2025 Spring Edition!









### **Build Your Influence**

Mindset, Branding & Growth for Vyvo SocialFi Success

Empowering Trust, Visibility, and Community Impact



**Rina Chong**VP of Global Marketing





# Your **Why**Drives **Everything**

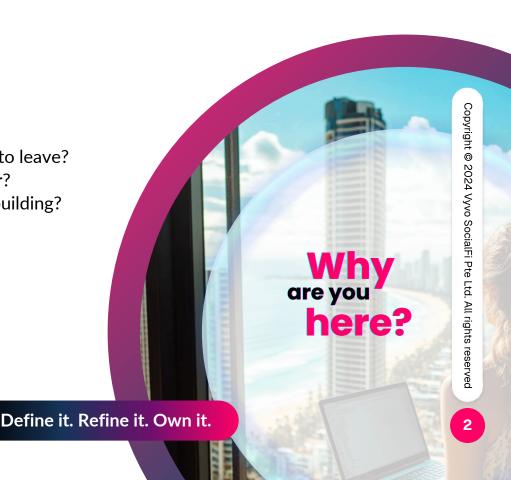
People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.

— Simon Sinek

Your "why" is your anchor, your purpose



- 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?







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.





#### 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."

Vour	Why:
rour	vvnv:

Partner Feedback:

#### Tip:

Keep your why in your wallet or phone.

Read it when you're off-track



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







**Exercise || Brand Blueprint** 

- Write down 3 words that best describe your personal brand.
- Share one with your partner and explain why it represents 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:
Share this word with your partner:
Why it represents you:
Partner Feedback:



## 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.





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.



#### 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:

What could improve:	
Would YOU follow this person?	
☐ Yes ☐ Maybe ☐ Needs Works	



## 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



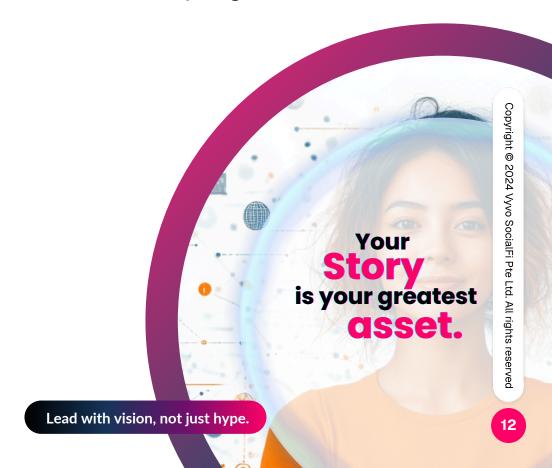
Lead with vision, not just hype.





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?





## 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 doordon't overlook anyone

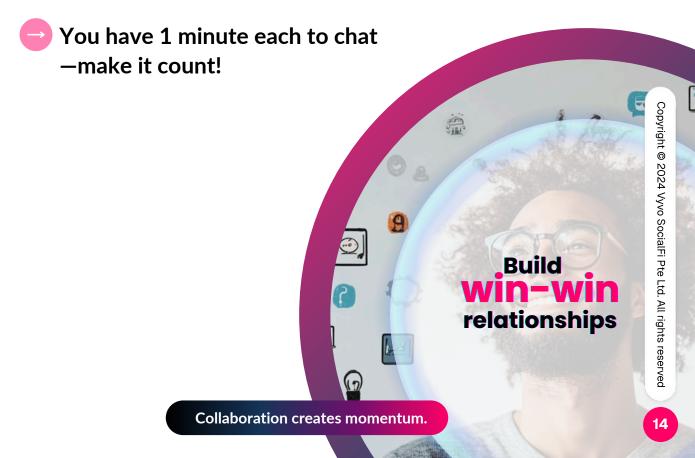






**Exercise || Two-Minute Connections** 

- 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.







#### 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:	From:
	What excites me right now:
Exchange a social media or contact handle:	
One way we can collaborate:	



## 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**.







#### 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.





#### 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:

Why it matters to me:

#### **Optional:**

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



# Final Thoughts & Outcomes

**Clarified your WHY** 

Aligned your Identity

**Connected with Purpose** 

**Built Trust through Storytelling** 

**Refined Your Digital Presence** 

**Took Meaningful Action** 





# 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:

**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."

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!



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

THANK YOU!

