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# Action Guide

**Wesley Chapman**

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## **Step 1: Reflect**

**How?** Speaking of overcoming adversity, what kind of obstacles have you encountered in the development of your business or career? Write down the most memorable one(s).

## **Step 2: Create a vision**

**How?** Humanistic, honest, and authentic are the characteristics a successful marketer has to possess. This concept has been brought up by many of our guests. Do you exercise this real side of you in your marketing strategy planning? Could you be more open about your personal experience that has helped you shape your business model in the future?

### **Step 3: Strategize**

**How?** In your next tweet, blog post, or Facebook post, exercise the power of storytelling by writing about something that has touched you or has happened to you, like Wesley Chapman. Your followers will truly appreciate your stories. Combine the last two answers and draft up your next post.