

## July Meeting Speaker Topic:

# How to Use Case Studies as Social Proof to Build Credibility and Increase Sales and Income



### Gem City Chapter

The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.



### Changing Women's Lives... One Woman at a Time.

For more information about our Chapter, contact the Gem City Chapter at [GemCityABWA@gmail.com](mailto:GemCityABWA@gmail.com)

Or visit our website at

<https://abwagemcity.org/>

And like our page at

[www.facebook.com/GemCityABWA/](http://www.facebook.com/GemCityABWA/)

Event cost is free for members and non-members may attend 2 meetings for free. Membership in ABWA is only \$115 per year for National Dues and \$30 for local dues. National Benefit info can be found at [www.abwa.org/membership](http://www.abwa.org/membership)

### Upcoming Programs

**August**—Deanna Nesbit - *Maximizing the Interview Process from Both Sides of the Table.*

**Sept**— Jenny Warner - *What I really needed to start a business.*

If you know a great speaker, please send the info to Karen Charnesky at [kmcharnesky@ft.newyorklife.com](mailto:kmcharnesky@ft.newyorklife.com) or Kelly Gray at [kelly@hotheadburritos.com](mailto:kelly@hotheadburritos.com)

## July 11, 2023

### SPEAKER

## Andrea Haschart

How to Use Case Studies as Social Proof to Build Credibility and Increase Sales and Income



Our July speaker, Andrea Haschart, specializes in helping B2B owners, coaches, and consultants increase their sales and conversions by writing powerful case studies that increase the *know, like, and trust factor* and shorten the sales cycle. Attend and learn:

- what is a case study
- the difference between a case study and a testimonial
- benefits of using case studies in your marketing mix ways to repurpose case studies

### Community Spotlight

## Sara Gabbard

Executive Director, EDGE Teen Center

EDGE is a safe place just for teens after school

where all teens are valued and accepted and it's mission is to Empower Teens to Impact the World.. Sara will talk about the importance of a teen center.



NETWORKING: 5:45-6:00 pm

PROGRAM: 6:00 – 7:30 pm

**Montgomery County Business Solutions Center**

1435 Cincinnati Road #300, Dayton, OH

*Newsletter—Our next newsletter will be published in August. Members and Non-Members can advertise for only \$20 for members, \$50 non-members for 4 publications. Ad size is 2 x 3 1/2. Art due 1st of publication month. Contact: Kelly Gray, [kelly@hotheadburritos.com](mailto:kelly@hotheadburritos.com)*