What if...

AUTOMATICALLY?

ENROLL NOW AND START TODAY

WITH OVER 500 MEMBERS AND COUNTING...
the results are in!

See what other business owners who were recently in your shoes have to say after finishing The Launchpad:

VIEW MORE ACADEMY STORIES >

THIS ISN'T JUST A TRAINING PROGRAM. IT'S A START-TO-FINISH IMPLEMENTATION SYSTEM.

WHETHER YOU'RE A **SERVICE PROFESSIONAL, ENTREPRENEUR OR SMALL BUSINESS OWNER** — THIS IS THE SOLUTION YOU'RE SEARCHING FOR TO QUICKLY LAUNCH A PROFITABLE WEBSITE AND FINALLY START **ATTRACTING NEW CLIENTS INTO YOUR SERVICE BUSINESS** EVERY SINGLE DAY.

I've taken everything I've learned from creating hundreds of profitable, conversion-focused business websites over the years and have packaged it up into an **all-inclusive, step-by-step, easy to implement** program that not only teaches you the high level theory, but the down-it' ding EXECUTION, **so you can replicate my results.**

What will you have in the end?

A wildly profitable client-generating asset — ready to launch — that you'll benefit from over and over again for the life of your business.

IF YOU EVER WISHED I COULD CREATE YOUR WEBSITE FOR YOU THIS IS THE CLOSEST TO THAT YOU CAN GET (AT A 97+ PRECENTAL - TALK ABOUT A WIN-WIN)

THE LAUNCHPAD IS THE PERFECT FIT IF:

- **YOU RUN A SERVICE-BASED BUSINESS**
  This program was created specifically for businesses who provide services rather than products — and want to use their website to entice more consultations, bookings and appointments.
- **YOU WANT TO AUTOMATE THE TIME-CONSUMING TASK OF CLIENT GENERATION**
  Your website should attract, convince and convert today's casual browsers into paying clients. Instead of relying on referrals, word-of-mouth and guests this can be done in the background, automatically. Say hello to your new #1 salesperson — your website!
- **YOU WANT TO GET YOUR WEBSITE RIGHT**
  Everything I'm promoting is 100% possible, but only if you set it up right from the start. In this program, you'll get all the tools you need to do your website **right** the first time.
- **YOU DON'T HAVE A TON OF TIME OR MONEY TO SPEND ON YOUR NEW SITE**
  Trust me, I crowded this program with you in mind! This is the exact shortcut you need to get you to the finish line in a fraction of the time it would take if you were to work with a designer, or attempt to figure out the tough strategy based on a bunch of scattered, Google-other.
  The financial investment is even less. You'll have a strategically formulated, beautifully designed website at about 1/10th the price you'd pay a designer or agency.
  And the crazy part? This likely will be a much higher ROI than if you hired that course-seller.
- **YOU'VE NEVER DONE ANYTHING LIKE THIS BEFORE**
  This is a true no-experience required program, and I've got your back every step of the way.
  Inc. proven formulas and frameworks will make coming up with the written content for your site a breeze.
  And if you're scared of tech, you'll quickly overcome your fears. Thanks to new innovation, creating a gorgeous WordPress site has never been easier. Gone are the days of coding, or learning anything for general, as I lead you through the process step-by-step, using your freshly created website content to life — **step-by-step-by-step.**

BY THE END OF THE PROGRAM, YOU WILL HAVE:

01 CRAFTED THE PERFECT SALES MESSAGE
Stop guessing about marketing. Plug mature and tested frameworks into tailored steps, complete with proven-to-convert templates. **Plus, you'll uncover priceless insights about what your clients really want, and how you are the obvious choice to get them there.**

02 CREATED THE WRITTEN CONTENT FOR YOUR WEBSITE
Leverage the exact, tested-and-true messaging that will make the biggest impact, we'll use my **proven copywriting formulas** to craft compelling content that turns the actual action-taker (same for your entire site, without breaking a sweat!

03 PRODUCED YOUR "FUTURE CLIENT GENERATOR"
Any time visitors can easily navigate around your website, they're more likely to convert **prospects to your site for years to come** and make you **a big top of mind for the majority of your site visitors** who are ready to hire, buy or book in your business.
Get immaculate results as a product.

04 CREATED AND LAUNCHED YOUR NEW PROFITABLE WEBSITE
Now that you've created all the key ingredients, it's time to put them together, collaborate, **let's have some fun and bring it to life.** Without any of the tech troubles you may have encountered in the past.

BUT MOST IMPORTANTLY...

The Profitable Website Launchpad will give you a strategic, time-saving **business asset** — that works for you in the background, round the clock — attracting and converting your prospects into **paying clients.**

ENROLL NOW AND START TODAY

THINK YOU'RE TOO GOOD FOR YOUR WEBSITE?

All the more reason, my friend... **this is exactly the shortcut** you need.

The truth is, you will need to carve out a bit of time to work on your site. Or, you'll be paying a boatload of money to have someone else do it.

But once everything's been brought out the pencil, advancing, it's **a heck of a lot less time than you'd think.**

And here's the real truth — **the faster you are, the MORE you need a leveraged, freedom-building, time-saving asset working for your business.**

The faster of time you'll spend now will free you up tenfold once it's done!

GILBERT RUSSELL
Creator of the Dynamic and professional site site of Mr. Russell

Fantastic - but pricey!

TATTI GAMPSON
Tatti's been waiting for her to find the time, but once she learned, she was finished in **less than a week.** (And was shocked how little it cost!)

SHAVON AVILA
Shavon's site took **a week and a half** because the modules were so crystal clear!

"These guys won't open fast, but there's no rush. You'll have the tools you need to do it yourself, and the confidence you need the time to spend on your new website."

WHAT KIND OF WEBSITE CAN YOU CREATE?

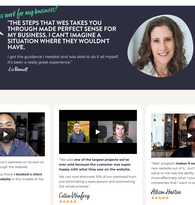
Below are just a few examples of what's possible inside The Launchpad:

And yes, I'll show you how to make your site look **perfect on mobile too** (it only takes a few extra minutes).

JOIN TODAY AND GET...

THE COMPLETE PROFITABLE WEBSITE LAUNCHPAD VIDEO TRAINING PROGRAM
LOAD UP: 4 passionate workshops, studios, workbooks and guides

a $2000 value



LIFETIME ACCESS TO LIVE Q&A SUPPORT SESSIONS AND THE PRIVATE FACEBOOK GROUP
For troubleshooting & clarity as you work through the program. Plus, I'll be well into the 90s of your business!

VALUE: $997

Plus! Bonus EPIC bonuses

BONUS MODULE: TURBO TRAFFIC
Attract your ideal clients to your new website, and convert them into paying customers! Get free traffic plan, and how to smoothly bring it to life.

VALUE: $97

MY PERSONALLY DESIGNED WORDPRESS THEME
Inc. Lightning fast, mobile friendly. Over 50+ beautifully designed sections because you can mix, match and customize.

VALUE: $47

ONE PAYMENT OF

$997 **$397**

- Full access to the Program
- 4K Resources
- 30 Day Guarantee
- Immediate Access

ENROLL NOW AND START TODAY

PayPal VISA

WHEN YOU ADD IT ALL UP, THAT'S A TOTAL REAL WORLD VALUE OF $3,491.

But because I want to make **a no-brainer** for you to at a smart today, you'll get access to everything for just:

6 MONTHLY PAYMENTS OF

$997 **$77**

- Full access to the Program
- 4K Resources
- 30 Day Guarantee
- Immediate Access

ENROLL NOW AND START TODAY

PayPal VISA

PLUS, YOU'RE BACKED BY A 30 DAY, "NO QUESTIONS ASKED" MONEY BACK GUARANTEE.

WITHIN 30 days of enrolling, you'll have had the chance to go through the modules, implement, and launch your website. **If it doesn't — 100% making a final commitment.**

If you don't get the step-by-step guidance you need, and still feel lost in the process, I would not have done my job, and don't deserve your hard earned money.

Simply reach out to my team, and I'll personally **refund** you. No questions, no hoops, no questions asked. We'll even call us friends!

ENROLL NOW AND START TODAY

Well that went for my bonuses!!

"THE STEPS THAT WES TAKES YOU THROUGH MADE PERFECT SENSE FOR MY BUSINESS. I CANT IMAGINE A SITUATION WHERE THEY WOULDNT HAVE.
I gave my Launchpad I needed and was able to do it all on myself. It's been a really great experience."
Liz Brand

"Hey, everyone! Hey. And it's operative on its own but people can look through the website.
And because it was up-to-date, I **booked a client on the unfinished website** — that the middle of me finishing up what."
Marcus Avila
★★★★★

"We're stuck on **one of the largest projects we've ever sold because the customer was super happy with what they saw on the website.**
Without the Launchpad, I would not have been able to do that. Thanks for your patience and outstanding live video process."
Celia Hedrick
★★★★★

"Hey! Wes Jackson **makes it easy.** Also, I get a great deal out of it, but the most important value to me was the ability to communicate more effectively when I could bring to the table a professional website."
Allan Hatter
★★★★★

"Hey know, you pay for stuff and never think you're going to get your money's worth out of it, but I **definitely got my money's worth** out of this course."
Patti Sampson
★★★★★

"I **found my site time by using this web asset (my website) strategy.** The course little has you out hesitations this component of the website."
Aaron Allred
★★★★★

"I found Wes on youtube and looked into his paid course, just out of curiosity. I was skeptical at first, but, what I have learned in this course over the last month is VERY HIGH! Now I have EVER learned about marketing and sales."
Jim Monaghan
★★★★★

Life is already going smoother with the new website, and **I can see the quote requests flowing through to my team.** I don't even **surprised at what came from my own Angry Birds** Launchpad. Thanks for the great course, I have a lot fun with it, always."
Fritz Sampson
★★★★★

"Thanks for making such an honest, straightforward, no-nonsense program."
Jerome McLean
★★★★★

"Wes Hickmott and I worked together on a project, and he mentioned that he was going to take this course. I decided to jump in as well."
Kevin Hazell
★★★★★

Overheard.
IN THE MEMBERS' FACEBOOK GROUP

Lee Newton · 2 hours ago
Hey everyone,
Just wanting to say thanks for The Profitable Website Launchpad! I was just wanted to say this. Had your content and passion for what you do, and I'm so glad I finally pulled the trigger on finally getting subscribed to your Profitable Website Launchpad. I am finally getting my website up and running, and I'm so glad I did it. Thanks for all the hard work you put into it and what it has supported in my business!
Like · Reply · 2 hours ago · Edited · 1 Comment

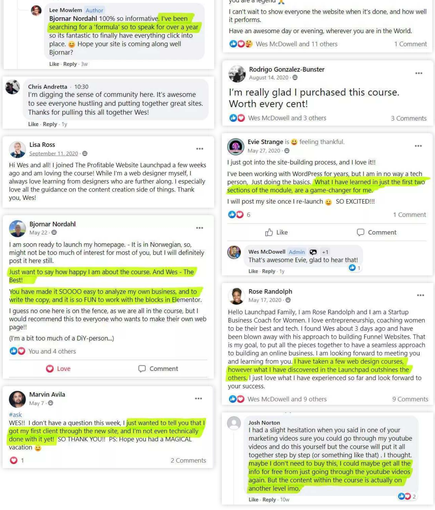
Kevin Hazell · 2 hours ago
Wes Hickmott that's what I'm talking about! Thanks for the course that was a game-changer for me!
Like · Reply · 2 hours ago · 1 Comment

Steven Hewitt · 2 days ago
Hey guys, I just wanted to say that I'm 10 years of coding my website, and I'm finally getting it done and functionally, and this has been a game changer for me. Thanks guys!
Wes, I'm so sorry I'm late with posting this in the group.
Like · Reply · 2 days ago · 1 Reply
Hey, Steven. I'm making everything so easy to understand and to actually something like this. I'm so glad to hear it's all this.

Thomas Hughes · 2 days ago
Hello, hello, hello from South Africa.
I bought the course last night at about 11pm, and got started right away.
This was just so hard to find out, and the course set up for me to carry on again.
Thanks guys, I'm so glad I found this website!
Like · Reply · 2 days ago · Edited

Tim Hoogvliet · 2 days ago
Hey guys, I'm 10 years of coding my website, and I'm finally getting it done and functionally, and this has been a game changer for me. Thanks guys!
Wes, I'm so sorry I'm late with posting this in the group.
Like · Reply · 2 days ago · 1 Reply
Hey, Steven. I'm making everything so easy to understand and to actually something like this. I'm so glad to hear it's all this.

Jim Monaghan · 2 days ago
Thanks guys!



Lee Mowlem · Author
Bjornar Nordahl 100% so informative. I've been searching for a Tornado so to speak for over a year so its fantastic to finally have everything click into place. Hope your site is coming along well Bjornar?
Like · Reply · 3w

Chris Andretta · 10:30
I'm digging the sense of community here. It's awesome to see everyone hustling and putting together great sites. Thanks for pulling this all together Wes!
Like · Reply · 1y

Lisa Ross · September 11, 2020
Hi Wes and all! I joined The Profitable Website Launchpad a few weeks ago and am loving the course! While I'm a web designer myself, I always love learning from designers who are further along. I especially love all the guidance on the content creation side of things. Thank you, Wes!

Bjornar Nordahl · May 22
I am soon ready to launch my homepage. - It is in Norwegian, so, might not be too much of interest for most of you, but I will definitely post it here still.
Just want to say how happy I am about the course. And Wes - The best!
You have made it SOOOO easy to analyze my own business, and to write the copy, and it is so FUN to work with the blocks in Elementor.
I guess no one here is on the fence, as we are all in the course, but I would recommend this to everyone who wants to make their own web page!!
(I'm a bit too much of a DIY-person...)
You and 4 others
Love · Comment

Marvin Avila · May 7
#ask
WES!! I don't have a question this week, I just wanted to tell you that I got my first client through the new site, and I'm not even technically done with it yet! SO THANK YOU!! PS: Hope you had a MAGICAL vacation
1 · 2 Comments

Wes McDowell and 11 others · 1 Comment
I can't wait to show everyone the website when it's done, and how well it performs.
Have an awesome day or evening, wherever you are in the World.
Wes McDowell and 11 others

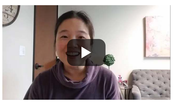
Rodrigo Gonzalez-Bunster · August 14, 2020
I'm really glad I purchased this course. Worth every cent!
Wes McDowell and 3 others · 3 Comments

Evie Strange is feeling thankful. · May 27, 2020
I just got into the site-building process, and I love it!!
I've been working with WordPress for years, but I am in no way a tech person. Just doing the basics. What I have learned in just the first two sections of the module are a game-changer for me.
I will post my site once I re-launch. SO EXCITED!!!
6 · 1 Comment
Like · Comment

Wes McDowell · Admin · +1
That's awesome Evie, glad to hear that!
Like · Reply · 1y · 1

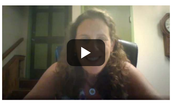
Rose Randolph · May 17, 2020
Hello Launchpad Family, I am Rose Randolph and I am a Startup Business Coach for Women. I love entrepreneurship, coaching women to be their best and tech. I found Wes about 3 days ago and have been blown away with his approach to building Funnel Websites. That is my goal, to put all the pieces together to have a seamless approach to building an online business. I am looking forward to meeting you and learning from you. I have taken a few web design courses, however what I have discovered in the Launchpad outshines the others. I just love what I have experienced so far and look forward to your success.
Wes McDowell and 9 others · 9 Comments

Josh Norton
I had a slight hesitation when you said in one of your marketing videos sure you could go through my youtube videos and do this yourself but the course will put it all together step by step (or something like that). . I thought, maybe I don't need to buy this, I could maybe get all the info for free from just going through the youtube videos again. But the content within the course is actually on another level imo.
Like · Reply · 10w · 2



"I would recommend this program to any people wanting to not just have a pretty website, but one that's going to **get conversions and help your customers** see the value in what you do."

Lia Huynh
★★★★★



"The steps that Wes takes you through were really simple to follow, and **made perfect sense** for my business. **I can't imagine a situation where they wouldn't have.**"

Liz Barnett
★★★★★

"It is absolutely worth it, ten times over. What you learn is a **game changer**. You're not going to learn this anywhere else."

Rachel White
★★★★★

"Thanks Wes for the well-made course and weekly untiring support. Made this website mine and work for my own industry and service. Couldn't have done this in **less than a week** without your help."

Ana Vasquez
★★★★★

"Our website is **generating leads daily** and I've actually gotten **compliments from high end customers** about it!

You are a genius and your program has been literally a blessing for us!

Thank you Wes and raise your prices!"

Callin Winfrey
★★★★★

"Thank you for this awesome program. I am enjoying your friendly step by step process and **I am blown away at the content I am writing**.

Definitely couldn't have done this without this program."

Travis Rivera
★★★★★

"I must say... Your templates, Elementor Pro itself, the way you teach the stuff? It's amazing.

I revamped my website over the weekend. Tks a lot for putting out something that **makes it SO easy to come up with a compelling website!!**"

Christian Zeuch
★★★★★

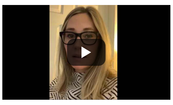
"My new website and the updates I made to google my business (with the TurboTraffic bonus module) have helped us get **more website bookings!** Thank you so much!"

Rebecca Hayes
★★★★★

"We are so happy we bought the course from you. It is incredibly well thought out. **When people discover what you have here they are going to go crazy for it.** Everything was so well done we didn't have any questions.

You are awesome!"

Kent Emmerson
★★★★★



"It's like you've thought through everything — and now I have a website that I absolutely love. And **I'm seeing money because of it.**"

Kristi Hayes
★★★★★

"I knew I had **made the right choice** with The Launchpad within the first ten minutes."

Ali Fernandez
★★★★★

YOUR STORY BELONGS HERE TOO!

Every single person on this page faced this decision, just like you. And look what happened!

You should be next.

I'M NEXT, SIGN ME UP!

WHERE YOU MIGHT BE STUCK RIGHT NOW:

- Vague, passive or confusing website **wording that just doesn't connect** with your would-be clients
- A website with **outdated design**, mismatched colors, and low quality images that actually makes your visitors **trust you less** as a business
- **Too many pages and confusing sections** that have nothing to do with what your clients are actually looking for.
- **No plan for the 80-90%** of your site visitors who are just beginning to research their options. They come, they go, they never return.
- A confusing, passive (or even non-existent!) website call to action, resulting in **complete and total *inaction.*** It's capturing very few leads and even fewer clients.
- A website that just doesn't do anything for your business — or no website at all — and **no idea where to even start**

WHAT LAUNCHPAD SUCCESS LOOKS LIKE:

- **A crystal clear client-centric marketing message** that automates persuasion and overcomes objections in real-time
- A **beautifully modern and clean** website that paints your business in the best light possible. Colors, fonts and images that work *together*
- A strategically planned website that uses only the most important, **profit-driven elements** — the ones **proven to convert** visitors into clients.
- A **perfectly automated lead magnet** that turns today's casual browsers into a **constantly replenishing list of paying clients**
- A strong, clear call to action that moves your most qualified leads into consultations and appointments... filling your calendar with **new business day in and day out**
- A finished **pro-level client-generating ASSET** (your new website!) perfectly packaged up to grow the business you love.

QUESTIONS OTHER SERVICE BUSINESS OWNERS ASKED BEFORE SAYING YES TO THE LAUNCHPAD

- **I'm already busy... How long is it going to take me to get through the program?**
- **I'm not techie at all! Are you sure I don't need to have done this before, or know any code?**
- **I'm no designer. How am I supposed to make something that looks good, while making it look different from everybody else's site?**
- **How can this program apply to so many types of businesses? I feel like mine is different, and I want to be sure it will work for me.**
- **What else will I need to purchase to launch my new website?**
- **Does the program help me get more traffic to my site too?**
- **What if I just don't like the program after I enroll?**

Yes! I'M READY TO GIVE MYSELF PERMISSION TO INVEST IN MY BUSINESS, KNOWING THAT I'M PROTECTED BY A FULL 30-DAY MONEY BACK GUARANTEE.

6 MONTHLY PAYMENTS OF	ONE PAYMENT OF (BEST VALUE)
~~$117~~ $77	~~$597~~ $397
Full Access to the Program	Full Access to the Program
All Bonuses	All Bonuses
30-Day Guarantee	30-Day Guarantee
Immediate Access	Immediate Access
ENROLL & PAY MONTHLY	ENROLL & SAVE 20%

PayPal · MasterCard · VISA · American Express