

# The 5 parts to doing a client spotlight/case study

1. About the client
2. What was the client's challenge, issue or accomplishment that you want featured in the article?
3. What was that 'costing' them?
4. How have you helped them overcome their challenge or issue, or achieve their 'accomplishment'
5. What have the results been from overcoming their challenge or issue, or achieving their 'accomplishment'

## Client Spotlight Outline.

1. Thumbnail of the company
2. Problems they were trying to solve related to your products and services
3. What they looked at /how else they tried to solve the problems (options for solving all problems include DIY or do nothing)
4. Why they chose you to do it for them
5. Results you got them
6. How those results solved their problem
7. Testimonial if you can get it (Best testimonials are before after should have a picture if possible should have a picture name and a location.)

"I went from being a 97 pound weakling to a walking Adonis in just 180 days."

Better if there are specific results e.g. \$10K revenue per month – up 50%. 20% increase in efficiency. Whatever metric you have improved highlight it.