

Case Study format:

<p>About The Client</p>	<p><i>30 seconds</i></p> <p><i>About 125 words</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Start with their website and LinkedIn profiles <input type="checkbox"/> How long had they been in business? <input type="checkbox"/> How many employees did they have? <input type="checkbox"/> What were some of the objectives of their business? <input type="checkbox"/>
<p>Define Their Problem</p>	<p><i>2 minutes</i></p> <p><i>About 500 words</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> What challenges were they experiencing? <input type="checkbox"/> What objectives led them to look for a solution? <input type="checkbox"/> What other solutions had they looked at? <input type="checkbox"/> What had they already tried that did not work out? What happened? <input type="checkbox"/> How did they hear about you? <input type="checkbox"/> What did their decision-making process look like? <input type="checkbox"/> Who was involved in the selection process? <input type="checkbox"/> What made your stand out against competitors or other options? <input type="checkbox"/> What was most important to them when evaluating options? <input type="checkbox"/> What might have happened if they did not identify a solution? <input type="checkbox"/>
<p>Your Action</p>	<p><i>2 minutes</i></p> <p><i>About 500 words</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> What did you immediately see that was causing the problem? <input type="checkbox"/> What questions did you ask that no one had asked them previously? <input type="checkbox"/> Who was involved in the process? <input type="checkbox"/> How long did it take to get up and running? <input type="checkbox"/> What was the cost? <input type="checkbox"/> Was this more or less than they had spent previously – or anticipated spending? <input type="checkbox"/> What extras did you provide that they hadn't expected? <input type="checkbox"/>
<p>Their Result</p>	<p><i>2 minutes</i></p> <p><i>About 500 words</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Who is using the product or service? <input type="checkbox"/> How is the product or service helping them save time and increase productivity? <input type="checkbox"/> Is there a particular aspect they rely on most? <input type="checkbox"/> In what ways does the work you did enhance their competitive advantage? <input type="checkbox"/> How much have their metrics X, Y, and Z increased since you did this work? <input type="checkbox"/> What unexpected benefits have they gotten because of this work? <input type="checkbox"/>
<p>Listener's Action Or Major take-away</p>	<p><i>30 seconds</i></p> <p><i>About 100 words</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Most important indicator <input type="checkbox"/> Ask this Kindling Question to start a conversation: _____ <input type="checkbox"/>