  
**The Refining 5**  
FRAMEWORK

**OUR FIVE-PILLAR FRAMEWORK  
TO GAIN CLARITY AND UPLEVEL  
YOUR BUSINESS!**



**ELEVATE 5**  
DIGITAL MARKETING

[ELEVATE5.COM](https://ELEVATE5.COM)

# Hey, business sister!

We see you out there reaching new goals and striving to create more for yourself and your business! We want to pour into your efforts by sharing our proven process to help you see the area of your business that is holding you back from the impact you're meant to make.

*After all, the only thing that can stop you is the very thing you do not see.*



Once you've seen the challenge in your way, it becomes simple to craft an action plan and create the results you desire.

**There is a solution.**

## *Getting Started with the Refining 5 Framework*

Do a quick self-check to get rolling in this exercise. No need to write your responses; instead, note your internal reaction to each question.

1

Is it something you've not seen within **you** that's stopping progress?

2

Or possibly your business has outgrown your **business strategy**?

3

Maybe your **branding** isn't powerfully connecting with prospects?

4

Or maybe your **website** is out-of-date and not enticing and producing leads?

5

Maybe your **marketing** is falling flat and not attracting attention and followers?





# The Refining 5 Framework

So what's with the questions, right?! Well, you've just learned about your visceral reaction to your business' growth pillars.

**The Refining 5 Framework is made up of five pillars that Elevate5 is BUILT upon.** This is how we serve, how we lead, and how we grow ourselves!

In each new level of your business, you'll find that every one of these areas must advance. **Once you're on the path to scaling your business, you find that you are continually refining and up-leveling in these five pillars: *The Entrepreneur, The Business, The Brand, The Website, and The Marketing.***

## *Sound familiar?*

It isn't just you. You are not alone. Despite what you've been made to think, **business growth isn't a linear path, it's a cyclical evolution.**

With a new turn of the cycle with each and every new level of your business, you'll find you've grown both as an entrepreneur and within the business itself. As you do, you'll find your branding, website, and marketing will also need to catch up and reflect all the new goodness that *is you!*

## Let's dive in!

This formula is designed to help you dig in and **find the areas of you and your business that are holding you back from the next level of growth you desire.** Take the next hour, get situated in your favorite chair, and answer these questions from the heart. You'll find you already know; you just need to be asked the right questions while in the right brain space to create that deep knowing for yourself.

## Dig Deep

Is your business creating the impact and life you've always dreamt of?

What's working?

What's missing?

What do you SEE to be in in the way of growing your business as you've dreamed?



# PILLAR 1: *You, the Entrepreneur*

To achieve what we desire on the outside of our business, you **must first go inward to gain the direction and insight that you'll carry through this entire exploration process.** Spend some time reflecting and think back to how long it's been since you felt calm, purposeful, and powerful in your life and business.

## Pillar 1: Self-Assessment

For each question below, rank yourself on a scale of one to ten. One means you need more work, and ten means you've mastered that skill.

01

**Are you serving within your purpose in your business?**

1 2 3 4 5 6 7 8 9 10

02

**Are you confident you can truly make a difference for your clients?**

1 2 3 4 5 6 7 8 9 10

03

**Do you typically have a positive mindset?**

1 2 3 4 5 6 7 8 9 10

### Dig Deep

Are you a calm, confident, and powerful creator in your business and life? Expand your thoughts here.

04

### Average your Responses

Now, take your self-assessment numbers, add them up, and divide them by three. Enter the number below.

*“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it.”*

**STEVE JOBS**  
Founder of Apple



# PILLAR 2: *Your Business*

Your business should serve your audience with powerful results every time a new client knocks on the door. Further, it should be doing so profitably while creating raving fans and returning clients. This type of business is created

by intentionally crafting the flow and sequence of services and support your business provides. In other words, you answer client needs before they know a need has surfaced!

## Pillar 2: Self-Assessment

For each question below, rank yourself on a scale of one to ten. One means you need more work, and ten means you've mastered that skill.

**01** Do you love working with your target market?  
1 2 3 4 5 6 7 8 9 10

**02** Is your business creating consistent, powerful results for all your clients?  
1 2 3 4 5 6 7 8 9 10

**03** Do you offer a way for clients to work with you in an ongoing manner?  
1 2 3 4 5 6 7 8 9 10

*“Designing a winning strategy is the art of asking questions, experimenting and then constantly renewing the thinking process by questioning the answers. No matter how good today’s strategy is, you must always keep reinventing it.”*

**CONSTANTINOS MARKIDES**  
Author and Professor of Strategy and Entrepreneurship

## 04

### Average your Responses

Now, take your self-assessment numbers, add them up, and divide them by three. Enter the number below.

### Dig Deep

Do you have consistently raving reviews from clients who get powerful results from working with you? What’s working? What isn’t?

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# PILLAR 3: *Your Brand*

**Your voice and visuals need to reach out and grab your potential client's attention!** In fact, it should look and sound like you want to create a genuine connection with your ideal clients. Further, that messaging needs to dig deep and get into

the thoughts of your target market, so much so that the messaging instantly resonates because it sounds just like something they've already thought or said!

## Pillar 3: Self-Assessment

For each question below, rank yourself on a scale of one to ten.

One means you need more work, and ten means you've mastered that skill.

### 01

**Does your branding sound and feel like you?**

### 02

**Has your visual branding evolved along with your business?**

### 03

**Does your messaging resonate with your prospects?**

**Rank yourself from 1-10**

### 04

#### Average your Responses

Now, take your self-assessment numbers, add them up, and divide them by three. Enter the number below.

#### Dig Deep

Does your brand speak powerfully and connect to potential clients? What's working? What isn't?

*"Your brand is what people say about you when you are not in the room."*

**JEFF BEZOS**

Founder and CEO of Amazon



# PILLAR 4: *Your Website*

Your website's J-O-B is to convert visitors to actively interested and vetted leads! If that's not happening consistently each month, that needs to be addressed so your business can enjoy a flow of

quality leads and the business growth that is the result. With ample, consistent leads the lid can finally be effectively taken off your business growth!

## Pillar 4: Self-Assessment

For each question below, rank yourself on a scale of one to ten. One means you need more work, and ten means you've mastered that skill.

<b>QUESTION 1</b>	<b>Does your website display your most current business offerings?</b>
1   2   3   4   5   6   7   8   9   10	

<b>QUESTION 2</b>	<b>Do you have valuable content for potential clients on your website, such as a lead magnet?</b>
1   2   3   4   5   6   7   8   9   10	

<b>QUESTION 3</b>	<b>Does your website include a client attraction funnel?</b>
1   2   3   4   5   6   7   8   9   10	

<b>AVERAGE YOUR RESPONSES</b>
<p>Now, take your self-assessment numbers, add them up, and divide them by three. Enter the number below.</p>

<b>DIG DEEP</b>
<p>Is your digital marketing consistently gaining you new followers and leads each month? What's working? What's missing?</p>

*“It takes just 50 milliseconds (that’s 0.05 seconds) for users to form an opinion about your website that determines whether they like your site or not, and whether they’ll stay or leave. Further 75% of people will base your company’s credibility based on your website design.”*

**BRYANT CHOU**  
Forbes Councils Member



# PILLAR 5: *Your Marketing*

Your marketing needs to be consistent, engaging, and intentional to be effective in gaining you quality leads and followers! You should be seeing your following grow each month

from putting in long term content creation efforts based on sound strategy and your powerful branding and messaging.

## Pillar 5: Self-Assessment

For each question below, rank yourself on a scale of one to ten. One means you need more work, and ten means you've mastered that skill.

01



**Do you consistently create content for social, blogs, or vlogs?**

Your Number



02



**Do you share relatable and memorable stories as part of your content outreach strategy?**

Your Number



03



**Do you use your marketing metrics and client feedback to lead your content creation?**

Your Number

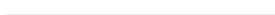


04



### Average your Responses

Now, take your self-assessment numbers, add them up, and divide them by three. Enter the number below.



### Dig Deep

Is your digital marketing consistently gaining you new followers and leads each month? What's working? What's missing?

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*“Marketing is no longer about the stuff that you make but about the stories you tell.”*

**SETH GODIN**

Author, Speaker, and Entrepreneur





# Change your Business, Change your Life

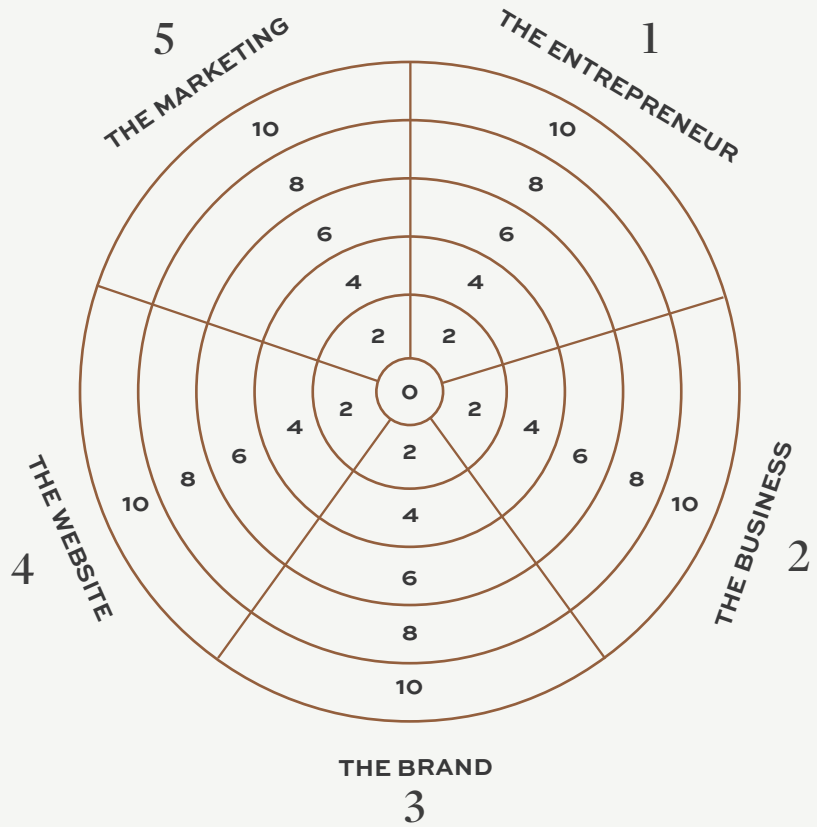
Once each of these business pillars are addressed, and you show up clearly and powerfully as your authentic self in the manner you are called, your whole business finds a new and powerful expression of itself. Your business becomes truer, simpler, and more aligned. **It levels up and changes, and your clients' results are compounded.**

When you deeply know these things, others notice and clearly and powerfully experience them through your business, brand, and marketing...

*Well, that will not only change your business, that, my dear, will change your life.*

## Business Growth Wheel Review

Take your average number for each pillar and mark your score on the wheel below. Now connect your scores in as smooth of a circle shape as you can create.



**That, my dear, is the wheel your business is relying on as it grows.**

So for each bump and lump, your business is fighting itself and you, as you push it along. By honing in on the lower ranking areas of your business, you give yourself the smoothest travel toward growth that is possible!

## The Big Question

Which pillar in your business scored the lowest and needs your attention right away?  
Does this surprise you or not? What can't you unsee after working through this exercise?



# About Us



Elevate5 is a mission-driven digital marketing company founded by sisters, JoDee Turner and Cara Christenson. With a desire to work together and deep backgrounds in marketing, branding, websites, and small business development the creation of Elevate5 was really just a matter of time. **The duo felt a calling on their heart to help their clients shine their light, and create lives of freedom, abundance, and purpose for themselves.**

With Elevate5's team of powerful creatives and technicians, they quickly can jump in alongside their business owner clients and take their brands, websites, and digital marketing from barely functioning to becoming a reliable and worthy member of their sales acquisition team.



**TAITE**  
*Managing Director  
& Brand Strategist*



**EMILY**  
*Creative Director*



**MELISSA**  
*Business &  
Brand Strategist*



**JENAE**  
*Graphic Designer*



**KANDRA**  
*Developer*

Over the past five years Elevate5 themselves has grown and expanded its team of creative professionals, honed in on systems to create consistently powerful results, **and grown our topline over 450 percent.**

Notably this intense growth was earned while working virtually with focused part-time hours, leading busy families, balancing time for exercise, daily prayer, and while navigating the ups and downs of life in recent years.

**Their deepest desire is to see those same results for their clients, and with teamwork and the application of their expertise, that and so much more is exactly what can be accomplished.**

## Client Love



*I cannot say thank you enough to Elevate5 for all the amazing work they have done on my website and professional development. The whole team, from Jodee to Taite to Emily, and everyone in between was genuine and clearly cared about the outcome of this project...*

**JESSICA DITTY**  
*Awake In Wellness Music Therapy*



# Want to see your big business goal become your reality?

Let's dive in and see what that might take!

**Book your private Elevate5 Business Consultation to dive deep into what you've uncovered for your business and to pinpoint what is needed to launch you and your business to your next up-level.**

Discuss your big business goals and how you can create clarity and a clear path to achieving them!

## Elevate5 Business Consultation

**We're investing in you.**

We want you to make progress in this next season, and that's exactly what we'll do! In this Complimentary Consultation (**valued at \$497**), we'll strategize and clarify in what ways we can assist you to get your business to your next level.

***We need you to invest in you too!*** In order for this call to be efficient, we need some information from you. Fill out this application so we can dive deep and take meaningful action. On the honor system, you have five days to get this booked!

**YOU are a priority in your business, so make yourself one.**

Consultation valued at \$497

**\$497 Complimentary!**



**GET STARTED NOW** →

[Elevate5.com/ConsultApplication](https://Elevate5.com/ConsultApplication)



# Want Business & Personal Support All Year?

THE SISTERHOOD YOU'VE BEEN SEARCHING...



## JOIN OUR 12-MONTH DIGITAL MARKETING COACHING MEMBERSHIP FOR FAITH-FUELED WOMEN ENTREPRENEURS!

Join Elevate5's business coaching program designed to provide ongoing training and support for women entrepreneurs by women entrepreneurs who understand the challenges, needs, tech, and strategies required when striving to create a multi-six figure business while still enjoying your life, freedom, family, and faith!

### IN THIS YEAR-LONG PROGRAM RECEIVE TRAINING FOR:

Becoming the Next Level YOU in Business, Faith, & Life

- Scaling your Business Strategy, Team, Tech, & Process
- Developing your Brand & Messaging to Attract Your Ideal Client
- Designing a Website & Sales Funnel that Converts
- Mastering Marketing & Social Media Content with Ease & Authenticity
- Implementing Together so You Can Take Fast Action with Confidence

### THRIVE WITH DAILY, WEEKLY, MONTHLY SUPPORT FOR THE CHALLENGES THAT ARISE IN YOUR BUSINESS:

- A deeply-connected community so you don't have to always do-it alone
- Access to tech, marketing, and growth experts so you have help as needed
- Advanced trainings AND outside expert topic-specific trainings
- Work-together work sessions so you're supported in completed challenging tasks
- 24/7 access to our Marketing Resources Library

WANT TO LEARN MORE?

GET STARTED NOW →

[365.elevate5.com](https://365.elevate5.com)

