

# Expressed EcoVerse 2025 Vivid Vision

## **A Be-YOU-ti-FULLY EXPRESSED World**

**IMAGINE... a world where you are fully expressed.**

A world where a brand is an authentic expression of the person's essence that can be felt, even on a screen, and inspires people to improve their lives and create a better world.

A world where you don't have to hide parts of yourself at work, but where you can cultivate and express your greatest gifts, where the guiding question is the ultimate spiritual question that we came here to discover:

### ***"WHO AM I?"***

This question not only guides our team to discover their own gifts, but it's the question that we use to guide our clients in building their brands.

**We're building a world where each individual is expressed and contributing to an Upward Spiral to express the best of what is within humanity.**

A beautifully expressed world.

That's what we're creating.

It's December 31st, 2025.

Welcome to the Expressed EcoVerse...

## Core Culture Codes

This entrepreneurial ecosystem is woven together on the foundation of our Core Culture Codes, which fractal out in how we show up in all that we do.

**Innovate, Imagine, Inspire:** *Do the impossible.* We ask, “What’s NEXT?,” create new possibilities, and inspire others to imagine something greater.

*“Innovation distinguishes between a leader and a follower.” – Steve Jobs*

*“Logic will get you from A to B; imagination will get you everywhere.” – Albert Einstein*

**Naked Truth:** *Care personally while challenging directly.* We speak our truth without sacrificing compassion or respect. We have a healthy relationship with reality.

*“In our struggle for freedom, truth is the only weapon we possess.” – Dalai Lama*

**Forward Flow:** *Stay committed, yet flexible.* We’re clear about where we’re headed, but not attached to *how* we get there.

*“Those who flow as life flows, know they need no other force.” – Lao Tzu*

**Love More:** *Show up with love.* Whether it’s a disagreement with a team member or a tough conversation with a client, we can always bring more love.

*“We can do no great things – only small things with great love.” – Mother Theresa*

**Upward Spiral:** *We rise by lifting others.* Your essence is your greatest contribution. When you show up in your fullest expression, it creates a ripple effect of impact.

*“The truth is we’re one  
As a community choosing  
Our unity through  
the evolution of love.”  
– ForWord*

**Express Your Essence:** *Bring your full self to work.* ALL of you—your unique talents, your one-of-a-kind personality, AND your trauma are welcome here.

*"Your greatest impact and influence comes from the fullest expression of your essence."*

*– Dmitriy Kozlov, Influxe Chief Expression Officer*

**X-Factor:** *Uncover your greatest gift and play all out.* Play in the arena where one hour of your time equals 10x the value and pleasure.

*"Strive to provide 10x to 100x in value for any price you charge. Your rewards are always proportional to the value you provide."* – Yanik Silver's Maverick Rule #2

## **A Culture of Connection, Creativity, Care & Contribution**

We've engineered a modern workplace, a place for your highest contribution and exponential evolution.

Your personal purpose is connected to the company's purpose and you feel fully expressed through your contributions. For many of us, this is the first place where we feel like we truly *belong*. We're like family, but better and without the dysfunction. We've created a trauma-informed workplace, a safe and healing space to share our greatest gifts. **We embrace the yin and yang, the masculine and feminine, and the intricate polarities of working with excellence AND leaving room to innovate.**

We use profiling systems like Wealth Dynamics, Kolbe, Gene Keys, and Human Design to discover who each of us is as a human and how we can best support each other and work together to create the #UpwardSpiral.

We've mastered the Art of Circling, Non-Violent Communication, and Radical Candor to make our communication more effective. We use **Tension Transformation and Solutions for Evolution**. If we go through an entire meeting without any tension, we know we're missing something. **We embrace the uncomfortable and recognize that it's in the breakdowns where the biggest breakthroughs occur.**

**We consistently celebrate team members internally and publicly.** We end meetings by appreciating 1-2 people for something specific they've done. We also have our #LoveMore Slack channel and practice feedback sandwiches where we wrap constructive criticism with positive comments and appreciation. Our work is seen by tens of millions of people, so when we are recognized in the media, **the team doing the work is identified and celebrated.**

**Our Community Care Department looks for new ways to invest in our team's personal and professional growth.** One of the perks of working in our industry is the plethora of personal and professional development events and online trainings from clients. Our audible library has hundreds of books for you to access. We also invest in coaching and doing fun team challenges, like a 30-day Get Fit Challenge inside our #InspiredIntentions Slack channel to keep each other accountable on our growth journey.

**We have an ever-evolving Culture Bible, written by the CEO with contributions from the leadership team** and we've fully integrated the 15 Commitments of Conscious Leadership. The Core Culture is the foundation to make everything else possible. You enjoy freedom and flexibility based on flow, where you can work from anywhere in the world.

## **Evolutionary Environment**

**This is home, no matter where you are in the world.** We leverage technology so we can do what we do best as humans: connect and be creative. We work virtually, with opportunities to collaborate in person throughout the year. At our annual leadership alignment retreat and VIP client experiences, we get together in person to strategize and co-create. The leadership team often meets at the dedicated office space in our CEO's beautiful home. Once a year our US team travels to the rest of our team in the Philippines to realign with our vision, strategize for the future, and celebrate our cocreations and results.

## **Transformational Team**

Our **legendary leadership team** plays in the whole EcoVerse. Every division has its own leadership, management, and execution teams; each one of us leads by example and from the heart, not by ego or titles. Our team is comprised of unique

individuals, an orchestra playing in harmony with everyone around us. Thanks to our culture and recognition in the marketplace, we have an overflowing pool of applications for our **Inspired Intern Program** where we attract budding talent that resonates with our culture and seeks to learn and grow.

**We're a small team that does big things** thanks to each of us playing in our X-factor and optimizing our operational systems. Another integral part of our team is our board of **Acceleration Advisors**. They include influential clients we've worked with like Cameron Herold, Yanik Silver, Jennifer Hudye, and Dan Lok. They love our vision and the work we've done for them, so they happily help us amplify our impact.

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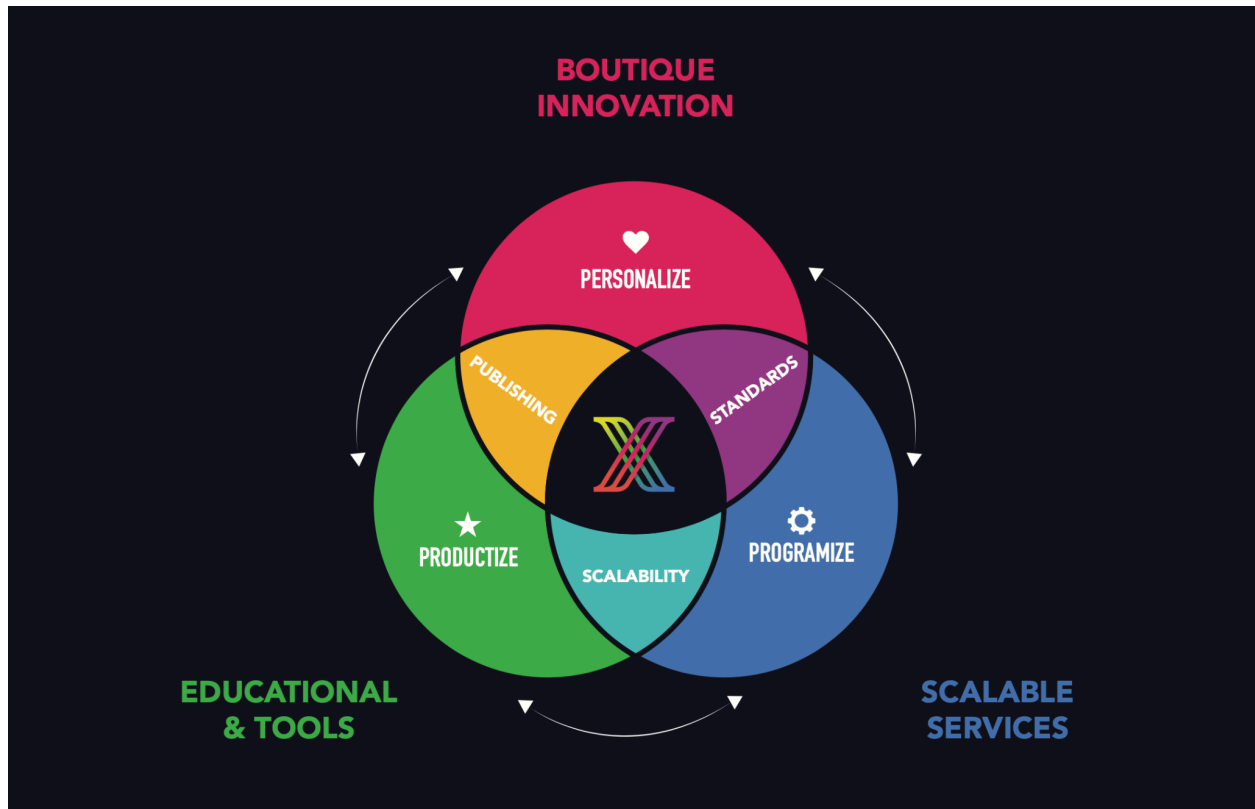
## **Expressed EcoVerse**

*"We were rendered from the stars  
And then were sent here to embark  
On a quest to make our mark  
Through the expression of our art."*

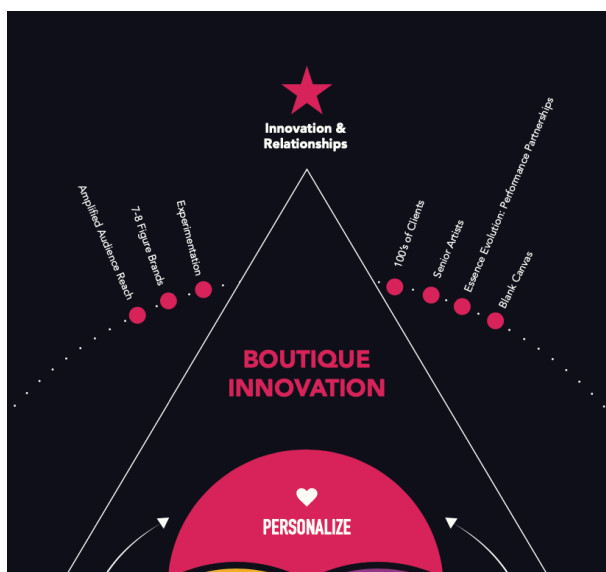
**Influex = Influence + Expression**

**We build beautiful brands that express your essence  
and amplify your influence, impact, and income.**

Here's a look at our main departments and how they all play together...



**Beautiful Boutique:** The Influxe Experience is highly **PERSONALIZED** with our **innovative** custom services. We work with hundreds of seven and eight figure influencers and brands who each impact millions with their mission. These clients become our allies and Purpose Partners to bring forth a Be-YOU-ti-FULLY Expressed World. Services include: digital artistry and design, messaging, storytelling, and captivating video.



**Digital Artistry:** We redefine design as Digital Artistry, making the web a more beautifully and authentically expressed experience. We build the most beautiful brands in the world. Our award-winning designs are seen by hundreds of millions of people and our celebrity-level clients become the “go-to” authorities in their industries.

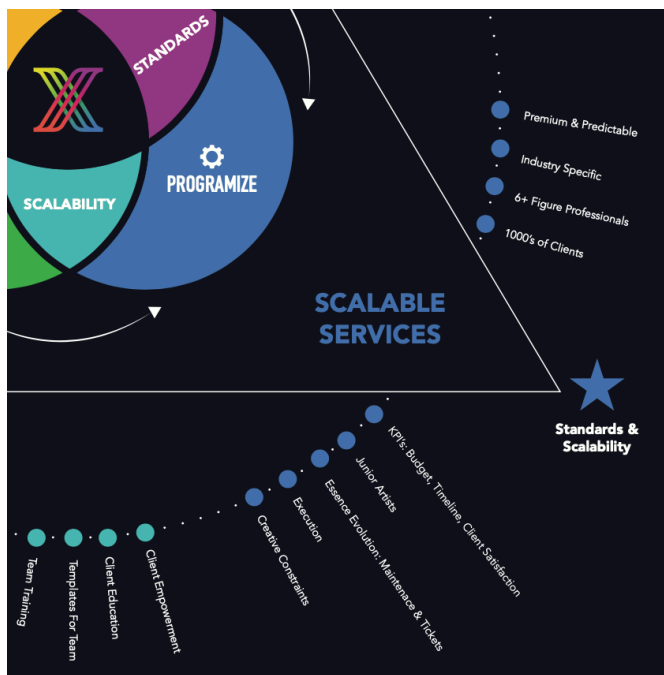
**Messaging Mastery:** through our purposeful partnership with Conscious Copy & Co, we have built the #1 go-to copywriting agency for influencer brands. Not only do we express our clients' essence through messaging on their brand sites and telling their stories, we also produce high converting sales pages, funnels, email sequences and marketing copy to bring their products to the world.

**Vivid Video:** We tell our clients' stories through breathtaking videography.

**eXponential Network:** We are the Trusted Advisors to our clients - ranging from Industry Icons to Internet Influencers to Soulful Celebrities - and we bring them together in an intentional mastermind network to share insights, resources and strategies that further amplify their impact. This community connects digitally and meets for an annual mastermind at the Influxe Headquarters.

The referrals and reputation from this network alone is more than enough to create exponential growth for our services AND exponential value for every client.

**Scalable Services:** Once we've proven a concept in Beautiful Boutique, we **PROGRAMIZE** it to deliver the best experience and meet the Influxe Standards at scale. This expands our reach to help more purpose driven brands.



**PRO Sites:** through our distribution partnership with the Industry Influencers in our eXponential Network, we reach thousands of **Passionate Professionals** in each industry to build their brands with our Proven Process at scale.

**Origin Story:** what originally started as an exclusive service for our top clients has expanded into a network of writers that can extract and write origin stories at scale. We certify writers in the Origin Story Method, who serve our clients and a larger referral base from our wide

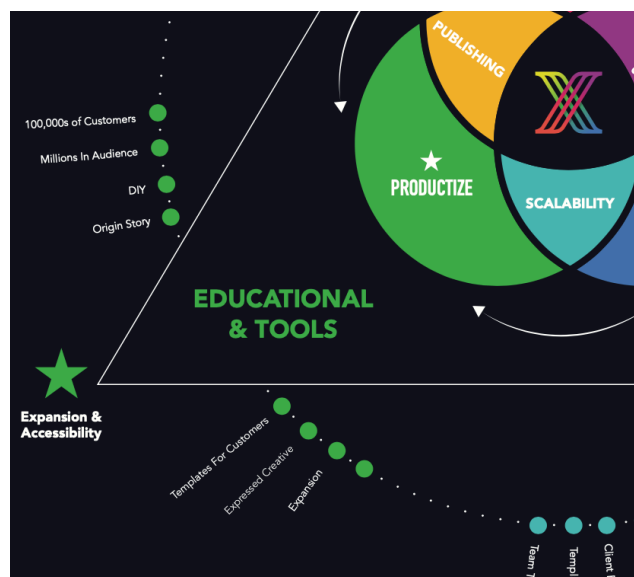
distribution.

**Essence Evolution:** our clients trust us to maintain their sites and evolve their brands based on our Data Driven Design. Over 80% of our clients commit to this reliable monthly service stay for years.

## Empowering Education & Tech Tools:

This is where the Influxe Experience is **PRODUCTIZED and DEMOCRATIZED**. Inspired by innovations from Boutique, we create new, more accessible products to empower as many people as possible with full expression. We directly serve hundreds of thousands of entrepreneurs at any level and reach an audience of millions. Products include DIY: Do Influxe Yourself courses, templates based on proven designs, Expressed Brand Book, events, training and workshops, Influxe Incubator, and more.

**Expressify:** We democratize beautiful personal brand sites, making them available to the masses and making the web a beautiful place. We've launched and scale our software which integrates our innovative digital artistry, marketing expertise, messaging frameworks, and branding blueprints so that **anyone** can build their own beautiful personal brand site on their own.



**DIY - Do Influxe Yourself:** We distill our innovative processes into education that empowers anyone to build their own Expressed Brand. We set the industry standard and certify other designers and agencies to leverage our Proven Processes to better serve their clients.

Over 100,000 entrepreneurs and passionate professionals have happily built their own brands on Expressify, empowered by DIY education.

**Stand Out With Your Origin Story:** over 10,000 people have been empowered to tell their stories through this step-by-step course. The Origin Story Certification



Training has empowered hundreds of writers to have full-time and part-time careers extracting and expressing the stories of entrepreneurs.

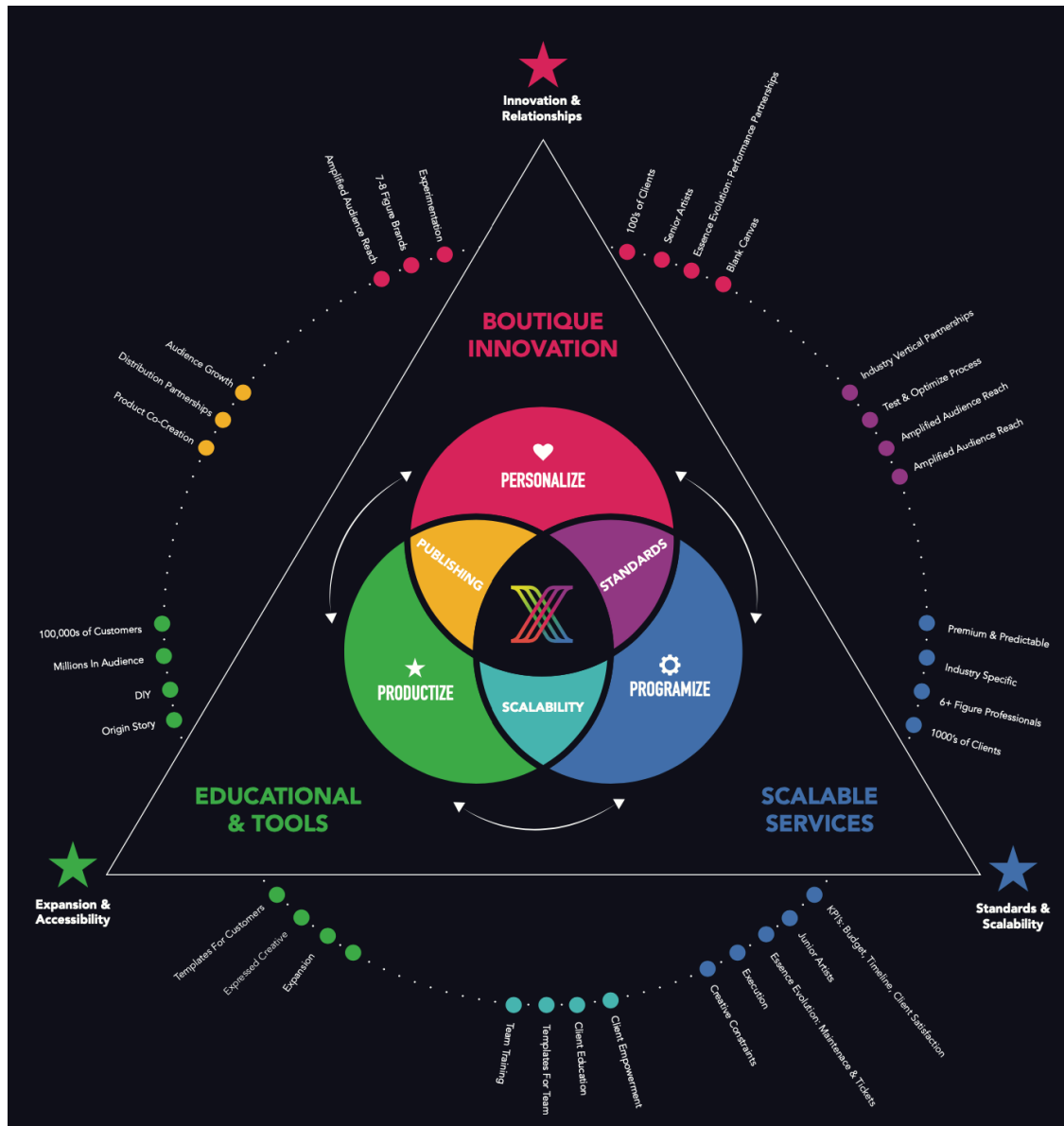
**Expressed Threads:** we've taken our passion for artistry and full expression to the apparel industry, creating one-of-a-kind clothing with meaningful messaging that makes the world a better place. We partner with our influencer clients to share their message on apparel, that allows for seamless distribution to their audiences.

**Expressed Brand Book:** Our best-selling book has put the Influx Proven Process into the hands of over 1 million people - physically and digitally - to empower them to build their own Expressed Brands.

**Influexpo & Events:** We hold an annual event - The InfluxExpo - where thousands of entrepreneurs gather for a transformational experience and leave more fully expressed than ever. We hold live workshop throughout the year around world, as well online trainings, to empower entrepreneurs to build their own Expressed Brands.

**Agency Accelerator and Agency Alliance:** We teach our best practices to other agencies through the Agency Accelerator online coaching program. Through the **Agency Alliance**, we organize an exclusive network of the top Aligned Agencies (all #1 or #2 in their space) to share innovative ideas, client referrals, and culture practices... creating more workplaces around the world where teams feel like families and every individual evolves into their fullest expression.

**Influx Incubator:** there is always room for more innovation. We invite our team and clients to partner with us to incubate their ideas, leveraging our resources, entrepreneurial expertise and distribution network to quickly grow new businesses and product lines into profitable ventures in the Expressed EcoVerse.



The common thread that ties everything together is the Influx Experience delivered through our Conscious Culture, which serves as our primary marketing tool, turning clients into raving fans...

## Attract Aligned Abundance with Magnetic Marketing

Most people see one of our websites and think, *"Who created this and how do I get one?"* or they see us featured in the media or hear us on a podcast. Whether it's a new solopreneur who buys our course or a multimillion dollar influencer who wants to bring their vision to life—**we attract aligned abundance.**

Our marketing is simple and effective: **Every brand we build is a digital billboard for our work.** We creatively express ourselves through our **Expressed Brand podcast** and YouTube TV show where we interview clients and showcase our creativity. We keep no secrets and share our lessons openly with the world (including those who might be our “competitors”). We believe in collaboration and contribution. We collaborate *in* our contributions through beautiful web art, videos, songs, and poems—some of which have gone viral, generating profit and allowing us to market ourselves in a way that's fully aligned with our authentic expression.

**We're nationally recognized as the #1 authority on building beautiful personal brands,** but our work covers the full brand trinity: personal, company, and product. Our team and culture are featured in **Fortune Magazine, Entrepreneur, Forbes, Conscious Company, and Website Magazine.** Clients love featuring us on their podcasts, and we continue to win Addy awards for best and most innovative design. Our Vivid Vision is spotlighted in the media as a great example of the modern workplace.

**Our Boutique clients and Purposeful Partners include industry influencers who actively promote us to millions of new followers** and we've published our **best-selling book “The Expressed Brand,”** expanding our social media following.

**Businesses and influencers aspire to hire us,** happily joining the waitlist for the opportunity.

The Influex Experience is present in every single thing we do online—from our education-based marketing to the alignment assessment during enrollment, to project delivery... **we leave people better than we found them whether or not they decide to work with us.**

## **Expressed Executives**

Every leader on our team is an Expressed Executive with their own personal brand to share their ideas with the world, be recognized for their gifts, and further amplify the EcoVerse's reach.

## **Financial Flow And Abundance Architecture**

We create financial success so we have the resources to impact the world how we want to. We track profitability and make effective decisions based on the #NakedTruth of the numbers.

Have an idea that would light you up to lead *and* that could be wildly profitable for the business? We offer a **profit-sharing program and inspired incentives to all team members** where you can earn what you want based on the expression of your X-Factor and your creative contribution (the value you bring, rather than just your “time” or “experience” or “status”). With an equal playing field and further opportunities through **Influex Intrapreneurship** *you* determine how you want to play this game.

Rather than negotiating for pieces of the pie, we come together to bake a bigger pie. The Expressed EcoVerse is abundant and ever-expanding, like the natural universe in which we live. Each division or product is sellable. We only consider sales to partners who can amplify the mission further than we can with our resources.

The EcoVerse is debt-free and self-funded, though we consider investments for new divisions and Aligned Acquisitions from trusted partners and investors who align with our mission.

## **Evolved Enterprise X-Factor Impact**

**The entire Expressed EcoVerse is designed for impact.** Additionally, we have intentional projects where every dollar invested creates an X-Factor of 10x-100x the impact. Rather than just writing a check, we amplify causes via our network, talent, and creativity, so that when we *do* write a check or invest our resources, the financial contribution goes further. At least once a year we take on a pro bono VIP project to amplify a cause mission we want to see in the world. By the end of 2025, we've contributed a website to an organization in each of the 17 United Nations Global Goals.

When we teach about our culture, systems, or processes, we're creating a better workplace in businesses around the world. **Every voice heard and expressed through our services has an impact**, not just on the individuals being expressed, but their coworkers, business, teams, and families. ONE client that we serve often impacts **millions** of people.

We are flush with cash, but most of it doesn't sit in the bank. Once operations are comfortably covered, our remaining cash is put to good causes in a semi-liquid **Impact Investment Portfolio** which provides above-average returns and positively impacts the world in alignment with our mission and vision.

## **The Expressed EcoVerse Emerges Through YOU**

When you're fully expressed, you're a better friend, parent, and partner. **You're a better human.**

And in turn, the world is a better place because of YOU!

No matter where you go from here—whether you're serving a client with your gifts, leading a new business initiative, or passionately working at your personal art -- you are your best, most fully expressed version of yourself.

Can you imagine this as your reality?

The deepest question we're inviting you to ask is our version of the deepest spiritual question:

### **Who are YOU?**

*What's the message of your heart?*

*Ask your heart "Who Am I?"*

*Let that question be your star.*

The world we're creating is here to help you answer that question and express the deepest essence of who you are.

All you have to "do" is: Be. You. Fully. Expressed.

### **Be-YOU-ti-fully Expressed.**

If this vision resonates with you and you want to enter the EcoVerse and come play with us, email us at [email].