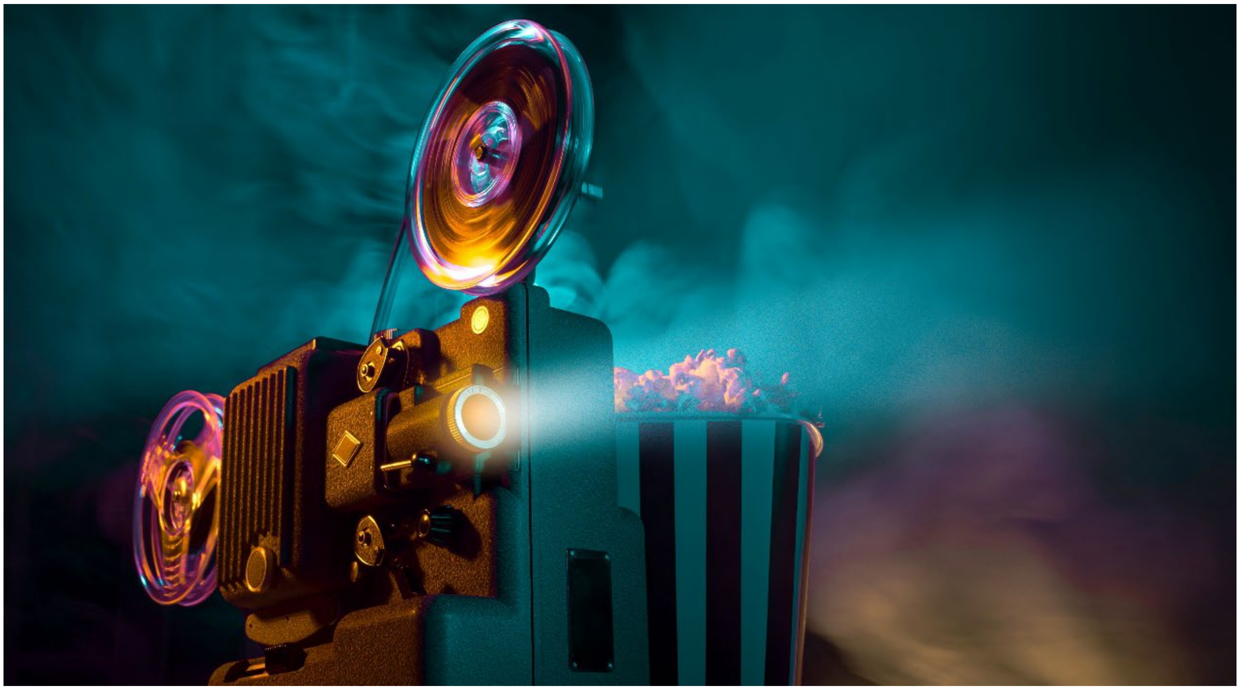

Create Case Studies That Focus on the Problems You Solve for Customers

Think of case studies as movie trailers. Take prospects or clients somewhere. Tease them. But keep the case short.

Your Goal: Get them to call you to learn more.

FRICTION FREE
COMMUNICATIONS

For help creating compelling case studies, contact Peter Osborne at peter@frictionfreecommunications.com

The Process	Project Details
Identify and articulate a problem. This should either be a problem they were facing or an opportunity they were considering but didn't know how to move forward. Be specific and detailed. Why was it challenging? Consider whether you can position the problem as a villain.	
List the Insights, Experience and/or Replicable Processes that got you to the solution. Demonstrate your understanding of the nature of the problem.	
Describe the solution you provided and how you customized it for THIS customer**.**	
Describe the Measurable Results. Talk about past results, what your goals were, and what the ROI was, particularly where you far exceeded expectations.	

Optimizing the Opportunity

- The case study should not be written as a testimonial you might see on a resume. Make it resonate with the reader.
- Discuss the framework before the project starts (when they first hire you). That will make writing the case study much easier.
- Keeping the client anonymous may be OK. You'll get more details about the problem or opportunity they faced…and what the real barriers were. And you might get real metrics that the clients could never share on the record.
- If they're willing to be identified, do your best to get a strong testimonial from a senior executive that's more than "they're really great to work with." Have them explain the problem.
- Ask about creating a case study right after you've renewed the deal, or they've hit a milestone as a result of your efforts. Don't ask when you're in contract negotiations; when you've had product or service issues; the client is having a crisis; at the end of a fiscal quarter; or if you're eliminating a product feature they love.
- Baby steps first: Survey them to understand:
    - What makes them happy about working with you
    - Whether it was easy to work with you
    - Whether you spent the time to understand their problem
    - Whether they have additional problems you might help resolve
    - Whether they'd refer you to a colleague. Include an open-feedback box. This is something you can also do during the renewal process.
- If possible, record your interview so you can focus on listening to their answers and let the conversation go in different directions. Get a transcript so you can include their voice.
- When you publish the case, consider a separate blog post that links to the case and promote it on social media and in sales collateral. Use compelling images. Provide a clear call to action