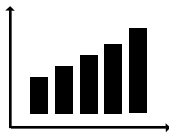
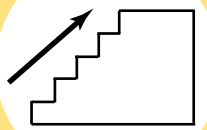


10 Reasons You'll Want to Become an Expert at Writing Case Studies

Your services will be in demand – According to the 2016 Content Marketing Institute B2B Content Marketing report, as a B2B marketing tactic, case studies were found to be used by 82% of companies (second only to Social Media Content at 93%.)



You'll never be bogged down by the same project – Case studies usually being one to two-pages in length means you can complete a project in eight hours or less and quickly move on to other money-making projects.



You have a proven formula to work with – Once you master the formula, you simply plug in the specific information into it. This saves you time and takes the guesswork out of what you're writing.



You don't have to do that much research – For most case studies, you should be able to get away with one thirty-minute call with the customer you're featuring in the case study.

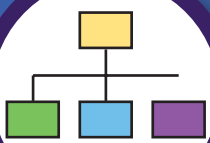
Case studies could lead to bigger projects (if you so choose.) – If you produce a top-quality case study for a client, chances are, they'll think of you when they need a white paper, special report, etc.



Not a lot of writers know how to write case studies effectively – You'll have competition, but not nearly as much as copywriters who just specialize in website content and autoresponder emails.



Case studies will lead to ongoing work – Do a good job for your client and they will hire you over and over again. You can make a good living (high five figures, low six figures) from just three to four steady clients.



You only have to write the copy – You provide the copy. A graphic designer does the layout and design of the case study.



Writing case studies pays well – You can charge \$1,250 to \$2,250 per case study. Once you get good at it, these should take you no more than between five and eight hours to write. That works out to between \$200 and \$300 per hour.



Case studies don't require a lot of "technical terminology" – There are exceptions but most industries sell simple, easy-to-understand products and service. The key is to choose industries you feel comfortable with.

