



WRITING CASE STUDIES: How to Make a Great Living by Helping Clients Tell Their Stories

MODULE 7

How to Land Case Study Projects

The Marketing Effectiveness Matrix™
Sample Pricing Matrix



AMERICAN WRITERS & ARTISTS INC.

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The Marketing Effectiveness Matrix™



The MEM is a tool that helps you make smarter prospecting decisions. It classifies the most common marketing tactics by **how effective they are** and **how much time they take to develop and execute**. By doing that, the MEM allows you to make lead-generating decisions based on your specific goals and your unique situation – not on whatever sounds good at the time.

You'll see that it's divided into **four quadrants**.

- **Quadrant 1** contains lead-generating tactics that tend to be both highly effective and time-efficient.
- **Quadrant 2** represents tactics that are also very effective but require more time to develop and execute. Regardless of your goals, most of your efforts should revolve around these first two quadrants.
- **Quadrant 3** contains tactics that could work well, but you have to be very selective here, as the effectiveness of these tactics is often much lower than for the tactics in the first two quadrants.
- Finally, **Quadrant 4** represents tactics that are mostly wasteful because they take too long to carry out. They also may deliver questionable (or very little) value.

Once you understand how these tactics are classified, you can use the MEM to make lead-generating decisions that work best for you. For instance, a stay-at-home mom who wants to gradually start writing case studies for B2B companies in her spare time will have different needs (and potentially less time to spend on lead generation) than a father of two who just lost his job and needs to start landing case study projects as quickly as possible. By using the MEM, each of these individuals can come up with a lead-generating approach that's aligned with their goals and time constraints.

Even though Quadrants 1, 2, and 3 are filled with marketing tactics that can help you generate quality leads, there are a few tactics that have been proven to work over and over again for B2B copywriters. And when it comes

to launching a case study writing practice or looking for case study clients and projects, there are four in particular you should focus on:

- Existing clients
- Tapping your network
- Social media
- Direct mail

In **Module 7**, you'll learn how to use these tactics to drum up case study work.

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Sample Pricing Matrix

BASIC	STANDARD (800 – 1,200 Words) \$1,250	BASIC	LONG (1,200 – 2,000 Words) \$1,500
COMPLEX	STANDARD (800 – 1,200 Words) \$2,000	COMPLEX	LONG (1,200 – 2,000 Words) \$2,250

Some of the factors that could make a case study “complex” include:

- Complexity of story or product used
- Additional background research required on your part
- Number of interviews (and whom you'll interview: client vs. prospect)
- More than two or three people involved in the revision process
- Required turnaround time
- Number of case studies or other projects client is awarding you at once
- Potential for future work with this client