



## Case Results

Each case result you write should reflect a personal story that speaks to the reader on a personal and emotional level. Showcasing your compassion for the client as well as challenges faced during the case and obviously the incredible result are very important pieces that need to be touched on. With case results, you are trying to tell a story to potential clients and you should be careful not to approach writing them the same way you would a legal brief. Below is a list of questions that we would like for you to consider and answer, if possible, for each case result we add to your site.

You don't need share confidential information about your case, but sharing concrete details about your recent case results will be helpful for marketing your practice. If, while you answer these questions, you think about other facets of your recently concluded case that might be interesting to readers, be sure to include them in your case result. Details that have not been reported by mass-media news can be especially valuable.

1. How close was this case to your ideal client? We're happy to celebrate all your accomplishments, but if this is not the type of client you prefer, we will publicize this victory as a happy result of rare circumstances.
2. Can you provide statistics on this specific type of case? (Abuse, accidents, etc.)
3. Why did your client choose your law firm for legal representation in this matter? If you know it, what was the "tipping point" that made this client reach out to you?
4. What was the greatest obstacle or challenge that had to be overcome in this case?
5. How did YOU feel handling the case?
6. Legal clients often believe they can get the same results at lower cost by representing themselves. What are the details about this case that would discourage self-representation? Examples: "At one point the other side had 27 attorneys and legal aides working against us"; "We were suing the third-largest U.S. Corporation in its field, with enormous financial resources."
7. What lesson from this case would be generally helpful to other clients with similar cases?
8. What kinds of issues do people in these types of situations face?
9. In what ways did your special combination of knowledge, skills, and experience—your unique selling proposition—contribute to getting a successful outcome for your client?





10. In what ways, if any, was this case different from the “typical case” your firm deals with in this practice area?
11. How will this verdict, jury award, or settlement make life better for the client(s)? Specific details are helpful, e.g., “Mr. Gray’s settlement will allow him to have a handicap ramp built for his house, and to hire someone to help with weekly shopping and housekeeping tasks.”
12. How can the victim cope?
13. How can parents/loved ones cope?
14. How can victims work with you for the best results in this type of case?

