

FIVE

Ways

To Create An Effective Case Study

With an **external perspective**, rather than an internal focus, case studies offer a powerful way to highlight your value to prospective clients. While it's important to communicate your expertise and solutions, it's **their challenge** – not your product – that must be central to the equation.

Capture the attention of the prospect by ensuring that the **problem part** of the case study is relatable. Because your product or service enables the resolution of that problem or challenge, it helps to build the desired connection.

Start with a *relatable* problem or challenge, including the attempts to solve the problem without success.



Provide the action plan, along with the positive outcome for the client.



Seal the deal with a robust client testimonial, demonstrating success and inspiring confidence.

FIVE HOW-TO'S

1

Get more clients like your existing favorites

Demonstrate your expertise in a specific niche. Focus on an ideal client in a particular industry and write a case study about how your expertise provided a solution.



2

Explain complicated services using stories

Certain types of businesses offer technical or specialized solutions that can be difficult to explain. Share an example of how your services relate to a recent event in the news.



3

Share successful solutions that solve common issues

A case study can spark interest in a prospect from an entirely different business sector. Challenges like moving to a larger location or expanding into additional channels affect all industries.



4

Use a personal anecdote to illustrate your point

A prospective customer may already know there are weaknesses in his current process. Use an illustrative case study to bring the issue to the surface and provide a clear path to resolution.



5

Build engagement with relatable customer experiences

Share a customer's journey to solve a problem without success. Include a testimonial that illustrates your work process and allows prospective clients to envision a positive end result.



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