为什么说

Why is it said that

雷军是中国最会开发布会的男人

Lei Jun is the man who holds the best press conferences in China

发现4个答案

there are four answers

第一，强者示弱

First, the strong show weakness

为什么雷军一开场就说

Why does Lei Jun start by saying

造车这三年每天战战兢兢

The past three years of car-making have been nerve-wracking every day

为什么要说

Why say

造车真的是太难

Car-making is really too difficult

还有，造车很苦

Also, car-making is tough

但成功一定很酷

But success must be cool

这背后

Behind this

是一个经典的讲故事

is a classic storytelling

好莱坞英雄成长之旅

Hollywood hero’s journey

它是电影叙事的一种经典模式

It is a classic mode of cinematic narrative

普通人在经历重大挑战

An ordinary person, after facing significant challenges

失败和自我探索之后

failures, and self-exploration

最终突破自我

ultimately breaks through

成为英雄

to become a hero

这种叙事模式

This narrative mode

由美国学者约瑟夫坎贝尔

was systematically summarized by American scholar Joseph Campbell

在千面英雄中

in \*The Hero with a Thousand Faces\*

先说困难

Talk about difficulties first

再说成就

Then talk about achievements

比直接说成就更有看点

is more compelling than directly talking about achievements

越是强者，越要学会示弱

The stronger you are ，the more you need to learn to show weakness

第二，玩命级发布会

Second, life-or-death press conferences

有人说，小米

Some say Xiaomi

是中国发布会营销的鼻祖

is the pioneer of press conference marketing in China

一点也不夸张

That’s not an exaggeration

你看

You see

4分钟预定突破1万

4 minutes, pre-orders exceeded 10,000

27分钟突破5万

27 minutes, exceeded 50,000

发布会24小时内8.9万

Within 24 hours of the press conference, 89,000

而雷军曾经说过

And Lei Jun once said

他们的全年销售目标只有7.6万

Their annual sales target was only 76,000

也就是说

That is to say

一场发布会

One press conference

就把全年的KPI占完

filled the entire year’s KPI

但是为什么这么牛

But why is it so impressive

提前半年开始策划

Planning starts six months in advance

提前3个月开始造事件

Creating events three months in advance

上热搜、造话题、投硬广

trending on searches，creating topics, Invest in Hard Advertising,

找大量达人讨论

Getting lots of influencers to discuss

总之，没有新闻

In short, no news

便不开发布会

means no press conference

第三，价格期待你很难想象

Third, price anticipation is hard to imagine

很多人看雷军的发布会

Many people watch Lei Jun’s press conferences

就是想知道

just to find out

产品到底卖多少钱

how much the product actually costs

因为在造势的时候

Because during the buildup

人们对价格的讨论很多

People discuss the price a lot

而雷军在发布会的开场

And Lei Jun, at the start of the press conference

也不断强调50万以内

keeps emphasizing within 500,000 yuan

其实

In fact

小米的每一场发布会价格

The price at every Xiaomi press conference

都是一个期待值很高的疑点

is a highly anticipated point of suspense

而他们正是预埋了

And they precisely plant

无数个这样的疑点

countless such suspense points

才让整场发布会更有看点

to make the entire press conference more engaging

第四，卖点可感知

Fourth, perceptible selling points

把卖点发掘到极致

Digging into the selling points to the fullest

说远光灯照射距离400米

Saying the high beam shines 400 meters

接近14个篮球场的场

Close to 14 basketball courts

说后备箱大容量

Saying the trunk has a large capacity

放了4个行李箱

Fits 4 suitcases

说笔记本电脑薄

Saying the laptop is thin

用一元硬币做对比

Compared to a one-yuan coin