



CASE STUDY BUILDER

EXAMPLE

1 PERSON <name of client> Social impact agency 100K MRR 20 team members	2 PROBLEM Different systems Knowledge in peoples heads People in different timezones Unwieldy spreadsheets	3 IMPACT Slow decision making Incorrect decisions Tensions and lack of trust Staff turnover
4 ACTIONS Moved to Notion Key user champion User training Lunch and learn Dedicated admin resource Success stories shared	5 OUTCOMES Retained people Improved profit margins NPS score improvements	6 LESSONS Make the job easier and people will stay Good people and a poor process Dedicate money to solve the problem and people to keep it in place

TEMPLATE

1 PERSON	2 PROBLEM	3 IMPACT
4 ACTIONS	5 OUTCOMES	6 LESSONS

Text Framework

What was your frustration?

What problems did that cause?

How did that impact your life / business?

What framework did we build for you to solve your frustrations?

What actions did you take?

What were the results?

What big lessons came from this?

How could someone else do this in steps?

What resources are useful?

Donald Miller

Testimonial Framework

1. What was the problem you were having before you discovered our product?
2. What did the frustration feel like as you tried to solve the problem?
3. What was different about our product?
4. Take us to the moment when our product was working to actually solve your problem.
5. Tell us what your life is like with your problem solved or being solved.

Copy blogger

1. What was the obstacle that would have prevented you from buying this product?
2. What did you find as a result of buying this product?
3. What specific feature did you like most about this product?
4. What would be three other benefits about this product?
5. Would you recommend this product? If so, why?
6. Is there anything you'd like to add?

Q&A



Like further support?

Paul is here to help

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