

# How to Write Case Results That Create an Emotional Response and Drive Action

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# CASE RESULTS: REAL-LIFE STORIES WITH A PURPOSE

Highlight Your Expertise

Inspire Confidence

Convert Potential Clients to Actual Clients

# Do You Write Case Results?

# GETTING STARTED



Choose the right case



Gather supporting details



Confirm the use of personal information



Obtain a client testimonial

# CREATE AN OUTLINE THAT EXPLAINS

What happened

How the client was affected

Why the client came to you

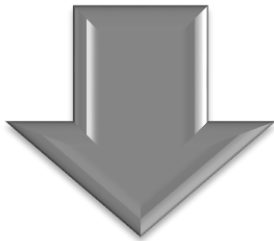
How you were able to help

The outcome

# WHAT HAPPENED?

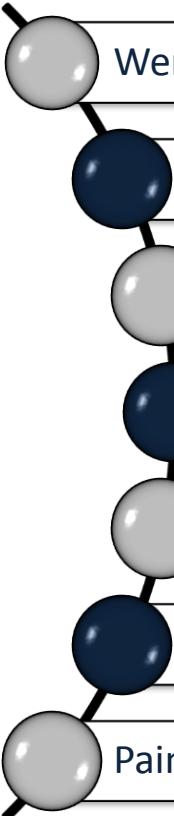


What accident, injury, or problem occurred?



What injuries or issues did your client face as a result?

# HOW WAS YOUR CLIENT AFFECTED?



Were the injuries Life-threatening?

Was emergency medical treatment required?

What about follow-up treatment and additional surgeries

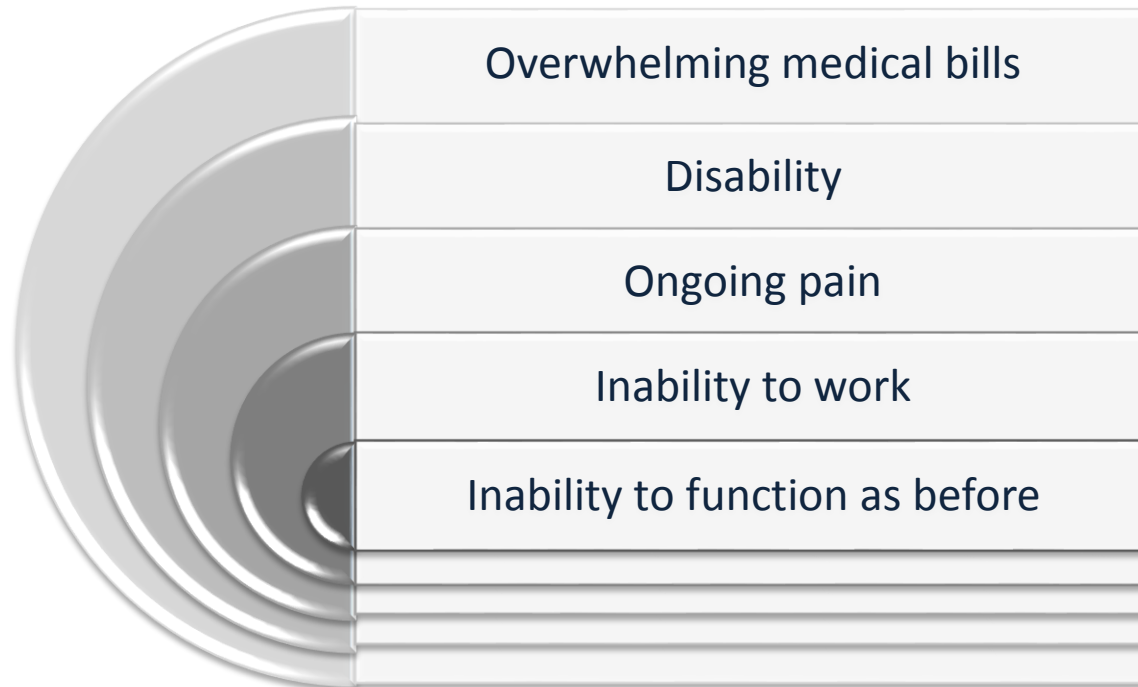
How long was the recovery process?

Was he or she able to work at all?

Physical limitations

Pain

# WHY DID THE CLIENT COME TO YOU?





# HOW DID YOU HELP?



## WHAT WAS THE OUTCOME?

How long did it take to resolve the case?

Did the case go to trial or was it settled?

What was the monetary award amount?

How will the outcome help your client?

# PUTTING IT ALL TOGETHER

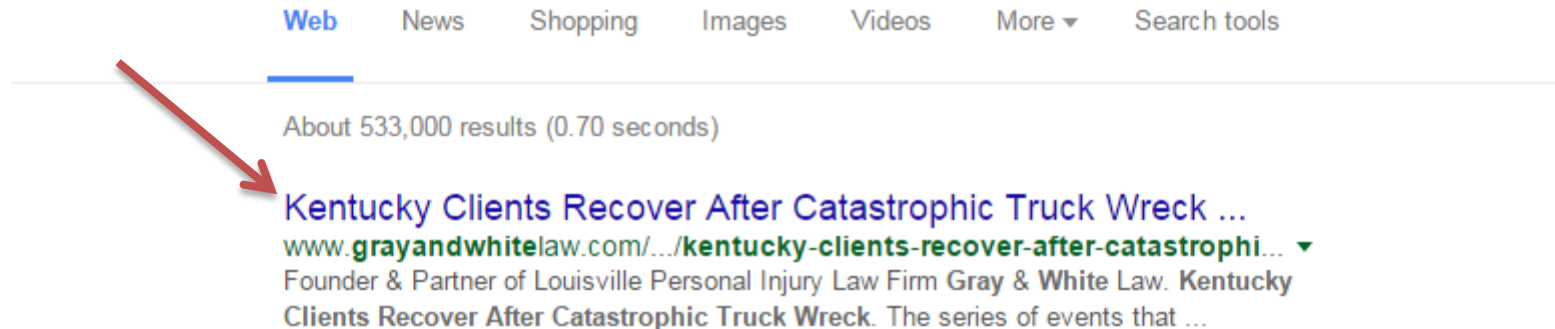


# UNDERSTANDING THE CALL TO ACTION

IF YOU FEEL COMPELLED TO WRITE A CALL TO ACTION, ENSURE THAT IT'S NOT OVERLY DEMANDING AND PROVIDES SITE VISITORS WITH A WAY TO TAKE ACTION AND CONNECT WITH YOU.

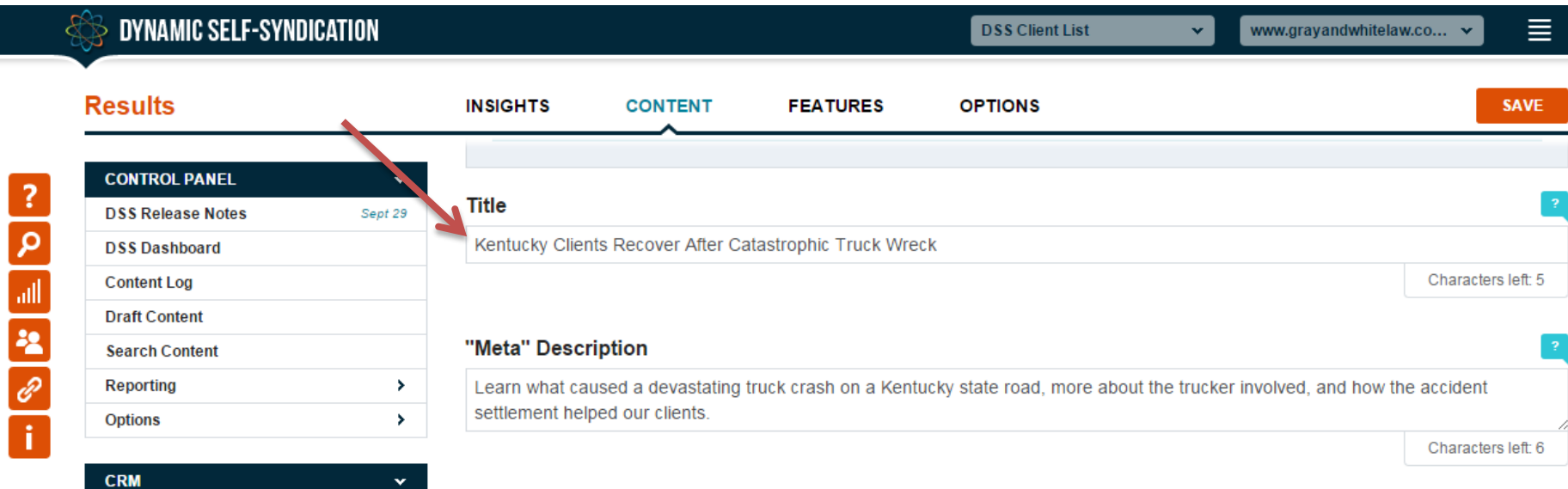


# WRITING A DESCRIPTIVE TITLE



- Unique, accurate, and concise description of a page's content.
- Appears in the first line in Google search results.
- Should be no more than 60 characters.

# CREATING AN INFORMATIONAL META DESCRIPTION



**DYNAMIC SELF-SYNDICATION** DSS Client List [www.grayandwhitelaw.co...](#)

**Results** **INSIGHTS** **CONTENT** **FEATURES** **OPTIONS** **SAVE**

**CONTROL PANEL**

- DSS Release Notes *Sept 29*
- DSS Dashboard
- Content Log
- Draft Content
- Search Content
- Reporting >
- Options >

**CRM**

**Title**

Kentucky Clients Recover After Catastrophic Truck Wreck

Characters left: 5

**"Meta" Description**

Learn what caused a devastating truck crash on a Kentucky state road, more about the trucker involved, and how the accident settlement helped our clients.

Characters left: 6

# SHARING PERSONAL INFORMATION



Add an asterisk to the bottom of the case result



Refer to client by age and gender



Refer to the client using an alias

# READ AND REVISE

Proofread

Get Second Opinion

Revise as Needed

Edit

Post to DSS





# AUTOMATIC DISCLAIMER



## DSS Client List

www.jimdodsonlaw.com -...



## Results

**SAVE**

**SUPER ADMIN**

[Edit This Client](#)[Edit This Project](#)

All Clients

## CMP Clients

## Live Sites

## Dev Sites

## Disabled Sites

## Client Files

## SEO

## DSS Management

## Project Management

## Video Module Management

FWM

## Disclaimer



**DISCLAIMER:** The results are specific to the facts and legal circumstances of each of the clients' cases and should not be used to form an expectation that the same results could be obtained for other clients in similar matters without reference to the specific factual and legal circumstances of each client's case.

Words: 52

**Template Location:** ☒ Above content ☐ Below content ☐ Do not display

# QUESTIONS?

