



# MILLION DOLLAR CASE STUDY SCRIPT

How To **Get Customers** Without Being Good  
At **Copy, Webinars, Or Really Anything**

By Dan Henry | Founder at [GetClients.com](https://getclients.com)

## DIRECTIONS

The fastest way to get a high ticket funnel going is to use a case study as your core content. Find your best customer, ask them the questions included in this PDF, record an Intro and an Outro (as discussed in the training) and you will have a working high ticket funnel.

Eventually you may want to move on to a webinar to get better and more highly qualified calls, but a case study can work wonders to start with. In fact, we have clients using this exact script that do over \$100K/mo with a case study.

As well, case studies and client interviews make amazing follow-up content. We constantly interview our clients and send those interviews out to our list. This keeps new calls and sales flowing in from people already on our list.

### **A few tips before we begin...**

- Purchase an easy to remember domain and redirect it to a calendar page where you have times set aside so successful clients can book a call. For us, we use InterviewWithSteph.com and it redirects to a calendar page where one of my staff, Stephanie, conducts the interviews.
- Scour your client facebook group for “wins” every day. If you don’t use a facebook group for clients, include a link in the footer of your emails to your customers that says, “Have success with our program? Book a success interview”. Or simply email or call them and ask.

- I like to use zoom and “spotlight” the video so that when one person is talking, the camera goes to them, when another person is talking, the camera shows them.

### **At the beginning of the call...**

At the beginning of the call you'll want to ask the client to summarize their results. Listen to the client carefully and try to craft a headline that you intend to use to name/promote the case study.

Repeat the headline to the customer and make sure I agree that it is accurate.

Tell the customer not to mention the name of your offer or the price. If you ever change either of those elements, you don't want future customers getting angry or confused because they saw a certain price or offer name in a former case study or interview.

Simply tell them to say “working with Dan” or “working with us”, “joining our program”, etc. Keep it general. If they say it accidentally, you can edit it out later.

Once the client has agreed, tell the client to not speak until they hear you thank them for coming on the call. Say something to trigger the video to spotlight YOU (so the video begins on you). Now you can click record and begin the interview.

Make sure to start with something like... “Hey everyone, this is Stephanie from GetClients.com and today one of our very successful clients, [NAME], is joining us to talk about how they [RESULT]. Thanks for coming on [NAME]!”

## THE QUESTIONS

- Tell us a little bit about yourself, your business and what you do.
- What was the problem you had prior to joining our program?
- Why did you choose to join our program specifically over any other program?
- Was there anything in particular about our program that really helped you? Why was it so effective?
- As a result of implementing the program, what was the outcome?
- How has your life changed since achieving this outcome?
- Where do you think you would be right now if you didn't take action and join our program?
- If there is anyone watching that is on the fence about booking a call to speak to us about joining our !, what would you say to them?

Once finished, hit the stop button to finish recording the video. Have some small talk with the client, thank them and sign off.

Now you have an amazing client case study to use as your core content or for follow up content. Don't forget, if using for core content, review the training and put in the intro and outro before adding it to the funnel.

## NEXT STEPS...

If you found this guide helpful, and need more help getting clients, check out **Get Clients University**. You'll learn awesome new ways to get clients every month, as well as be a part of a thriving community of hundreds of online entrepreneurs working together to build crazy successful businesses.

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To your success,



Dan Henry

**Founder at GetClients.com**