



PREMIER WORKSHOP



2025 Spring Edition!

Build Your Influence



Mindset, Branding & Growth for Vyvo SocialFi Success

Empowering Trust, Visibility, and Community Impact



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Your Why Drives Everything

“ People don't buy what you do; they buy why you do it. And what you do simply proves what you believe. ”
— Simon Sinek

→ Your "why" is your anchor, your purpose

Ask yourself

- Why am I doing this?
- What legacy do I want to leave?
- Who am I doing this for?
- What kind of life am I building?

Define it. Refine it. Own it.

Why
are you
here?



Your Why Drives Everything

Exercise || Find Your Why

- Write one clear sentence that explains your Definite Major Purpose.
- Share it with a partner in a way that's heartfelt and personal.

Define it. Refine it. Own it.



3 Words That Describe You

Who Are You & What do You Stand For?

“ In order to be irreplaceable, one must always be different.
— *Coco Chanel* ”

- Your brand is what people say
when you're not in the room
- Stand out by being clear,
consistent, and authentic

Don't copy—be YOU



Who Are You & What do You Stand For?

Exercise || Brand Blueprint

- Write down 3 words that best describe your personal brand.
- Share one with your partner and explain why it represents you.

Don't copy—be YOU

**3 Words
That Describe
You**

Your Profile = First Digital Impression

“ Your presence on social media should reflect your purpose, not just your highlights.
— Jay Shetty ”

- Would you follow YOU?
- Your photo, bio, and posts shape your digital handshake

Show up daily—comment, uplift, and inspire.

**Social
media =
credibility
currency**



Your Profile First Digital Impression

Exercise || Social Media Audit

- Review your photo and timeline with your partner.
- Partner feedback: 'Would YOU follow this person?'

Show up daily—comment, uplift, and inspire.

**Social
media=
credibility
currency**

Share your Story Be Real Be Relatable

“ The most powerful person in the world is the storyteller.
— *Steve Jobs* ”

- Trust is built on honesty
and consistency
- Share your journey
— wins AND struggles

Lead with vision, not just hype.

Your **Story**
is your greatest
asset.



Share your Story Be Real Be Relatable

Exercise || Storytelling for Trust

- Share a small success, breakthrough, or lesson you've had in Vyvo SocialFi or VAI OS with your partner.
- Listen actively and give feedback: Did it feel real, relatable, and inspiring?

Your **Story**
is your greatest
asset.

Lead with vision, not just hype.

Build
win-win
relationships

Build Your Network Show Up, Uplift, Collaborate

“ Your network is your net worth.
— Porter Gale ”

- Authentic relationship-building over superficial networking
- Every conversation is a door —don't overlook anyone

Collaboration creates momentum.



Build Your Network Show Up, Uplift, Collaborate

Exercise || Two-Minute Connections

- **Pair Up:** Find someone you don't know yet in this room.
- **Introduce Yourself:** Share your name, where you're from, and what excites you about being here.
- **You have 1 minute each to chat—make it count!**

Collaboration creates momentum



What will you
do in the
next 48

Your Brand Your Future

“ Small daily improvements over time lead to stunning results.
— *Robin Sharma* ”

- You don't have to be **perfect**—just consistent.
- Go **all** in. Take the **leap**. Lead with **vision**.

Your future is shaped by today's actions.



Your **Brand** Your **Future**

Exercise || 48-Hour Challenge

- Write down one specific action step you'll take in the next 48 hours to grow your personal brand.
- Turn to your partner and say it out loud.
- (Optional Snap a photo of it for accountability and post it with your team later.)

Your future is shaped by today's actions.



Final Thoughts & Outcomes

Clarified your WHY

Aligned your Identity

Connected with Purpose

Built Trust through Storytelling

Refined Your Digital Presence

Took Meaningful Action

Your
brand
is Your **legacy**
—make it
matter

Lead With Light Grow With Purpose!

Be bold. Be real. Be consistent.

**YOUR
VOICE
Matters**

**YOUR
ENERGY is
contagious**

**YOUR
story is the
spark
someone
else **NEEDS****



You are
not just building a
brand —you're
building **belief.**

THANK YOU!



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