

● THE CASE STUDY KIT

Turn One Client Result Into Your Best Salesperson

The exact structure, the data pull, and the fill-in template that turn a single win into an asset that **closes deals while you sleep**. 73% of B2B buyers go looking for case studies before they buy. Give them one that sells.

1 Structure • **4 Formats** • One fill-in template you can finish today

A free kit from AgencyGod
agencygod.com

**The \$10,000 Guarantee**

You get the result, or you get paid.

You did the work. You got the win. And you never turned it into **a single new client.**

The result is sitting in a Slack thread or a screenshot on your phone. Meanwhile your website still says you "help clients grow," which proves nothing and sells nothing. Your prospects do not trust your adjectives. They trust other buyers. **Numbers close. Adjectives don't.**

Here is the part that should sting: your buyers are already hunting for proof you never gave them.

73%

of B2B buyers use case studies to make a purchase decision

80%

actively go looking for them during the buying journey

34%

of companies actually do case studies well, so the bar is low

WHY YOUR CURRENT "CASE STUDIES" SELL NOTHING

"We helped them grow" is not a case study. It's a guess.

Buyers trust peer experiences over vendor claims by a wide margin (around **83% trust other buyers more than they trust you**). And roughly **two-thirds of a B2B decision happens before a prospect ever talks to you**. So a vague line about growth does zero work in the room where the decision actually gets made. A specific, numbered, named result does all of it.

WHAT'S INSIDE

One structure, four formats

The exact converting case-study skeleton, how to pull the data and get the testimonial, and the format hierarchy that decides **how much each one closes**.

THE RULE

Every claim carries a number

If a court witness couldn't see it, cut it. **"37% fewer errors, \$50K a month saved"** beats "more efficient" every time. We practice it on every page here.

Sources on this page: aggregated B2B social-proof and buyer-research benchmarks (case-study usage, peer-trust, and pre-sales decision data). *Use these as cited ranges, not personal guarantees.*

1

THE SKELETON

The 5-Part Structure That Converts

Every case study that actually sells follows the same arc. Lead with the number, then walk them through how you got it.

1

Situation WHO THEY ARE

Name the client, their industry, size, and region in one line. The reader needs to think *"that's me."* Anonymous and vague kills trust before you start.

2

Trigger THE BEFORE METRIC

What was broken, in a number. **"Booking 1 call for every 306 cold emails."** **"40% of demos no-showed."** The worse the starting number, the bigger the leap you get to show.

3

Barrier WHY IT WAS STUCK

What they tried that didn't work, and why. This is where the reader sees their own failed attempts. It also makes your mechanism the obvious answer.

4

Solution YOUR MECHANISM

The specific thing you did, named like a system, not a task list. **"We installed a 4-touch show-up cadence"** sells. "We did some outreach" does not.

5

Result THE AFTER METRIC + QUOTE

The same metric, transformed, with a timeframe. Then one real quote from a named human. The number proves it happened. The quote proves a person felt it.

THE HEADLINE FORMULA (LEAD WITH THIS EVERY TIME)

How [Client] went from [before metric] to [after metric] in [timeframe]

Worked example: "How a 3-person agency cut its no-show rate from 42% to 9% in 30 days." That single line does more selling than three paragraphs of "we helped them improve their pipeline." The before number creates the gap. The after number closes it.

2

PULL THE DATA, GET THE QUOTE

Build The Proof Pack

Four pieces do the heavy lifting. Here they are, filled in, so you can see exactly what "good" looks like.

1 · THE SNAPSHOT BOX (PUT THIS ABOVE THE FOLD)

INDUSTRY	SIZE	REGION	ENGAGEMENT
B2B agency	3 people	United States	30 days

THE METRIC	BEFORE	AFTER	CHANGE
Qualified leads / mo	9	31	+244%
Call show rate	58%	91%	+33 pts
Close rate	14%	26%	+12 pts
Monthly recurring revenue	\$6,400	\$19,800	3.1x



"We went from praying for referrals to a calendar that fills itself. First \$19K month in three years of trying."

Jordan R., Founder · 3-person B2B agency · United States

DON'T WRITE THIS

"We helped them grow their business."

"They saw great results and were really happy."

"More leads and better efficiency."

WRITE THIS INSTEAD

"3.1x MRR in 30 days, \$6.4K to \$19.8K."

"37% fewer errors = \$50K/mo saved."

"244% more qualified calls, same ad spend."

The data pull: ask for read access or a screenshot of the one dashboard that holds the metric. **The testimonial:** ask right after you deliver a win, sending them the numbers first.

3

THE FORMAT HIERARCHY

Same Result, Different Power

The same win sells harder or softer depending on the format. Make the strongest version you can, then reuse it everywhere.

Video testimonial

1

A real client, on camera, saying the number out loud. Among the highest-converting proof formats, with lifts **often cited around 30%+**, and it is remembered far longer than text. Most agencies skip it, so it is an open edge.

STRONGEST

Written case study, hard metrics + named client + photo

2

The one-pager. Before/after numbers, a real name, a face. Carries almost all the trust of video and takes an afternoon to build.

WORKHORSE

Anonymous quote

3

"A client of ours saw 3x growth." Better than nothing, but the missing name leaves doubt. Use only when an NDA forces your hand.

WEAK

Your own self-claim

4

"We get great results." This is what 83% of buyers trust least. It is not proof. It is marketing.

USELESS

Now put it to work. Same asset, four places.

■ Inside every proposal

A relevant case study with a result number raises win probability by **~73%**. This is the spot that pays most. The proposal is where the yes happens.

■ On the landing page, beside the CTA

One quantified, named, outcome-specific quote next to the button. Quantified social proof beats generic praise for B2B buyers.

■ In the discovery call follow-up

Send the case study of the client most like them within a day. It does the selling between calls so you are not chasing.

■ In cold outreach and referrals

Lead with the headline number. A warm intro plus a proof number is the closest thing to a pre-closed deal you will get.

Proof is the bridge between every other asset.



A case study makes warm intros close and embeds straight into your proposal to lift win rate **~73%**. We turn your client results into assets that close for you, done-with-you, backed by the **\$10,000 guarantee**.

YOUR HEADLINE · WRITE THIS FIRST

How [client] went from [before #] to [after #] in [timeframe]

1 · SITUATION (WHO)

Industry, size, region. One line.

2 · TRIGGER (BEFORE #)

The broken metric, in a number.

3 · BARRIER (WHY STUCK)

What they tried that failed.

4 · SOLUTION (YOUR MECHANISM)

Name it like a system.

5 · RESULT (AFTER # + DELTA)

Same metric, transformed, with the timeframe. Add the percent or multiple change.

6 · THEIR QUOTE (NAMED HUMAN + PHOTO)

One or two sentences, a real name, a face. Send them the numbers first, then ask them to react.

Fill all six. Build it as a one-pager and a 60-second video. **Then drop it into your next proposal and watch your close rate move.**

— GREAT PROOF IS WORTHLESS WITHOUT BOOKED CALLS TO SHOW IT TO

You bring the results. **We book the calls.**

A case study only closes when a qualified prospect is on the other side of it. The AgencyGod Engine installs a **done-with-you machine that books qualified calls, makes sure they show, and turns your client wins into assets that close for you.** Every spot is backed by the \$10,000 guarantee.



The \$10,000 Guarantee

You either get the result, or you get paid. We carry the risk.

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We onboard only a handful of agencies a month · backed by the \$10,000 guarantee

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