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# CONSTRUCT YOUR CASE STUDY

## Convert with the Story of Your Best Clients

CLIENT NAME

SCENARIO	<b>BACKGROUND</b> Share some info about your client to establish context.	<b>ENVIRONMENT</b> Provide any additional info to improve relatability.	<b>PERSON-IN-CHARGE</b> If your client is a business, share some info about the key people.
	<b>PROBLEMS</b> Share the pains and frustrations the client was experiencing.	<b>ASPIRATIONS</b> Share the goals and aspirations the client was hoping for.	<b>IMPACT</b> Share the negative impacts caused by the issues.
	<b>RECOMMENDATIONS</b> Share the solutions you used to help the client with their struggles.	<b>OUTCOMES</b> Share the results of your solution, preferably in measurable metrics.	<b>FRAMEWORK</b> Showcase your Signature Solution Framework.