

The Psychology Behind Great Case Study Copywriting

I want you to be aware of probably the biggest mistake that writers all across the world make when they write a case study.

And what they do is they talk to their client, the client gives them all this information about some customer or some person who's used their product or service successfully, and the copywriter sits down and thinks that their job is to make the client, the client's company, or the client's product or service into the hero of the story.

This is an enormous mistake because the person who's reading the case study, they don't care about your client, they don't care about your client's company, they don't care about the product, they care about the person who used it successfully. That's who they're going to connect with.

So what you really wanna do is make sure that the person you're doing the case study about, the subject of the case study is the hero of the story.

A good way to think about it is like a movie. Think about the movie "Star Wars."

So you have Luke Skywalker, he's the hero of the movie. In the beginning of the movie, everything's fine, everything's hunky-dory.

I think he's working on a farm. (I'm not a big "Star Wars" fan. Doesn't matter.)

Next thing you know, his aunt and uncle are getting executed by the empire, everything's turned upside down, things are a mess, and he's now on this journey to make his world right again.

And so he seeks out the help of Obi-Wan Kenobi. Obi-Wan Kenobi is the mentor figure to Luke Skywalker's hero figure.

That is exactly how you should think about your client's business. Your client's business is going to be the mentor figure, or your client's product is going to be the mentor figure, while you're always making sure that the person you're writing the case study about remains the Luke Skywalker.

The reason that this is so important is because when potential customers are reading the case study, they are going to put themselves into the hero's shoes.

And they're going to say to themselves, "You know what, I can relate to this person. I have these same challenges. I have these same hopes and aspirations."

That is how you're going to turn your case study into a tool that converts readers into buyers, and your client is going to love it.