



15 Key Questions to Ask Clients During a Case Study Interview

For clarity's sake, let's call your company Best Co., and your client will be Client, Inc.

1. **How's the weather where you are?** (Not kidding! This is a great ice-breaker to get your client loosened up and talking.)
2. **Let's get some details about Client, Inc.:** What year did the company start? Where are you headquartered? How many locations do you have?
3. **What's unique about Client, Inc.?**
4. **What are the demographics of Client, Inc.'s target market?** (This helps the reader extrapolate the details to their own market.)
5. **How and when did you decide you needed Best Co.'s product/service?** (Get details on the pain point that prompted them to buy from you.)
6. **How many options did you look at, and why did you choose Best Co. in the end?** (This question inspires the client to talk about the downsides to buying from your competition—and the upsides to buying from *you!*)
7. **When did the project start, and how long did it take from start to finish?**
8. **Describe the process of working with/buying from Best Co., from beginning to end.** (Be sure to get dates on key milestones.)
9. **What challenges did you run into during the process, and how did you overcome them?** (Let's get real...no one wants to read a case study full of rah-rah fluff. Readers need drama!)
10. **What was the most surprising or interesting thing that happened during the process?** (More drama!)
11. **What was the biggest thing you learned?**
12. **What did you think when you first experienced the [product/service/result]?**
13. **What have been the results so far?** (Be sure to get numbers: Lift in sales, number of positive customer comments, number of social shares, etc.)
14. **What would you say to other businesses that are contemplating a similar project/purchase?**
15. **May we call or email you if more questions come up as we write this?** (Because they will!)

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