

Bryan Lee

Your superior

boss or mentor?

Here's how i see the difference

Swipe for more



one

Bryan Lee

Do perspective for the new project, make it nice.

Boss Mentor

Refer to the sample I gave. Look at the mood, the details, dry leaves, shadow, lighting, all these make a difference. Now create one for your project that gives the same impact.

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two

Bryan Lee

Go figure out how to get sales or leads for
your project.

Boss Mentor

Go study what other developers are doing. Check their social media, list all their campaigns, see which events or roadshows they joined, what makes them different (their USP), and where they advertise. Then plan your own strategy based on those findings.

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three

Bryan Lee

Do animation for the new project. Make
sure it looks good.

Boss Mentor

Go YouTube. Find at least 3 animations you like. Study their transition, camera panning, the way they tell the story. Learn from there and apply it to yours. Keep it short — under 3 minutes is fine.

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four

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Everyone, give me one idea for a marketing campaign.

Boss Mentor

You can ask AI, but before that — subscribe to developers' email marketing, Star Property Pullout, and free property publications. Also look at what other big brands are doing — car brands like Toyota or Honda, or lifestyle brands like Nike, Apple, Coca-Cola.

When you see good marketing every day, ideas come naturally.

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five

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Do branded content for the project. Something like
‘Live peacefully by the lake in a sustainable
township.

Boss Mentor

Try to think differently. Don’t hard sell. Always remember, either give people benefits or teach them something. For example, remember that viral story about a couple who broke up over hidden savings? At least when you buy a home here, no secrets financial transparency comes naturally (free CTOS check included). 😊

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I've always been in the **mentor role** — guiding, not just instructing.

That's also why I keep a cloud drive to store anything I find interesting, marketing campaigns, visuals, animations, or even random ads that stand out. Whenever my team needs guidance, I don't just tell them what to do, I show them examples, references, and ideas they can learn from.

That's how mentorship works. It's not about giving orders, it's about building thinkers.