



## Press Release

AWAI Verified™ Case Study Specialist

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Gloria Motton

STEPUP2VIRTUAL

Contact: (615) 719-7003

Email: [info@stepup2virtual.com](mailto:info@stepup2virtual.com)

### **Gloria Motton is Now an AWAI Verified™ Case Study Specialist**

*“Winning real-life customer success stories regarding your products/services”*

**Murfreesboro, Tennessee Gloria Motton**, CEO/Founder of **STEPUP2VIRTUAL**, announced that she has passed the rigorous requirements to become certified as an AWAI Verified™ Case Study Specialist through AWAI’s Case Study Mastery Program. This milestone means that she has the experience and is ready to help you ensure that real-life customer success stories are one of the ways you can keep your products/services before existing and potential customers.

**“At STEPUP2VIRTUAL, we want to ensure you have the best tools in your Content Marketing Strategy to help you compete in a very competitive market and customer case studies is one of the critical tools, says Gloria Motton”**. Customer Case Studies are a positive experience and can quickly help turn potential customers into actual customers.

Certification as an AWAI Verified™ Case Study Specialist requires extensive training, various evaluations, creating an actual Case Study for AWAI, and passing a challenging test. By earning the certification, Gloria Motton has successfully completed all the necessary steps required to be verified by AWAI.

The AWAI Verified™ Case Study Mastery Program is presented by American Writers & Artists Institute (AWAI), the world’s leading provider of copywriting training programs, content writing programs, freelance success programs and more for over 23 years.

For information about Gloria Motton’s Case Study services, visit [www.stepup2virtual.com](http://www.stepup2virtual.com).

#### **About STEPUP2VIRTUAL:**

When prospects are searching online for your products and services, customer case studies is a key tool to help connect potential customers with your products/services. ***Having the right tools in your Content Marketing Strategy is like a “breadcrumb trail right to your door”***. STEPUP2VIRTUAL is your “competitive advantage” and we look forward to assisting you with your project.