Outline: [Case Study Title]

**Employee:** [Enter Employee Name]

**Company:** [Enter Employee’s Company Name, If Applicable]

**Branch:** [Enter Employee’s Branch, If Applicable]

**Video:** [Link to Video Case Study, If Applicable]

**Author:** [Enter Author Name]

**Due Date:** [Enter Due Date]

**Publish Date:** [Enter Desired Publish Date]

[Case Study Title]

*Make sure the title runs for 70 characters or less.*

## Introduction

*Lead into the post with a short introduction (approximately 100-words). Be sure to highlight:*

* *The employee’s name and a little bit about them.*
* *The opportunity the employee saw in your company.*
* *One or two key successes the employee had after working with your company.*

## The Story of [Employee Name]

*In this section, provide a more in-depth overview on your employee. If it’s an individual, explain the person’s background in the context of your product/service. If it’s a business, talk about the company’s background, industry, and any recent successes or milestones they have had.*

## The [“Challenge” or “Opportunity”] of [Challenge/Opportunity the Employee Faced]

*Explain the challenge or opportunity in front of the employee before they did business with you. This could be either a reactive reason (i.e. the employee had an issue that needed to be addressed) or a proactive reason (i.e. there was untapped potential that was unleashed by working with your business).*

## Why [Employee Name] Chose [Your Company Name]

*In this section, speak about the decision process of your employee. Speak about how they discovered you, who else they considered, and what made them ultimately decide to do business with you.*

## How [Your Company Name] Responded

*Here, explain what happened once your business started working with your employee. What was addressed first, and why? How did your employee feel about working with you in the early days?*

## The Results

*In closing, speak to the results your employee saw after working with you. This section can be supported by statements, quotes, visuals, graphs, and metrics. Whatever you decide to include, be sure it illustrates how much of an impact your company made on your employee.*

## Call-to-Action

*Use this section to encourage readers to get in touch with your sales team if they want to see the same results. Ideally, a link to the sales page, an embedded form for connecting with sales, and/or a phone number would be here.*

Checklist Before Publishing

* Did you run the case study by your employee (and if applicable, your employee’s manager) for approval?
* Does your case study clearly identify your employee’s need, your company’s process for addressing those needs, and the overall results?
* Are approved, compelling employee quotes woven throughout the case study?
* Are important success metrics that illustrate the impact of your product/service emphasized in the case study, occasionally with charts and/or graphs?
* Is there a clear call-to-action for interested readers to learn more about how to achieve similar results?
* Is the post 800-1,000 words at minimum?