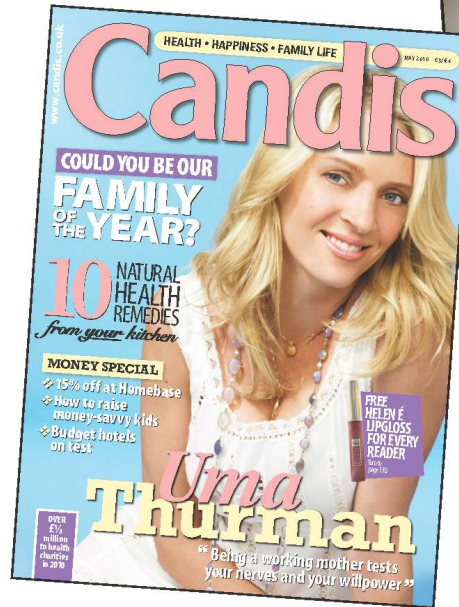


HOW EDITORS CHOOSE CASE STUDIES

DEBBIE ATTEWELL

Candis
HEALTH • HAPPINESS • FAMILY LIFE



WHY DO EDITORS LIKE USING CASE STUDIES?



DIFFERENT TYPES OF CASE STUDY

STAND ALONE FIRST PERSON

FIRST PERSON ILLUSTRATION BOX

GROUP STORIES

"It's the loneliest time of year to be homeless"

Malcolm Hicks, 55, was born in Dorset and went on to become a successful tree surgeon. But two years ago, in December 2007, he found himself homeless on the streets of Bath. Here he recounts how an ordinary person ended up losing everything - and how he got it back

It was on a cold winter's day in December 2007 that I found myself homeless on the streets of Bath. I was a successful tree surgeon and had been working for over 20 years. I had a good life, a nice house and a family. But one day everything changed. I was diagnosed with a serious illness and my health deteriorated rapidly. I lost my job and my house. I was left with nothing and no one to turn to. It was the loneliest time of my life. I had to sleep on the streets and I felt like I was invisible to everyone. But I didn't give up. I started looking for ways to help myself and others. I joined a support group and I started volunteering. I found out that there were other people like me and that I wasn't alone. I started to feel like I had a chance of getting my life back. I started to work again and I started to save money. I found a new house and I moved in. I was back home. It was a long journey but I got it back. I am now a successful tree surgeon again and I am happy to help others who are in the same situation as I was. I know that I can get it back and I know that I can help others.



"My jacket is part of my history"

Simon Bradley, 42, runs a shop on the High Street in Bath. He has a long and interesting history with his jacket. It was a gift from his father and it has been with him through many of his life's challenges. The jacket is a symbol of his family and his roots in Bath. He has worn it through good and bad times and it has always been a comfort to him. He has even worn it to work and to school. It is a jacket that has seen him through many of his life's challenges and it is a jacket that he loves. He has even worn it to work and to school. It is a jacket that has seen him through many of his life's challenges and it is a jacket that he loves.



"This could be my last year"

Pamela Cross, 54, has chronic heart failure, a condition that could take her life at any time. Here she tells her story. She has been living with this condition for many years and she has learned to live with it. She has learned to take her medication and to follow her doctor's advice. She has learned to live with it and she has learned to love it. She has learned to live with it and she has learned to love it.



makeover special

"WHY 2010 WILL BE MY YEAR!"

While many of us will be making New Year's resolutions to lose weight, learn a new skill or spend more time with family, some will use this time to transform their lives. We met three readers who are about to make big changes and gave them a new look to take bold steps into the future

RISE TO THE CHALLENGE

It's time to set yourself a challenge for the New Year. It's time to set yourself a challenge for the New Year. It's time to set yourself a challenge for the New Year. It's time to set yourself a challenge for the New Year.

If you or someone you know may benefit from the care of a Marie Curie nurse contact your GP

For more information visit www.mariecurie.org.uk

LOOKING FOR A NEEDLE IN A HAYSTACK



IS THEIR STORY RELEVANT?


**WILL OUR READERS
EMPATHISE WITH THEM?**

WILL THEY BE PICTURED?

**DO THEY LOOK LIKE
OUR READERS?**

HELP I NEED A CASE STUDY...

**"MY IDENTICAL TWIN BROTHER
HAS DIABETES, BUT I DON'T"**



... Peterson, 32, above
... Tom Devizes, has an
... identical twin brother, John

changes in myself. Eventually, John was diagnosed with diabetes. Naively, we all assumed that I must have it too, but tests revealed I was fine. We were all baffled as we thought that, because we are identical, we would both have diabetes, so we agreed to take part in a study at Barts and The London School of Medicine and ... to find out more."

... **JUST
NOT
THAT
ONE!**

WHY YOUR CLIENT MAY NOT BE SUITABLE

**WRONG
DEMOGRAPHIC**

WRONG AGE

**TOO MANY
'DISTURBING
ELEMENTS'**

**NOT ENOUGH
MATERIAL TO MAKE
THE STORY WORK**

**NOT WILLING TO
BE PICTURED**

**TOO SIMILAR TO A
RECENT FEATURE OR
ANOTHER CASE HISTORY**

**BEEN FEATURED IN
A COMPETITIVE
TITLE TOO RECENTLY**

HELP YOUR CASE STUDY

KEEP GOOD RECORDS

DO YOUR RESEARCH

**KEEP A BASIC HEAD
SHOT PIC ON FILE**

**ASK THEM WHAT MAGAZINES/
NEWSPAPERS THEY ARE
HAPPY TO BE FEATURED IN**

HELP YOURSELF

**ASK FOR A
READER PROFILE**

**ASK FOR THE AGE, TYPE
OF READER THE EDITOR/
WRITER IS LOOKING FOR**

**BE HONEST ABOUT WHO HAS INTERVIEWED
YOUR CONTACT BEFORE AND PROVIDE
DATES OF PUBLICATION IF POSSIBLE**