

# How to Write a Perfect Case Study That Attracts High Paying Clients

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## 1. Tell a compelling story that shows how your product works.

- Your case study might be useful, but if it's similar to what's already out there, no one would care.
- More importantly, if you tell a story that shows how your product works and that helps customers visualize the results they'll get, you'll most assuredly attract more sales.
- First, let's be clear on what storytelling means.
- In the context of marketing, storytelling is the most powerful way to breathe life into your content and brand.
- It's the art of communicating an event, project, or experience in an interesting and relatable manner.
- In a nutshell, storytelling is all about connecting the dots and walking your readers carefully from Point A to Point B.
- It's about time you tap into the power of storytelling if you want your case study to be epic.
- The end point of telling a story is to persuade your audience. If your story doesn't motivate people to take action, then you know that you didn't tell any story at all.
- There are 3 parts of a story that you should remember when writing your case study:

**i). Interesting beginning:** Start out strong. From your headline through your introduction, make it irresistible. Give hints about your story but don't reveal it yet.

**ii). Expository middle:** Go straight to the point. Avoid needless words. Remember that this is the meat of your story, and it must resonate with people. Use persuasive action words.

- Discover
- Get started
- Learned
- Unveil
- Powerful
- Results
- When writing the middle of your case study, lay out your thoughts and advice using bulleted points.
- Ideally, use interactive videos here to make your story truly engaging. It can produce staggering results.
- If you want to share a case study using storytelling, you can use videos.
- Better yet, you could share a case study of the results that your existing clients and students got. Brian Dean does this all the time.

- But instead of writing boring articles in a dry, professional tone, he uses storytelling to introduce the student to his audience, and the dramatic results they generated by simply implementing his **SEO techniques**.

**iii). Action-oriented conclusion:** When using storytelling in your case study, you need a conclusion.

- But don't bore readers and potential clients after you've persuaded them with an expository middle.
- Remember that in every phase of your client acquisition process, you need to call for action. Otherwise, you'll lose out on motivated clients.
- Make your conclusion action-oriented. In other words, tell them what to do next, and how to do it.
- To avoid being sales-y or pushy when concluding your story-based case study, you can ask simple questions. Gregory Ciotti usually does this with his guest articles.

## **2. Leverage Steve Slaunwhite's "Case Study Style" to captivate your audience.**

- A case study will only build your credibility quickly if you know how to structure it.
- Don't forget that there are a gazillion case studies out there that no one cares about. To avoid that, you must organize your case study properly.
- When sharing a case study with the goal of attracting prospective clients to your business, make it less professional and more conversational.
- How? Tell the story from the perspective of a happy customer.
- According to Steve Slaunwhite, These kinds of stories are hard to resist.
- That's basically what his sequence is all about.
- As a prolific author of several books and case studies, such as *The Everything Guide to Writing Copy*, Slaunwhite knows how to structure a case study using storytelling to persuade an audience and get the results that you want. Here's his proven sequence:

**i). Focus on the Customer:** There's no better rule or strategy for creating irresistible case studies than to focus on the customer. Everything else revolves around them.

**ii). The Challenge:** Identify the specific problems that your clients are trying to solve or improve. So no matter what kind of case study you're creating, your responsibility is to help users solve their problems.

**iii). Show the Journey:** This is the place in the story where the reader begins to identify and empathize, Steve says.

- Smart people usually like to participate in the process. One way to do this is by using a step-by-step method.

**iv). The Discovery:** How has your product or service solved clients' problems? This is the stage where you show it.

- These are your success stories or testimonials. Cite your client's site, or show the result they got as a result of working with you.

**v). The Solution:** It's time to be bold! If you've successfully followed the case study sequence, now you can pitch your product. You may want to include a call to action button at this point.

**vi). The Implementation:** Be transparent here. Share the challenges you or your clients encountered, while using your product.

- Be honest about any problems that arose and how they were resolved, Steve says.

**vii). The Result:** In your case study, don't forget to detail exactly how and in what ways your product or service helped your existing clients.

### 3. Find the right competitor to profile in your case study.

- First, let's find your competitors in case you don't know who they are yet.

**i). First step:** Go to [SEMrush.com](https://www.semrush.com). Enter your blog URL (e.g., [bloggingwizard.com](https://bloggingwizard.com)) into the search box. Then click on the "search" button.

**ii). Second step:** Analyze your competitors. Simply scroll down the results and you'll see your "Main Organic Competitors".

**iii). Third step:** Research your competitors. From the list of your main organic competitors, you can pick one of them to research.

- Visit their website and read a couple of posts. Look for experiments, split tests, case studies, client's testimonials, etc. Then leverage that data in your case study.
- You don't even have to showcase data from your core competitors. If you see a brand that's doing great and making a real impact, you can share its journey and revenue (assuming you have access to it).
- When you're showcasing the results from competitors or other brands, find a way to provide value.

- Help the reader see the possibility of getting similar or even better results.

#### 4. Provide clear “before and after” examples.

- Fitness experts tend to use this strategy most effectively. When people want to lose weight or build muscle, the decision to purchase any product or program will depend on the “before and after” examples.
- But even if you’re an internet marketer, you can use the “before and after” approach to write the perfect case study.
- You’ve got to understand that when prospective clients are seriously looking for the best solution or expert to hire, they don’t want to hear or see anything except the results.
- It’s not enough to highlight the product features and benefits. That can help, but the real motivation usually comes from measurable results.
- In the words of [The Draw Shop](#), “make it feel like there were two distinctive periods: before your business got involved... and after.”
- In your case study, you could simply show the pathetic state your clients were in before they started using your product.
- Showing the transition from before to after that product, strategy, or approach can persuade clients to hire you more than any other tactic.