



# 自動で売れ続ける WEBの仕組み構築の手引き

Step③ あなた独自の成功パターンを活かして  
仕組みを構築する



## Step③ あなた独自の成功パターンを活かして 仕組みを構築する

【その⑬】

商品購入までのフローを仕組み化する(2)  
商品の必然性を刷り込む



商品は「理想の国への入場チケット」である

「商品とは理想の国へのチケットである」

と捉えると、

見込み客に何をどう語りかけるべきかが見えてくる。

# ストーリーとコントラストで明確化する

ex. 『ウォールストリート・ジャーナル』  
～二人の若者のストーリー～

• "The Billion Dollar Letter"

## **THE WALL STREET JOURNAL.**

World Financial Center, 200 Liberty Street, New York, NY 10281

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

### What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't. The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal, to give its readers knowledge—knowledge that they can use in business.

### A Publication Unlike Any Other

You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff of business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business. The Wall Street Journal gives you all the business news you need—when you need it.

### Knowledge Is Power

Right now, I am looking at page one of The Journal, the best-read front page in America. It combines all the important news of the day with in-depth feature reporting. Every phase of business news is covered. I see articles on new inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

(Over, please)

And there is page after page inside The Journal, filled with fascinating and significant information that's useful to you. The Marketplace section gives you insights into how consumers are thinking and spending. How

# ストーリーとコントラストで明確化する

「ストーリー」と「コントラスト」で未来を意識させる



Aさん



Bさん



「選んだのは自分自身」  
決意をしたなら覚悟をもって！