



July 2024

Topic: Awards and Grant Writing

Award Writing

Objective: This week, we'll be leveraging AI to answer typical award entry questions concisely via our reflections from Week 1. It includes looking at ways to ensure our responses meet criteria and appeal to judges.

Session 1 - Meeting the award criteria

(Try in ChatGPT and Perplexity)

I'd like to enter some Australian business awards this year. What are some suitable awards for **<insert business name>** that are open to entries in **<insert upcoming months and year>**? Please highlight why my business would be eligible and include the website link so I can find out more.

—



I'd like your help with writing an award entry for <insert award name>. Here's a link to more details <insert website link> In particular, please review the judging criteria here <insert link> Could you please provide a summary of your understanding of what's expected? No need to take any further action at this stage.

Samples to use:

<https://australiansmallbusinessawards.com.au/>

<https://asia.stevieawards.com/home>

<https://www.achiever.com.au/>

Judging criteria:

<https://australiansmallbusinessawards.com.au/about.html>

<https://asia.stevieawards.com/entry-preparation-tips>

<https://www.achiever.com.au/eligibility/>

—



If you've completed your reflection activity from last week -

Thank you. For background information, here are my key achievements from the award period <attach document or copy/paste>. You will be referring to this information to write your responses.

If you HAVEN'T completed your reflection activity from last week -

Thank you. When preparing this award entry, please refer to everything you remember about <insert your business name>. There's no need to take any further action at this stage.

—



Session 2 - Writing the responses + experimenting with briefing transcripts

Entered an award previously?

To help you answer the questions for this award, here are the responses I provided for past awards **<attach/copy and paste here>**. I will provide additional information as we answer each question.

Using transcripts -

To help you answer the questions for this award, here is a briefing transcript for you to refer to **<attach/copy and paste transcript>**. I will provide additional information as we answer each question.

-

Sample transcript (from Otter.io)-

Okay, so I'm going to apply for this award. I'm going to apply for the Australian Women's Small Business Champion Awards.

So the first question is 'Describe the products and or services your business provides and explain why your business is a success.' So ultimately, HumanEdge AI Training provides non techie hands on interactive training for small business owners, or



leaders and managers and teams. It includes one on one as well as group training - and also includes a membership, The AI DIY Club, that includes experimentation, time for prompts, so experimenting and applying them to the business.

The reason why we're a success is due to my quick business pivot, where I got the chance to take this opportunity and move from being copywriter to a trainer acknowledging the new change in technology and knowing that people are going to embrace it anyway, so let's make sure people use it properly.

So using my marketing and copywriting experience to then teach others how to get quality output and not just focus on the input. So my services include The AI DIY Club, which is low cost membership with different themes every month. There's also one on one training, which is three hours online, where I help people train ChatGPT to understand their business, and then work on a core project. And also team workshops. So get everyone on the same page in the team. So from the innovators to those who haven't even touched AI. So it's important to be on the same page by training ChatGPT as a group - and then going from there. And also keynotes is another thing I offer as well. So obviously just sharing my AI knowledge without the interactive workshop theme.

The next question is Describe the history of the business and airline and the significant milestones achieved. The business officially started April 2024. However, it started in May 2023. As part of Write Time Marketing - my copywriting and content



marketing agency. The business in terms of milestones, I had 150 people register for the very first webinar. And that made me realise, Oh, I'm on to something. And then from that it springboarded. I was featured in the Australian, both the front page and page three about a freelancer who pivoted. I was also interviewed on Perth six PR radio. And also earlier this year was featured in ABC News about the business pivot. I've been interviewed by the Wall Street Journal as well. The article didn't end up featuring me, but just being approached for that interview was a milestone in itself.

Other milestones include being regularly headhunted on LinkedIn for keynotes and workshops. I'll be in Brisbane coming up in September to run a workshop for a half day workshop for a conference. I've been to Kuala Lumpur in Malaysia twice now to run AI training workshops for marketing purposes. I'm going back again in August for a third time, so I can now say I'm international. That was as of February - end of February 2024. Already claiming to be international AI trainer!

Another milestone is having 15 members in The AI DIY Club at the moment, but aiming to grow that. Other milestones include the countless workshops, keynotes, conferences, etc, that I've been asked to speak at. Also become the AI expert in Kate Toon's, Digital Marketing Collective membership. That's it for now.



If you've already supplied a lot of information about your business

-

Thank you. Let's start with the first question <insert here>. With all the information I've supplied you about <insert business name> please write a maximum of <insert word limit> words. Ensure to use our brand voice. If you need any more information from me to produce an adequate response, let me know.

If you're working from scratch or limited trained information -

Thank you. Let's start with the first question <insert here>. Here are my rough notes. <Insert dot points> Could you please use these notes to write a maximum of <insert word limit> words. Ensure to use our brand voice which is <insert words to describe>. If you need any more information from me to produce an adequate response, let me know.

Edit the responses accordingly - or ask for certain sentences to be re-written. Then rinse and repeat for each question.

Samples to use: (Taken from Australian Women Small Business Champion Awards)



1. Describe the products and/or services your business provides and explain why your business is a success.* 0 / 200 words

2. Describe the history of the business and outline any significant milestones achieved.* 0 / 500 words

3. Describe how your business is promoted. What marketing elements sets your business apart from competitors?* 0 / 450 words

4. Describe the level of customer service and the quality of products your business provides. How do you demonstrate your business' unique value to your customers?* 0 / 450 words

5. Describe how your business is committed to making a meaningful impact on the lives and wellbeing of the local community. You may include your business support to women's issues, special causes or charities. Include any involvement with women's organisations.* 0 / 350 words

6. Detail the successes of the business during the past two years. This may include business growth in turnover or profitability, innovations, business technology improvements and any recognition.* 0 / 550 words



7. How are your staff kept up to date with the latest industry trends. How have you demonstrated your business relationship with your employees?* 0 / 350 words

8. Detail your commitment and endeavours in environmental sustainability and to achieve a diverse and inclusive workforce.* 0 / 550 words

9. Describe where you see your business in the future. Include short-term and long-term goals, growth strategies, marketing plan and other elements for a successful business future.* 0 / 400 words

—



Club VIP Notes