

# BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” flow

2 Relationships Identified

## BUSINESS PROFILES

### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

## REFERRAL 1/2

80% conf

flow !” MyahnArt LLC

### Reasoning:

Both businesses target clients who seek to enhance personal or professional experiences. flow's coaching services could attract clients looking for aesthetic improvements in their environments, which MyahnArt specializes in. This creates a scenario where they can refer clients to each other without direct competition.

### Value Proposition:

By exchanging referrals, both businesses can increase their client bases significantly, with potential revenue growth of 20-30% each quarter.

### Collaboration Example:

During a coaching session, flow identifies a client struggling with office aesthetics. Miguel refers them to Myah, who then provides a custom mural for the client's office, generating \$2,000 in revenue for MyahnArt. In return, Myah refers her clients in need of personal development to flow, enhancing both businesses' service offerings.

### Synergy Potential:

The unique synergy lies in how flow's coaching can provide the emotional and motivational support that complements MyahnArt's aesthetic enhancements, creating a holistic improvement for clients' environments and mindsets.

### Action Items:

1. Schedule a meeting between Miguel and Myah to discuss mutual referral processes.

2. Create a co-branded marketing flyer showcasing each other's services for joint distribution.
3. Establish a referral tracking system to monitor leads and conversions from each business.

Value: HIGH

MUTUAL BENEFIT

75% conf

## COLLABORATION 2/2

MyahnArt LLC !' flow

### Reasoning:

MyahnArt's services can provide visual enhancement that can be marketed as part of flow's coaching offerings. Joint projects can elevate both brands by creating immersive experiences for clients.

### Value Proposition:

Collaborative events can attract new clients and generate up to \$5,000 per event, significantly enhancing brand visibility and customer engagement.

### Collaboration Example:

MyahnArt hosts a live mural painting event at flow's coaching retreat, where attendees receive coaching sessions while observing the mural being created. The event charges \$100 per attendee, with 50 attendees projected, resulting in \$5,000 revenue for MyahnArt and increased exposure for flow's coaching services as attendees share their experiences online.

### Synergy Potential:

This partnership is unique as it combines personal development with creative art, providing a memorable experience that neither business could achieve alone, attracting clients who value both coaching and aesthetics.

### Action Items:

1. Plan a joint marketing strategy for the live mural event targeting local businesses and individuals.
2. Decide on a venue and logistics for the event, ensuring it accommodates both coaching activities and live art.
3. Develop promotional materials highlighting the value of both services to distribute via social media and local networks.

Value: HIGH

MUTUAL BENEFIT