

Case Study Outline

1. What's the hook / angle that's going to be on your optin page and be the general theme of the case study?

2. Who are you? Why should someone trust you? How long have you been doing your expertise for?

3. What's the results you're going to showcase? (*Be specific as possible - we want to let them know we're the experts here*)

4. What images / videos for proof do you need?

5. What's the unique mechanism that makes your method work better than others?

We generate up to 5x more authority with our DS1 Strategy that we've perfected over the past 5 years. How it works is, you have essentially your main hub which is your Google My Business, then we attach these 4 pillars to it, that cause it to shoot up the rankings way faster than any other method.

You see, other strategies probably have failed you in the past because you only have 2 parts of the equation, then you rank only 7-14th and you get no calls to your business.

Note:

Unique Mechanism In a Nutshell: The unique mechanism explains why our prospect is struggling or suffering to achieve a goal... And how they can overcome that problem. At its core, the unique mechanism is always a two-part logical connection.

The Reason It's Important: Typically by the time our prospect comes to us, they've tried numerous solutions to their problem already. In the past, these other solutions may have not worked at all, worked partially, or worked fully for a period of time (before they stopped working). Our job as a copywriter is to educate our prospects about the REAL reason why past solutions didn't bring them permanent results. We do this by explaining that their knowledge about the problem is incomplete. They've been missing ONE CRUCIAL PIECE OF INFORMATION, and this "knowledge gap" is what's been holding them back.

There are two parts to the unique mechanism: 1. Unique Mechanism Behind the Problem our Prospect Faces. 2. Unique Mechanism Behind the Solution to that Problem. It's important to identify the unique mechanism behind both the problem AND the solution. By showing the unique mechanism behind the problem, you get the prospect to understand why they've failed in the past. By showing the unique mechanism behind the solution, you get the prospect to believe that our solution will bring them success where other alternatives have failed.

6. If you're doing the case study based on another client of yours, are you able to get a video confirming what you said in the video?

7. Why does the prospect need to book a call right now? What's going to happen if they don't?