



BUSINESS

GROWTH GUIDE



JENNIFER MURCHISON CONSULTING GROUP

FOUNDER OF THE RISE BUSINESS COACHING FRAMEWORK



WELCOME LETTER

Welcome to the Business Growth Guide!

I'm Jennifer Murchison, Founder of the RISE Business Coaching Framework. This guide is your no-fluff roadmap, designed to help you stop guessing and start growing immediately. Whether you're in the ideation phase or ready to break past revenue ceilings, the RISE Framework—covering Foundation, Reach, Impact, Scale, and Elevate—provides the specific power moves your business needs to advance. This guide breaks down the actionable steps for your current stage, including the Universal CEO Power Moves every business must take. To get the most out of this resource, be sure to watch the "How to Use This Guide" video at [\[Insert Link to How to Use This Guide Video Here\]](#).

You absolutely need more than just a plan sitting on your desk. To truly activate your next level, you need immediate support, a customized strategy, and accountability. Subscribe to our community now for the weekly encouragement and peer support you need to stay on track. For a personalized 1-month plan and one month of focused support, book your free Activation Call today. To lock in maximum momentum and a complete transformation, choose our coaching subscription for a 6-month coaching roadmap and six months of ongoing accountability and support. Stop guessing and start growing immediately.

Your Business Coach Loving You at the Top,

JENNIFER MURCHISON



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foundationtier

This tier is for individuals in the ideation or pre-launch phase. Your primary challenge is simply getting started.

Week	Action Item for Service Based Business	Action Item for Product Based Business
Week 1 (Define)	Focus on the Transformation you deliver (e.g., "I get busy CEOs 4 hours back per week").	Focus on the Features & Benefits of the item (e.g., "This device cuts vegetable prep time by 50%").
Week 2 (Plan)	Define your first offering as a single, high-value consulting/done-for-you package at a clear price.	Define your first offering as a Minimum Viable Product (MVP) with a clear production cost and final retail price.
Week 3 (Validate)	Present your high-value package to your target customer and ask if they would buy the solution you offer.	Show a prototype, mock-up, or sample of the product to your target customer and ask if they would buy the physical/digital item you offer.
Week 4 (First \$1)	Book a discovery call that converts into a paying client for your defined service package (a verbal agreement/deposit counts).	Take a pre-order or crowdfund for the first batch of your MVP (securing funds to cover production or development).



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reachtier

This tier is for businesses struggling to connect with their audience and acquire customers consistently. You have inconsistent lead flow and an unclear ideal client.

Week	Action Item for Service Based Business	Action Item for Product Based Business
Week 1 (Pinpoint Client)	Identify where your client is looking for expert advice or a quick win (e.g., a "How-To" solution).	Identify where your client is looking for a better tool or specific item to solve a recurring problem (e.g., a "Product Review" or "Comparison" site).
Week 2 (Design Your 'Bait')	Create a free, high-value knowledge-based asset (e.g., "The 5-Step Guide to Landing Page Conversion").	Create a free asset related to using or experiencing the product (e.g., a digital coupon, a limited-time free trial, or a detailed 'product demo' video).
Week 3 (Capture System)	Focus on an email sequence that builds trust and authority before leading to a paid offer or consultation booking link.	Focus on driving traffic to an e-commerce or product page that allows for direct purchasing or a clear sign-up for the free trial.
Week 4 (Launch Process)	Run a limited-time push to fill your calendar with sales/discovery calls with qualified leads.	Run a limited-time flash sale or promotion to drive direct sales of your product.



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impacttier

This tier has a growing customer base but relies heavily on one-to-one sales and has unstable revenue. Your challenge is converting connection into consistent, profitable action.

Week	Action Plan (Focus: Profit Path Optimization)
Week 1	Stop Undervaluing Your Work: Review your current pricing. Calculate your actual profit margin and raise your prices to be optimized for profit, not just for volume.
Week 2	Strengthen Your Message: Standardize your brand messaging. Create a clear, one-sentence statement that explains what you do, who you do it for, and why you're different. Use this exact message everywhere.
Week 3	Choose Your One-to-Many Tool: Select a structured, group-based sales approach (e.g., a simple webinar, a paid workshop, or a small group program) that allows you to sell to multiple people at once, reducing your reliance on 1:1 sales.
Week 4	Test the New System: Run a small pilot of your new one-to-many tool with a segment of your audience or customer base. Get feedback and book sales with your higher, profitable price.



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scaletier

This tier has consistent revenue and proven product-market fit, but the founder is a key bottleneck involved in all key tasks.

Week	Action Plan (Focus: Systematize & Delegate)
Week 1	Identify Your Founder-Only Tasks: Track all your time for one week. Identify the top 3-5 tasks you personally handle in sales, delivery, and support that someone else could be trained to do.
Week 2	Document the Easiest System: Pick the one task from Week 1 that you do most often (e.g., onboarding a new client). Record a simple 5-10 minute video or write a step-by-step checklist on how to complete it perfectly. This is your first Standard Operating Procedure (SOP).
Week 3	Find the Right Support: Create a simple job description for a new hire or virtual assistant. It should clearly list the tasks you documented in Week 2. Start interviewing or asking for referrals.
Week 4	Hand Over the First Task: Onboard your new team member, train them using your SOP, and officially assign them responsibility for that one task. You are now free from one key daily operation, removing the bottleneck.



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elevate^{tier}

This tier is for established business owners who have built systems and a team. The founder's time is freed up from daily operations.

Week	Action Plan (Focus: Visionary Portfolio Expansion)
Week 1	Vision Check-In: Dedicate this week to long-term strategy and innovation, not daily tasks. Review your business vision and map out where you want the company to be 3-5 years from now.
Week 2	Identify New Growth Avenues: Look outside your current structure. Brainstorm 3 new, large-scale projects: 1) A new product/service line, 2) A new target market, and 3) A potential strategic partner or acquisition.
Week 3	The Innovation Mandate: Select the most promising growth project from Week 2. Assign the project leader and set the budget and timeline for a small pilot phase. Your role is only to review and advise.
Week 4	Evaluate & Formalize Structure: Review your organizational chart. Identify any structural gaps that need to be filled to support the new growth project. Ensure all key operational systems are still running predictably without your constant involvement.

The image features a white background with decorative geometric elements in the corners. The top-left and bottom-right corners are filled with overlapping triangles in dark navy blue and bright yellow. The word "UNIVERSAL" is written in a yellow, sans-serif, uppercase font, arched over the main title.

UNIVERSAL

CEO POWER MOVES



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phase¹

These moves must be taken before you start generating significant revenue to protect yourself and legally operate. However, they should be taken after you validate your business idea.

Power Move	When to Take It	Why It's a Power Move
1. Decide on Business Structure (LLC, Sole Proprietorship, etc.)	Before generating your first sale or significant expense.	Your structure dictates your legal liability and tax reporting.
2. Obtain an EIN	Immediately after deciding on your structure, or before hiring employees.	The Employer Identification Number (EIN) is your business's social security number, issued by the IRS. It's required for opening a business bank account.
3. Open a Business Bank Account	As soon as you have your structure decided and your EIN.	This establishes financial separation.
4. File a DBA	If you are a Sole Proprietor or LLC using a name different from your legal name.	A "Doing Business As" (DBA), also called a fictitious name, is a simple, low-cost way to brand your business without forming a new legal entity.



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phase²

Once you have a functional idea and are starting to generate inconsistent or unstable revenue, you need a formal roadmap and systems for growth.

Power Move	When to Take It	Why It's a Power Move
1. Write a Business Plan	As soon as your idea is validated (Foundation Tier complete), and before seeking funding.	A business plan is a non-negotiable requirement for most secured debt financing.
2. Get Licenses and Permits	Before providing services or selling products to the public.	Operating without the correct local, state, or federal permits can lead to fines and legal issues that threaten the entire business.
3. Implement Accounting Software	Immediately upon opening your business bank account.	Digital financial record-keeping (like QuickBooks or similar software) is essential for preparing the detailed financial reports required for loan applications.
4. Apply for Grants or Funding	After you have a formal business plan and 6-12 months of financial projections/data.	For business growth and operation scaling.



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phase3

These moves come when the business is successful but needs formalizing to break past revenue ceilings and free the founder.

Power Move	When to Take It	Why It's a Power Move
1. Formalize Contracts and Agreements	When you begin hiring or taking on high-value clients/partners.	This reduces legal risk and is a key component of a scalable operation.
2. Purchase Business Insurance	When liability becomes a concern (hiring, dealing with physical products, or providing professional advice).	Insurance protects the company and the founder from financial disaster in case of lawsuits, professional mistakes, or property damage.
3. Elect S-Corp Status (if applicable)	When the business is profitable enough for potential tax savings, typically \$60,000+ in profit.	An S-Corporation is a tax election (not a legal structure) that allows the business owner to potentially reduce self-employment tax liability by taking a salary and an owner's distribution.



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