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We don't have to be in the business to market.

We don't have to have a degree to market.

Simply because we market ourselves **subconsciously**  
Each and every single day.

Marketing starts from a simple equation,  
a simple attraction bridge between

*How would you like yourself to be  
And how would you like people to see you.*

Marketing in **life** starts with what sort of a person are you.

Let's put it this way, what kind of a person, a son,  
a father, a brother, a friend are you.

*Excluding packaging, that's something else.*

But truly, who do you position **yourself** to be ?

Later comes what kind of a husband, a partner, a co-worker are you?

At the same time tiny details come along.

Such as, how do you **dress** yourself?

What is your color preference?

*What kind of scent do you carry?* With or without.

Do you wear a watch?

If you do, what kind of a watch are you wearing?

Whether it is an advance one or an antique one,  
or without one, which is more of a personal preference.

But still, it relates to a **wider** reach.

*It tells what kind of a person are you.*

How do you speak?

What sort of a tone and manner do you use?

The way you sit, the way you speak, are you a chatty one? Or a quiet one.

I'd say the more you get to **know about yourself,**

*the more you know about "marketing" subconsciously.*

How you present yourself is how you market yourself.

How you market yourself will hugely relate to how you market your product.

*I believe there is a lot more to marketing than pure assumptions as to “seeking attention” and “money making”.*

These are just part of marketing.

I do admit these are the part where probably most people are interested in. But again, these goals are just part of it.

“Marketing” to me is something deeper.

I’d say something more philosophical.

“Marketing” is not **just** about how we make things sell.

“Marketing” to me is about an attraction bridge based on  
“how do we make things work”.

There are “marketing” in relationships, there are “marketing” In experience.

*There are “marketing” even among **strangers**.*

Personality **differentiate** how we market ourselves.

And who we are individually,

will differentiate how we market our products.

*Know yourself* before you are able to adjust yourself

into **different angles** and which way we are to market  
our products.

To me, coming from my industry,

More and more I believe work resumes are meant to be

**thrown into bins.**

*Burn it. Rip it. I don't want it.*

What is written in resumes are things you have already done in the past.

Resumes to me are more of a *“done it, what's next”*  
type of a situation.

It's not ill-intentioned. Just being neutral.

Next thing that will go into the trash are

*“Thoughts from your mouth but from a different mind”.*

Meaning thoughts that are not your thoughts.

They are a combination of other people's thoughts.

“What is” and “what is not” are really just endless debates.

A somewhat “successful” equation that worked in a certain period or era

*doesn't mean it will work now.*

Most importantly, it's **done** before.

What's the satisfaction in repeating?

Without craftsmanship and passion,

eventually you will lose grip on what you are marketing.

To me, **craftsmanship** and **passion** are the most important.

Yes of course, at the end of the day,  
depending on the need of the product requirements,

*What is the principle of service?*

It is **to deliver.**

To market a product, at the end, deliver.

To tell a story, deliver.

To express emotions, deliver a message.

It all goes back to being able to deliver.

Knowing the fact that the product itself

*should outrun any sort of marketing campaign.*

The product will speak for itself.

**Always.**

*Never the other way around.*

Never be just an “it” moment.

The more “it moment” it becomes,  
The heavier it takes to maintain.

*Maintenance is another genre.*

Never aim at any “it” factors,

that’s just shortsighted in a marketing sense.

But aim “timeless”.

We will never be able to outrun age.

So it's not just about now, or 3 days, 3 weeks later.

*Step back and think further,*

How will this song sound 3 months later? 3 years later? 30 years later?

Excluding the profit factor which I am sure everyone knows and wants.

But to think how will this film look 10 years from now.

Especially at times **when we won't be here anymore** doing explanations.

A good product needs no explanations.

Of course I'm referring it from a creative industry's perspective.

*Leaving "question marks" can be a good thing.*

Leave it to the audience's **self-imaginations**.

While some things are best left out of frame.

Leave it up to the audience's imagination.

Force-fed is low balling.

Never underplay the audience's knowledge and intelligence.

*Being good at what you do is one thing.*

But most important is,

Be different.

THANK YOU.