

Hello,

This issue is being sent to you courtesy of:

Robin G. Coles
 R G Coles and Co. LLC

It is our way of saying we appreciate you and truly value your business. Please feel free to pass this along to others (friends, family and neighbors) whom you feel would benefit from it. Enjoy!

Word search Puzzle:

Below is a list of words that pertain to marketing your business. Each word can be found in any direction within the puzzle.

- | | | |
|-----------|-------|-----------|
| ask | rare | topic |
| challenge | sale | versatile |
| leads | solve | visual |
| note | story | write |

| | | | | | |
|---|---|---|---|---|---|
| V | W | R | I | T | E |
| E | V | L | O | S | G |
| R | A | R | E | Z | N |
| S | T | O | R | Y | E |
| A | N | C | Q | S | L |
| T | O | X | A | U | L |
| I | T | L | K | S | A |
| L | E | A | D | S | H |
| E | T | O | P | I | C |
| V | I | S | U | A | L |

Three Key Steps for a Successful Case Study!

There are different schools of thought to writing a case study, but once you decide on its main purpose (challenge with result or problem with solution), you should stick to it for consistency.

It doesn't matter if it's one page or four, nor if your readership is online or gets a hardcopy; there are three key steps that every case study needs. According to Steve Slaunwhite, "readers love a good story and case studies tell the story of a great product or service and a happy customer."

Over the years, I've been involved in many different projects and now realize most of them make great case studies. For this sample, I've chosen challenge with results and one that I'm sure we can all relate to.

So what are the main three?

1. **Challenge** – this is known as the problem. Talk about the problem your customer hired you for to change or improve. Use quotes from your customer if possible.

PTO at Metro Tech takes on School Committee and wins. Parents at Metro Tech were tired of their teens getting into trouble so they could get a few days off from school. "I can't afford to take time off from work to supervise my child when they get suspended;" cried Mrs. Kiley "isn't there a way to keep her in school?" It was common knowledge that if you didn't want to be in school, just pick a fight in front of a teacher and you'd be sent to the Principal's office then suspended. Another vacation for two – five days.

2. **Solution** – This is where you talk about how your product and/or service provided the solution. But, to do this properly, you need to discuss what other steps were taken to solve the problem.

The PTO met on a regular basis and put a plan together to have an in-house suspension program at the school. With the approval of the parents, the PTO President attended the next six months of school committee meetings and voiced this group's concerns, and brought back the school committee's concerns. In between meetings, she called all 12 school committee members at their homes. Not to be defeated, after 5 months a retired parent stepped forward to take on this position until the school would hire someone.



**From the desk of:
Robin G. Coles**

It's tea time. Thanks for joining me. I've made a pot of loose Twinings English Breakfast. Phew, what a month! It's finally stopped raining every single day. We've had two major power outages. The first was because a young squirrel didn't listen to an older squirrel and got just a little too friendly with an open wire - 3 1/2 hours no power. The second was last Friday after another torrential downpour and a tree fell - this time 6 hours no power.

Boat safety classes finished, I got an 88% on the exam and my sailing buddies are looking to me for all the answers. They are supposed to be teaching me. Oh well. The Wooden Boat Show in Mystic Ct was totally awesome and I can't wait for next year.

The Tall Ships arrived in Boston Harbor on my birthday (July 8th), just not in Winthrop like we were told. So, that Friday, late afternoon, two of us headed out on the sailboat in the midst of all the powerboats, mooring fields, Coast Guard and police. We quickly learned it was not safe for us without power, but we managed and I got some great snapshots. I also spent 8 hours the following Monday out on the Harbormaster's boat, photographing the Tall Ships as they left Boston heading for Halifax. This was the best birthday present by far and I didn't want the day to end. In total, I took over 400 photographs and some can be seen here: <http://tiny.cc/PhotoGallery206>

July 29th I'm off to Mountain Top Resort in Atlanta for Mark Hendrick's ISS Gold Retreat and a bit of R&R.

Short Email version available. To receive your copy go to <http://www.rgcolesandco.com> and signup today.

3. **Results** – this section gives specifics on how well you solved your customer's problem.

In month six of battling with both the school committee and Superintendent, the PTO President proudly stood up, told them she had a solution and introduced Albert Jakes. Before Jakes could even speak, the Superintendent stated he got our message loud and clear. It would not be necessary for a parent to take on the responsibility of In-house suspension monitor, he had found someone to take on that position and would start the following Monday. Everyone at the meeting was shocked, but glad the matter was over.

Note: The PTO was happy they won the battle, and I stayed on as President for another few years, accomplishing lots of things. Sadly, my oldest son, Joshua, was the first to try out the new program. But, it worked!

Special Offer:

Need a case study written? Have an idea for one, but not sure what's the best way to use it? If so, pick up the phone and give me a call (339-532-8334). Mention this newsletter special and receive a 25% discount. Offer good till September 1st.

Upcoming Events:

1st Time Boat Buyer Seminar, Saturday September 26, 2009 at Marriott Courtyard East Boston, MA. For more details: <http://www.1sttimeboatbuyerseminar.com>