

Striking the Perfect Tone for Your Case Study

To write a great case study, you need to start out with a lot of quotes from the hero of the case study, quotes from the subject, the person that you're doing the case study on.

Now, the best way to get those quotes is to interview the person yourself. And we're gonna give you specific questions that you can use in the bonus section. But you also can get the quotes that you need from the client.

Either way, it's important to realize that those quotes are the main driver of the story.

So unlike in, let's say, an email where it's up to you to tell the story, in a case study, the subject is actually going to be telling the story themselves, using their quotes. And your job is really to figure out which quotes go where, maybe edit the quotes a little bit (and we're going to show you how), and add in some narration to connect the quotes and keep the story moving along.

Now, the tone that you use in your narration is actually very important.

You're trying to strike a bit of a delicate balance. So unlike, let's say, email copywriting, or even explainer video copywriting, you really don't want to add a lot of personality into your narration.

Because what that's going to do, is that's just going to take away from the personality that comes across from those great quotes that are driving the story from our hero.

So what you really wanna do, is you wanna be more of...kind of a dispassionate observer.

Now, again, you're really walking a fine line, because if you're too dispassionate, it's just gonna sound dull. You really don't wanna sound like journalistic or dry, it still needs to be enjoyable.

So you want to throw a little bit of energy into it. You can throw some drama into it, but you really just wanna be like, "Hey, this is a cool story of a person with a cool outcome, and I'm just here to tell you the facts." even though, of course, you're marketing and case studies are a marketing piece.

But you really want to appear to be more of just playing it cool: "Here are the facts, here's what happened," and then let those quotes drive that story, and it'll come out 10 times better that way.