



## Award Questions for Excellence in Professional Services Award

### **Important Notes for Entrants:**

- a. **Word count** is specified as guide only. Submissions slightly over/under are acceptable, however a cap of 100 words over please.
- b. Supporting photos, marketing material etc., are welcome to support your application in **one email** only please.

Email your marketing materials, brochures, (pdfs) photos (jpegs) separately to [info@womenwithaltitude.com.au](mailto:info@womenwithaltitude.com.au) (Subject: Awards Submission Support – Full Name – Awards Category)

- c. All submissions are treated with utmost privacy and confidentiality. All impartial and independent judges sign a confidentiality agreement, and your information is safe secure, and your submission questions are not shared with any other parties.

**Entries must be received by midnight, 31st of October 2023**

### **Category Questions:**

1. Give a brief overview of your business/organization, including start date. (200-250 word count)
2. What problem do you solve for your clients/customers and how do you solve it? (250-300 word count)
3. Describe your growth over the last 3 years—numbers, like turnover, profitability, client retention, or other key metrics. You can include your progress pre-Covid-19. (300-350 word count)
4. Why would a customer choose your business – what is your point of difference from your competitors? (300-350 word count)
5. How have you had to change direction, refresh or renew to in recovery from fires, floods, pandemics and what have you learnt or evolved? (300-350 word count)

**Questions specific to your category:**

6. How do you approach creating value and making sure your services are valued and paid appropriately when there is not a specific product exchange? (200-250 word count)
7. What is your plan for how you expand or grow in your business when you are trading time for money and there are only a certain amount of hours in a day? (200-250 word count)

• Lastly, to complete your submission, you will be asked to provide a two-sentence **bio** and a **photograph** for press purposes.

**Once you have prepared your answers**, visit [altitudeawards.com](http://altitudeawards.com). Click on the awards page and click on the category you are entering.

Please paste your prepared answers and submit your award application online.

**Please NOTE:** You cannot save your online submission, so prepare first and then lodge once only.

WWA Team members are here to help you. If you have any questions, please contact us on 1300 036 615 or [info@womenwithaltitude.com.au](mailto:info@womenwithaltitude.com.au)

Good Luck from the WWA Team

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