

WELLPAL CREATIVE
PRESENTS

THE TALE OF THE WISE SHOPKEEPER

A SHORT STORY ABOUT LIFE AND BUSINESS

FIRST EDITION OF OUR
ANNUAL LUNAR STORY SERIES



In A Bustling Market In The Heart Of A Vibrant City, There Lived A Young Shopkeeper Named Mr. Li.

He Owned A Quaint Herbal Medicine Shop, **Li's Remedies**, Known For Its Colorful Jars Filled With Herbs, Teas, And Traditional Remedies Passed Down Through Generations.

As The Lunar New Year Approached, Excitement Filled The Air, But Mr. Li Felt A Growing Unease.





The Challenge Of Change

As The Year Of The Snake
Approached, Mr. Li Noticed That
Fewer Customers Were Visiting His
Shop.

The World Outside Was Changing
Rapidly; Technology Was Advancing,
And New Businesses Were Emerging
With Flashy Marketing And Modern
Conveniences. Mr. Li Worried That
His Traditional Methods Were
Becoming Irrelevant In This Fast-
Paced Environment.



One Chilly Morning, As He Swept The Entrance Of His Shop, He Reflected On The Significance Of The Upcoming Year.

The Snake Symbolizes Wisdom And Transformation, Traits That He Knew He Would Need To Embrace If He Wanted To Keep His Business Alive.



A Visit From Ayi

That Afternoon, A Classy
Shanghainese Ayi Entered The Shop.

Her Presence Was Calming, Yet
Intimidating And Her Eyes Sparkled
With Wisdom.

She Introduced Herself As **Auntie
Chen**, A Respected Figure In The
Community Known For Her Deep
Understanding Of Chinese Astrology
And A Little Sass.



“Mr. Li,” She Said Gently, “The Year Of The Snake Is A Time For Reflection And Renewal.

You Must Adapt To Thrive.”

Mr. Li Listened Intently As Auntie Chen Shared Insights About The Snake's Qualities—Its Ability To Navigate Complexities With Grace And Strategy.



She Spoke About Heaven Luck, Earth Luck, And Man Luck—The Three Types Of Luck That Influence Our Lives.

- **Heaven Luck:** The Fate We Are Born Into.
- **Earth Luck:** The Environment We Create Around Us.
- **Man Luck:** The Choices We Make And Actions We Take.

“While Some Aspects Of Your Life Are Predetermined,” Auntie Chen Explained, “You Hold The Power To Shape Your Destiny Through Your Decisions.”



Embracing Transformation

Inspired By Her Words, Mr. Li Began To Brainstorm Ways To Modernize His Shop While Honoring Its Traditions.

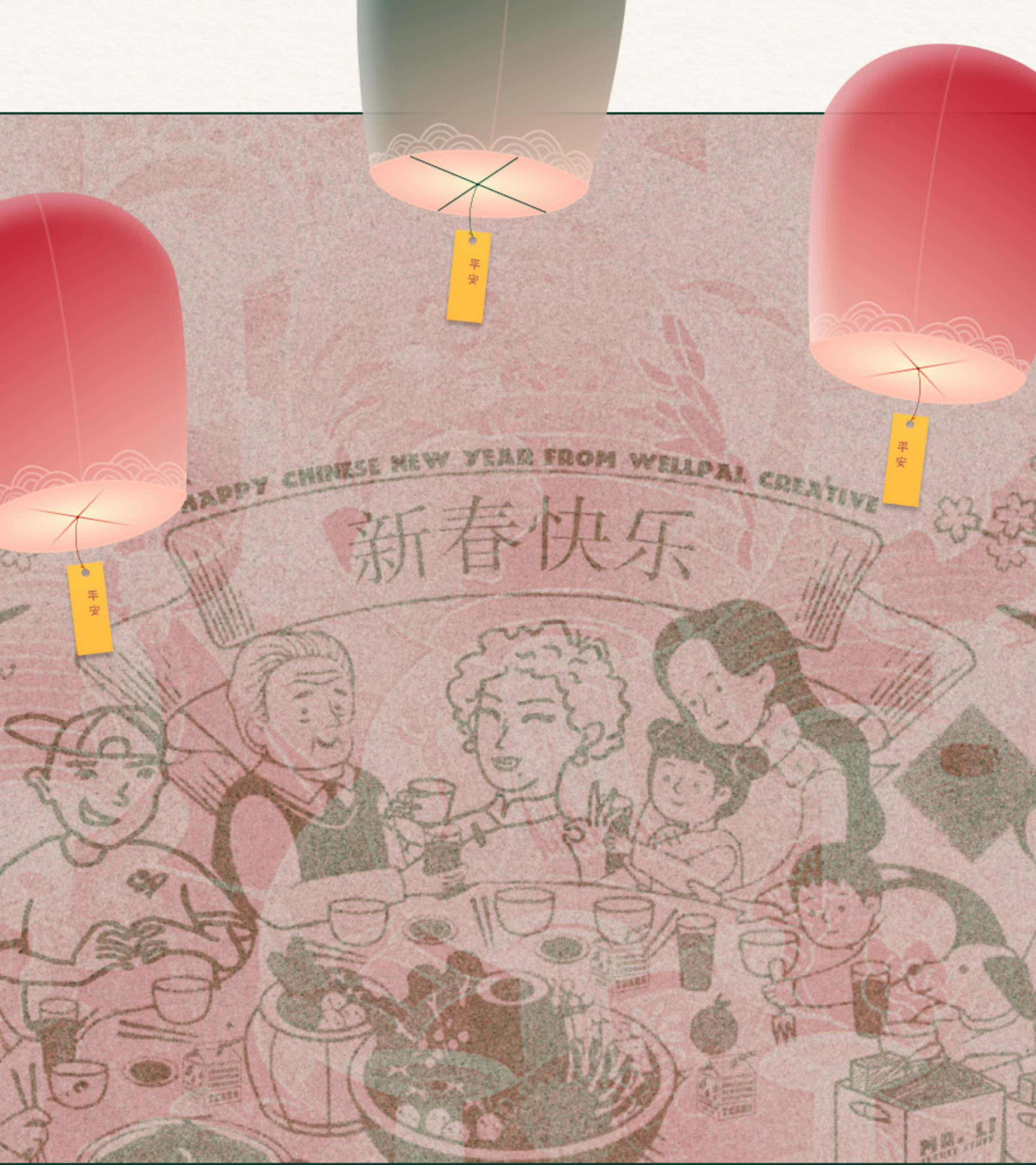
He Decided To Host Workshops Where Customers Could Learn About Herbal Remedies And Their Benefits In A Contemporary Context.

He Also Embraced Social Media To Reach A Wider Audience, Sharing Stories About His Products And Their Origins.



As New Year's Eve Approached, Mr. Li Decorated His Shop With Vibrant Red Lanterns And Snake Motifs To Symbolize Good Fortune And Transformation.

He Invited The Community To Celebrate Not Just The New Year But Also **The Rebirth Of Li's Remedies.**



The Celebration

On New Year's Eve, People Gathered At Mr. Li's Shop Filled With Laughter And Anticipation.

They Shared Traditional Foods Like Dumplings And Sticky Rice Cakes While Learning About Herbal Remedies That Could Enhance Their Well-Being In The Coming Year.



As Midnight Approached, Auntie Chen Stood Up To Speak.

“Tonight Marks Not Only A New Year But Also New Beginnings,” She Said Warmly.

“May We Embrace Change Like The Snake Does—Wisely And Gracefully.”

The Crowd Cheered As Fireworks Lit Up The Sky, Illuminating Their Faces With Hope For What Lay Ahead.



A New Dawn

With Each Passing Day In 2025, Mr. Li Saw His Business Flourish Anew.

Customers Returned Not Just For Remedies But For Knowledge And Community Connection.

He Had Transformed Li's Remedies Into A Hub Of Learning And Tradition—A Blend Of Old Wisdom And Modern Needs.



Reflecting On His Journey, Mr. Li Realized That ***Embracing Change Didn't Mean Losing His Identity; It Meant Evolving While Staying True To His Roots.***

As He Prepared For Another Busy Day In His Revitalized Shop, He Smiled Knowing That Like The Snake, He Had Shed Old Habits And Emerged Stronger—Ready For Whatever Challenges Lay Ahead.



Lessons We Can Learn From Mr. Li

With This Story I Tried To Illustrate How Transformation Is Essential Not Only In Personal Growth But Also In Business—A Lesson Inspired By The Qualities Of The Snake Zodiac Sign.

It Emphasizes That While Some Aspects Of Life Are Predetermined (Heaven Luck), Individuals Can Shape Their Destinies Through Thoughtful Choices (Man Luck) And By Creating Supportive Environments (Earth Luck).



About Me (Sai) And WellPal Creative

I'm Sai, A Surinam-Born, "Globally-Raised" Business Strategist And Brand Designer. I've Been In China For Close To 14 Years. My Journey? A Wild Ride Through Surinam, Belgium, Netherlands, Singapore, And Shanghai.

I Went From Cow Tech To Creative Clusterf*ck

Cut My Teeth In Asian Dairy Farming, Building A Sustainable Farming Solutions Company From Scratch In Shanghai As Part Of A Lean 2-Person Team. We Went From 0 Brand Recognition, To Playing The Game (Viably) For 7-8 Years Going Against Industry Giants (DeLaval, GEA, Etc) And Closing Deals With Major State-Owned Players (Shanghai Bright Dairy, Yili, Mengniu, Feihe).

After Seven Years, I Needed A Change. So, I Leveraged My Skillset And Pivoted Into Branding And Strategy And Started My Own Independent Practice. Because Why Not?

Enter WellPal Creative: Where Brands Come To Life

At WellPal Creative (WPC), I Turn Half-Baked Ideas Into Fully-Cooked Brand Realities. Core Disciplines As Strategy And Design (Mostly UI And Identity).

My Approach:

1. Ensure Your Business Idea Isn't Bonkers (Feasibility)
2. Create An Irresistible Brand (Desirability)
3. Ensure Financial Viability Post-Launch (Viability)

I Approach Thinking With A Generalist Mindset With Bee-Like Tendencies, Exploring A Wide Range Of Ideas, Perspectives, And Connections. I Believe That We Can Pick Up, Draw, And Connect Signals And Trends Across Industries And Disciplines.

If You Are Ever In Need Of A Partner To Help You Through It, Send Me A Message.

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