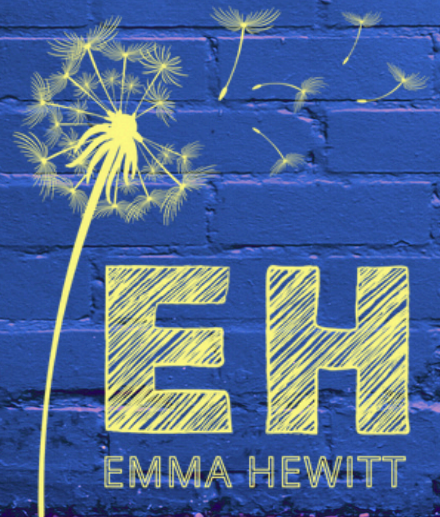


THE AWARDS POD



The **Awards Pod** is a community for small business owners and solopreneurs who want to embrace awards as a marketing tool for their business. The pod will provide at least 12 months of strategic, group, awards support to build a winning awards strategy, submit entries with confidence, and maximise visibility and growth opportunities from every award you pursue.

Awards can be used by any type of business, at any stage in business, to open doors to new opportunities, new networks and new clients.

This is for you if:

- You are ready to use awards to boost credibility and visibility and want ongoing accountability and guidance.
- You don't know which are the right awards for you and your business
- You hesitate to nominate yourself for awards or put them off completely
- You lose momentum when writing award entries and sometimes miss deadlines
- You find the awards process overwhelming
- You struggle to articulate your unique story and values
- You get FOMO when you see other people's award posts
- You know that you are not using your awards entries to their full visibility potential
- You know the impact of your business and its time to celebrate it
- You've used up all the excuses not to enter awards!

How you will be supported:

- Monthly Mastermind Mentoring Calls

Strategic support, confidence boosts, and breakthrough moments in a group setting.

- Monthly Feedback Sessions

Feedback on your entries, awards you have found, tips on re-purposing content, tips and practical tasks to maximise the whole awards process

- Two in-person group days

Practical, empowering workshops to grow your business and your confidence.

- The Awards Pod Hub

Access to a learning hub with a comprehensive self study programme to build and support your awards strategy.

- Toolkit

Editable evidence template, awards planner template, press release templates, checklists and more



Investment

Founding Pod Members: **£197/month for 12 months.**
This is a BETA offer for the founding cohort.



About Me

I am a believing mirror. I used to say “it’s just something I do, I just hold a mirror up to my clients and remind them how good they are” but this is my USP - I help people see their unique value, often for the first time and that’s the key to writing award-winning entries.



I am passionate about helping small business owners to recognise and celebrate their achievements. Awards are an untapped resource for a lot of people because they are held back by self-limiting beliefs, lack of awareness and often total myths around who awards are for!

My background in higher education has given me over a decade of experience of developing and managing university scholarships. This developed my expertise in writing and assessing applications and ingrained my commitment to integrity and transparency in awards. I have been a franchisee, a freelancer and now a solopreneur and awards have played a part in all of my businesses, from winning them and promoting my franchise, to running an annual award for 5 years, to now guiding over 30 clients to enter awards. My clients have reached finalist status over 30 times and won 15 awards, with dozens currently in progress.

My experience as an awards winner, organiser and judge uniquely place me to guide you through this process.



"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



"Emma's passion for her work shines through in every detail. She identified valuable aspects of my business that I had never considered highlighting and transformed what felt like a daunting task into a smooth and confident application process."

Andrew Spackman, Ingenious Gifts