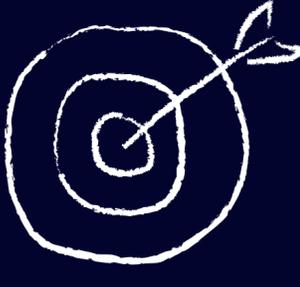


# 11 steps to writing a *killer* case study

Want to draw in your next client or customer? Then WOW them with your success stories! Here's how.



## Before you begin

1

### Know your why

What do you want your case study to achieve? Do you want to simply let readers know about your good work, or are you aiming to seal the deal?

2

### Create a logical structure

A case study should guide your reader through your success story – with a beginning, middle and end. Here's a foolproof structure:

- Project overview
- Challenges
- Solution
- Results
- Customer testimonial

3

### Source all the project details

A case study should guide your reader through your success story – with a beginning, middle and end. Here's a foolproof structure:

- Use an online form tool (such as Google Forms) to gather your team's insights, problems, experiences, wins and more.
- Record any project milestones and statistics as they happen.

4

### Find the personal story behind it all

Think like a journalist. Find the story beneath the dreary details. You want to engage people, afterall!

So talk to your team about the project – pinpointing the areas that excite them most. These are what readers will resonate with, and remember.

## While you write

5

### Establish the main characters

This might be your business as a whole, the project lead, or your client.

Whoever you choose, put them at the centre of the case study. And tell the story based on their highs, lows, wins and roadblocks.

Include little remarks and oddities. This will help readers form a richer connection with the story you're sharing.

6

### Show off your facts and results

Backed by facts, a good case study transforms into a great case study. So always include your impressive numerical results. You might share:

- Key metrics – before and after your involvement
- Improvement percentages

7

### Make it easy (and quick) to read

People are busy, and may only scan your case study. So make sure it's easy on the eye. You can do this by:

- Keeping your sentences short and concise
- Including bulleted or numbered lists
- Using one-sentence paragraphs to highlight important ideas
- Marking sections clearly, with engaging subheadings

8

### Showcase your expertise – with tact

Sharing your expertise can be delivered brag-free.

How? By avoiding an 'Our strengths' section.

Instead, subtly weave your capabilities throughout the piece. Do you have decades of industry experience? Do you go above and beyond to design a one-of-a-kind solution?

## After the last sentence

9

### Use visual aids

Using visuals help your reader navigate and connect with your content. So to give your story a boost, you might:

- Take photos of the main characters
- Insert large quote blocks to highlight key ideas
- Include charts and graphs to emphasise improvements – at a glance
- Use bold infographics to summarise key results
- Flaunt major wins in breakout boxes

10

### Review, review, review

Finished drafting? Now it's ready to be reviewed by:

- You. Read it outloud to yourself!
- A colleague for a second pair of eyes
- Anyone you've quoted to make sure they're happy
- The project manager or a technical expert to review the finer details

11

### Promote, reuse and reposition

Once you've finished writing and reviewing, it's time to share it. You should:

- Post it on your company blog
- Send it to your email database
- Repurpose key points and strong quotes as social media tiles
- Film an interview, using the case study as the draft script
- Ask a senior leader to share the story with their network on LinkedIn
- Republish in 12-24 months – adding everything you've learned since

Need a hand crafting your next case study?

[Let's chat](#)

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