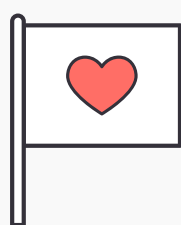




HOW TO CREATE BETTER CUSTOMER CASE STUDIES

Customer case studies should be engaging and memorable. But most aren't. Most are impersonal, dry, overly formal and full of assertions. But why? We're not sure - but we're busting the mould. Follow this basic guide to level-up your case studies.

1



Make it personal

Before you put pen to paper (or face to video), remember this: Every time you go to use an organization's name stop and think how you can make the same point by using a real person instead.

NO: "MXGrowth's sales grew by 20%." YES: "Sam was able to inspire her team to overachieve by 20%."

2



Start at the beginning

The beginning of the person's story who is most affected in this case study, that is. If it's Sam, then explain where Sam's from. How she got to be where she is. And how the thing that you helped her with (usually a problem) came about.

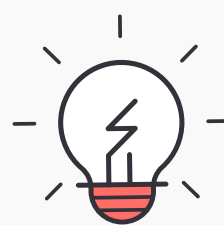
3



Talk about the "hows"

How did Sam and you fix the problem? How has it made a difference to Sam and her business? And, most importantly, how did it make Sam feel?

4



End with personal impact

Most people will retain the last thing they read more so than everything before it, so make this good! Bring it back to personal empowerment and impact. What is Sam doing now and into future to help others that wasn't possible before?

5



Pick your intention and objective

Frame everything above with these two things.
Intention: How you want your audience to feel.
Objective: What you want your audience to do.
Review your case study and adjust its tone (e.g. formal or casual) and call to actions to match as required.



Get unstuck. Move forward. Come alive.

WWW.MXGROWTH.COM | HELLO@MXGROWTH.COM