



Asking a Client to Participate in a Case Study

If you've ever put off asking a client if you could feature them in a case study, this is the email template for you! Copy and paste this language into the body of your email, **edit it to meet your specific needs**, and then hit send. The chances they'll respond with an "Absolutely! Would love to help!" are very, very high.

Hi **CLIENT NAME**,

I'm in the process of collecting feedback from my clients, in the hopes of featuring some of them as case studies on my website and other marketing channels. You're definitely one of those clients who's on the top of my list.

I've loved helping you **INSERT SERVICE**, and I think it'd be a great opportunity to showcase the work we've done together as well as all the great stuff you're doing in your space. If you're willing, I'd love to schedule a time to interview you for a case study.

The interview will take roughly 30 minutes and you'll have full editing privileges over the finished product. My ultimate goal is to have you be as happy with this case study as I am with our work together.

I'd like to get this case study published by **DATE**. Can I count you in?

Sincerely,
YOUR NAME