Case Study Planner

Case Study Title	
Give the 30-sec overview of which case you want to write about and why.	●
What was the organization's name?	●
What did they think their problem was?	●
What were some things they tried that didn't work?	●
Do you have any data that clearly conveys the context of the problem?	●
How did you help them get a deeper or different understanding of their problem?	●
What kinds of solutions were they already considering?	●
How were you able to help them in a way they didn't expect?	●
What kind of results did they get as a result of your help?	●
Do you have any data that clearly conveys the solution's success?	●
What was most satisfying about working with them?	●

How To Write It

- Ultimately your format should follow Summary - Problem - Solutions - Results

- Write it like a story. A general process to follow using this planner includes:

  - Highlight the most important/relevant points (according to the avatar and key messaging from your content strategy)

  - Copy/paste them into your draft doc

  - Arrange them in logical story order, Perceived Problem - True Problem - Solutions - Results

  - Write them out in a story form with a subheader for each section

  - Write a quick summary of 3-5 sentences at the beginning

- Highlight the process—this shows that your results weren't random but a result of input and foresight.

Additional Things To Consider

- Address both logical side and emotional side… qualitative information and data are BOTH your friend.

- Don't forget the emotional aspect… **this is big!**

- Avoid generalisms—challenge yourself to get real specific on how to help.

- Use bullets and highlights whenever possible.

- Any outside coverage of your results, like stats, press and awards, is great to include as part of "Results."

When Working With Multiple Case Studies

- Try to make each case study for a different problem, situation, or aspect of your avatar

- Pick the 2-3 most relevant for your main site and include any others as blog posts. You can still link to them when relevant.

- Avoid redundancy… don't post multiple case studies for similar problems