specific criteria and judging requirements for each award.

14 Think Like a Judge

Judges often review dozens of entries in a short period of time. Make your submission easy to read, well structured and evidence-led. The easier it is for judges to identify your achievements, the stronger your entry will be.

15 Proofread Thoroughly

Before submitting, review your entry for spelling, grammar, factual accuracy and formatting. Ask someone unfamiliar with the submission to read it and check that your key messages are clear.



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16 Don't Miss the Deadline

No matter how strong your entry is, it cannot be judged if it arrives late. Allow plenty of time for final reviews and submit well before the deadline on **Friday 11th September at 5pm**, where possible.

Golden Rule

Tell the judges exactly why you deserve to win, prove it with evidence, and make it easy for them to see your impact. The strongest award entries combine a compelling story, measurable results, relevant evidence and a clear response to the judging criteria.

Apply online at

www.brawards.co.uk

Deadline - Friday, 11th September at 5pm

Shortlisting - Wednesday 23rd September

Ceremony - Friday 6th November 2026

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