

# How To Use Case Studies To Get Sales

## WHY CASE STUDIES ARE CRITICAL TO YOUR SALES

**SUCCESS:** When you start a business, your job is to go out and bring in the mGary Bencivenga – the world’s greatest direct response copywriter - said this ‘no proof – no sale’. Without proof you are making empty, unsubstantiated claims... the same as your competition.



How To Use Case Studies...  
**To Get MORE SALES**

**WHAT ARE CASE STUDIES:** They are independent third party proof that you can deliver on the promises you are making to your customers. The difference between a testimonial and a case study is simply the formal nature of the proof. The case study is more structured and formal. Either version is helpful... and you need a lot of them.

## What Is A Case Study



**STATUS:** This is where you provide background information on the company / customer. US questions like who they are, what they do etc.



**Status**

**PROBLEM:** Defining the problem you solved is a critical part of a great case study. It's not really a case study if you have not solved the problem. If you can attach numbers / metrics to the problem, that's more powerful.



**Problem**

**IMPLICATIONS:** This is an often ignored part of a great case study. When you're talking about the problem you're talking about the 'why & what' of the problem itself. When you're talking about the implication, you're looking outside the problem. You're saying... apart from here, where else does this issue have an impact on your business.

**Implication**



**VALUE:** This is where you talk about the value of the solution to the customer. What did you do and how specifically did the customer benefit. Ideally you want to focus on something that can be measured. This usually comes down to time and money. Did they save time... save money... make money? If you can be specific about numbers... that's more powerful.

**Value**

