

## Deliverable: Case Study

### How to harness success to generate leads, sales and press

#### Case Study Benefits

- Establish credibility with prospects
- Generate more leads
- Motivate prospects to take the next step
- Differentiate you from your competition

#### Uses

- Post to web site
- As a collateral sales piece
- As content to include in presentations
- As a "teaser" to entice analysts and media to write about you

#### Number of words

Average = 850

Range = 700-1,500

#### Services

- Research product/service & story
- Interview subject matter expert(s) and end user(s)
- Check facts
- Write case study using AP style guidelines
- Revise (2 rounds if necessary)
- Review case study in layout

#### Time to complete

1st Draft: 1 wk following interviews

Elapsed time: typically 1 month including internal and customer sign-offs

Through toil and treasure your company has earned many satisfied customers. Those happy people are overflowing with good stories to tell about your products and services.

Now it's time to cash in some of your "success" equity and invest it in an asset that will help you generate more leads, sales and press articles.

That asset is case studies.

They document your real-world solutions to customer problems in all their cost-cutting, time-saving and revenue-generating splendor. They tell a bedtime story your prospects can't resist. In the voice of a satisfied customer who lends just-add-water credibility to your tale.

That's just the script that's likely to see your sales people rescuing more than their fair share of prospects in distress from their problems.

#### Why should I hire Write Concepts to create my case studies?

With dozens of case studies under my belt, you can assign the project with full comfort that it will get done right **with no hand holding from you**. And there's more...

#### Professionally trained interviewer-Courtesy of the U.S. Army

Specific details and metrics are what separates a dust-gathering sales tool from a case study that makes phones ring.

I get the story with the adeptness of a friendly journalist-asking follow-up questions that unearth hidden information nuggets.

#### Your accomplishments tug heart strings better than hype

Venture capital executives say that persuasive business plans rely on the facts to excite investors-not hype. Likewise, a credible case study uses your customer to make the case for your offerings.

I am well-versed in making a good business case for your products and services. The goal is to present your solutions in their best factual light-backed up by metrics and testimonials.

#### Metrics motivate prospects to take the next step

Studies show that witnesses who give specific testimony are considered more credible than witnesses who are vague.

Your case study is a "testimonial" by your customer "witness" to your ability to answer their prayers.

Write Concepts incorporates factual metrics, specific quotes and relevant details to raise your credibility and motivate prospects to take the next step.

## About Write Concepts, Inc.

Write Concepts helps marketers, PR professionals and entrepreneurs articulate their ideas in tactical communications deliverables. The company offers copywriting and marketing consulting services in support of the development of marketing materials and programs. For more information, and to view a portfolio please visit [www.writeconcepts.biz](http://www.writeconcepts.biz).

To learn more about how case studies can help your sales contact Write Concepts today  
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## About Brad Chittim, Chief Scribe

*Writer, photographer, traveler and seeker of a life well lived*

Mr. Chittim has six years of freelance copywriting experience with expertise in business planning and analysis, marketing communications and public relations.

Clients like his ability to grasp strategic business concepts and key messaging and use them to create on-the-mark tactical communications.

Mr. Chittim earned a bachelor of arts in psychology from the university of Colorado at Boulder and is a graduate of the Defense Language Institute's Russian Basic Course.

He also graduated summa cum laude from Boston University, Frankfurt, Germany with a master of arts in international relations and a minor in strategic studies.



## Service Inquiries

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## Three tips for organizing an effective case study program




### **Tip #1: Target industries and solutions**

For best results, use case studies in the same industry featuring the same solution the prospect is being pitched.


If you have a variety of solutions for an industry, it may be worthwhile to create case studies demonstrating good results for each solution set. If you sell across many industries, a case study touching on each segment may be appropriate.


### **Tip #2: Start with the end in mind**

Decide how you will use case studies. An integrated approach is recommended whereby the collateral is used by sales and PR people to:

-  generate inquiries
-  influence prospects to take the next step, and
-  get favorable coverage in trade journals and newspapers

Will you produce hard copies or only a .pdf?

 **.pdf format** is sufficient to send to the media and analysts. They're much more concerned with content over format. This format is also appropriate for posting on your web site and as supporting collateral to send to some prospects.




 **hard-copy format** is best when used as a leave-behind following a sales call, or as part of an inquiry-fulfillment follow-up package.

### **Tip #3: Determine how you will motivate employees to submit potential case studies**

With sales people focused on current sales, it's imperative to give them an incentive to:

- a. secure permission from good references to create a case study and
- b. submit basic information on the potential case study so that it may be qualified.

Past clients have used a variety of incentives including:

-  Establishing quotas for case study submittals
-  Offering cash bounties for completed case studies
-  Offering other incentives, like travel vacations, for garnering customer approval to proceed with a case study