

# Make your case studies more persuasive

3 steps to reduce readers'  
skepticism

Decrease prospects' skepticism towards your customer success stories by optimizing for your audience's topic knowledge, persuasion knowledge, and agent knowledge

# Topic Knowledge

## Experienced audiences

Want to know specifics and are capable of closely evaluating your claims

## Inexperienced audiences

Rely on you to connect the dots for them and inspire them

# Persuasion Knowledge

- "Show, don't tell" with attribute claims
- Employ objective claims
- Address objections based on what your audience perceives as risky
- Employ storytelling techniques (however, skeptical audiences are less likely to be swayed by weak arguments , so focus on credibility first)

# Brand Knowledge

## Brand credibility

affects purchasing decisions and intent

Use **additional credibility signals** to boost your case study's power of persuasion:

- Background information about the client
- External credibility boosters
- Company stats
- High-profile client logos
- Quotes from clients showing your brand is reliable



# Conversion copy for growing B2B SaaS startups

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