



Awards Planner £697

A bespoke calendar of up to 15 awards with deadlines, categories, links and events all in one document so that you can plan your entries for the next year or two strategically. You can track the progress of your entries and link entry documents too, so it acts as an index.

The Winning Formula

A hands-on, done-with-you approach to business awards designed to:

Identify the right awards that align with your business objectives

Craft compelling, stand-out entries

Align awards with your marketing and business growth strategy

Maximise brand visibility and PR

Investment:

£2,997 for 2 months of strategic 1:1 support

1:1 strategy days from £997

The Winning Edge from £297

Feedback on an entry you have written, or work through the questions from scratch with suggestions for examples and evidence.

The Awards Pod £197pm

A community for small business owners and solopreneurs who want to embrace awards as a marketing tool for their business.

6 months of strategic, group, mentorship. Includes monthly mentoring calls and feedback sessions. Access to resources and templates to support your awards strategy.

Emma Hewitt - Business Awards Adviser



The Winning Formula

Step 1: Strategy Mapping and Awards Objectives

On boarding and Business Analysis

A structured intake process to capture everything needed for award success, including:

- Business assets – website, case studies, testimonials, previous award entries
- Your services & audience – Who you serve and the impact you create
- Marketing strategy – Planned campaigns and how awards can support them
- Business insights – Turnover, team size, key achievements
- Vision & goals – What you want from the awards process and your long-term objectives
- Uncover hidden strengths and achievements you may not realise are award-worthy
- Identify storytelling opportunities that align with award criteria
- Develop a strategic positioning plan to highlight your impact and stand out to judges

Step 2: Award Identification and Planner

- A presentation of 10-15 high-impact awards tailored to your business
- A breakdown of why each award was chosen and how it aligns with your objectives
- A bespoke calendar of awards allowing you to integrate them into your wider marketing and PR efforts

Step 3: Perfecting Your Award Entries

- A workbook and training on how to use the WIN Framework to structure answers for maximum impact
- Best practices to make your responses powerful, concise, and judge-friendly
- Build a bank of answers with strong examples and evidence

Includes hands-on support for one award entry:

- Proofreading and editing to ensure clarity, strength, and impact
- Live review call to refine responses and fill any gaps
- Interview prep (if required) to help you communicate your success with confidence

Step 4: Leveraging Awards for Business Growth

- Press Release Template – Leverage media and PR opportunities
- Social Media Strategy – Use nominations and wins to engage your audience
- Marketing – How to re-purpose award entries into high-converting content
- Networking & Visibility – Connect with key stakeholders in your industry

Accountability check-ins to keep you on track and ensure progress

“Emma has been absolutely incredible in guiding me through the award entry process. Her expertise, attention to detail, and knack for knowing exactly how to present my achievements have been invaluable. She not only provided excellent advice but took the time to understand my business and my journey, ensuring every entry truly reflected my story and hard work. Her ability to simplify what initially felt like an overwhelming process is unmatched. Emma has a way of inspiring confidence and helping you see your own value, which is such a rare and special gift. Thanks to her, I’ve not only submitted strong award entries but also learned so much about positioning my business for success. She goes above and beyond, offering tailored advice, constructive feedback, and plenty of encouragement. Her unwavering support and positivity have made such a difference to me, and I know I couldn’t have done it without her. Emma truly is a powerhouse of knowledge and support, and I’d recommend her to anyone looking to take their awards journey to the next level!”

Vicki Wilson, Vicki Admin Fairy

ABOUT EMMA HEWITT

Emma helps small business owners recognise and celebrate their achievements and grow their businesses through credible awards. Since June 2024, Emma has supported around 60 award entries, with 40+ shortlisted as finalists (85%) and over 30 wins so far.

With five years experience running a business award and over ten years’ managing university scholarships, she has built deep expertise in writing, assessing, and managing award processes grounded in integrity and transparency. Her background in higher education and student recruitment includes Masters in Education and CIM Professional Diploma qualifications.

Having been a franchisee, freelancer, and now a solopreneur, Emma knows how transformational awards can be for business growth. Multi-award-winning, she has also been a judge for four awards in 2025.

As an awards winner, organiser, and judge, Emma brings practical insight, advice and a deep commitment to fair and quality awards that truly recognise and celebrate business done well.

