

# AWARD WRITING SERVICES

# AWARDS 2026



*Annette Densham is nothing short of a literary alchemist! Her talent for storytelling is unparalleled, transforming even the simplest of ideas into compelling narratives that captivate and inspire. As an awards writer, Annette doesn't just craft entries—she weaves magic into every word, using her journalistic expertise and natural gift for storytelling to bring out the heart and soul of every achievement. I first met Annette at an awards event and she immediately understood STEM Punks and our mission.*  
Fiona Holmstrom, STEM Punks

*Working with Annette has been an absolute pleasure and a huge boost for NLA Trucking. We partnered with her to craft award submissions that truly reflected our mission and impact. Annette's expertise made the process seamless—she quickly understood our values and turned them into clear, compelling submissions. Her attention to detail and strategic approach helped us present our business in the best possible light.*  
Nicole Appleton, NLA Trucking

*Annette has been an incredible support in helping me with multiple awards submissions over the years, from local competitions to national recognitions. She takes the time to truly understand me, my business, and the unique qualities that set us apart. Annette dives deep into the day-to-day details of what we do—things that feel mundane to us—and transforms them into compelling stories that highlight our strengths. She makes everything sound amazing and genuinely celebrates our achievements when we win, promoting these successes with so much enthusiasm.*  
Jenny Pither, AHAC

# PACKAGES



Our process is designed to front-load the heavy lifting, so the story, proof points and positioning are rock-solid from the start.

The first award absorbs most of that work. We dig into the business, extract the gold, map the angles, and build the framework. The first one is for the thinking, strategy, and forensic process that uncovers what makes you stand out in the first place.

Every award after that benefits from the groundwork, which is why the price drops for additional entries, not because they're worth less, but because we've already laid the foundations.

Think of it as constructing the engine. Once that engine is built, we can drive it in three different directions without rebuilding it every time.


For the second and third awards, we refine, adapt and tailor the narrative to fit each set of criteria, reshaping emphasis, expanding evidence, and tightening wherever a category needs to punch harder.


The core story stays consistent; the execution becomes bespoke. This saves time without reducing quality. In fact, it usually improves the final submissions because we're working from a well-developed foundation rather than reinventing the wheel.


The additional awards aren't easier, they're simply faster because the engine's already running.


# PACKAGES





 **1**  
**Award**  
\$2,997  
Full payment to comment work

 **3**  
**Awards**  
\$4,997  
3 payments

 **5**  
**Awards**  
\$6,997  
4 payments

 **7**  
**Awards**  
\$8,997  
4 payments

 **10**  
**Awards**  
\$11,500  
6 payments

 **15**  
**Awards**  
\$14,997  
6 payments

\*Excludes Telstra Best of Business Awards - there is an additional fee to enter this award

# PROCESS



## **Content overview:**

- 2 hour interview to gather info for most award questions. Review business milestones, values, and key differentiators.
- Identify standout achievements, challenges overcome, and community impact.
- Manage entire process from writing to submission.

## **Awards strategy:**

- Evaluate eligibility and alignment with award criteria.
- Prioritise awards with deadlines and categories that best suit.

## **Content creation:**

- Craft compelling responses for submission questions, highlighting journey, success metrics, and innovation.

- Use storytelling, testimonials, and data to create submission.
- Repurpose content where possible

## **Proofreading & finalisation:**

- Edit for clarity, professionalism, and adherence to guidelines.
- Final review to ensure submissions meet all criteria and requirements.

## **Award submission:**

- Format and submit applications within the required deadlines. Repurpose where possible for additional awards.

## **Award leverage:**

- Content created to promote every phase of the process, if required.

# RAVE REVIEWS



Working with Annette has been an absolute game-changer! She wrote incredible award submissions that not only captured my achievements but truly told my story in a way that resonated with judges. Thanks to her expertise, I won Gold in the Stevies multiple times, something I never thought possible. Annette has a unique ability to pull the best out of me—helping me articulate my accomplishments and vision with clarity and impact. Beyond her skills as a writer, she's an amazing source of support and empowerment, especially for women. She makes you feel like anything is achievable, and her guidance has truly helped me elevate my professional journey. I can't recommend her enough!

**Kayley Moon, Honey Digital**

Annette's expertise and dedication have been instrumental in helping countless women, including myself, gain international recognition. I first met Annette at her Award Winning Luncheon on the Gold Coast in 2017, and we instantly connected over our shared experiences as mothers of sons on the autism spectrum. With Annette's guidance, I won a Gold and Silver Stevie at the International Women in Business Stevie Awards in New York that same year. Her continued support led to further successes in Las Vegas in 2022. Annette's unique approach to crafting award submissions and her unwavering encouragement make her an invaluable ally in achieving recognition on the global stage.

**Randa Habelrih, CEO, Autism Mates**

I reached out to Annette to help build our business brand, and thanks to her support and guidance, we've won several awards over the years. Annette is a gifted writer and storyteller who knows how to turn experiences and achievements into powerful messages that truly connect. She's also fun and authentic to work with, making the entire process enjoyable and seamless. With her wealth of knowledge in the PR world, I highly recommend Annette to anyone looking to win awards or elevate their brand through PR.

**Iris Du, CEO, You Want Group**

Over the past 2.5 years I have worked closely with Annette after learning someone actually offered the service to write award submissions for you. (before this I had spent hours pulling my hair out and taking time away from my actual business to try to do it myself). Annette took the time to personally and thoroughly understand the ins and outs of me and my business. Working with Annette we 8+ Awards including top ones within our industry, plus becoming finalist in a few more, with the information she had Annette also developed PR resources for our business and to get our name out there creating an impact in our business we could not have got by working with anyone else. Thankyou Annette for your ongoing belief and support in us, and our company!

**Jenaya Huxter, MD, Pink Loans**

# RAVE REVIEWS



I am just writing to say thank you for the great work you have done for me and my team at Hugo Alexander Property Group over the years.

When we first met I was two years into my new business. We had sold 100% of the properties we were appointed to sell and were producing amazing results for landlords. In an industry where everyone says the same things, but few can back up what they say, we wanted a way to communicate our results to reach more people.



You encouraged us to enter awards as a way to build further authority and credibility in our industry. With your guidance and support, the first awards we entered were the Real Estate Institute of Queensland Awards. We won Best Small Agency in QLD, I was nominated as Finalist for Best Salesperson in QLD, and our Property Management Team were nominated as a Finalist for best in QLD. This would not have been possible without your help.

You then encouraged us to nominate for the Most prestigious national award in our industry. This is the REB Awards. We won Best Property Management company nationally and had more finalist nominations than any other business that year. You encouraged us again to see how the results we create for our clients compare to other real estate companies globally. So, we entered the Stevie International Business Awards. We also won Best Real Estate Agency globally. This was a huge pat on the back to our team and for our clients.

Throughout the years we have won further awards and been recognised as best in industry at state, national and global levels. This recognition has been great for our team and it is wonderful to be judged and promoted so well by our peers and industry leaders. Annette, we really appreciate all your work and support, and we are looking forward to another great year.

**Adam Nobel, CEO, Hugo Alexander Property Group**

# GET STARTED



Next steps...

1. Confirm how many awards you want to do.
2. We'll send an invoice (work doesn't commence until the invoice is paid).
3. Set up Google Drive so we can collaborate easily.
4. Book a time to do the first interview. Our process covers most common questions in most awards. During this phase, we'll gather as much info from you as possible.
5. Writing commences.
6. Draft sent within 5 working days from commencement, dependent on deadline.
7. Implement feedback and changes.
8. Send final submission for approval.
9. Submit. Rinse and repeat if we're doing more than one submission.

