



DANCE MONKEY
DESIGN

C.A.S.E. Study Template

The Steps

C CLARIFY the CHALLENGE

A ADJUST APPROACH

S STRATEGY and SOLUTION

E EVALUATE outcome and provide EVIDENCE

Our approach

A C.A.S.E. study is a way for you to demonstrate the success you've already had with existing clients. When you create a C.A.S.E. study, you explore how previous clients have used your product or service to reach their goals.

In particular, a C.A.S.E. study highlights a specific **CHALLENGE** or goal one of your clients was struggling with before they discovered your product/service.

It then demonstrates how you **APPROACHED** and assisted them on the journey and which **SOLUTIONS** you successfully applied to overcoming the challenge or accomplishing the goal.

Finally, a C.A.S.E. study's outcome has given your business and the client an **EXPERIENCE**

or story to share expressing the client's growth or highlighting the increase of metrics and usually their appreciation for your assistance in creating the new success.

Two final tips; 1. try and keep the cases very specific and precise. Look to capture a couple of one or two line testimonials from the C.A.S.E. study interview or written material. 2. Start to develop categories for your challenges or industries so as your number of C.A.S.E.s begins to grow you can group them, making it easier for potential clients to find on your website.



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The Process

- 1. Challenge-** Be clear and specific as you define the challenge so you can use keywords when possible to define these. They can serve greatly to boost SEO and Google recognition.
- 2. Approach-** Start to develop a language for describing your approaches to solving client challenges or winning them their goals. When you do it gives potential clients a way to discuss what you did for others, relate to it and ask for the same type of service.
- 3. Solutions-** Same as you did for APPROACH, start to develop a language for describing your solutions to solving client challenges or winning them their goals. When you do it gives potential clients a way to discuss what you did for others, relate to it and ask for the same type of service.
- 4. Experience-** There is always an outcome and an expression of thanks for what you have accomplished for a client. When the client quantifies what you approach and solutions have done for them, it gives your client's story more credibility. Stories sell, but numbers close new deals.