

CASE STUDY FORMULA

A case study should do more than explain what you did for a client. By telling a story that takes the reader through your decisions and the transformation this delivered for your client, you'll win more work.

Follow this formula for writing great case studies - turn them into blogs, share them on LinkedIn and other social and in the meantime, you are looking at your processes, understanding what works and, even more importantly, what's profitable and efficient.

1. Overview: write a great headline and a brief summary of the company/article/piece of content to give context - your aim here is to make the reader fully understand the project, even if they've not heard of the company, publication or premise.
2. Problem statement: Why were you writing this, what was the goal or desired outcome. Tell the project's story so it's easy to read and keeps the reader on your page. Use pull quotes and illustrations - keep it editorial and readable.
3. Audience: who was the user/readership/customer?
4. Roles and responsibilities: what did you do, who else worked on this and how big was the team?
5. Scope and constraints: were there any limiting factors? Budget? Time zone? A particularly difficult premise to communicate?
6. Process: what did you do and why did you make the decisions you made - take this step by step to make this clear and logical.
7. Outcomes and lessons: What outcomes were achieved and what lessons were learned, by you and the client and anyone else involved? Include results, reflections, and insights to tell the story not just of what you did, but of the impact you had.