



How to Write a Good Case Study part one transcript

Hello and welcome to part one of How to Write a Good Case Study. In this section of the course, I'm going to pose a very simple question, what is the aim of a case study? I'm asking this because doing this sets a case study in context. It's going to give us an opportunity to ask why we are doing something, why we're putting the case study together, and when we know that it becomes a lot easier to work out what we need to do to achieve those aims. So take a moment now and think about what a case study means to you, and then I will share with you what a case study means to me.

Okay. So I think that a case study has got, um, two aims. Firstly, it's to provide examples of the sorts of companies that you work with, the sort of work that you do, and the sorts of budgets that you work at. Although this one is optional, and I'll explain why later on in, in the course. When you're providing information like this, it gives your prospective customers the reassurance that they've found a company that's a good fit for them, that you work with similar companies to them, that you are doing the sort of work that they're gonna need you to do, and that they're not too big for you or vice versa. It's also to showcase your ability to deal with complex requirements and difficult situations, and your ability to meet or exceed expectations. Because when people engage you, they want to have confidence that you are capable of doing the job. A case study gives them that reassurance in a lot more detail than a testimonial ever could, which makes it a really valuable piece of marketing. So in summary, a case study provides peace of mind to your prospective clients that you can do what you say you can do, and it also encourages people to engage you. In the next video will look at the components of a case study that when put together, create that goal. I'll see you there.

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