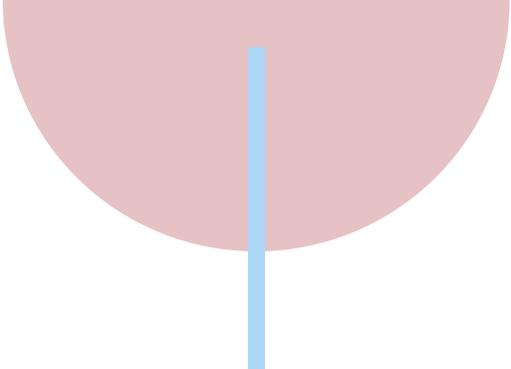


Stories By Us.

Case Study Email Templates

Emails to make customers say "yes!"



Case Study Email Templates

EMAILS TO MAKE CUSTOMERS SAY "YES!"

If you nail your communication, customers will agree to participate in or approve your case study. In this section, we've included templates for 5 emails that are usually sent during the case study process. They include:

- **ASK THE CUSTOMER email**
- **SCHEDULE THE INTERVIEW email**
- **FOLLOW-UP AFTER INTERVIEW email**
- **FINAL APPROVAL email**
- **THANK YOU email**

If you'd like these email templates in a Google Doc, [you can find them here.](#)

Ask the Customer

EMAIL TEMPLATE

Subject: Impressed and excited by your results

Hi [FIRST NAME],

It's amazing to have you as a customer and we're really pleased with how you're using our product. In particular, it's awesome that you were able to [increase your email open rates from 5% to 30%](#). We'd love to share your results to show the greater community what you've been able to accomplish.

We'd love to interview you for a case study. Our case study process is super easy -- it will only take about 30-45 min of your time. Plus, we offer any customers who participate three free months of service. You'll get final approval of what we publish -- our goal is to make you look good. **Is this something you'd be interested in?**

Thanks!

[YOUR NAME]

Schedule the Interview

EMAIL TEMPLATE

Subject: Scheduling case study interview

Hi [FIRST NAME],

We're happy to hear you're interested in doing a case study with us. It means a lot. We promise to work to make things as easy as possible for you.

Here's how you can expect this process to go:

- We'll have a 30-45 minute phone call (which I'll record). I'll bring a series of questions, which I can send to you in advance if you'd like to prepare.
- After the phone call, I'll draft a first version of the case study and send it to you for approval in a Google Doc. I'll also ask for any assets (like photos or logos) at this stage.
- You and your team will review, make sure you're good to go with the content, and we'll take it from there!
- We'll let you know when your case study is live.

I'd like to schedule a phone call. **You can schedule a time [here](#).** I'll follow up in the next few days if I don't see a calendar invite come through.

Again, I'm excited to start the process with your team and learn more about your success with [COMPANY]!

Thanks again,
[YOUR NAME]

Followup After Interview

EMAIL TEMPLATE

Subject: Thanks so much for the call today!

Hi [FIRST NAME],

Thanks so much for taking the time to chat with us today. I loved hearing about your story, particularly how X, Y, and Z.

Next steps: I'm going to create a draft of the case study, hopefully by [DATE]. As soon as it's ready, we'll send it over for your approval.

If you have any questions in the meantime, feel free to reach out.

Thanks again,
[YOUR NAME]

Final Approval

EMAIL TEMPLATE

Subject: Case study is ready for your review

Hi [FIRST NAME],

We're happy to share that we've completed a draft of the case study, which is now ready for your review. I think we did a good job sharing your impressive results– [gaining a 20% increase in sales is worth sharing.](#)

Here's what we ask:

- Read the case study and make sure you feel good about everything we've shared.
- If you have any questions or concerns, feel free to reach out to me directly.

I know you're busy, so I'll be reaching out again on [DATE] to check in again.

Thanks again for all your help with this!

[YOUR NAME]

Thank You

EMAIL TEMPLATE

Subject: Thank you, [FIRST NAME]!

Hi [FIRST NAME],

I want to personally thank you for participating in our case study. I know you're busy, so it means a lot that you took the time to do this with us.

You can see the case study live on our site here. Your results continue to impress me. It's great that we got to share your story with our community!

Here's a link to [a \\$10 gift card to your favorite coffee shop](#) as a thank you for participating.

Please let me know if we can help you in the future with anything. Let's keep in touch!

Thanks again,
[YOUR NAME]



About the Author

Hi! I'm Emma Siemasko, Founder of Stories By Us and creator of the DIY Case Study Kit. I specialize in helping companies share their customers' stories online.

This guide is the culmination of everything I've learned from creating dozens of case studies. I hope you've learned something you can apply to your business.

Emma Siemasko

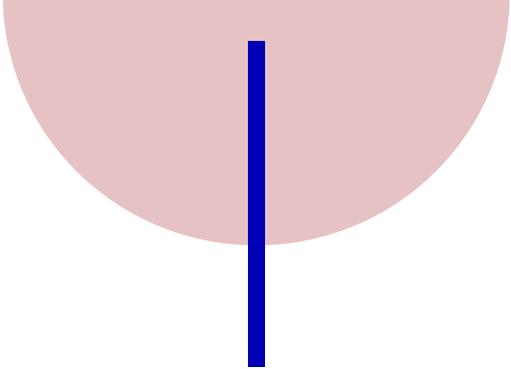
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Need more help?

This guide gives you everything you need to create case studies on your own. However, if you have a question or simply don't have the bandwidth to take this on yourself, we can help.

[EMAIL US](#)



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