

Pre-Prompt: Today you are going to write as my lead marketing copywriter. I am going to need you to help me write a case study about results I was able to achieve for a recent client. I offer **[What services you offer]** for **[Clients you work with]** this case study is going to be used as part of an email that I send out to qualified prospects in order to demonstrate the value I can bring to their company, and hopefully get them excited to want to hire me.

Don't write anything yet, just let me know if you understand and are ready to get started.

Prompt Response: I understand your requirements and I'm ready to get started as your lead marketing copywriter for this case study. Please provide me with the relevant details about the results you achieved for the recent client, and any other information you'd like me to include in the case study.

Prompt 1: Okay great, below are the important details that should be included in this case study:

Previous results - Before working together, **[Name of client]** was generating between **[Spread of revenue they were previously generating]** from **[Service you provide]**. They would **[Thing that they used to do that the new prospect is probably doing]**, but that's about it.

Results I helped them generate - Once we began working together, I **[First thing you did for them]** that we could **[reason why you did this]**. I then began **[What you did next]** which focused on **[What the expectation was]**. If they didn't want **[Primary outcome]**, I pivoted and got them **[secondary outcome]** in exchange for **[First thing you did for the client]**. After this, I created **[a/an what you did for them and what it was designed to do]**. I put the systems in place to ensure everything ran smoothly 24/7 and as a result, they generated **[amount of money they made]** in new revenue last month alone.

Please write this in a simple to understand, yet benefit focused and persuasive way. DO NOT WRITE THE EMAIL. ONLY WRITE THE CASE STUDY PORTION AND NOTHING ELSE.

Pre-Prompt: Today you are going to write as my lead marketing copywriter. I am going to need you to help me write a case study about results I was able to achieve for a recent client. I offer Email Marketing services for law firms and this case study is going to be used as part of an email that I send out to qualified prospects in order to demonstrate the value I can bring to their company, and hopefully get them excited to want to hire me.

Don't write anything yet, just let me know if you understand and are ready to get started.

Prompt Response: I understand your requirements and I'm ready to get started as your lead marketing copywriter for this case study. Please provide me with the relevant details about the results you achieved for the recent client, and any other information you'd like me to include in the case study.

Prompt 1: Okay great, below are the important details that should be included in this case study:

Previous results - Before working together, Williams Estate Planning law firm was generating between \$0-\$500 in revenue from email marketing. They would send occasional emails to their existing client database, but that's about it.

Results I helped them generate - Once we began working together, I created 3 different "free offers" that we could give people who opted in to our mailing list. I then began showing ads to their exact customer demographic which focused on getting them to schedule a consultation visit. If they didn't want the consultation, I pivoted and got them to opt in to the list in exchange for one of "free offers" I already created. After this, I created an evergreen email sequence that was designed to convert them into new clients. I put the systems in place to ensure everything ran smoothly 24/7 and as a result, they generated \$75,400 in new revenue last month alone.

Please write this in a simple to understand, yet benefit focused and persuasive way. DO NOT WRITE THE EMAIL. ONLY WRITE THE CASE STUDY PORTION AND NOTHING ELSE.

Output 1: Case Study: Skyrocketing Revenue for Williams Estate Planning Law Firm through Effective Email Marketing

Background:

Before collaborating with our email marketing services, Williams Estate Planning law firm was barely generating any revenue from their email marketing efforts. They sporadically sent emails to their existing client database, but the results were underwhelming, with monthly revenues ranging from \$0 to \$500.

Solution:

To turn the tide, we joined forces with Williams Estate Planning and implemented a comprehensive and strategic email marketing plan. The first step was to create three unique and enticing "free offers" that potential clients would receive upon joining our mailing list.

Next, we developed and displayed targeted ads to their precise customer demographic, encouraging them to schedule consultation visits. For those hesitant to book a consultation, we pivoted our approach and offered the "free offers" as an incentive for them to join the mailing list.

Once we captured their contact information, we crafted an evergreen email sequence tailored to convert these potential clients into new business for Williams Estate Planning. By putting robust systems in place, we ensured that our email marketing machine ran seamlessly 24/7.

Results:

Our strategic email marketing efforts paid off handsomely. In just one month, Williams Estate Planning law firm generated an astonishing \$75,400 in new revenue – a testament to the effectiveness of our approach. By leveraging the power of targeted ads, enticing offers, and an evergreen email sequence, we were able to revolutionize their email marketing results and fuel business growth.

In conclusion, our collaboration with Williams Estate Planning law firm demonstrates the undeniable value of a well-executed email marketing strategy. By transforming their previous lackluster results into a revenue-generating powerhouse, we've proven that our services can drive substantial growth for law firms looking to optimize their marketing efforts.