

Reignite your passion and presence

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Yong

A Note Before We Begin

This session is something we have put together because we know how much good work happens quietly and how easy it is to get overlooked, especially when clients or companies don't fully see what we bring to the table.

In today's landscape, having a ***clear, authentic portfolio*** – whether it's a simple webpage, a PDF, or a social media account – helps potential clients and partners **understand the value we offer**. It builds trust before the tour even begins.

We're sharing this because we're all in the same boat. We're Tour Guides too. **We want all of us to move forward, to be taken seriously, and to have more tools to stand out.**

Let's explore this together.

If I am da boss (5 mins):

In pairs, share **3 qualities that you would want to see** when you are hiring a guide for your tour company.

Note: There are no right or wrong answers.

Professional Photo

Put a face to the name!



Tharman Shanmugaratnam

President of the Republic of Singapore

 Top Voice

Singapore, Singapore · [Contact info](#)

195,188 followers

 Followed by Bao Lin C, Anupam Yog, and 166 others

[Message](#)

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University of Cambridge

Bio

An overview of who you are

About

Served in politics for 22 years before resigning to contest in the Presidential Election. Was Deputy Prime Minister and Finance Minister for several years, and Education Minister earlier. Last served in government as Senior Minister, and also served as Chairman of the Monetary Authority of Singapore (MAS), Singapore's central bank and financial regulator, from 2011 to 2023....
[...see more](#)

Unique Traits

- Shows your tone and personality
- The kinds of experiences you have
- Your credibility through the knowledge you display in posts



Activity

195,188 followers

✓ Following

Posts

Comments

Videos

Images



Tharman Shanmu...  • Following ...
President of the Republic of Singapore
5d • 

"The meaning of life is to find your gift. The purpose of life is to give it away", Pablo Picasso once said... but it was an inmate artist at Changi Prison's ...more



   1,048 • 36 comments • 26 reposts



Tharman Shanmu...  • Following ...
President of the Republic of Singapore
1w • Edited • 

The Presidential pop-up library outside Plaza Singapura is the first of its kind by the National Library. It reveals something interesting ...more



   2,018 • 30 comments • 44 reposts



Show all posts →

Experience



President of the Republic of Singapore
President's Office • Full-time

Professional Photo

- Portray the traits you want people to know about you
- Friendly, your niche area



Let's talk Bio!

Imagine you want to cook chicken rice

What do you need?

- What style of chicken rice do you want to cook?
- What ingredients do you need?
- What is the outcome that you are expecting?



The COO of AI prompts

Sufficient **Context: (Why)**

- Provide the relevant background/subject information and focus of the writing

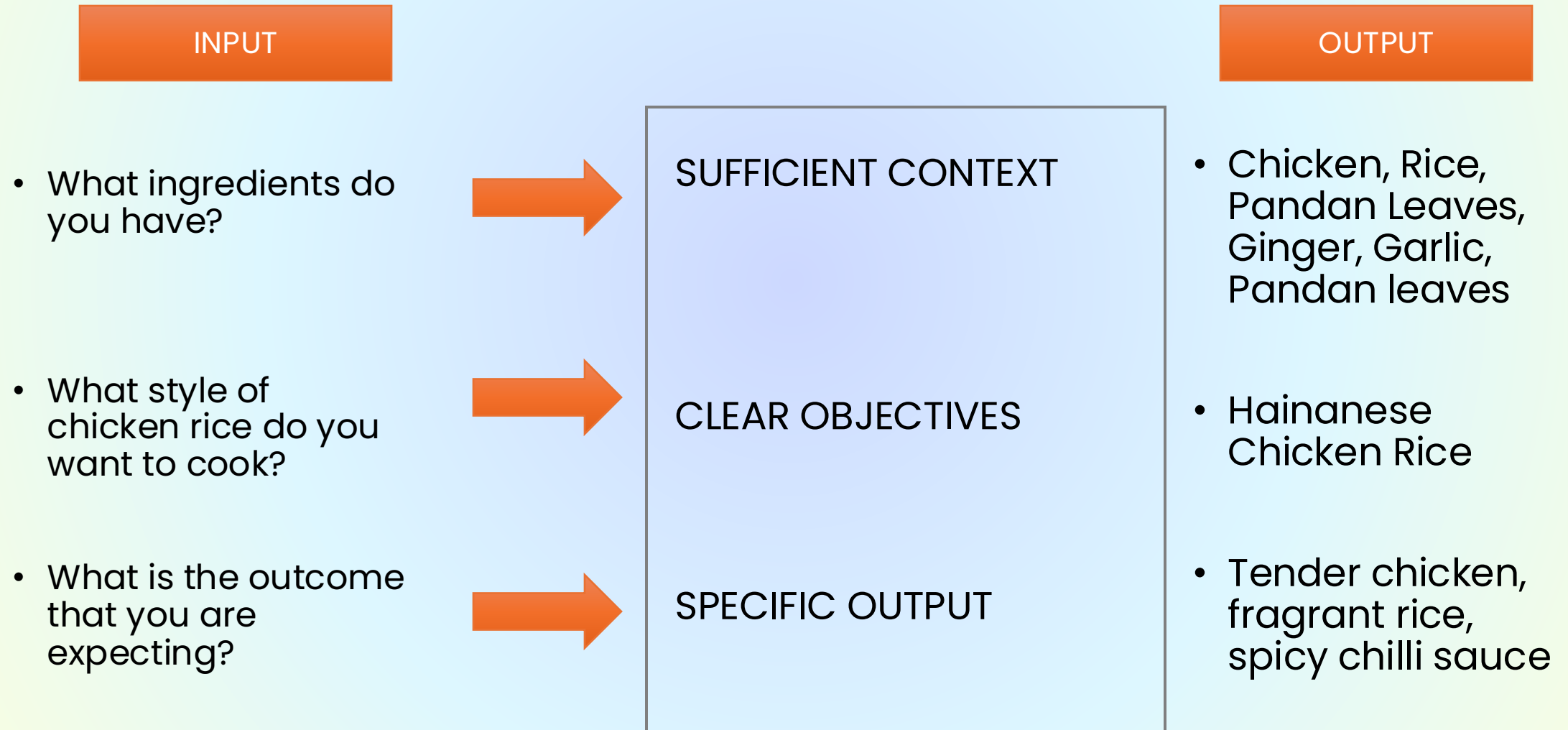
Clear **Objective: (What)**

- What task do you want the AI to do?
- What question do you want the AI to answer?

Specific **Output: (How)**

- How to display the result?
- The format, style, tone, and length?

Imagine you want to cook chicken rice



Sample prompt

I am a tourist guide that specialises in World War 2 locations in Singapore for the last 5 years

CONTEXT

I want to create a short professional bio that showcase my passion and expertise in the field
+ details

OBJECTIVES


For the bio, use a friendly yet professional style

OUTPUT

What are you working on?

I am a tourist guide that specialises in World War 2 locations in Singapore for the last 5 years. I want to create a short professional bio that showcase my passion and expertise in the field. I have deep interest in the Kranji War Memorial and the Civilian War Memorial and have led tours there.

For the bio, use a friendly yet professional style.

+  Tools



[Your Name] is a licensed tourist guide with over five years of experience specialising in World War II sites across Singapore. With a deep passion for history and storytelling, [Your Name] brings to life the personal stories and pivotal moments that shaped Singapore's wartime past.

He has led countless tours to key sites including the **Kranji War Memorial**, where he shares stories of fallen soldiers with dignity and depth, and the **Civilian War Memorial**, honouring the thousands of civilians who lost their lives during the Japanese Occupation.

Known for his engaging style and well-researched commentary, [Your Name] is committed to preserving the memory of this chapter of Singapore's history and helping both locals and visitors understand its lasting impact.

I am a tourist guide that specialises in World War 2 locations in Singapore for the last 5 years. I want to create a short professional bio that showcase my passion and expertise in the field. I have deep interest in the Kranji War Memorial and the Civilian War Memorial and have led tours there. Over the last 5 years I have conducted more than 50 tours to these Memorials and some clients include MINDEF, NHB, MOE, 10+ Secondary Schools, 15+ veteran war tourist groups. I have had guests who shared that they really like how I made war history come alive and positively changed their perspective of these memorials.

For the bio, use a friendly yet professional style.

[Your Name] is a licensed tourist guide with a strong focus on World War II history in Singapore. Over the past five years, he has led more than 50 tours to key sites such as the **Kranji War Memorial** and **Civilian War Memorial**, bringing powerful stories of wartime courage and loss to life for a wide range of audiences.

His clients include **MINDEF, NHB, MOE**, over **10 secondary schools**, and more than **15 veteran war heritage groups**. Many guests have shared how his tours reshaped their understanding of these memorials and left them with a deeper respect for Singapore's wartime past.

With a passion for meaningful storytelling and a commitment to historical accuracy, [Your Name] helps visitors connect with the people, places, and legacies behind the monuments.

Sample prompt – Let's try!

Unique Traits

- How can a client know what unique traits you have?
- How can you build your credibility, or show off the fact that you are a good guide?

Social Media Is Just One Tool: But Not the Only One

We're not saying every guide needs to become a content creator. You do not need to have viral posts.

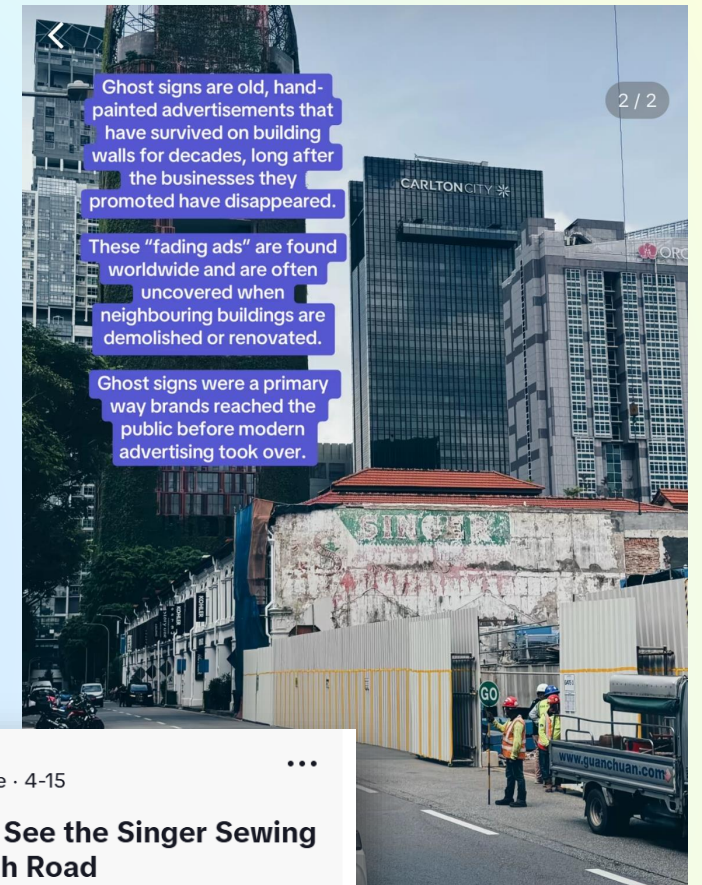
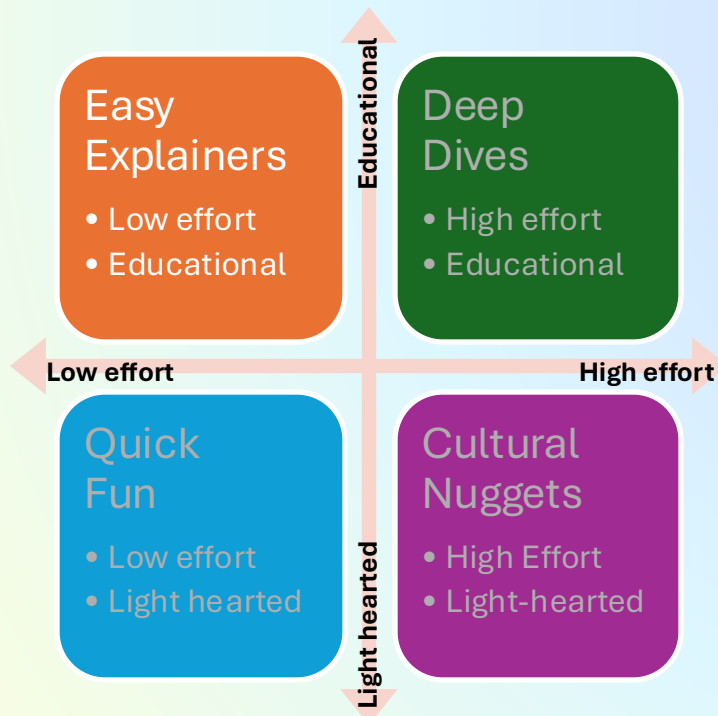
But social media **can** be a helpful tool to show:

- Your tone and personality
- The kinds of experiences you run
- Your credibility through the knowledge you display in posts

Let's try

Easy Explainers:

- Lower effort
- Educational (shows credibility)



urbanist.singapore

Yong | The Urbanist Singapore · 4-15

What's a Ghost Sign? 🏠 See the Singer Sewing Machines Ad at Peck Seah Road

Ghost signs are old, hand-painted advertisements that have survived on building walls for decades—sometimes over a century—long after the businesses they promoted have disappeared.

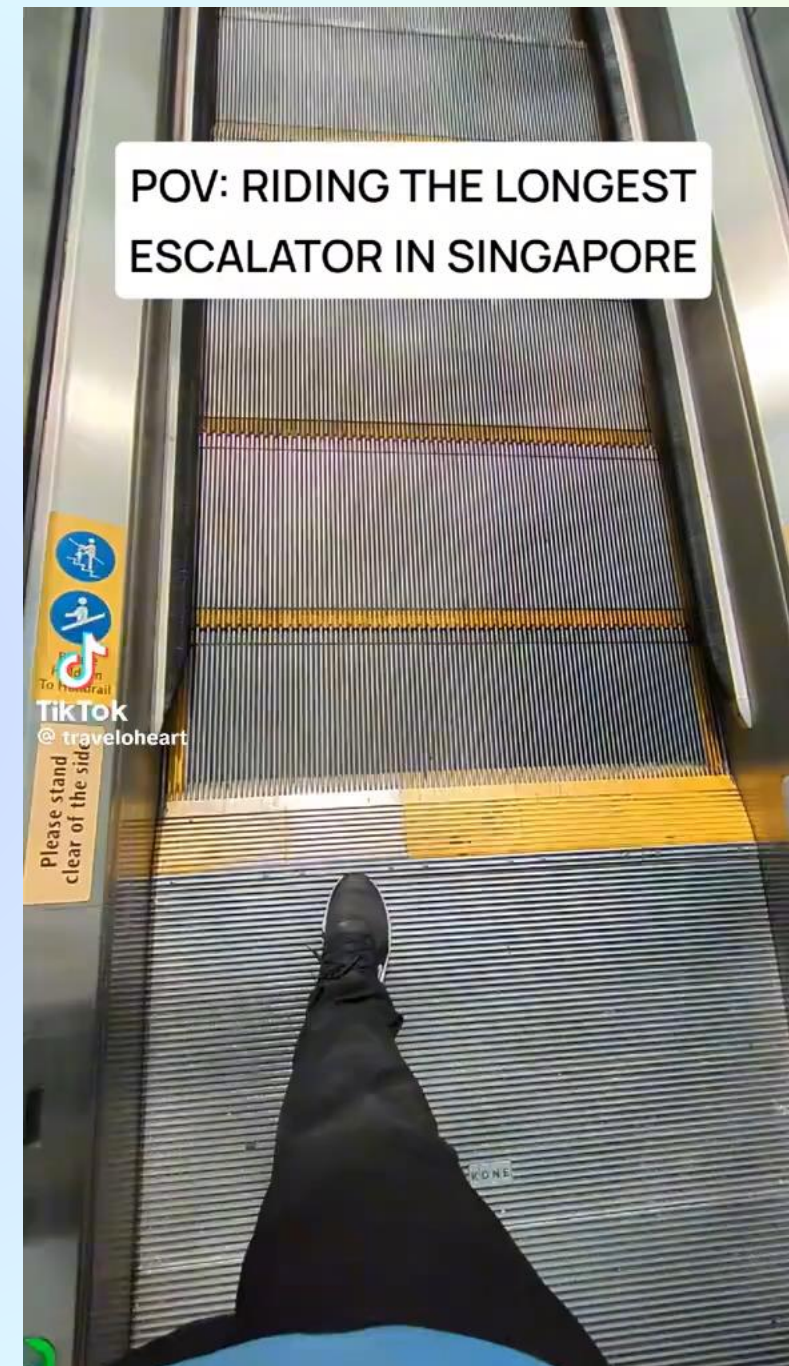
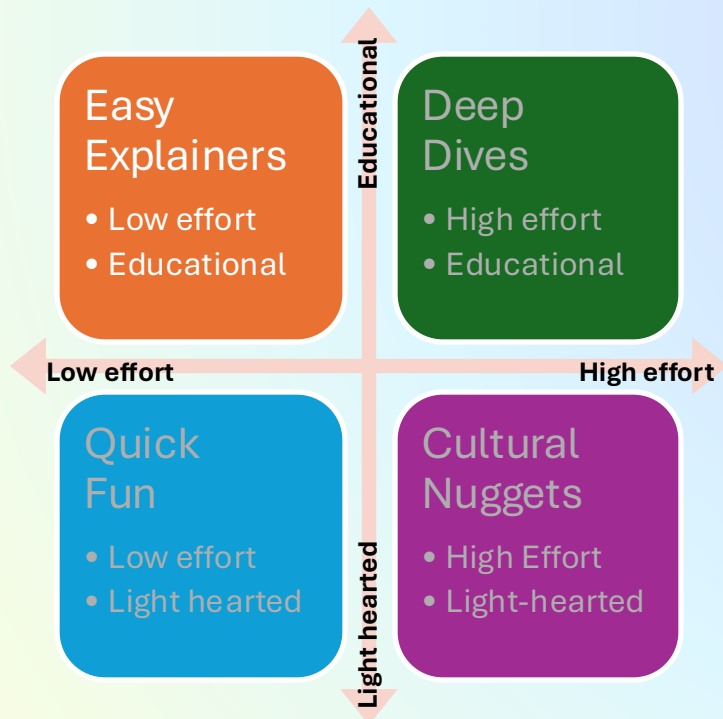
These "fading ads" or "brickads" are found worldwide and are often uncovered when neighboring buildings are demolished or renovated.

Originally painted with durable, oil-based paints (often containing lead), ghost signs were a primary way brands reached the public before modern advertising took over.

Let's try

Easy Explainers:

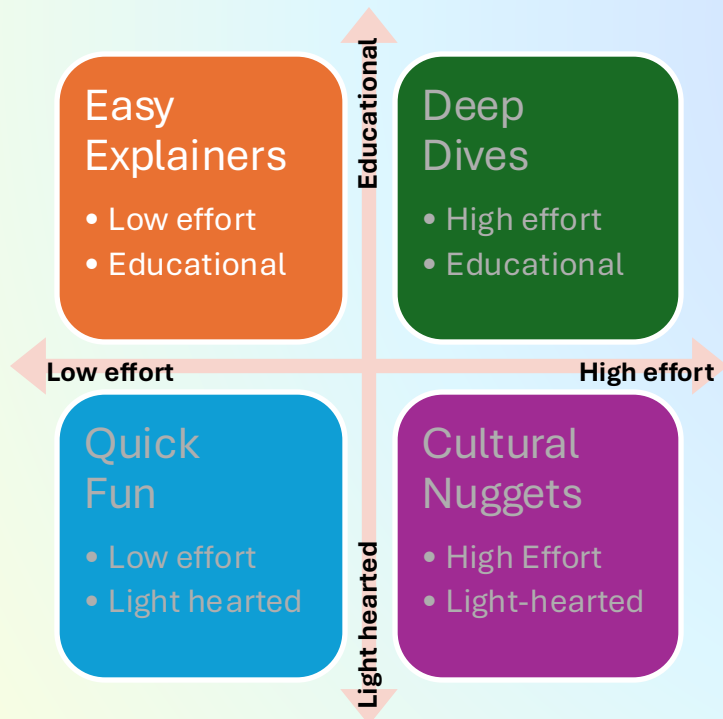
- Lower effort
- Educational (shows credibility)



Let's try

Easy Explainers:

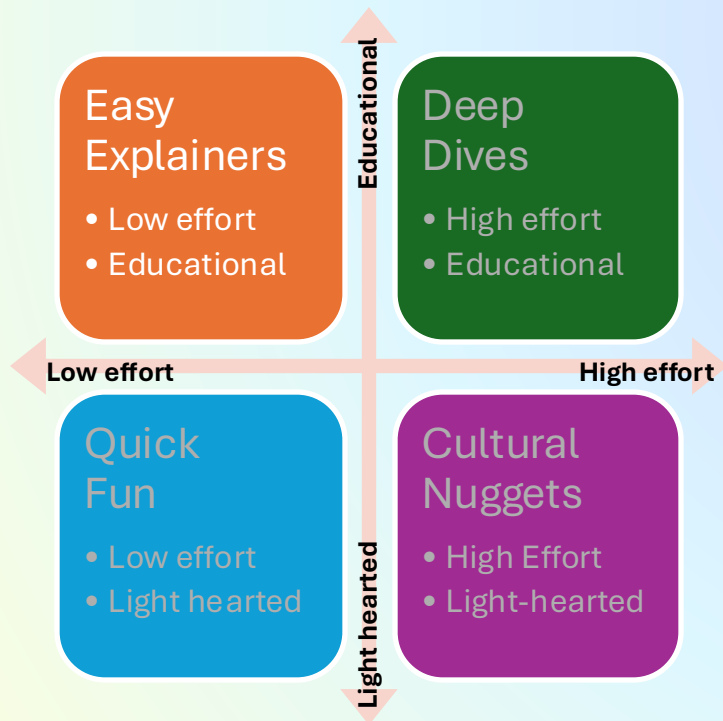
- Lower effort
- Educational (shows credibility)



Let's try

Easy Explainers:

- Lower effort
- Educational (shows credibility)



BUT HOW?

Let's break it down.

Let's try

Easy Explainers:

- Lower effort
- Educational (shows credibility)

Take images or simple videos of something you have interesting knowledge on.

1



Let's try

Easy Explainers:

- Lower effort
- Educational (shows credibility)

Add a HOOK

2



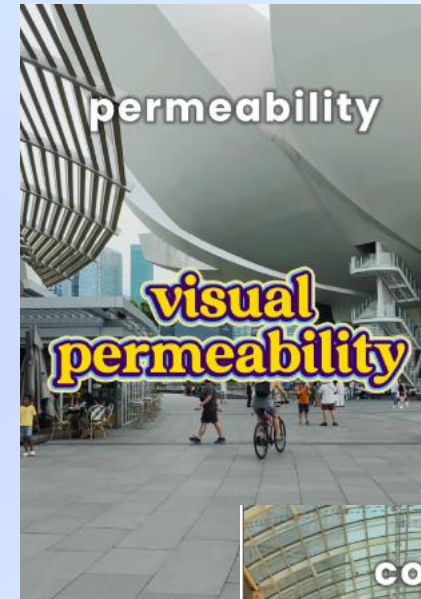
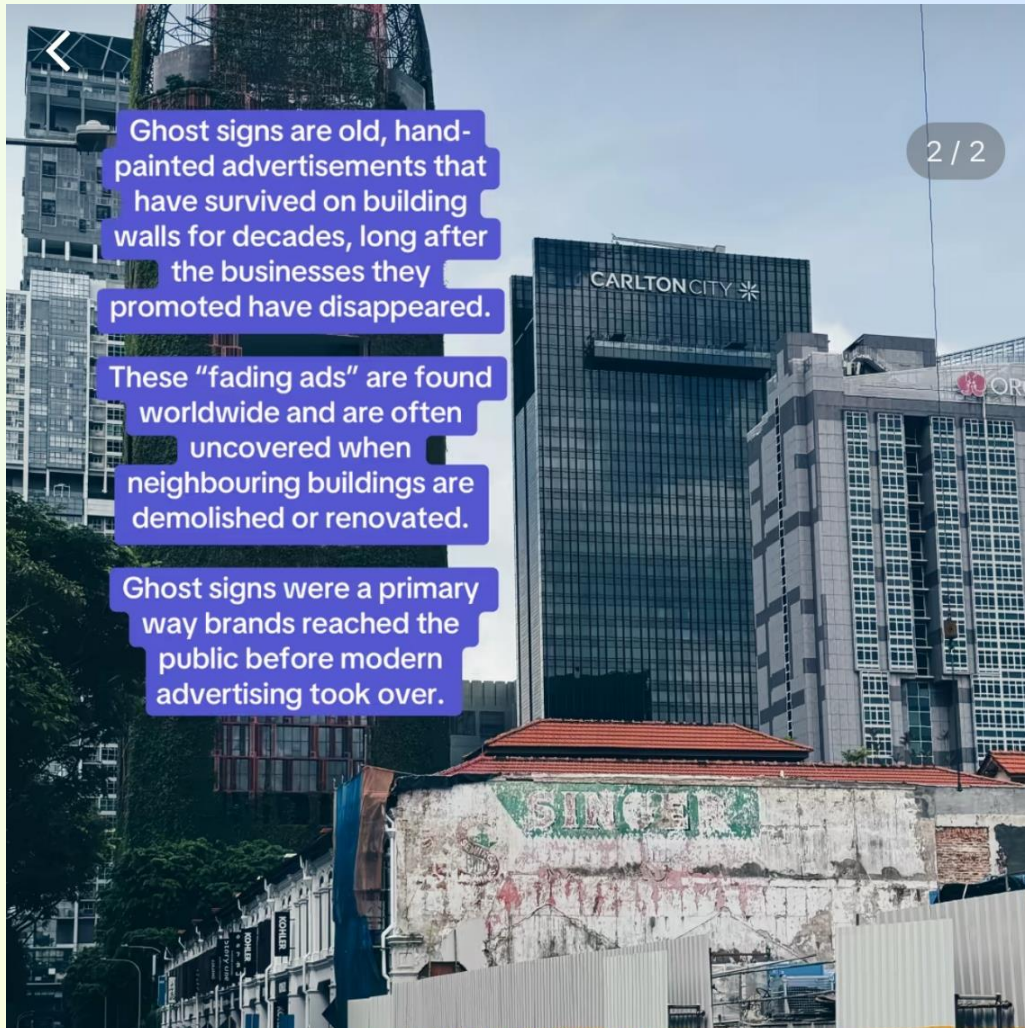
Let's try

Easy Explainers:

- Lower effort
- Educational (shows credibility)

Add content

3



Let's try

Add content

3

Easy Explainers:

- Lower effort
- Educational (shows credibility)

Act as an expert tour guide and heritage practitioner in Singapore.

Your task is to create text overlays for a 2 image Instagram post on "Ghost Signs". The two images are of a faded ghost sign of "Singer" painted on the side of a shophouse along Peck Seah Street, revealed after the adjacent building has been recently demolished.

The first image should contain text that will act as a strong hook to attract viewers attention.

The second image should contain texts that explain what a ghost sign is.

The tone should be educational and engaging, so that viewers will find the post intriguing and valuable.

CONTEXT

OBJECTIVES

OUTPUT

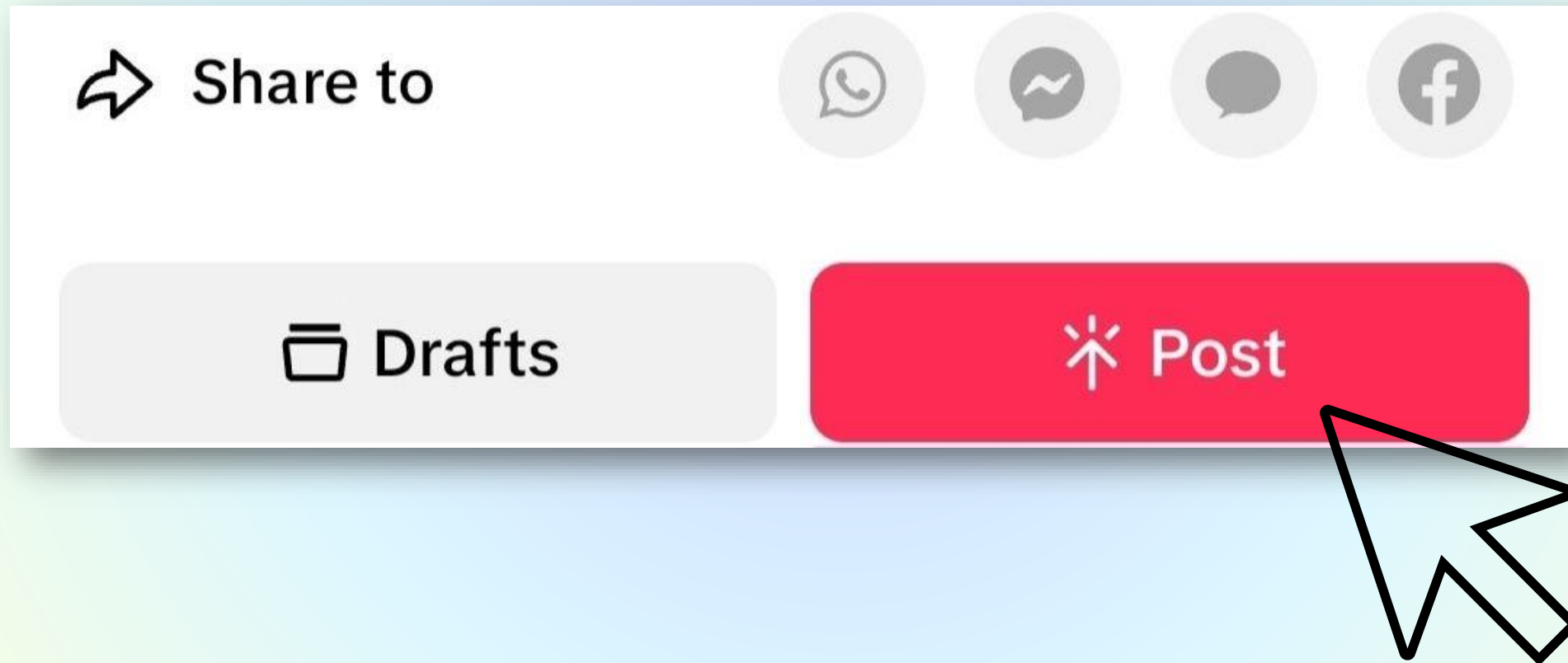
Let's try

Easy Explainers:

- Lower effort
- Educational (shows credibility)

POST! 😊

3



Reignite
your
passion
and
presence

Remember, let your
passion SHINE and...
JUST DO IT!