

The "Storytelling" Niche for Writers That Brings You \$1,500 to \$2,000 Per Project

By Mindy McHorse

This week, we're getting to know some of the heavy hitters in the B2B writing world.

So today, I'd like to introduce you to Casey Hibbard. If you recall, I wrote to you last month about the value of being a good storyteller—that it can push your writing business toward soaring profits.

Casey
is a
terrific



Thanks to their job flexibility, Casey and her family spent six months in Summit County, Colorado, just for the experience.

example of that. She's taken the B2B writing world by storm with her ability to tell a good story. In fact, she's built a six-figure writing career out of telling stories through case studies.

Case studies are basically "success stories" about a company's product or service. Think of it like a longer, professionally written testimonial or a "customer review" presented and crafted as a story.

You can bet Casey's success has given her the kind of freedom most writers dream of. For starters, she and her husband hand-picked where they wanted to live, settling on a small town in Colorado.

When I asked Casey her advice on how to write good stories, she said, *"Pay attention to storytelling. It's actually everywhere: newspapers, books, magazines, TV, movies, and conversation. The principles of strong storytelling are universal and everywhere you find great writing. There are infinite ways to tell a story, so notice what works in laying out a story that's compelling."*

As Casey puts it, you'd probably enjoy writing case studies if you like storytelling, develop a knack for interviewing, and enjoy working virtually. Because even if your client is local to you, chances are, their customers (the people you'd be interviewing) are not.

Here are her tips for getting started in writing case studies:

1. **Read examples of customer case studies** online to get a feel for how they flow. Check out these [AWAI case studies of successful copywriters](#), including part-time writer [Chris Allsop](#), father-of-seven [Steve Coombes](#), and novelist [Pat McCord](#).
2. **Learn how to interview.** Begin with friends and family members. Think about something you don't know about them, such as the story of your grandmother's childhood. Draft a list of questions and start the conversation.
3. **Write up the answers you got in story form.** Aim for about two pages, and tweak it so it sheds light on a certain accomplishment or experience.

Read [Casey's full interview here](#), and learn more about case studies from [this article](#). And if you have any questions about writing case studies, ask them here.

I'll be back tomorrow to share some insight on writer- and marketer-extraordinaire, Bob Bly.

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loved reading this article about stories. would like to do some kind of a business writing 'back stories' about business owners and their clients. who they really are. also, would like to have people enter their personal stories as i ask for particular topics. would also enjoy the interviewing aspect.

all this is still just in the 'idea' section of my imagination although i've purchased the doman,whenstoriesfly.com. thanks for your return comments

Guest (sherry) – over a year ago

As a novelist and freelance writer, I'm very interested in case studies. I've gone through some training with Steve Slaunwhite. How do I get clients to write for? That seems to be the most difficult part of getting started.

Wayne W – over a year ago

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