# YOUR BRAND STORY: WHO SHOULD WRITE IT?

### ACTION STEPS

1. Identify someone in your life who may be able to write your brand story for you. This person could be a relative, colleague, or friend. He or she should know you well and be a talented, succinct writer.
2. Take the notes and feedback you’ve compiled through the exercises thus far and hand them over to the person you selected. Sit down with that person and give them further background on yourself, your motivations, and what you hope your brand story will do for you (Will it help you grow your network, start a business, or get hired?).
3. Give the individual the necessary requirements (for instance, less than 2,000 characters for the LinkedIn Summary) and deadline . . . and watch the magic happen.