

2025 Spring Edition!



# Build Your Influence

Mindset, Branding & Growth for Vyvo SocialFi Success

*Empowering Trust, Visibility, and Community Impact*



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# PREMIER WORKSHOP

## 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?

**Why  
are you  
here?**

Define it. Refine it. Own it.

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## 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.

**Why  
are you  
here?**

Define it. Refine it. Own it.



## Your Why Drives Everything - Partner Worksheet

### Why this matters:

Your WHY is the foundation of your personal brand. It's what drives your energy, your commitment, and your ability to lead others. People don't connect with what you do—they connect with WHY you do it. If your WHY is not clear and emotionally strong, it becomes easy to give up when things get hard. This is your anchor. Once you define it, it becomes your compass in everything you do.

### Find Your Why

#### Activity Instructions:

- Write one sentence that explains your Definite Major Purpose. Be specific and honest.
- Share it with your partner.
- Partner gives feedback: Did it feel real? Did it inspire connection?

**Example:** "I want to help single moms find time and financial freedom so they never miss a moment with their kids."

Your Why:

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Partner Feedback:

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#### Tip:

Keep your why in your wallet or phone.

*Read it when you're off-track*



**3 Words**  
That Describe  
**You**

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# 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**

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## **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.

**3 Words  
That Describe  
You**

**Don't copy—be YOU**



## Who Are You & What Do You Stand For? – Partner Worksheet

### Why this matters:

If you don't know who you are, how will others? Your personal brand is the reputation you carry when you're not in the room. It's how people describe you, remember you, and trust you. Clarity, consistency, and authenticity are what help you stand out. This section helps you define your unique traits so you can lead with confidence and inspire others.

### Brand Blueprint

#### Activity Instructions:

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

#### Example:

*Bold /Supportive /Resilient*

Your 3 Words:

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Share this word with your partner:

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Why it represents you:

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Partner Feedback:

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# PREMIER WORKSHOP

## 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**

**Social  
media=  
credibility  
currency**

Show up daily—comment, uplift, and inspire.

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## **Your Profile First Digital Impression**

Exercise || **Social Media Audit**

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

**Social  
media=  
credibility  
currency**

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Show up daily—comment, uplift, and inspire.



## Your First Digital Impression - Partner Worksheet

### Why this matters:

In a digital business, your profile is your handshake. Before anyone talks to you, they'll scroll through your posts, your photo, and your bio.

This is your storefront. If it's unclear, outdated, or impersonal, you're losing trust before the conversation even starts. Social influence matters and your profile tells people who you are and what you're about.

### Social Media Audit

#### Activity Instructions:

- Look at your profile Photo and Bio - are they clear, current, and aligned with your brand?
- Review your last 5 posts – what vibe do they give off?
- Exchange profiles with your partner and give each other constructive feedback.

#### Example:

"Helping busy entrepreneurs find balance through AI tools & community wellness."

What's working:

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What could improve:

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Would YOU follow this person?

☐ Yes    ☐ Maybe    ☐ Needs Works

  
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# 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

Your  
**Story**  
is your greatest  
**asset.**

Lead with vision, not just hype.

  
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**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.**

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**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**

 **VYVO**  
SocialFi

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## 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!

**Build  
win-win  
relationships**

Collaboration creates momentum.



## Build Your Network – Show Up, Uplift, Collaborate – Partner Worksheet

### Why this matters:

Your business grows as your relationships grow. Every conversation is an opportunity not just to sell, but to serve, support, and connect.

People join people, not products.

This exercise helps you become someone others want to work with by being visible, positive, and intentional in building your network.

### Real Conversations & New Connections

#### Activity Instructions:

- Find someone you don't know yet and introduce yourself.
- Share your name, where you're from, and what excites you most right now.

Name:

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From:

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What excites me right now:

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Exchange a social media or contact handle:

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One way we can collaborate:

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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**.

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**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.

**What will you  
do in the  
next 48**

Your future is shaped by today's actions.



## Your Brand, Your Future – Partner Worksheet

### Why this matters:

Success doesn't come from a one-time decision. It comes from daily choices and consistent action. This section helps you break through hesitation and excuses by identifying one simple thing you can do right away.

Every step, no matter how small, builds your future brand, your impact, and your success.

### 48-Hour Challenge

#### Activity Instructions:

- Write ONE specific action you will take in the next 48 hours.
- Share it with your partner.
- Identify one way to stay accountable.

**Example:** "Post one personal story about how VAI OS helped me feel more focused this week."

My 48-Hour Action Step:

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Why it matters to me:

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#### Optional:

Snap a pic, post it with your team  
and tag: **@VyvoSocialFi**

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## 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**

# PREMIER WORKSHOP

Lead With Light  
Grow With Purpose!

**YOUR  
VOICE  
Matters**

**YOUR  
ENERGY is  
contagious**

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



## Final Thoughts – Personal Affirmation Card

### Why this matters:

Your words create your world. A strong affirmation grounds you and motivates you on the days when motivation runs low. This is your personal reminder of who you are and who you're becoming.

### Takeaway Reminder:

Write one sentence that motivates you to stay consistent, confident, and connected.

My Personal Affirmation:

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**Example:** "I show up boldly every day, because the future I'm building depends on it."

***Stick this to your mirror, your fridge, or make it your phone background!***

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

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This is just the beginning. This foundational workshop is part of the first series in your personal brand journey. More advanced training is coming but for now, complete every worksheet with intention, take your action steps seriously, and start showing up as the leader you were born to be.

***Let's grow!***



# PREMIER WORKSHOP

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

**THANK YOU!**



**Rina Chong**  
VP of Global Marketing

