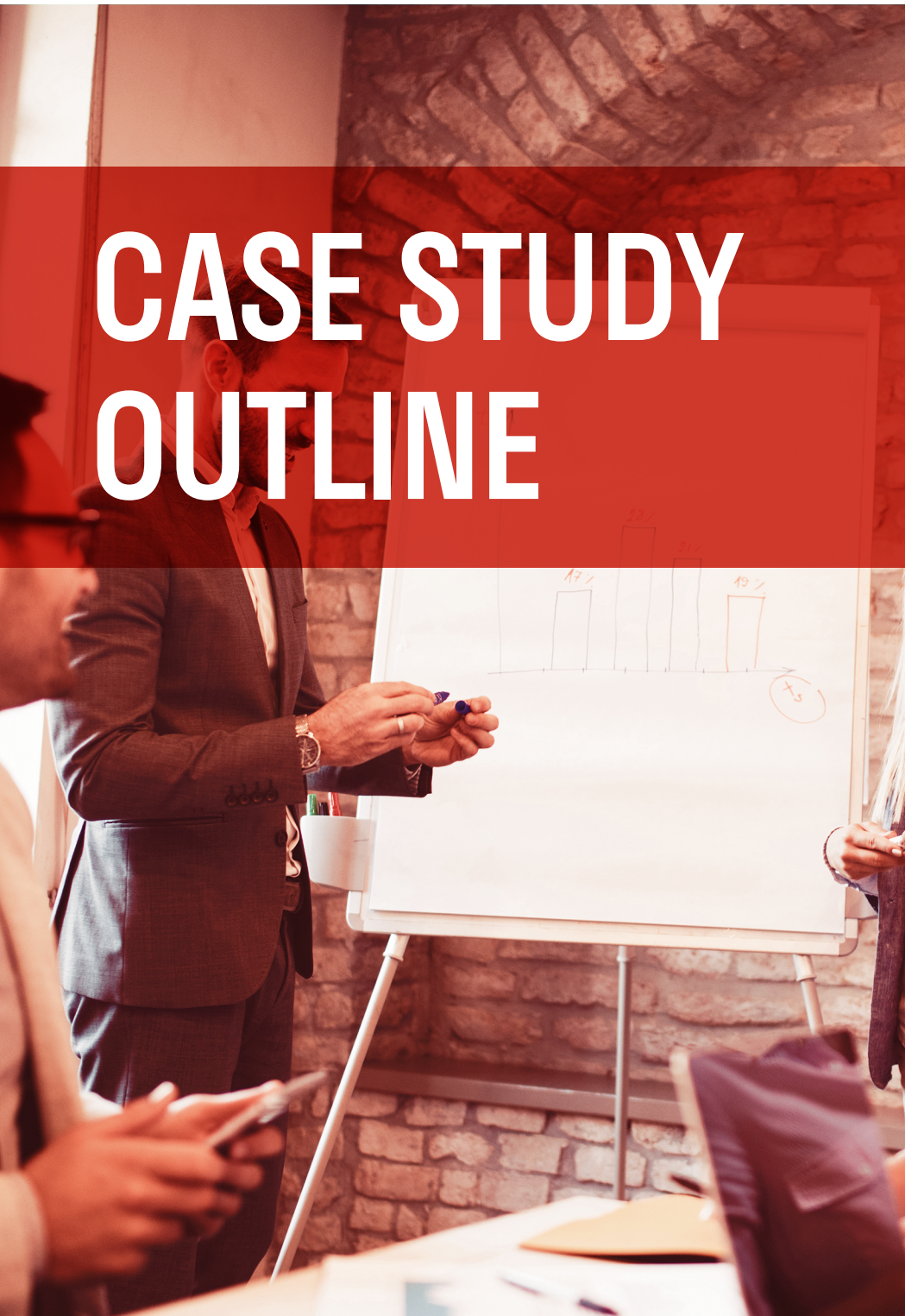


# CASE STUDY OUTLINE

NOV 2019

22



# CASE STUDY METHODOLOGY



## Cliff Notes

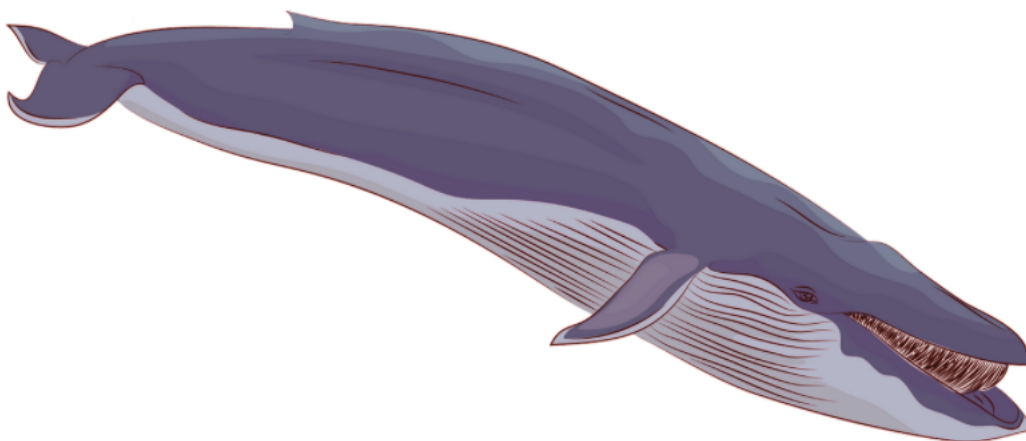
In this video, we go over our new Case Study of targeting people who have a tough time landing high-paying clients. We go over how we systematically identify our target audience, their needs, wants, and the solutions we can provide. This methodology can be used for planning out your own case study..

## Identify the Audience

- In our case study we've identified our target audience as anyone educated, age 25+ with trouble closing their ideal clients. How did we come to this decision? Extensive Research..
- The Process: Before we determine the target audience we want to gather as much credible information as possible and not make any decisions off the top of our heads.
- We check relevant Reddit posts/forums, Amazon Reviews, testimonials, and other customer review websites in reference to our problem/solution in order to get a holistic view of the market and what people are experiencing... the good, the bad, the ugly.

# ...IDENTIFY THE AUDIENCE

- We create spreadsheets/docs to keep and track all the information so we can then analyze the data to see which problems are most common and how we can position our product or service to be THE solution for the problem.





# IDENTIFY THEIR PAINS AND FEARS

This can be broken into multiple parts:

- We create spreadsheets/docs to keep and track all the information so we can then analyze the data to see which problems are most common and how we can position our product or service to be THE solution for the problem.
  - In our Case Study we identify short-term and long-term pain/fear..
  - Short-term: Not making enough money, high client turnover, no feeling of stability..
  - Long-term: Not achieving financial stability for the remainder of their lives, not being able to provide for their loved ones, not being able to afford the things they want..
- What can we promise to relieve them of their pain?
- If we show people the pain, the problem, and remind them of that, it is only natural that they will start seeking a solution.
  - For example, if we show the social, physical, and mental problems of weight gain, people with this problem will have an added urgency for a solution. In this moment we can show them the promise to relieve their pain and give them the body they desire through means they can achieve.
  - In our Whale System Case Study, we show our audience the solution of the ideal client and how we can help close those clients and build the sustainable business they desire.

# WHAT SOLUTIONS EXIST?

## WHY AREN'T THEY WORKING?

1.

To differentiate us from the crowd, we compare competitors' solutions and why they haven't been working, and show how we are the better solution.

2.

We can look to Amazon, Reddit, and customer reviews of our competition to figure out the competitive advantage we need.

3.

An example, could be special herbal ingredients in our supplements, new training programs with yoga/fitness mix which our competitor's do not offer, etc.

4.

In our case study example, we've identified that Consulting.com is a solution that currently exists, but our solution is better because of all the time they receive working with myself 1 on 1.

# THE ONE BIG IDEA.

It is crucial to know the One big idea you want to present to your audience. The big idea can be broken down into three parts: the story, the promise, and the unique mechanism.

- **Story:** Something that will emotionally connect with your audience. The story can be happy, sad, funny, embarrassing, painful, etc. with the purpose of grabbing the reader's attention and polarizing their pain points. In our Case Study, we have a depressing story of someone not able to earn enough money to get their ideal lifestyle and struggling to reach that financial goal.

- **Promise:** What do we guarantee to deliver to our audience that ties into the inevitable conclusion of our story. In our Case Study, we promise higher-paying 'whale' clients with the same amount of work.
- **Mechanism:** The unique mechanism is the specifics and details of how we will deliver our promise to the audience. For our Case Study, we offer two training sessions per week, personal 1-on-1 coaching via Voxer, and all your questions answered daily.
- The One big idea should be something new, something your audience hasn't been presented before. It could also be a respin on a common idea but the main outcome we want is to cut through our competition and the other noise in the market. Using all three of these factors (story, promise, mechanism) makes it much easier to develop our big idea.

# THE FINAL OUTCOME

Once you identify your ideal client, you can charge more for the same work, hire more employees, and systemize your processes to grow the business, instead of being a slave to it.

- Paradoxical questions can help shed light on people's narrow vision and connect to your big idea.
  - Example for our Case Study, if big brands like Armani and Rolls Royce speak differently to their clients compared to other big brands like Wal-Mart and Honda, why are you not specializing in the way to speak with your audience?
- Metaphors can also be used to give clarity to people of the value of your idea or solution. It is good practice to use metaphors wherever possible...
- Example for our Case Study, if Armani and Rolls Royce talk to prospects and clients differently, you should be doing the same with your whales.
- Another metaphor: You put out the right bait, you're going to catch big fish. This one sentence metaphor can give your target audience the clarity they need to sum up all your points.
- Case Study metaphor: People are stuck in this client hamster wheel they cannot break free from.
- Bold Claims (true claims) can immediately attract the target audience.
- Whale Case Study Example: you can get 5x more clients, systematize your process, and grow your business (bold, true, and appealing to the right audience).

# WHAT IS THE PRODUCT?

- We help you identify the high-paying 'whale' clients in your niche. Understand more about them, how to sell to them, how to speak to them, etc.
- We then help develop your unique mechanism and big idea so you stand out from the competition.
- We will then help you position your offers so you can get paid 5-10x more than you're currently making.
- We provide 2 weekly training sessions and 1-on-1 coaching via Voxer.
- Clarity on your offer and what you plan to deliver in detail helps build trust with the audience and helps you stand out from your competitors.
- Clarity on your offer and what you plan to deliver in detail helps build trust with the audience and helps you stand out from your competitors.
- You get lifetime access to our Membership Site and trainings