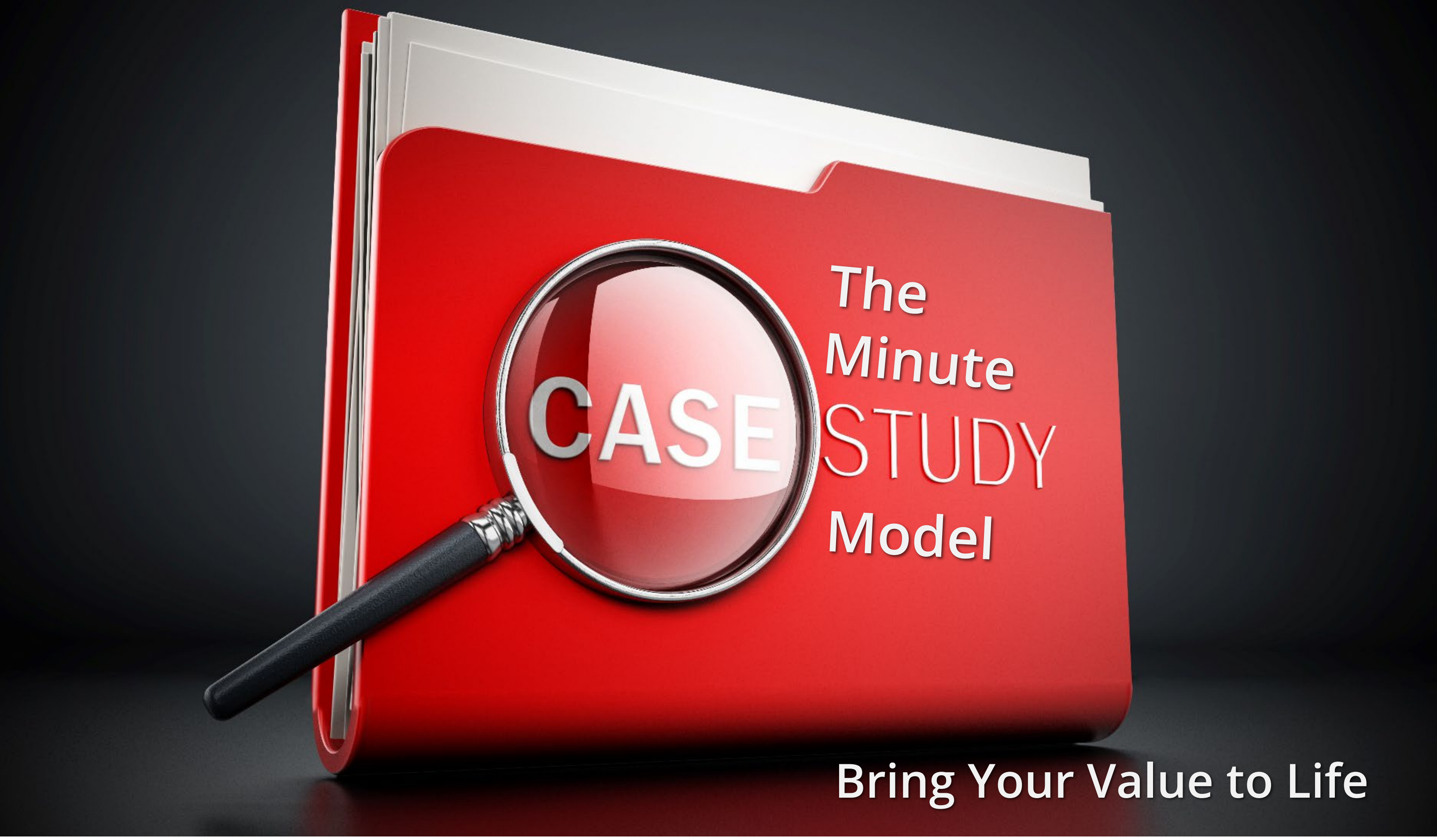

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While case studies come in different forms and very few people agree on exactly what makes up a great case study, most will agree that case studies make great social proof that can help grab attention and win a new client. Allow me to introduce to you what I'm calling ***The Minute Case Study***.

The Minute Case Study is not a testimonial from a client. Nor is it a comprehensive case study that you might turn into a one or two-page graphic you can share with prospects and COIs. (NOTE – Comprehensive case studies are great and have their place in your marketing/sales toolkit.)

The purpose of ***The Minute Case Study*** is to use in conjunction with the many ways you communicate your value. You can use them orally while speaking to an individual prospect or a group during a seminar. You can use them in an email to a prospect, when describing your value proposition to a center of influence or on your website or even in your LinkedIn profile.

Think of ***The Minute Case Study*** as a well-crafted "for example" or anecdote that brings your value to life – allowing you to elaborate just a bit on the work you do that is relevant to the conversation.

We know that the human brain listens to stories differently than facts and figures, bullet points, and the other ways we tend to communicate our value. People tend to remember stories better and longer than other information. Stories of differing length are a great tool in sales and marketing.

The Minute Cast Study also serves to help you create a more human connection with the listener.

The 6 Elements of *The Minute Case Study*

1 **The Situation –** A very brief statement of the starting point.
- *A senior executive approximately 10 years from retirement.*

2 **The Challenge or Opportunity –** Their initial motivation for working with you.
- *Wanting to plan for a smooth transition into retirement without taking a pay cut.*

3 **How the Clients Felt About the Challenge or Opportunity**
- *He was concerned and a bit confused if his goal was even possible.*

4 **The Strategy –** What processes and tools you used.
- *We used our proprietary 3-step process to gain a deep understanding of his situation, goals, concerns and opportunities, presented a comprehensive plan and then went to work implementing that plan.*

5 **The Result –** Either achieving a goal or progress toward a goal.
- *As we began to implement elements of the plan, our client saw how his goal could be achieved. He started taking full advantage of his company's retirement plan options.*

6 **How the Client Feels About the Result or Process**
- *Our client's sense of relief was visible. He told us that he felt a huge weight being lifted off his shoulders and that he could go back to just enjoying life knowing that a plan was in place and then we would stay with him and the plan – adjusting with life's changes.*

For example, I've been working with a senior executive approximately 10 years from retirement. He was looking for a plan to create a smooth transition into retirement AND without taking a pay cut. When he came to me, he was concerned and a bit confused if this goal was even possible.

We used our proprietary 3-step process to gain a deep understanding of his situation, goals, concerns and opportunities, presented a comprehensive plan and then went to work implementing that plan. As we began to implement elements of the plan, our client saw how his goal could be achieved. He started taking full advantage of his company's retirement plan options

This client's sense of relief was visible. He said he could go back to just enjoying life knowing that a plan was in place and then we would stay with him and the plan – adjusting with life's changes. His exact words were, "I feel like a huge weight has been lifted off my shoulders."