



## Do people know how smart you really are?

What is it that makes you and your company the very best at what you do? **How well do your prospects and current customers understand your expertise and capabilities?**

One of the best ways to let them know just how smart you are is getting in the habit of developing case studies, which involve sharing what you did for someone, how you did it, why you did it that way, and what the results were.

You can tell someone that you're the best at what you do, but that just sounds like hype. **Back your claims with real-world examples** of how you helped someone save time, make more money, or land a key piece of business, and you'll be far more convincing.

**Case studies are compelling, powerful, and versatile.** You can use them in mailings, in email or printed newsletters, on your website, as articles in trade magazines – anywhere you communicate!

Not sure you have the time to develop your own case study program, or just want to know more about them? We'll be happy to help you!

## Your schedule is just as important as your content

Know what kills most newsletters or article programs? You might assume that it's because nobody could think of anything to say. But the reality is that **most disappear because they lack a firm schedule.** If a newsletter or article program is going to be effective, it must be consistent and regular. If plans are vague, it's destined to die.

Schedules that spell out every step and provide due dates for each participant are a good start, but **you also need someone who can drive the process and keep everyone else on their toes and on time.**

One smart idea is to outsource the management of the process. Outsiders don't face the same internal pressures as staff people. And because they aren't face-to-face with the staff all day, **they can afford to be the "bad guys," pushing, prodding, and even nagging** to make sure everyone meets his or her commitment to the project.