



# The Business Witch Awards

## *Judging & Vetting Checklist*

**Nominee / Business Name:**

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**Category Nominated:**

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**Reviewed by / Date:**

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This checklist supports the research, vetting, and scoring stage of The Business Witch Awards. It is built as one universal rubric applied consistently across all fourteen categories, so that a Best Sea Witch entry and a Best Spiritual Business entry are held to the same standard of rigour even though their craft looks completely different on the surface.

Use it in three stages: (1) confirm the nominee clears the eligibility gate, (2) score the six judging pillars against the evidence gathered, (3) record a recommendation. Where a category has a natural specialism (e.g. herbalism for Best Green Witch, mediumship for Best Death Witch), assess the craft criteria against that specialism rather than trying to force every nominee into an identical mould.



## 1. How to Use This Checklist

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Per the awards' published process, nominees (self-nominated or peer-nominated) submit a name, website, contact details, and a short description of their magic as it relates to their category. The organiser then researches and investigates from there. This checklist is the structure for that research stage.

### Step-by-step

- Read the submission in full, including the nominee's own description of their magic and category fit.
- Visit the nominee's website and every linked social profile.
- Work through Section 2 (Eligibility & Integrity Gate) first. A nominee should not advance to scoring until this gate is cleared.
- Work through Section 3 (Scoring Rubric) pillar by pillar, recording evidence and a 0–5 score for each criterion.
- Complete Section 4 (Scoring Summary) to total the pillar scores.
- Record a final recommendation in Section 5.

*A score of 0–5 per criterion is suggested: 0 = no evidence / fails criterion, 1–2 = weak or unverifiable, 3 = solid and credible, 4 = strong, 5 = exceptional / standout. Adjust the scale to suit your own judging temperament, but keep it consistent across all nominees in a given year.*



## 2. Eligibility & Integrity Gate

Because the awards accept self-nominations and rely on the organiser's own research rather than mandatory documentation, this gate exists to protect the credibility of the awards before any scoring begins. A nominee should clear every row below - or have a noted, justified exception - before moving to Section 3.

Check	Detail	Y / N
<b>Operating business or practice</b>	The nominee runs an identifiable business, brand, or public practice (not a personal hobby account with no commercial or service offering).	
<b>Findable online presence</b>	Website and/or active social profiles exist and are reachable; the nominated link actually belongs to the nominee.	
<b>Category match</b>	The nominee's actual work genuinely matches the category they were nominated for, not just adjacent or aspirational.	
<b>Recency / activity</b>	Evidence of activity within the last 12 months (posts, sales, bookings, publications, events).	
<b>Claims are checkable</b>	Where the nominee or nominator makes specific claims (sales figures, client numbers, awards, publication dates), at least the headline claims can be corroborated or are plausible.	
<b>No major red flags</b>	No evidence of active client complaints, fraud allegations, plagiarism, or safety concerns (e.g. unsafe herbal/medical claims) in public reviews or records.	
<b>Values alignment</b>	Public conduct and messaging are broadly consistent with an ethical, heart-centred, inclusive business as described in the awards' own stated purpose.	
<b>Distinct from organiser/judges</b>	No undisclosed conflict of interest with the organiser or judging panel (e.g. immediate business partner, employee).	

*If a row fails, note why in the comments and decide whether it is disqualifying or simply a flag to weigh during scoring. Use judgement - a new business with a thin but genuine track record is different from a business that cannot be verified at all.*



### 3. Scoring Rubric - Six Judging Pillars

These six pillars apply uniformly to every category. "Craft & Skill" simply gets assessed against whatever that nominee's specialism is - tarot for a Divination Witch, herbalism for a Green Witch, branding work for a Witchy Brand nominee, manuscript quality for a Non-Fiction Book nominee, and so on.

#### Pillar 1 - Craft & Skill

Does the nominee demonstrably know their craft, and is it practised with care and competence?

Criterion	What to look for	Score (0–5)	Notes / Evidence
<b>Depth of knowledge</b>	Content, products, or services show genuine depth in the relevant practice (e.g. correct herbal properties, accurate tarot/astrological method, sound recipe or ritual technique) rather than surface-level aesthetics.		
<b>Quality of execution</b>	Products are well-made; services are well-delivered; writing is well-edited; sessions/readings are thoughtfully structured.		
<b>Consistency</b>	Quality holds up across multiple examples (several products, posts, testimonials, or chapters), not just one polished sample.		
<b>Safety &amp; responsibility</b>	Where relevant (herbalism, candle/fire work, mediumship, health-adjacent claims), the nominee practises and communicates safely and avoids reckless or misleading claims.		



### Pillar 2 - Business Substance

Is this a real, functioning business or professional practice, not just an idea or a hobby page?

Criterion	What to look for	Score (0–5)	Notes / Evidence
<b>Active offering</b>	Clear products/services for sale or booking, with visible pricing, availability, or a working sales/booking mechanism.		
<b>Evidence of trade</b>	Reviews, testimonials, sales history, client list, bookings calendar, or other signs of real transactions over time.		
<b>Longevity or trajectory</b>	Track record (time in business) or a clear growth trajectory if newer (recent launches, expanding offers, increasing engagement).		
<b>Professionalism of operations</b>	Clear contact details, sensible terms/policies, responsive communication - the basic hallmarks of a business being run properly.		

### Pillar 3 - Authenticity & Alignment

Does the business genuinely blend magical practice with business in a way that feels honest, rather than "witch" as a marketing veneer?

Criterion	What to look for	Score (0–5)	Notes / Evidence
<b>Lived practice</b>	The nominee's own story, content, and craft show this is a practised path, not just borrowed aesthetics or trend-chasing.		
<b>Voice &amp; values match</b>	Public messaging is consistent over time and feels true to the nominee rather than generic or copy-pasted.		
<b>Heart-centred ethics</b>	Evidence of ethical conduct - fair pricing, honest claims, respectful treatment of clients/community, cultural sensitivity where traditions are referenced.		
<b>Integration of magic and business</b>	The magical/spiritual element is genuinely woven into how the business operates, not bolted on for branding alone.		



### Pillar 4 - Impact & Community Contribution

What difference has this nominee made - to clients, to the wider witchcraft/spiritual community, or in overcoming their own obstacles?

Criterion	What to look for	Score (0-5)	Notes / Evidence
<b>Client / customer impact</b>	Testimonials or evidence showing real positive outcomes for the people they serve.		
<b>Community contribution</b>	Mentoring, free resources, collaboration, education, or other visible give-back to the wider community.		
<b>Resilience / overcoming obstacles</b>	Particularly for Most Inspiring Witchpreneur - credible evidence of a genuine challenge faced and overcome in building the business.		
<b>Representation &amp; diversity</b>	Where relevant, the nominee broadens or diversifies who is visibly represented as a successful business witch.		

### Pillar 5 - Brand & Presentation

Is the brand distinctive, professional, and magnetic to its intended audience?

Criterion	What to look for	Score (0-5)	Notes / Evidence
<b>Visual identity</b>	Cohesive, intentional visual branding (logo, colour palette, photography/imagery, packaging where applicable).		
<b>Messaging clarity</b>	It's immediately clear who this is for and what they offer; copywriting is clear and on-brand.		
<b>Audience resonance</b>	Engagement, loyalty, or community response (comments, shares, repeat customers, audience growth) suggests the brand genuinely connects.		
<b>Distinctiveness</b>	The brand stands out from generic "witchy aesthetic" templates rather than blending into the crowd.		



### Pillar 6 - Category Fit

Does this nominee actually represent the best of the specific category, as distinct from being simply a good business witch in general?

Criterion	What to look for	Score (0–5)	Notes / Evidence
<b>Specialism match</b>	Core work clearly centres on the category's defined focus (e.g. lunar attunement for Best Lunar Witch, ocean/saltwater work for Best Sea Witch) rather than a tangential connection.		
<b>Best-in-category strength</b>	Relative to other nominees in the same category, this entry is a strong representative of what excellence in that specific niche looks like.		
<b>Nomination accuracy</b>	The category nominated is the most appropriate one for this nominee (flag if a different category would fit better).		

## 4. Scoring Summary

Transfer the strongest sense of each pillar's performance into a single 0–5 pillar score below (you may average the individual criterion scores or use overall judgement informed by them).

Pillar	Score /5	Comments
<b>Craft &amp; Skill</b>		
<b>Business Substance</b>		
<b>Authenticity &amp; Alignment</b>		
<b>Impact &amp; Community Contribution</b>		
<b>Brand &amp; Presentation</b>		
<b>Category Fit</b>		
<b>TOTAL (out of 30)</b>		

*Suggested guide: 26–30 Outstanding / category winner contender. 19–25 Strong, shortlist-worthy. 12–18 Promising but with gaps - consider for a future year. Below 12 - not ready for this round.*





## Appendix - The 14 Award Categories at a Glance

Reference for confirming category fit (Pillar 6) and for spotting a better-suited category for a nominee.

Category	Focus
<b>Best Magical Product</b>	Crystals, spell kits, tarot decks, ritual candles, and other tangible magical products.
<b>Best Spiritual Business</b>	Businesses centred on healing, divination, or spiritual services.
<b>Best Online Witchcraft Platform</b>	Digital courses, content, or services focused on witchcraft and magic.
<b>Most Inspiring Witchpreneur</b>	Greatest obstacles overcome; community empowerment; resilience in business.
<b>Best Witchy Brand</b>	A magnetic brand identity that resonates with its audience and inspires loyalty.
<b>Best Non-Fiction Book</b>	A book written by a witch, published in the previous 12 months.
<b>Best Kitchen Witch</b>	Cooking, baking, homemade items, home protection and cleansing, hearth routines.
<b>Best Green Witch</b>	Herbalism, botany, oils, balms, tinctures, plant magick.
<b>Best Sea Witch</b>	Ocean/lake/pond stewardship, weather magick, saltwater, shells, driftwood work.
<b>Best Divination Witch</b>	Palmistry, tarot, pendulums, tea leaves, runes, bone throwing, candle reading.
<b>Best Lunar Witch</b>	Attunement to lunar phases and night-aligned practice.
<b>Best Eclectic Witch</b>	Multi-tradition practice across folk magick, ritual, spell work, deity work.
<b>Best Cosmic Witch</b>	Astrology, horoscopes, zodiac, planetary placements, celestial/lunar magick.
<b>Best Death Witch</b>	Spirit and ancestor work, mediumship, death work, deep nature/metaphysical connection.