THE CASE STUDY INTERVIEW

A CHECKLIST

revealing all the secrets for conducting a flawless case study interview.

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Hi There!

Are you ready to write a case study but aren't sure the best way to collect the data?

I got you!

The case study interview process is **the** most effective way to gather the information you need to tell your client's success story.

Follow these steps for a winning interview that's full of juicy, quotable quotes and write a case study that converts!

Mandi

ABOUT ME

As a case study strategist and writer, I'll help you attract your ideal clients so you can impact more lives, boost your profits, and live the life of financial success you've dreamed about.

Let's showcase your results with case studies that connect, inspire, and motivate.

CASE STUDY INTERVIEW

CHECKLIST

BEFORE THE INTERVIEW

#1 **Schedule the Zoom interview** after careful selection of your case study subject (your client).

#2 **Write your interview questions.** Think BEFORE, DURING, AFTER when developing your questions. What was your client's life before they started working with you, while they were working with you, and after they finished working with you? Follow this order to make writing your case study a breeze. Remember, outstanding questions are at the heart of a compelling case study.

#3 **Share the questions** with your client a week before the interview. Knowing the questions ahead of the interview will instill confidence and put your client at ease.

DURING THE INTERVIEW

#4 **Thank your client for their time** at the start of the interview, **request permission to record the interview**, and don't forget to **hit record**.

#5 **Stick to the order of your questions (see #2 above)** as closely as possible (BEFORE, DURING, AFTER), but also keep the interview conversational. This is the secret to writing a coherent case study.

#6 **Watch the clock** so you keep to the agreed upon timing of the interview.

#7 Before closing, **ask your client if there's anything they'd like to add** that you might have overlooked.

#8 After the interview**, let your client know the next step** is sending them the first draft. This will give them the opportunity to review the case study and ensure you represented their story accurately**.**

AFTER THE INTERVIEW

#9 **Thank your client for their time** with an email, text, or handwritten thank you note the day after the interview. They'll feel your gratitude and understand how valuable they are to this process.

#10 **Communicate with your client** about the status of your first draft. Since they'll have first eyes on it, let them know if you're running late. They'll appreciate being kept in the loop. When the case study is finished, don't forget to send them a copy.

Case studies are the best kept secret in content marketing.

To learn more about case studies and how they can work for you, click here

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