

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings !" MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

COLLABORATION 1/2

85% conf

Jamz Trainings !" MyahnArt LLC

Reasoning:

Jamz Trainings and MyahnArt LLC can create a unique experience that combines personal training sessions with live art. This collaboration targets their mutual audience of middle-aged recreational athletes who may appreciate both physical well-being and aesthetic enhancement in their homes or community spaces.

Value Proposition:

This partnership can potentially generate additional revenue for both businesses by attracting new clients; Jamz could see a 20-30% increase in client sign-ups through events, while MyahnArt could boost their sales by showcasing their work in a live setting.

Collaboration Example:

Jamz Trainings organizes a 'Wellness Weekend' event at a local HOA community where members can participate in fitness classes led by James, while MyahnArt sets up live painting stations to create custom portraits or murals during the sessions. Attendees pay a fee for the classes, and a portion goes to both businesses, with potential sales of artwork on-site.

Synergy Potential:

This pairing is unique because it merges health and wellness with creativity, making fitness events more engaging and visually appealing, thus enhancing the community's overall experience.

Action Items:

1. Plan a schedule for the event and secure a venue within the HOA community.
2. Market the 'Wellness Weekend' through local social media groups and HOA newsletters.
3. Coordinate the logistics for MyahnArt's live painting setup and Jamz's class schedules.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

MyahnArt LLC !' Jamz Trainings

Reasoning:

MyahnArt often works with local businesses that cater to similar demographics. Referring clients who are interested in health and wellness services to Jamz Trainings can help both businesses grow their client bases without direct competition.

Value Proposition:

MyahnArt can offer referral discounts to clients who sign up for Jamz's services, increasing Jamz's exposure and client acquisition by potentially 15-20% for each referral made.

Collaboration Example:

MyahnArt creates a 'Healthy Living' package for their business clients, offering a mural that promotes wellness themes along with referral cards for Jamz Trainings. When businesses purchase the mural, they also receive referral cards to distribute to their employees, encouraging them to try Jamz's personal training services.

Synergy Potential:

This referral relationship is special because MyahnArt's clients are likely already invested in improving their environments, making them more open to investing in their health simultaneously.

Action Items:

1. Develop a referral card design that highlights both businesses' offerings.
2. Create a joint marketing campaign to promote the referral program on social media.
3. Set up a tracking system to measure referral success and client feedback.

Value: MEDIUM

MUTUAL BENEFIT