





THE AWARDS PEOPLE



Franchise Opportunity

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over 20 years in the world of franchising.

Who are

The Awards People?

The Awards People are a specialist award writing agency who help their clients grow their organisations and personal profile through harnessing one simple yet extremely powerful strategy – that of entering (and winning!) awards.

93% of entries go through to the finals, 81% go on to win their category.

With clients here in the UK as well as across Europe, India and the Middle East, The Awards People have watched their clients enter and win just about every award you can imagine including the crème de la crème of awards the Queen's Awards for Enterprise and Queens Honours (BEM, MBE, OBE, CBE). They still get excited every single time they talk to a new client or begin work on a new award nomination!

It was whilst Rachel was running RDZ PR (sister company to The Awards People) that she met a client who wanted her to solely research, write and submit their business award entries for them. This particular client is a very canny businessman, had started writing his own entries and had had some success with them. He saw that winning prestigious business awards (both in his industry and in business) would massively contribute to differentiating him from his competition enabling him to compete in areas other than price and project turnaround time. From the work Rachel did with him, and the results they gained, Rachel got curious, "If one client can gain results which include nearly tripling his turnover and taking it to just shy of £30 million through entering and winning awards, why couldn't other SMEs?"

Rachel drafted out what this new business would offer and how it would benefit her clients. She bought the domain name, registered the company and launched The Awards People in 2018 running it side-by-side with RDZ PR. **Working The Awards People purely part time she turned over**



£41,362 in her first year. Since then Rachel has increased her prices, is working on an online course called 'The Awards Blueprint' and has a book coming out in October 2022 called 'The A – Z of Awards'. Franchising is the next important step to not only establishing the business further across the UK but also to spreading the message to start-ups, micro and SME businesses (plus other organisations including charities and not-for-profits) that there really is one, simple yet extremely powerful way to grow your business, retain your customers/clients, attract and retain your team... and have huge amounts of fun along the way!

The Awards People are now expanding and have a variety of new franchise opportunities right now in several locations across the UK. If you want to join with us as we continue our expansion we would love to hear from you.

What does a The Awards People Franchise consist of? What do you get as a Franchisee?

So many people think of starting their own business - not just for the financial rewards but for the opportunity to be your own boss and run your own life. However, the downside is that although you get all the rewards, you also take all the risks. Taking on a franchise within a proven operation reduces those risks substantially. By joining The Awards People you can reduce them even further!



Track Record of Success We have a developed a method of doing business that works well and produces successful results.

Strong Brand One of the biggest advantages of franchising is that the company is building a brand on a regional or national basis that should have value in the eyes of customers you're trying to attract.

Training Programme We have a training programme designed to bring you up to speed on the most successful methods to run the business. We have reference materials to assist you in dealing with whatever comes up while you're running your business.

Ongoing Operational Support We have staff dedicated to providing ongoing assistance to franchisees. You're not alone when you're building and running

your business, and you can always call on experienced people when you hit a rough spot or want to share new ideas for growing the business.

Marketing Assistance We will offer you marketing assistance to provide you with proven tools and strategies for attracting and retaining customers.

Purchasing Power As a franchise you can take advantage of the buying power of the entire system to negotiate prices for everything you need at significantly lower levels than you could achieve as an independent operator.

Risk Avoidance The biggest reason to buy a franchise is that, if you're smart, it will help you avoid much of the risk of starting a new business.

The Awards People **Team**

We run a lean yet highly focussed team here at The Awards People. Rachel is currently chief award writer but as new franchisees come on board that's going to change as they take on the majority of the writing themselves. This will leave Rachel free to invest her time in training all new franchisees in the way of The Awards People! That will be her main focus training – that plus building our brand so it's instantly recognised across the country. Rachel is ably assisted by;



David Vane, Research Assistant.

David's main role is to support Rachel in researching awards which are credible, prestigious and well-connected and ensuring our clients know about them. David also prepares all award paperwork for Rachel to complete for all her clients – no small task in itself. Finally, David keeps a close track on entered awards ensuring Rachel knows who's become a finalist (and who didn't) and who's become a winner. This is key to promoting our clients successes and with it our own.



Trusha Lakhani, Business Growth Coach.

Trusha is an award-winning business growth coach who works closely with Rachel and our franchisees helping their businesses to grow. Combining real-world experience of working in her own families business with a background in accountancy and also IT, Trusha has extended an offer to all The Awards People franchisee - for the first three months of your franchise Trusha will support you via her monthly Growth Club as well as one one-to-one coaching session ensuring you start your business journey off on the right foot (package worth over £1,000).



Claire Saxton, Social Media.

Claire supports our social media feeds, particularly Twitter and LinkedIn, and has led The Awards People to winning (at the time of writing) three of the four key Twitter Awards ensuring that The Awards People are recognised as 'The Queen of Awards Writing', winner of SmartSocial 'MarketMe' award and, most recently, winner of Theo Paphitis's #SBS (Small Business Sunday)



Paul McEniff, Web Developer.

Paul is in charge of all things web and is currently hard at work developing the next iteration of www.theawardspeople.co.uk. He works directly with Rachel uploading our weekly blogs and vlogs, ensuring our site is SEO'd to within an inch of its life and will support our franchisees with their online presence. In his spare time (!) Paul also runs his own independent web agency PaulMc&Co.



Katie Peggs, Marketing Assistant.

Katie takes Rachel's initial ideas, further researches them, creates the full content and lays them out to adhere to our branding and brand guidelines.

Our aim is to provide a nationwide extremely high quality service to our clients with an emphasis on personal service and professionalism. We aim to build up a strong two-way working relationship with all our franchisees and make The Awards People name synonymous not only with fabulous results but all round excellence.

So, if you're looking for a franchise opportunity with real strengths, ambition and spark search no more!

What Kind of Support can I Expect from **The Awards People** as a Franchisee?

We will ensure that you're well equipped to start and grow your business. Training, ongoing business support and a wide range of resources will become available to you when you become The Awards People franchisee in your area.

One of the main benefits of franchising is that it is a business partnership between franchisee and franchisor. Head Office support is essential especially in the early trading days of the franchisee and it will always be readily available. In the early days there will be a very much hands on approach. We'll gradually step back and let you, our franchisee, take complete control as you become more confident, professional and experienced.

Our Operations Manual contains all the information and know-how to run your own business successfully. It will be your first point of reference for everything you do. It is a step-by-step guide on how to run and operate your business. This manual alone

is worth the franchise fee! It's a veritable treasure trove of useful information and will save you time, money and energy every step of the way. It is written in a clear, precise yet accessible way, following an easy to understand format; all the facts about our business without any of the fuss - all at your fingertips from day one.



The Earnings Potential

What you can earn out of an The Awards People franchise is, in the final analysis, up to you. It will be based on how hard you work and how gifted you are. It's no different to anything else, however, you'll be surprised at how the numbers can stack up.

	year 1	year 2	year 3
Income	£50,000	£65,000	£81,250
Average number of clients at 2022 prices	20	26	32
Expenditure	£15,000	£22,500	£30,625
Profit	£35,000	£42,500	£50,625

It's really important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that (prior to entering into the franchise) you satisfy yourself of the value of the investment you intend to make in terms of both your time and your money.



Qualities Needed in a Franchisee

- English must be your first language and you must be a passionate storyteller with strong, demonstrable written skills
- You must be fascinated by business and, equally, with the people who work in them / run them (most of our clients are business people and, specifically, the owners / senior leaders of SMEs)
- You must be more interested in asking questions and listening than in speaking
- You must be genuinely interested in growing your own business
- You must be 'coachable' and interested in developing / honing your skills and abilities
- You must 'get' our brand and be excited to work within it



Satisfied Clients



Please, don't just take our word for it. Read what just some of our satisfied clients have to say...

"Rachel wrote me an award plan for 2020/21. The process was relaxed and I found her very easy to talk to. She asked me about me and my business and the plan focused on the best awards for me to enter given my circumstances. The first awards I entered I got a Special Mention. I am extremely happy to recommend Rachel's service to anyone in business who wants to put their name forward for an award."

Amanda Harris, Will Writer at ALH Legal

"As I grew my business, it was necessary to decide how to promote the services which I provide and my business profile. I had a chat with Rachel and was confident that entering for an award would be the most suitable choice at that time. Rachel really is an expert in her field with in-depth knowledge of what the judges are seeking, which industry awards to enter a business

into, and providing a high-quality entry. As a result of Rachel's time to get to know me and my business, we submitted an award-winning entry which helped to increase my business profile."

Jude Read, Managing Director, Jude Read HR

"Well, what can I say about Rachel? Because of her tenacity, understanding and detailing on all things awards, I have been a finalist in three different awards and was lucky enough to win in 2019, against some stiff competition I may add. Rachel is friendly, professional, articulate and above all else, is just bloody good at what she does! If you are serious about entering awards then be serious about using Rachel, she is well worth it... Bring on 2022 Rach!"

Mark Platt, award-winning Managing Director of Incite Consulting Services Ltd

"Thanks for all the hard work you put into the PR work for our companies and subsequently the business award submissions. You made the whole process stress-free, and the quality of the submissions have resulted in the receipt of multiple business awards. Great work, Rachel."

Mark Esho, multi award-winning entrepreneur and Director



Three of The Awards People's most recent awards



"We worked with Rachel very closely during 2018/19. We entered both Industry specific and Business Awards and had amazing success. Not only did we win awards, but we were also shortlisted in many others which generated such wonderful publicity and networking opportunities for the practice. This coincided with our 10 Year anniversary so we had a lot to talk about! Rachel was wonderful to work with, many times she only had bullet points or notes to go from which took any work away from us, she also has a great 'little black book' of contacts which have allowed us to meet other great connections in our industry and in the local business community."

Samantha Gamble, Marketing Executive at Edward Cooper Young Chartered Surveyors

"I used Rachel a year or two ago to write a couple of applications for me for awards. I'm delighted to say that due to her work we were shortlisted for both awards and won one of them. Very much recommend Rachel and thanks again."

Darren Willoughby, Managing Director, 2XL Commercial Finance

"I would recommend Rachel without any hesitation. She is so kind, generous and willing to support other others. Her services have helped to put us into the spotlight. Rachel really does know her stuff and her personable approach really helps with the video chats."

Diana Esho, Managing Director, Easy Internet

"We used The Awards People to put together some awards applications for us. We were finalists in a number of categories. Rachel and her team made it an easy process

and we were delighted with the results. Highly recommended."

David Nicholls, Managing Director, Better-IT



What You **Need**

What do you need to be successful as a The Awards People franchisee?

There is just no escaping the fact that running your own business can be hard work. However, you're doing it for yourself and the rewards of a The Awards People franchise will be there for you to see from day one. If you possess the following attributes then a The Awards People franchise could be just what you have been looking for;

- **A willingness to work hard and smart too (there is simply no substitute for hard work though)**
- **A willingness to persevere because there will always be times when things just don't go according to plan**
- **The desire to work for yourself and take proper control of your own destiny**
- **The desire to work with others who share your commitment to the highest of standards**

If everything you've read so far makes sense and you think that a The Awards People franchise is something you want to know more about, we'd love to talk further.

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