

How to position yourself as a case study writer

What is your value proposition?

If you haven't thought about your value proposition...

- You don't know what to say on your website, etc.
- You don't know what to say in elevator pitches
- Prospects do not know what you stand for
- You don't know where to find your best prospects

What is your value proposition?

Be serious about your own value.

- You are not a temporary worker replacing someone.
- You are not starting out.
- You are not a wordsmith.

What is your value proposition?

As a case study writer, you:

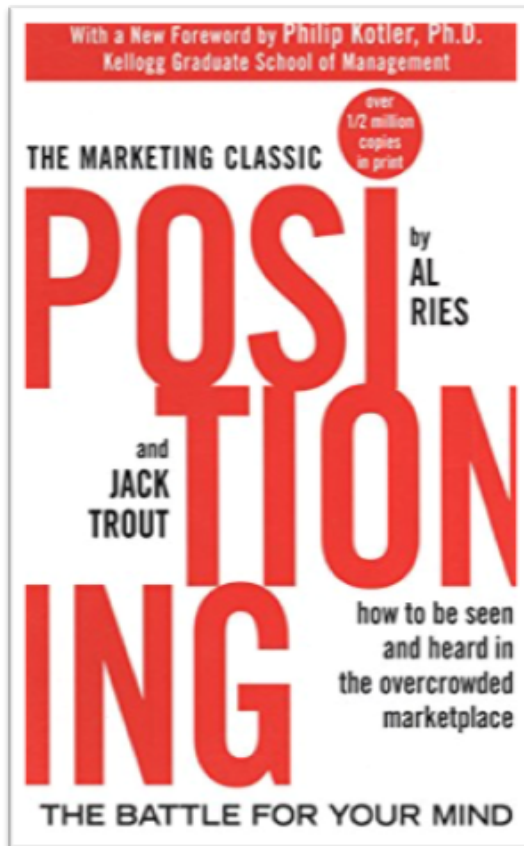
- Help shorten the sales cycle
- Create one of the best sales enablement tools
- Represent your client in a professional way
- Have a hassle-free writing process

What is your value proposition?

Communicate clearly:

- What you do
- For whom
- How you do it
- Why you're different
- Why that difference matters, explain why your services help the client

What is your value proposition?



“The essence of positioning thinking is to accept the perceptions as reality and then restructure those perceptions to create the position you desire.”

“Confusion is the enemy of successful positioning.”

“The most difficult part of positioning is selecting that one specific concept to hang your hat on. Yet you must, if you want to cut through the prospect’s wall of indifference.”

What is your value proposition?

FOR	[your target customer]
WHO	[statement of need or opportunity]
OUR	[product/service name]
IS	[product category]
THAT	[statement of benefit]

For freelance writers who have trouble getting their clients to pay on time, our software package tracks past-due payments and sends automated reminders so you can spend your time earning money, not tracking it down.

Act like a pro!

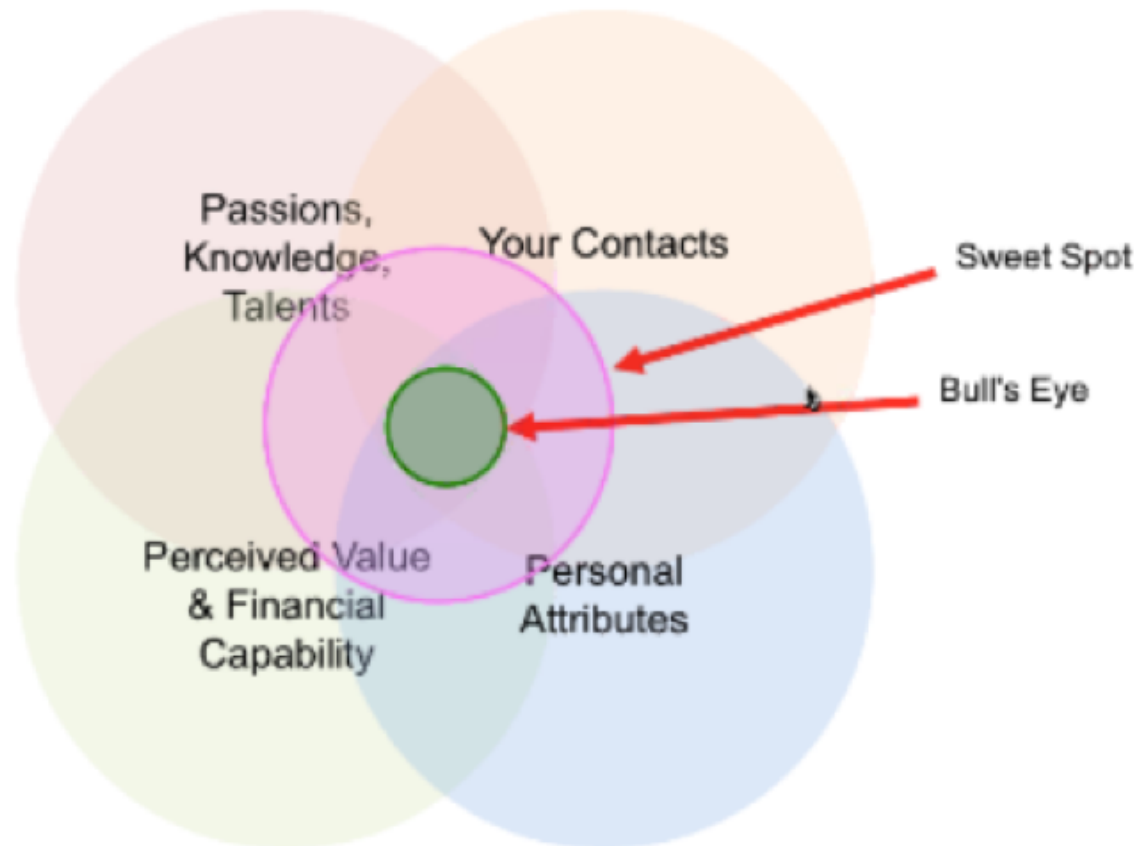
Big worry of clients: lack of professionalism in the freelance world

The challenge for clients is not finding a good writer, it's finding someone who can hit the ground running, understand the market, who is dependable, reliable and easy to work with.

Act like a pro!

Your process is your value.
Learn to sell the hell out of it.

Determine your target market



Go where they already
understand the **value** of a
great business writer or
copywriter.

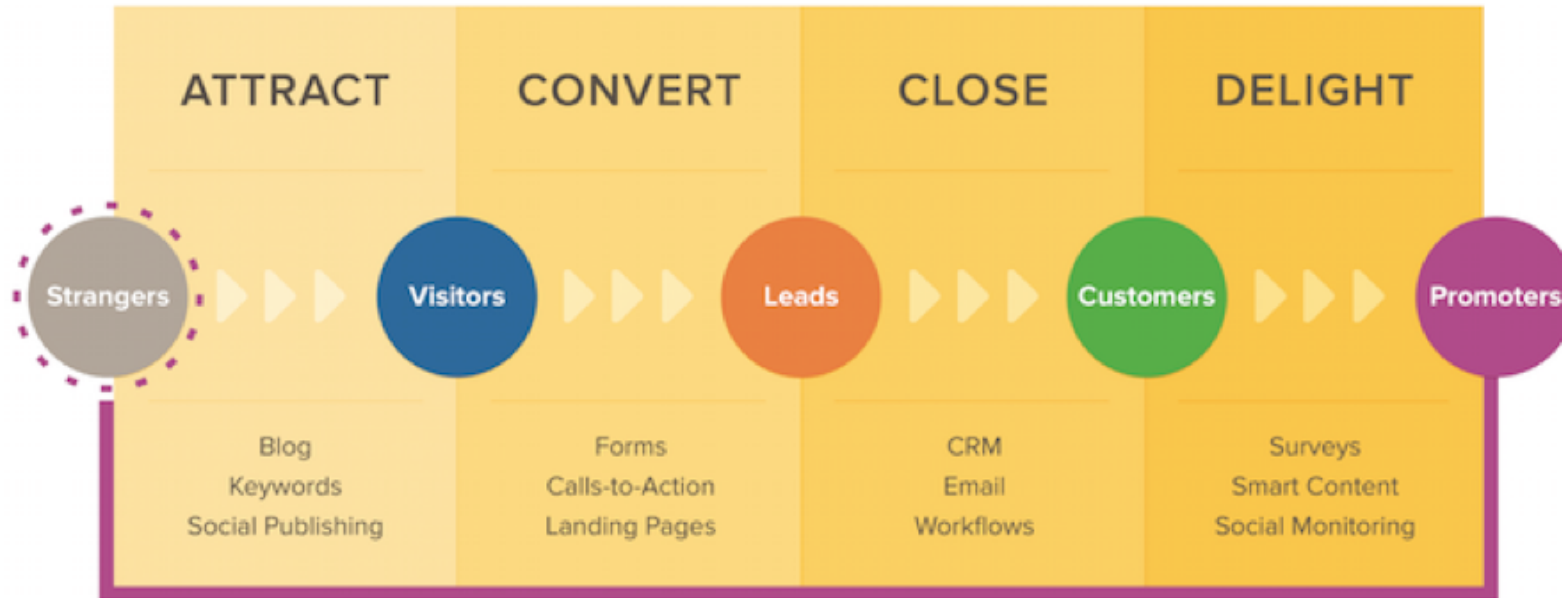


BE YOUR OWN CUSTOMER

Be your own customer

- Answer customer questions on your blog
- Write about the art of storytelling in your newsletter
- Make a case study for yourself, where you interview one of your satisfied customers
- Guest blog
- Do presentations & join panel discussions
- Start a podcast

Be your own customer



Learn about content marketing

- [HubSpot.com](https://www.hubspot.com)
- [Copyblogger.com](https://www.copyblogger.com)
- [Copyhackers.com](https://www.copyhackers.com)
- [ConversionXL.com](https://www.conversionxl.com)
- [Sumo.com](https://www.sumo.com)
- [Contentmarketinginstitute.com](https://www.contentmarketinginstitute.com)
- [Marketingpros.com](https://www.marketingpros.com)