

EAGA Business Builder

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Today's speaker was Paul Jew—Moji Cinema



Mr. Jew has traced his family's heritage in the United States back to 1868 when his maternal great grandfather arrived in this country. He worked as a laborer building the railroad across the United States. The work was very dangerous and it is estimated that nearly 10,000 Chinese workers died while doing that work. Paul's great grandfather ended up living in San Francisco's Chinatown. In 1928, Paul's maternal grandfather and grandmother met on their wedding day (it was an arranged marriage). Over the years they had 9 children, with Paul's mother being one of them. She is still with us at age 92. One of Paul's uncles was an aerospace engineer and one of his aunts owned the famous Wok Shop in San Francisco. Paul's father came to the United States when he was 15 years old. Shortly thereafter he joined the Army to get away from working for a relative. His military career brought him to Albuquerque and he decided to stay. In 1950 Paul's father built the New Chinatown Restaurant. Over the years it was quite successful and Mr. Jew (Dad) decided to rebuild it into a newer version in 1975. Paul is the youngest of three children (all boys) and they spent a lot of their youth working at the restaurant. Paul attended Highland High School and even had a team photo verifying that he was on the high school basketball team. After high school graduation, Paul headed to University of California, Irvine where he earned a degree in Psychology and a Master's Degree in Business. In 1983, Paul married his wife Judy. He says that they have been happily married for 30 years (the math works with an allowance for a bit of humor). Paul and Judy have increased their branch of the family tree with two fine sons. Brandon is working on a master's degree at Liberty University and Corbin is working in Chicago's pest control industry. Outside of his normal work hours, Mr. Jew is an active member of the Fellowship of Companies For Christ and is the Chairman of the Albuquerque Chinese American Film Festival. Each year, the Festival group invites prominent Chinese film makers to display their talents and productions. And Paul does have a business life too. Not long after college he came back to Albuquerque to become the Business Manager for his brother Kim's photography company. While in that job, Paul also learned a bit about the industry too. In 2007 he formed his own photography business, Moji Studios, doing primarily school pictures. In 2015 his company morphed into a video production company, Moji Cinema. Moji Cinema provides services that assist clients with the internet marketing aspect of today's sales world. Last year, Paul provided us with details about "The Buyer's Journey", that uses three phases of marketing to attract and secure clients. This morning Paul's presentation gave us some insight into the newest techniques to help businesses improve their marketing in the ever evolving and congested digital media world. In just the last couple of years, Google's advertising costs have increased nearly 175% and Facebook's ad costs are up 171%. Companies have to be much more efficient with their ad programs and promotion efforts. And to complicate matters even more, the potential clients that haunt the internet marketing world have developed a severely diminished attention span and a propensity to constantly rush through whatever they are doing. Paul equates their activities to be "like mice on crack", darting from one place to place, pausing only for a minute when they encounter a new 'shiny object'. Digital marketing has become a competition, or really a battlefield, for attention. Many marketing companies are now trying to make use of the "HALO Strategy" (the tendency for an impression created in one area to influence opinion in another area -Oxford Languages). Paul and his team have been doing a lot of research to find the best advertising processes and techniques to use when assisting clients. The investigations have led to discovery of a couple of useful techniques: One is advanced by Sabri Subi - the founder and CEO of Australian based King Kong Marketing. In 2018 that company was the #1 Ad-Spend leader. Mr. Subi has written a book titled "SELL LIKE CRAZY: How to Get As Many Clients, Customers and Sales As You Can Possibly Handle". And he has created a video that he calls '[Don't keep praying to the internet gods](#)'. It explains everything [actually, the video is a great example of his message and it creates enough curiosity to cause you to get his book]. Another technique that has proven to be very beneficial is the use of videos which serve as that 'shiny object' to direct a potential customer's attention. When done properly, videos will keep that attention long enough to convince them to find out more about your services. [Tim Jarvis](#) provides "marketing, sales and retention strategies for video production professionals" and could be a source of information regarding the process. Paul's summary is that, in order to be successful you have to be obsessed with knowing who your ideal customer is, then learn to read their mind. A useful way to do that is by determining two key words that would be used to search for the things you sell. Then use those words to do your own internet search and see what your prospective customers would see. Next, you need to determine where the path would take those potential customers so you can create/modify your advertising to 'hi-jack' their attention. Getting it all done will not be a quick and easy process. The results will have to be organized so that you can determine your current advertising shortcomings and where gaps in your information may be hindering success. There are companies (like Moji Cinema) that can help by doing a lot of the work for you. Paul and his team know success lies in figuring out what terms your searching audience uses; who are their influencers; what sites they visit and where they go after. Moji Cinema can create an 'Audience Persona Profile' specifically for your business, and Paul is willing to do that at a big discount for EAGA members. Until March 31st, you can take advantage of his offer (\$199 vs the standard \$500 fee) by going to [this site](#) and scheduling an appointment with Paul. You can also call him at (505) 315-3265 to discuss the promotion, or any of the many other services his company provides. If you are wondering whether the noted techniques really work — Paul and his team recently aired a promotional video that they created for their own company and so far they have booked 30 appointments and have 4 new projects under contract.

- ◆ This morning we welcomed two new members into our group:

NM CPAT, LLC

Representative: John M McGee

email: john@nmcpat.com

Phone:(505) 999-7738

Express Employment Professionals

Representative: Manuel J Santos

email: manny.santos@expresspros.com

Phone:(505) 508-2162

- ◆ We will not be meeting at Tanoan Country Club on April 23rd and would like to use that morning to visit one of our member's facilities. Please see Mario if you are interested in hosting an open house at your place of business.
- ◆ We need speakers right away. The first two meetings in March and two more meetings in April don't have presenters. We also need greeters for some breakfast meetings in March and April. All the open dates are listed below. Please let Mario know right away if you can take any of the open positions. Your assistance would be greatly appreciated, and your company would likely benefit in a large way because of your presentation.

Badge Board Greeters

Feb 27th Glenn Felty—SunState Solar
Mar 5th Tim Stewart—Impact Nation
Mar 12th
Mar 19th
Mar 26th Timmy Simms—Territorial Scaffolding
Apr 2nd
Apr 9th John Mead—John Thomas Jewelers
Apr 16th
Apr 23rd Tanoan not available for a meeting on the 23rd

Scheduled Speakers

Feb 27th This will be an "open discussion" meeting.
Mar 5th
Mar 12th
Mar 19th Lawrence Herrera—Performance Ranch
Mar 26th Glenn Felty—SunState Solar
Apr 2nd John Mead—John Thomas Jewelers
Apr 9th
Apr 16th
Apr 23rd Tanoan not available for a meeting on the 23rd

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