

# EAGA Business Builder

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## Today's speaker was Paul Jew—Moji Studios



Paul is the youngest of the three famous Jew brothers of Albuquerque. They are the sons of Harry and Jeane Jew (was Zhou before the Immigration Office folks filled out papers with the name as it sounded to them). For a time, Paul's father was the head of the Chinese American Citizens Alliance. He was also the founder and owner of the New Chinatown Restaurant where Paul got his introduction to how a business operates. He started out as a dish washer and worked his way up to being a bus boy—or maybe it was vice versa. The younger Mr. Jew graduated from Highland High School; during an era when other EAGA members (like Phil Menicucci, Jack Thompson, and the Maloy brothers - TJ and Dion were also roaming those halls. Paul apparently survived those days just fine. In 1983, he married Judy and they have raised two great sons—Brandon, now 23 years old, and 17 year old Corbin. In 2015 Paul started Moji Studios. In the last three years, he has expanded the company's expertise to include video story telling. Research indicates that, in today's world, when researching or learning about pretty much any subject, 79% of the people prefer video over reading. Paul and his team are working towards perfecting the technique of making completely successful videos and have set up a sort of blue-print for doing that. The formula includes a main character—the one best to tell the story; Main talking points to establish the video's direction; Location—where the story takes place; A 'hook' —the components that build toward the end; and a mood for the story—including sound tracks, photos and pictures relative to the subject. Paul has further refined the process by classifying videos into two types: Inspirational videos and Informational videos. Occasionally, the resulting video could be both. The Moji team has established some forms and questionnaires that assist with the process. Those help to draw out and clarify how the particular video should progress. Things like: What is the purpose of this video; Who is the desired audience; What is at stake; Where will the completed video 'live' (how and where will the audience find it); and an answer to the question "The video will be successful if..." Moji has completed a variety of really successful videos for many EAGA members. Paul and his team have also made a video for the EAGA organization itself. As you review the video you will notice the successful use of many of the above referenced processes and techniques. The main emphasis of the EAGA video was to capture what the organization professes to be. It was established many years ago to advance the business of its members. Today, the group continues to operate under those basic guidelines, but has also improved on the premise. Key words and phrases used to describe the organization, and direct the production of the video, were "dynamic leaders"; "relationships"; "trust"; and "prestige". The video is great. It is not publically accessible, so for now, please don't share the access with non-EAGA members. In the near future the link will be located in the members-only portion of our web site. Today you can find it by going to: <https://vimeo.com/306408477> The password is: eaga2018

If you want to talk to Paul about a training; advertising; informational; instructional; or any other type of video for your organization, give him a call at 505-255-6747. He and his team can definitely do the job.

- ◆ PLEASE NOTE THAT THERE WILL NOT BE A MEETING ON TUESDAY, JANUARY 22nd IN HONOR OF THE MARTIN LUTHER KING HOLIDAY

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