

World Lash University

Business Awards

Recognising excellence



Tips that may help you with your application . . .

- Firstly, check that you meet the Award criteria before entering.
- Read the questions carefully. Answer the question - not the one you want it to be! This is a very common problem.
- Judges will read many entries. Make yours easy to read by keeping it free from jargon.
- Judges need outcomes or results, not 'hollow' statements. Saying that you are a great trainer or deliver excellent customer service is a hollow statement. Support any claim with facts and this could include testimonials, statistics and relevant awards or media coverage.
- Check for spelling or grammar issues as you may write something that the judges don't understand.
- Be honest. This will prevent embarrassment or harm to your reputation should an issue arise.
- Avoid stating your name and anything that will directly identify you – unless we ask for it – for example, in the Best use of Social Media Award. We have to redact names to anonymise your entry so the judges cannot readily identify you. This is done in the interests of fairness for all.
- Never exceed the word count. These are set in brackets next to each question/criteria). You'll lose points or your entry will be disqualified if you exceed it by 10%. The challenge is to be as concise and factual as possible.
- Double check your work. Invite someone you trust to proof-read it to check how it flows and that you have answered the questions.

