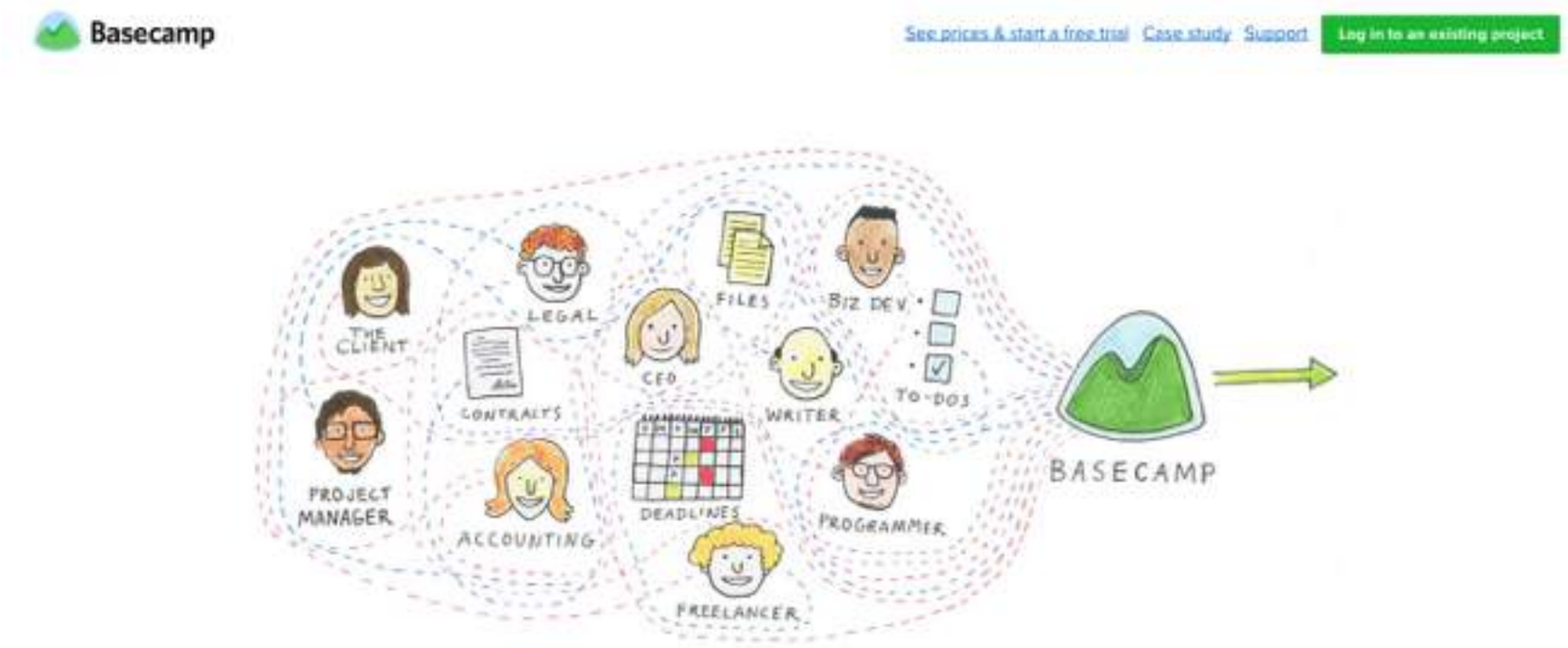
Landing Page

Landing Page 結構

- 一句話形容自己
- 使用此服務的三大好處
- 敘述運作原理，或製作示意圖，或製作示意影片
- 使用者見證或媒體報導
- CALL TO ACTION
- 免費註冊或退款保證

Basecamp (Page 1)

一句話形容自己



Chaos, Organized

Basecamp helps you wrangle people with different roles, responsibilities, and objectives toward a common goal: **Finishing a project *together*.**

Use Basecamp free for 2 months — it's on us

4,909 companies signed up to use Basecamp just last week.

Basecamp (Page 2)

使用此服務的好處

Basecamp (Page 3)

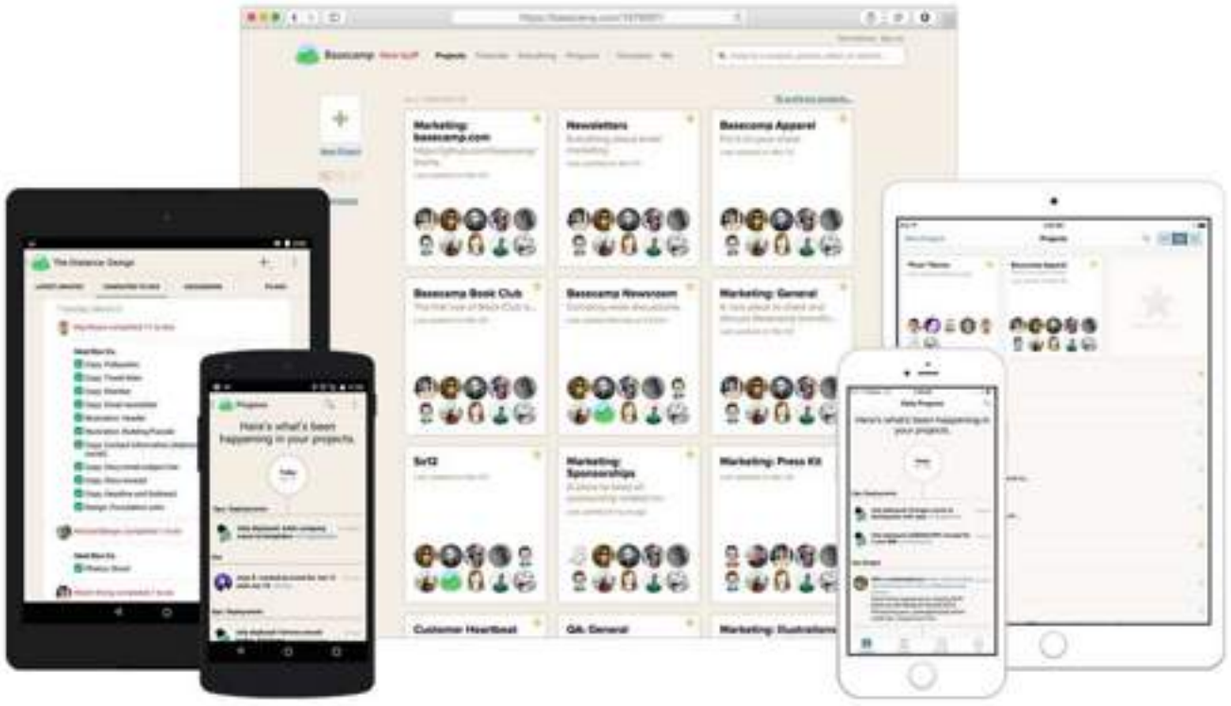
敘述運作原理

Basecamp gets projects done.

For over 10 years, millions have relied on Basecamp to help them get their projects done on time, on budget, and on point. It's their go to—and ours too: We use Basecamp every day to run our own company. Combine that with our best-in-the-biz customer service, and you've got a powerful package. Just last week, another 4,909 companies started using Basecamp.

On the Mac, PC, iPhone/iPad, Android and via email.

Basecamp's at home on Safari (Mac, iPhone/iPad), Chrome (Mac, PC, iPhone/iPad, Android), Firefox (Mac, PC), and IE 9+ (PC, Surface). Basecamp also integrates effortlessly with email. Official apps are available for Android on Google Play, iPad in the App Store, and iPhone in the App Store.



Download on the App Store

Basecamp (Page 4)

使用者見證

No IT Department required.

Basecamp runs in the cloud on our secure servers, so you don't have to mess with anything technical. And with a 99.992% uptime record over the last 12 months, Basecamp is rock-solid reliable. If everyone in your group has a web browser or a smartphone, then they already have everything they need to start using Basecamp.

Can I see how other people use Basecamp?

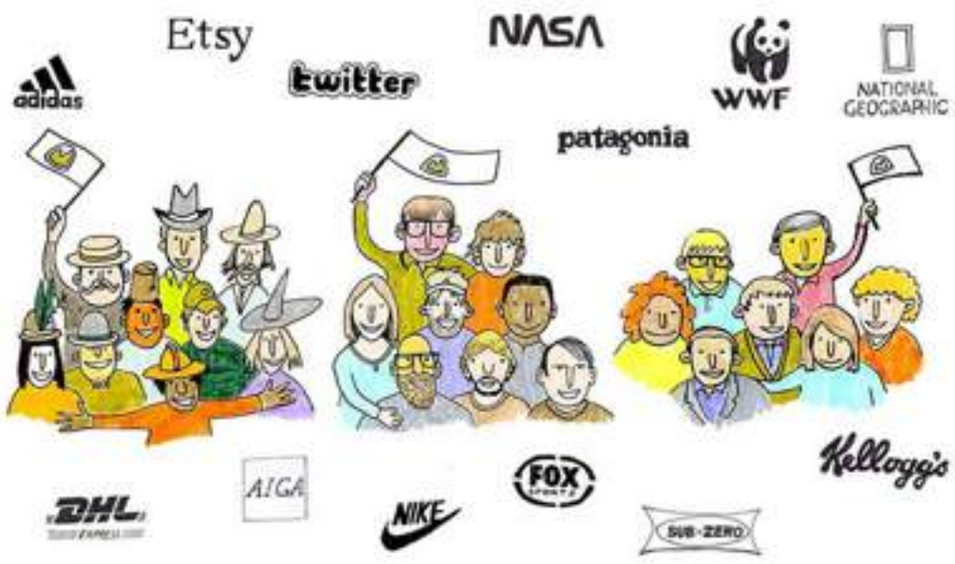
Absolutely. You can see how KEEN Footwear used Basecamp to build their flagship store in Portland, or you can explore Basecamp's own publicly published projects.

Free weekly classes + live Q&A.

We also offer weekly "Be a Basecamp Pro in 30 minutes" online classes with live Q&A. Here's the full class schedule.

Who else uses Basecamp?

From freelancers, to small shops, to mid-sized companies, to enormous multinationals, Basecamp is the go-to project management tool for hundreds of thousands of groups world-wide. Check out how a shoe company used Basecamp to help open their new flagship store in Portland, Oregon.



Basecamp (Page 5)

CALL TO ACTION

A few quick reads and links.

There are a lot of project management tools out there, and many of them do the same things. It can be tough to choose. With that in mind, here are a few things we prepared for you.

- Check out some of the things people made with Basecamp's help.
- Walk through an actual Basecamp project.
- See how Basecamp benefits different people in your organization.
- Find out more about our company and our people.

Any other questions we can answer?

We do whatever it takes to make sure our customer service is the best in the business. Fast, friendly, knowledgeable, and often hilarious, you'll feel like old friends in no time. Email us right now. We've been responding to emails in 4 minutes lately, so we'll get back to you super fast!

Use Basecamp free for 2 months — it's on us

No annual contracts. No hidden fees. Cancel anytime.

「免費」註冊

Landing Page is easy ?

常見的問題

- 失焦
- Feature 無關痛癢
- 都在講「自己多好」
- 只是單純敘述「自己的規格」

如何做出「洗腦」的

Landing Page

課前作業

1. 當你在做 OOO 時，你最討厭的事情是什麼？

2. 當你學會、買到、知道 OOO 後，你最想要做什麼事？

3. 當你用了，做了，學會 OOO，完成了什麼事後。你最想要達成什麼目標？

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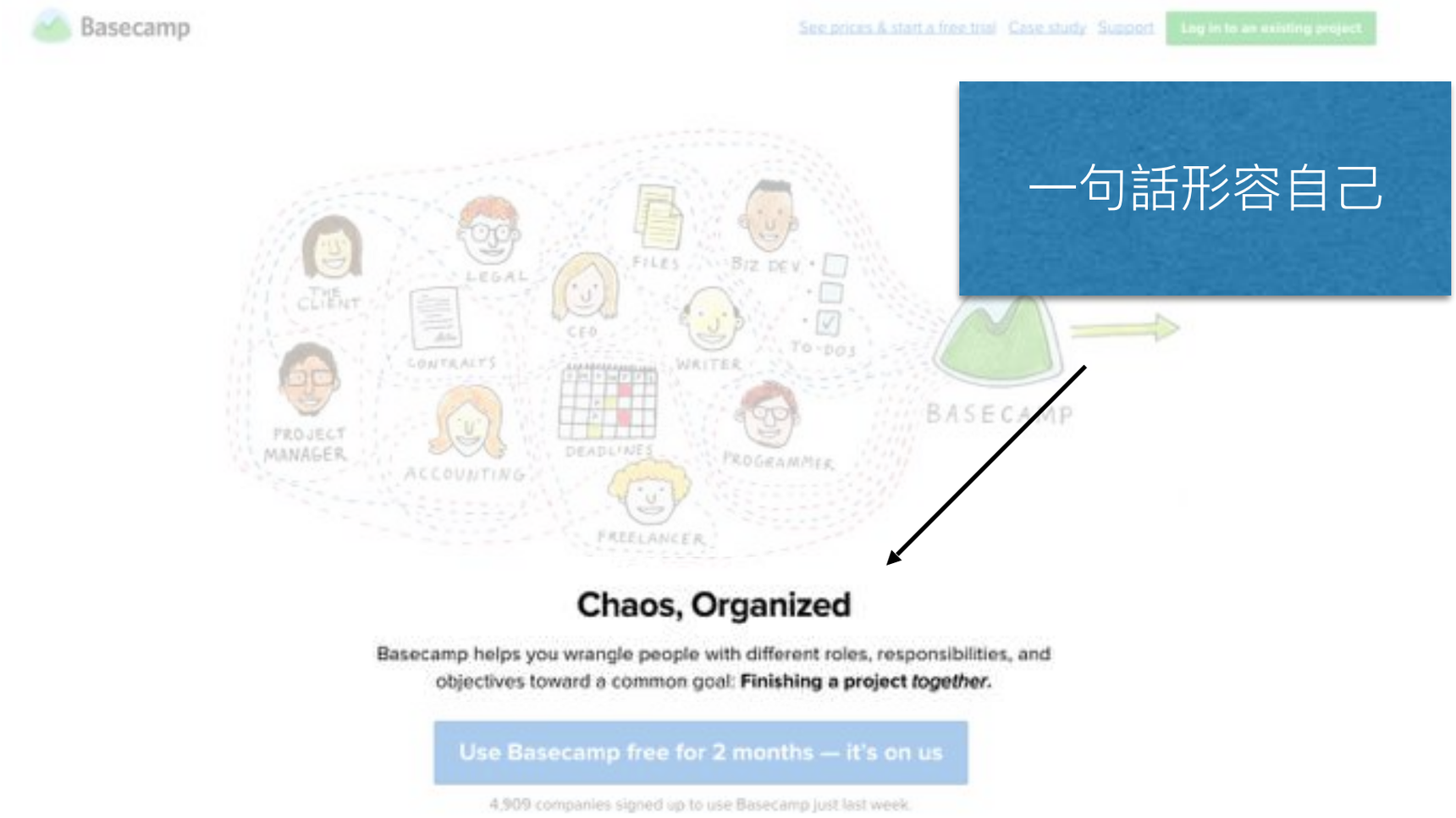
一句話形容自己

Basecamp (Page 1)



四周晉升 **Rails** 即戰力

一句話形容自己

用最短的時間，衝刺出最多的進度，立馬找到理想的工作

- 人們學 Ruby on Rails 是對「技術有興趣」？
- 是因為「對快速開發有興趣」？
- 是因為「想學網站開發技術」？

- 他們是因為想成為**「高薪」**的**「即戰力RD」**

停止專案救火隊的生活

一句話形容自己

RD 停止抱怨，不再加班趕很瞎的功能，專案準時上線完成

（敏捷專案管理班）

- 人們學專案管理是對「管理」有興趣？
- 是因為「管人」「管事」很有趣？

- 他們是**不想再成為**「加班加到死」的「救火隊」

People buy “WHY”

STEP 1

用

「他們自己想要的 WHY」

抓住目光

四周晉升 **Rails** 即戰力

一句話形容自己

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一句話形容自己

RD 停止抱怨，不再加班趕很瞎的功能，專案準時上線完成

（敏捷專案管理班）

Picture （描繪願景）

STEP 2

「如何（**HOW**）達到這個境界」

1. 當你在做 OOO 時，你最討厭的事情是什麼？

2. 當你學會、買到、知道 OOO 後，你最想要做什麼事？

3. 當你用了，做了，學會 OOO，完成了什麼事後。你最想要達成什麼目標？

敘述運作原理

敘述運作原理

商業導向目標的教材

以建構一個含 **購物車** 的實際 EC 網站為最終目標，藉由課程的推展，讓學員逐一學習到程式開發的重要技巧與觀念，以及如何靈活運用 Rails 工具以及生態圈打造出可「直接上線」的商業成品。

非紙上談兵，新手 Friendly

課程有大量的實作，首週進度即得到具備成就感的實際作品。不浪費時間在講授枯燥且不知如何運用的基礎理論。課間備有親切的「雙」助教（現役工程師）隨時排除學員操作上的疑難雜症。

實戰開發技巧的快速提升

傳授技巧皆為業界驗證過的 Best Practices。省去至少兩年以上的瞎子摸象摸索。不僅傳授技術上的開發技巧，更傳授個人成長技巧以及產品增長技巧。（市面絕無僅有）

- 商業導向目標的教材
- 非紙上談兵，新手 Friendly
- 實戰開發技巧的快速提升

一般課程只教「玩具」
上課教材回去不能改來用
面試官只重視會不會「接金流」

- 商業導向目標的教材
- 非紙上談兵，新手 Friendly
- 實戰開發技巧的快速提升

一般課程只教「理論」
上課後老師都「不理我」
下課後都「沒有助教可以問」

- 商業導向目標的教材
- 非紙上談兵，新手 Friendly
- 實戰開發技巧的快速提升

網路上的書單太多了
學習時好像瞎子摸象沒有目標
很多課程都沒有業界實務

STEP 2

「我們提供什麼服務（**WHAT**）」

1. 當你在做 OOO 時，你最討厭的事情是什麼？

2. 當你學會、買到、知道 OOO 後，你最想要做什麼事？

3. 當你用了，做了，學會 OOO，完成了什麼事後。你最想要達成什麼目標？

使用此服務的好處

Basecamp (Page 2)

使用此服務的好處

使用此服務的好處

課程目標

面試成功率大幅上升，自行創業

習到 –

在完成本次課程後，學員將可達到 –

- 擁有一般業界實戰 1-2 年的 Rails 工程師開發能力，大幅超車。
- 面試通過率大幅增加
- 有能力設計出可直接上線的網路商店

- 能力快速提升，直接到即戰力水準
- 容易通過面試
- 學了至少可以開一個網路商店賺錢

Promoise　(承諾交付)

Summarize

- 給顧客「為什麼要買」的理由
- 移除顧客絕對不想碰到「問題」
- 具體完成「顧客的願望」

4P 原則

- 描繪（ Picture）
- 承諾（ Promise）
- 證明（ Prove ）
- 敦促（ Push ）

Practice

- 註冊 Unbounce
- 將你準備好的台詞修改貼上去

根據前三梯的經驗

- 第一句話就會想「兩個小時」
- 一些加速 Tips:
  - 「一句話形容自己」，是「形容自己的服務」？

根據前三梯的經驗

- 第一句話就會想「兩個小時」
- 一些加速 Tips:
  - ~~「一句話形容自己」，是「形容自己的服務」？~~
  - 「一句話形容自己對『客戶最大的價值』」

根據前三梯的經驗

- 第一句話就會想「兩個小時」
- 一些加速 Tips:
  - ~~「一句話形容自己」，是「形容自己的服務」？~~
  - 「一句話形容自己對『客戶最大的價值』」
- 一小時後找我幫忙 Review， 70 分以後開始做
  - What & How

黃金原則

- 先找出第一句「Picture」
- 然後再用「Promise」圍繞
- 「直接讓產品消失」沒關係

Office DEPOT

- 註冊 Unbounce
- 將你準備好的台詞修改貼上去

A miniature set of Woodbury's skin preparations sent to you for 25 cents.

Send 25 cents for the dainty miniature set of Woodbury's skin preparations, containing your complete Woodbury treatment for one week.

You will find, first, the little booklet, "A Skin You Love to Touch," telling you the special treatment your skin needs, then a trial cake of Woodbury's Facial Soap—enough for seven nights of any treatment, a single tube of the new Woodbury's Facial Cream, and samples of Woodbury's Cold Cream and Facial Powder, with directions showing you just how they should be used. Write today for this special new Woodbury outfit. Address The Andrew Jergens Company, 511 Spring Grove Ave., Cincinnati, Ohio. If you live in Canada, address The Andrew Jergens Co., Limited, 511 Sherbrooke Street, Perth, Ontario.

Any girl can have the charm of *"A skin you love to touch"*

REMEMBER that your skin is changing every day—each day old skin dies and new takes its place. By giving this new skin as it forms, intelligent care, any girl can have the charm of a fresh, attractive complexion.

Begin, now, to give your skin day by day the special care it needs, and see how quickly it will recuperate from past neglect—how wonderfully its own vital power will help you to overcome its defects!

In the little booklet on the care of the skin, which is wrapped around every cake of Woodbury's Facial Soap, you will find special treatments for such common skin troubles as black heads, blemishes, conspicuous nose pores, etc. These treatments have helped thousands of women to gain a clear, lovely complexion. Get a cake of Woodbury's today, and begin tonight the treatment your skin needs. By simple, regular care you, too, can win the charm of "A skin you love to touch."

A 25-cent cake of Woodbury's Facial Soap lasts for a month or six weeks of any treatment, or for general cleansing use. Sold at all drug stores and toilet goods counters in the United States and Canada.

Woodbury's Facial Soap

wetdryvac