

Are You Ready to Get Started on a Case Study?

If you think a case study can help generate leads for your business, you're correct!

Case studies are one of the main pieces of content B2B buyers use to research purchase decisions, according to a recent report by DemandGen.¹

Before you jump on the case study bandwagon, however, you need to gather some information.

Use this Case Study Checklist to help you figure out if you're ready to get started.

	Yes	No
1. I know who my audience is for this case study.		
2. I know what my audience's biggest pain point is.		
3. I've identified a client for whom I've solved that pain point.		
4. The client and I have meaningful data that demonstrates my product or solution was effective.		
5. I've asked the client if he or she is willing to be interviewed for the case study.		
6. I've identified which people from my company must review the case study.		
7. I've decided on a call to action that my audience will take after reading my case study.		
8. I know how I will distribute this case study.		
9. I have a deadline for the case study.		
10. I know who will write the case study.		

Feeling confident about moving ahead with your case study? Good for you!

But if you still need some help, maybe it's time to engage a writer. **Hear Ye! Writing offers a free 30-minute consultation to discuss your case study.** Email bonnie@hearyewriting.com to get started.

Learn more about my Case Study Writing Services here: <http://hearyewriting.com/writing-services/case-studies>.

¹The 2017 Content Preferences Survey Report: <https://www.demandgenreport.com/resources/research/the-2017-content-preferences-survey-report>