

Genuines Coaching & Consulting

• Technology

Coaching, Speaking, Training

Contact Information

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TARGET MARKET

C suite, Exec Leaders, Small Business Owners

CURRENT NEEDS

Strategic, Potential Partnerships

Partnership Opportunities (30)

1 JAX AI Agency

Technology

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency specializes in AI solutions that can enhance the training and development processes offered by Genuines Coaching & Consulting. By collaborating, they can create tailored AI-driven training modules that enhance learning outcomes for executives and small business owners.

VALUE: This partnership could lead to new revenue streams from offering AI-enhanced training programs, potentially generating an additional \$20,000 in project fees in the first year.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting works with C-suite executives and small business owners who may benefit from the AI consulting services offered by JAX AI Agency. By referring clients to JAX AI, they can offer added value to their own clients while earning referral fees.

VALUE: This could lead to a 10% commission on referred projects, potentially yielding \$5,000 in referral fees within the first year based on initial client estimates.

[!] PARTNERSHIP SCENARIO

JAX AI Agency could develop an AI-powered coaching tool that analyzes executive leadership styles and provides personalized feedback. Genuines Coaching would market this offering to their existing clients, enhancing their value proposition. They could split the revenue from the initial \$10,000 project fee while also gaining new clients through the innovative training solution they provide together.

[*] UNIQUE SYNERGY

This pairing is unique because JAX AI brings cutting-edge technology to Genuines Coaching's established expertise in executive training, creating a distinctive program that neither could achieve alone.

NEXT STEPS:

- 1 Schedule a brainstorming session to identify specific training areas that can be enhanced with AI.
- 2 Develop a prototype of the AI-powered coaching tool to showcase at Genuines Coaching's next client workshop.
- 3 Create a joint marketing plan to promote the new AI training module to both businesses' client bases.

2 Genuines Coaching & Consulting

Technology

85%

-> One-way

<- WHAT THEY PROVIDE (Collaboration)

Both businesses specialize in coaching and consulting services, targeting similar high-level executives and business owners. A joint workshop or training program can leverage their combined expertise to attract a larger audience.

VALUE: By collaborating on a comprehensive leadership development program, they could attract 20-30 corporate clients each willing to pay \$2,000 per workshop, potentially generating \$40,000 in revenue.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting organizes a leadership retreat, and together, they develop a two-day event focused on executive skills training. They market it to their combined networks, with 40 executives attending, each paying \$1,500 for the experience. They split the revenue, earning \$30,000 each.

[*] UNIQUE SYNERGY

Their identical branding and mission create a seamless partnership, allowing for unified messaging and a strong value proposition for clients seeking comprehensive coaching solutions.

NEXT STEPS:

- 1 Develop a shared marketing strategy for the leadership retreat, targeting both customer bases.
- 2 Create a joint curriculum that highlights unique strengths from both businesses.
- 3 Schedule a planning meeting next week to finalize details and set dates for the event.

3 Tosh's Urban Garden

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Tosh's Urban Garden can collaborate with Genuines Coaching & Consulting to create wellness workshops that incorporate herbal health solutions. This partnership allows both to reach a broader audience interested in health and personal development.

VALUE: The collaboration could generate an estimated additional revenue of \$10,000 through workshop fees and product sales, while enhancing brand visibility for both businesses.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting targets C-suite executives and small business owners who may be interested in holistic health solutions. Referring these clients to Tosh's Urban Garden for their herbal products can enhance Genuines' service offerings.

VALUE: By referring clients to Tosh's Urban Garden, Genuines could earn a commission on sales, potentially increasing revenue by 15% from new referrals, while Tosh gains access to a lucrative customer segment.

[!] PARTNERSHIP SCENARIO

Tosh's Urban Garden and Genuines Coaching & Consulting could host a 'Wellness & Leadership Retreat' at a local venue where participants learn about herbal remedies and their benefits while also receiving coaching on leadership skills. The retreat could charge \$150 per participant for a full day, with a target of 50 participants, yielding \$7,500 revenue, split between the two businesses. Additionally, Tosh could sell herbal products during the event, potentially adding another \$2,500 in sales.

[*] UNIQUE SYNERGY

The unique synergy lies in combining health and wellness with leadership development, appealing to high-level executives who value personal well-being as part of their professional success.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm workshop topics and logistics within the next week.
- 2 Create a joint marketing plan to promote the retreat through social media and email newsletters.
- 3 Identify a suitable venue for the retreat and secure a booking within the next two weeks.

4 The Collective Om

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

The Collective Om focuses on holistic health, which can complement Genuines Coaching & Consulting's leadership training. By combining wellness services with executive coaching, they can address both personal and professional growth, making offerings more appealing to C-suite clients.

VALUE: Combining services can attract larger corporate contracts, potentially increasing revenue by 20-30% through joint offerings to executive teams.

-> WHAT YOU PROVIDE (Referral)

Genuines' target market includes small business owners who may benefit from holistic health services to improve their well-being and productivity. This creates an opportunity for referrals from Genuines to The Collective Om.

VALUE: By referring clients to The Collective Om, Genuines can enhance their service offering while receiving a referral commission, potentially increasing their revenue by 10-15%.

[!] PARTNERSHIP SCENARIO

The Collective Om could provide a customized wellness retreat for executives trained by Genuines at a local venue, such as a weekend getaway. Executives would engage in workshops led by Reden on leadership strategies, while Ashlyn leads yoga and wellness sessions, creating a holistic experience. They could charge \$2,500 per executive, targeting a group of 20, yielding \$50,000 in revenue, split between both businesses.

[*] UNIQUE SYNERGY

This partnership uniquely blends health and technology, addressing the growing demand for wellness in corporate environments, setting them apart from traditional coaching or wellness services.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and Reden to brainstorm potential retreat themes and logistics.
- 2 Identify a suitable venue and date for the first joint retreat within the next month.
- 3 Create a marketing plan highlighting the unique benefits of the retreat for executive teams.

5 Complete Renewal LLC

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Complete Renewal serves health-conscious minority women who may also be in leadership roles or aspire to entrepreneurship, making them potential clients for Genuines Coaching's executive coaching services. This creates a referral opportunity without direct competition.

VALUE: Referencing Genuines Coaching to clients could lead to at least 5 new coaching sessions, valued at \$1,000 each, generating an additional \$5,000 in revenue for Genuines.

-> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in coaching and training for executive leaders, which can complement Complete Renewal's holistic wellness education initiatives. By collaborating, they can create a wellness program that appeals to C-suite executives focused on health and sustainability.

VALUE:

This partnership could generate approximately \$10,000 in revenue from corporate wellness programs offered to local businesses, with the potential to expand into a broader market.

[!] PARTNERSHIP SCENARIO

Genuines Coaching could co-host a 'Wellness Leadership Retreat' with Complete Renewal, inviting local executives to a two-day event where they engage in leadership training while enjoying plant-based skincare workshops. Each participant pays \$500, and with 20 attendees, both businesses would earn \$10,000, alongside increased brand visibility.

[*] UNIQUE SYNERGY

This pairing is unique because it merges high-level coaching with wellness, targeting executives who are increasingly seeking holistic health solutions for themselves and their organizations, creating a niche market opportunity.

NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline the retreat agenda and logistics.
- 2 Develop marketing materials highlighting the benefits of wellness for leadership, targeting local businesses.
- 3 Identify and reach out to potential sponsors or partners to enhance the retreat experience.

6 Connections to the Nations Llc

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Connections to the Nations serves businesses that may need coaching and consulting services, creating an opportunity for referrals. By referring its clients to Genuines, it can provide additional value to its business network.

VALUE: Each referral could potentially yield \$1,000 in consulting fees for Genuines, while Connections enhances its service offering, thereby increasing client satisfaction and retention.

-> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching & Consulting can offer workshops and training sessions at Connections to the Nations' community events, enhancing the value they provide to local businesses. This collaboration will help both businesses reach their target markets effectively.

VALUE: By integrating coaching sessions into community fairs, Genuines could generate an additional \$2,000 per event in revenue while Connections increases event attendance by 30%, attracting more local businesses.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting will host a leadership training workshop at the next Connections to the Nations community fair. They will create a special session titled 'Leading with Purpose' tailored for small business owners attending the fair. With 50 attendees expected, the session could generate \$1,500 in revenue for Genuines while providing valuable content that will attract more participants to future fairs.

[*] UNIQUE SYNERGY

This partnership uniquely combines coaching expertise with community outreach, creating an impactful platform for business development that neither could achieve alone. The local focus of both businesses will enhance community engagement and foster strong relationships.

NEXT STEPS:

- 1 Schedule a meeting between Reden Dionisio and Arlene Ortiz to discuss potential workshop topics.
- 2 Draft a proposal for the 'Leading with Purpose' workshop detailing objectives and outcomes.
- 3 Market the community fair through both businesses' channels to maximize attendance.

<- WHAT THEY PROVIDE (Collaboration)

JPO Logistics could benefit from enhanced leadership training provided by Genuines Coaching & Consulting to improve operational efficiency. Conversely, Genuines could use real-world logistics case studies in their training sessions, enhancing their curriculum with practical examples.

VALUE: By integrating leadership coaching into JPO's operations, they could see a 15% increase in productivity, potentially translating to an additional \$100,000 in revenue annually. Genuines can market their training with case studies from a growing logistics company, enhancing their brand credibility.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching targets C-suite executives and small business owners, which may include clients who need logistics services. Establishing a referral program could lead to mutual client acquisition without direct competition.

VALUE: By referring clients to JPO Logistics, Genuines can earn a referral fee, while JPO gains access to high-value clients. For instance, if Genuines refers 5 clients per quarter with an average shipment value of \$10,000, JPO could see an additional \$50,000 in revenue.

[!] PARTNERSHIP SCENARIO

JPO Logistics schedules a quarterly workshop with Genuines Coaching to train their management team in effective leadership and communication strategies. During the workshop, Genuines incorporates a live simulation involving JPO's logistics challenges, which allows participants to practice new skills in real-time. By the end of the session, JPO's management reports increased confidence in decision-making and a plan to implement learned strategies within the next month.

[*] UNIQUE SYNERGY

The combination of logistics and leadership training creates a unique opportunity where practical, industry-specific challenges can be addressed through tailored coaching. This pairing is special because it not only improves JPO's operational capabilities but also gives Genuines a direct case study in a complex field.

NEXT STEPS:

- 1 Schedule an initial meeting to discuss specific training needs and logistics challenges.
- 2 Develop a tailored workshop plan that includes JPO's real-world scenarios for training.
- 3 Set measurable goals and outcomes for the workshop to assess its impact on JPO's operations.

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can host craft workshops tailored for Genuines Coaching & Consulting's executive clients, enhancing their team-building initiatives. This collaboration aligns with both businesses' target audiences and serves their different needs effectively.

VALUE: By collaborating on workshops, Jazzi's Creations could generate an estimated \$1,500 per event while Genuines Coaching can enhance its service offerings, attracting more corporate clients.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting serves small business owners who may need personalized promotional gifts or team-building activities that Jazzi's Creations offers. This creates a natural referral relationship enhancing both businesses' customer reach.

VALUE: Genuines can refer its business clients to Jazzi's Creations, potentially increasing Jazzi's customer base by 20%, translating into increased sales of around \$5,000 per quarter.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations organizes a hands-on crafting event exclusively for Genuines Coaching's clients. Over a two-hour session, 30 executives create customized corporate gifts while engaging in team-building exercises. Jazzi charges \$1,500 for the event,

and Genuines promotes the event as part of their leadership development program, providing value that can lead to increased client retention.

[*] UNIQUE SYNERGY

This partnership leverages Jazzzi's expertise in crafting personalized experiences with Genuines' focus on executive coaching, creating a unique value proposition that stands out from typical training programs.

NEXT STEPS:

- 1 Schedule a meeting between Jasmyne and Reden to discuss potential workshop themes and logistics.
- 2 Develop a joint marketing strategy to promote the workshops to Genuines' client base.
- 3 Create a feedback mechanism to gauge the success of the first event and identify areas for improvement.

9 IV Creative

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

IV Creative focuses on content creation for local businesses, while Genuines Coaching & Consulting targets C-suite executives and small business owners. This overlap means they can refer clients to one another without competing directly, creating a win-win for both.

VALUE: Increased client base through referrals could lead to a 20% increase in revenue for both businesses over the next quarter.

-> WHAT YOU PROVIDE (Vendor)

Genuines Coaching provides coaching services which could benefit from marketing content to promote their offerings. IV Creative can create professional content that enhances their visibility and client acquisition efforts.

VALUE: By engaging IV Creative's services, Genuines could see a 30% increase in inquiries from potential clients, translating to higher revenue from coaching engagements.

[!] PARTNERSHIP SCENARIO

IV Creative could refer small business clients in need of leadership training to Genuines Coaching. For instance, if a local restaurant owner seeks to improve team dynamics, IV Creative can connect them with Genuines, earning a referral fee of \$250 per successful conversion.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary markets; IV Creative's local focus aligns perfectly with Genuines' target audience, allowing both to enhance their service offerings without overlapping.

NEXT STEPS:

- 1 Establish a referral agreement detailing commission structures.
- 2 Create a joint marketing campaign targeting local small businesses.
- 3 Schedule a monthly meeting to share leads and discuss client needs.

10 Bluebird Health Partners

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Bluebird Health Partners focuses on healthcare strategy execution, while Genuines Coaching & Consulting specializes in coaching and training for executives. Collaborating allows Bluebird to enhance their service offerings by integrating leadership training into healthcare consulting, which is essential for effective strategy execution.

VALUE: By combining expertise, both companies can attract larger healthcare clients who seek comprehensive solutions, potentially increasing revenue by 25% through bundled service offerings.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting targets C-suite executives who may need healthcare strategy consulting, while Bluebird Health Partners serves healthcare solution providers. They can refer clients to each other without competing, expanding their respective networks.

VALUE: By referring clients, both businesses can increase their client base by 15%, as Genuines' clients will require healthcare consulting, while Bluebird's clients may seek leadership training.

[!] PARTNERSHIP SCENARIO

Bluebird Health Partners can host a series of workshops led by Genuines Coaching & Consulting for C-suite leaders at healthcare startups. For example, they could organize a workshop on 'Leading Change in Healthcare' where executives learn strategies to implement new technologies effectively. This could be a 3-day event with 15 participants, costing \$1,500 per seat, generating \$22,500 for both companies, while also strengthening their relationship with emerging healthcare leaders.

[*] UNIQUE SYNERGY

This partnership uniquely combines healthcare strategy with executive leadership training, a niche that very few consulting firms address together, making their offerings significantly more attractive to healthcare organizations.

NEXT STEPS:

- 1 Schedule a kickoff meeting to brainstorm workshop topics that align with both companies' strengths.
- 2 Develop a joint marketing strategy to promote the workshops to the target audience.
- 3 Create a feedback loop post-workshop to refine future offerings based on participant insights.

11 Enriquez Aesthetics

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target professionals, but in different dimensions, providing potential for mutual client referrals. Enriquez Aesthetics focuses on individuals with skin conditions, while Genuines Coaching & Consulting targets executives and small business owners who may also have an interest in personal care and wellness.

VALUE: Increased client base for both businesses through strategic referrals, potentially generating an additional 10-15% in revenue for each.

-> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching & Consulting can enhance their coaching sessions with wellness components, such as stress management, which can be complemented by the luxury facial experiences offered by Enriquez Aesthetics. This aligns well with both their client bases, fostering a holistic approach to personal and professional development.

VALUE: By incorporating wellness sessions into Genuines' offerings, they can increase their package value by 20%, attracting more clients who value integrated personal care.

[!] PARTNERSHIP SCENARIO

When Genuines Coaching & Consulting hosts a workshop for C-suite executives, they can offer attendees a complimentary facial consultation from Enriquez Aesthetics. This not only enhances the event's value but also allows Enriquez to gain new clients who may book services after the event, potentially generating \$1,000 in new bookings from 10 interested attendees.

[*] UNIQUE SYNERGY

The unique synergy comes from the intersection of wellness and professional performance; this partnership allows both businesses to enhance their brand image as holistic service providers for professionals.

NEXT STEPS:

- 1 Draft a referral agreement outlining terms for client referrals.
- 2 Create a marketing flyer highlighting combined services for Genuines' clients.
- 3 Schedule a joint networking event to introduce each other's services to clients.

12 Celebrate & Smile International Steppers

Arts & Creative

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers specializes in enhancing community and employee relationships through dance, which aligns with Genuines Coaching & Consulting's focus on coaching and training for executives. The two businesses can leverage each other's strengths to create a unique employee engagement program.

VALUE: By collaborating on a joint employee engagement program, both businesses can attract new clients, leading to an estimated \$10,000 in additional revenue from corporate clients seeking unique team-building solutions.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting works with C-suite executives and small business owners who may be interested in enhancing their team dynamics through creative arts like dance, which Celebrate & Smile offers. They can refer clients looking for unique employee engagement solutions.

VALUE: This referral relationship could increase Celebrate & Smile's client base by 20% through Genuines' established network of business leaders, translating to an estimated additional \$5,000 in revenue over the next quarter.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile International Steppers could design a fun, interactive dance workshop for Genuines Coaching & Consulting's corporate clients during their leadership retreats. For example, during a two-day retreat for a local tech company, they could offer a 2-hour dance session that fosters teamwork and creativity, resulting in positive feedback and potentially new contracts for both companies.

[*] UNIQUE SYNERGY

This pairing is unique because it combines the arts with executive coaching, creating a holistic approach to employee engagement that is both fun and beneficial—a rare offering in the market.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany Barksdale and Reden Dionisio to brainstorm ideas for a joint workshop.
- 2 Develop a pilot program for the dance workshop to present at Genuines' next corporate retreat.
- 3 Create marketing materials highlighting the benefits of combining dance with executive coaching.

13 Communicate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Communicate Design & Marketing targets founders and solo entrepreneurs, while Genuines Coaching & Consulting focuses on C-suite and small business owners. There is significant overlap in clientele, especially as founders often transition to executive roles, making referrals beneficial.

VALUE: By referring clients to each other, both businesses could increase their client base by 15-20%, leading to potential revenue increases of \$10,000 each in the next quarter.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching targets C-suite executives and small business owners who often need branding and marketing strategies, making them a potential source of referrals for Communicate.

VALUE: By referring clients needing marketing services to Communicate, Genuines can enhance its service offering and potentially increase its revenue by 10% through commission agreements.

[!] PARTNERSHIP SCENARIO

Kate from Communicate sends out a monthly newsletter featuring Genuines Coaching's services, highlighting a case study where Reden helped a local startup increase its market reach. In return, Reden includes a mention of Communicate's branding services in his coaching sessions, providing leads for both businesses.

[*] UNIQUE SYNERGY

The pairing is unique because they can effectively serve at different stages of a business's lifecycle, from inception (Communicate) to growth and leadership development (Genuines). This creates a seamless referral pathway for clients.

NEXT STEPS:

- 1 Set up a monthly referral agreement to track leads exchanged.
- 2 Create joint marketing materials that highlight each other's services.
- 3 Host a webinar together focusing on branding and leadership strategies for startups.

14 MyahnArt LLC

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

MyahnArt LLC could provide creative services like live painting during Genuines Coaching & Consulting's leadership retreats or workshops. This would enhance the experience for executive leaders and small business owners attending these events.

VALUE: MyahnArt could earn \$1,500 for providing live painting services at an event, while Genuines Coaching can differentiate their offerings, potentially attracting more clients through unique experiences.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching's target market includes small business owners who could benefit from MyahnArt's creative services, particularly those looking to enhance their customer experience or beautify their spaces.

VALUE: By referring clients to MyahnArt, Genuines can provide added value to their coaching services, potentially earning referral fees and strengthening client relationships.

[!] PARTNERSHIP SCENARIO

During a leadership retreat for small business owners, MyahnArt sets up a live mural painting that reflects the themes of leadership and innovation discussed throughout the sessions. As participants engage in workshops, they witness the mural come to life, culminating in a vibrant piece that symbolizes their journey. This not only provides visual aesthetic value but also creates a memorable experience that Genuines can showcase in future marketing materials.

[*] UNIQUE SYNERGY

The combination of live art and executive coaching creates a unique atmosphere that promotes creativity and engagement, setting Genuines Coaching apart from traditional consulting firms.

NEXT STEPS:

- 1 Schedule a meeting between MyahnArt and Genuines Coaching to discuss potential upcoming events.
- 2 Identify specific events or retreats where live painting could enhance the experience.
- 3 Develop a joint marketing strategy to promote the unique offerings of their collaboration.

15 Be Present Detalles

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Be Present Detalles specializes in creating memorable events which can serve as a platform for Genuines Coaching & Consulting to showcase their coaching services. By collaborating, both businesses can enhance their offerings and attract a wider audience.

VALUE: Potential to increase revenue by 30% through bundled event and coaching packages, tapping into both companies' client bases.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and small business owners, a demographic that may require event planning services for corporate retreats or personal milestones. Referring clients to Be Present Detalles can enhance their service offerings.

VALUE:

By referring clients to Be Present Detalles, Genuines can earn referral fees or discounts on event services for their own events, increasing overall client satisfaction and loyalty.

[!] PARTNERSHIP SCENARIO

Be Present Detalles organizes a professional networking event for executives, featuring Genuines Coaching & Consulting as the keynote speaker. Attendees would participate in workshops led by Reden Dionisio that focus on leadership development, while enjoying a curated experience provided by De'Ana Aguas. The event could attract 50 attendees at \$100 each, generating \$5,000 in ticket sales, with additional revenue from future coaching sessions for interested participants.

[*] UNIQUE SYNERGY

The unique synergy lies in the blend of experiential events and executive coaching; together, they create a comprehensive professional growth experience that neither could provide alone. This pairing enhances both the emotional and educational aspects of client engagement.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Reden Dionisio to brainstorm event ideas.
- 2 Develop a joint marketing strategy to promote the upcoming networking event.
- 3 Create a list of potential venues and finalize a date for the event.

16 Free Agents Inc

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Free Agents Inc focuses on solving business issues for companies with 5 to 250 employees, which often includes C-suite executives and small business owners targeted by Genuines Coaching & Consulting. They can refer clients to each other without competing directly.

VALUE: Increased client base for both businesses; potential for each to gain 5-10 new clients per month through referrals.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting's focus on C-suite executives and business owners aligns well with the target market of Free Agents Inc, allowing for mutual client referrals.

VALUE: Each business could see a 10% increase in clientele through structured referrals, enhancing service offerings for their existing clients.

[!] PARTNERSHIP SCENARIO

Free Agents Inc encounters a mid-sized client needing executive coaching after a merger. They refer this client to Genuines Coaching & Consulting, who then provides a tailored coaching program. In return, Genuines refers a small business client needing strategic issue resolution back to Free Agents, creating a reciprocal flow of business.

[*] UNIQUE SYNERGY

The synergy lies in their complementary services targeting different aspects of business growth: operational problem-solving and executive coaching, making their referrals particularly impactful for mutual clients.

NEXT STEPS:

- 1 Schedule a joint meeting to discuss referral processes and establish clear criteria for client referrals.
- 2 Create a referral agreement outlining the terms, benefits, and tracking for referred clients.
- 3 Launch a co-branded marketing campaign highlighting both services to attract new clients.

<- WHAT THEY PROVIDE (Referral)

Both businesses target small business owners but in different service areas. While Organize Design Create focuses on marketing, Genuines Coaching & Consulting offers coaching. They can refer clients to each other when they identify a need for the other's services.

VALUE: Each referral could lead to new clients, potentially increasing revenue streams by 15% for both businesses as they tap into each other's networks.

-> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching & Consulting focuses on coaching and training for executive leaders, while Organize Design Create specializes in marketing for small businesses. They can collaborate to provide comprehensive packages that include marketing strategies along with executive coaching, enhancing the value offered to clients.

VALUE: By collaborating, they can create a bundled service that attracts higher-tier clients, potentially increasing revenue by 20% from joint projects.

[!] PARTNERSHIP SCENARIO

Genuines Coaching could host a workshop for small businesses that combines executive coaching with marketing strategy development led by Organize Design Create. For instance, they could organize a half-day event where participants receive coaching on leadership followed by hands-on sessions on developing their marketing plans. Each business could charge \$300 per attendee, and with 20 attendees, they could generate \$6,000 in total revenue, splitting the profits.

[*] UNIQUE SYNERGY

The unique synergy lies in combining high-level coaching with practical marketing tactics, offering a holistic service that addresses both leadership and market visibility, which is particularly attractive to small business owners looking for dual support.

NEXT STEPS:

- 1 Schedule a meeting between Reden Dionisio and Victoria Price to outline potential workshop topics.
- 2 Develop a marketing plan for the collaborative event, targeting their shared audience.
- 3 Create promotional materials that highlight the benefits of the combined coaching and marketing services.

<- WHAT THEY PROVIDE (Referral)

Soulfitness Studio serves a clientele focused on health and wellness, which includes small business owners and executives who may benefit from coaching services. Referring clients who are looking to improve their leadership skills could create a beneficial referral network.

VALUE: By referring clients to Genuines Coaching & Consulting, Soulfitness can enhance their service offerings and potentially earn referral fees, while Genuines gains access to a targeted audience that needs coaching.

-> WHAT YOU PROVIDE (partner)

Genuines Coaching & Consulting specializes in coaching and training for executives, which aligns well with the health and wellness focus of Soulfitness Studio. They can create joint wellness programs targeting executives and small business owners that emphasize mental health and stress management, which are critical for effective leadership.

VALUE: By combining health and wellness with executive coaching, both businesses can tap into a new market segment, potentially increasing revenue by 20% through joint offerings.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting could design a 'Corporate Wellness Retreat' at Soulfitness Studio, where Reden leads sessions on leadership development while Janice offers workshops on stress relief through fitness. This could attract local businesses looking to invest in their leadership team's wellbeing, with a package price of \$5,000 for a full-day event, splitting

the profit between both businesses.

[*] UNIQUE SYNERGY

The pairing is unique because it combines executive coaching with wellness, addressing both personal and professional development in a holistic manner, something rarely offered in Jacksonville's market.

NEXT STEPS:

- 1 Schedule a meeting between Reden and Janice to brainstorm potential retreat ideas.
- 2 Develop a joint marketing strategy to promote the Corporate Wellness Retreat to local businesses.
- 3 Create a feedback mechanism post-retreat to gather client testimonials and improve future offerings.

19 ALYS Always Love Yourself

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

ALYS Always Love Yourself can refer clients looking for personal development and coaching services to Genuines Coaching & Consulting. As many of ALYS's customers are mature women, they often seek ways to enhance their professional presence and leadership skills.

VALUE: This referral can lead to increased client engagement for both businesses, with ALYS diversifying its offerings by providing clients with coaching recommendations, while Genuines can tap into a demographic that is keen on self-improvement.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting primarily targets executive leaders and small business owners, while ALYS Always Love Yourself caters to mature women over 40. This allows for a natural referral relationship where Genuines can recommend ALYS's skincare products to its clients who may seek beauty advice for professional appearances.

VALUE: By referring clients, Genuines can enhance its service offerings, potentially increasing client retention and satisfaction, while ALYS gains access to a new customer base that aligns with their target market.

[!] PARTNERSHIP SCENARIO

During Genuines' workshops for executive leaders, Reden can include a segment on personal branding that features ALYS's skincare products. For example, they could host a 'Confidence Through Care' session, where attendees receive samples of ALYS products, leading to direct sales and increased brand awareness. Genuines could earn a referral fee for each sale made through their recommendation.

[*] UNIQUE SYNERGY

This pairing uniquely combines personal development with skincare, addressing both professional and personal image concerns for C-suite clients, making it a holistic offering that neither could achieve alone.

NEXT STEPS:

- 1 Schedule an introductory meeting between Reden and Cenita to discuss the referral process.
- 2 Create a co-branded brochure highlighting ALYS products for distribution at Genuines' events.
- 3 Define a referral fee structure for clients referred from Genuines to ALYS.

<- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org serves a demographic that includes C-suite executives and small business owners who may require personal coaching or consulting services. Referring these clients can help Genuines expand its reach.

VALUE: Noseniorleftbehindfl.org can earn a referral fee of 15% for each client that transitions to Genuines, potentially generating \$1,500 to \$3,000 for Noseniorleftbehindfl.org if just a handful of clients are referred.

-> WHAT YOU PROVIDE (partner)

Genuines Coaching & Consulting specializes in coaching and training, which can benefit Noseniorleftbehindfl.org's staff in delivering better services to their senior clients. By enhancing staff skills, they can improve client satisfaction and operational efficiency.

VALUE: Genuines could charge \$2,000 for a tailored training program, which could lead to a 20% increase in service effectiveness for Noseniorleftbehindfl.org, ultimately bringing in more clients and increasing revenue.

[!] PARTNERSHIP SCENARIO

Genuines will conduct a two-day workshop for Noseniorleftbehindfl.org's team, focusing on effective communication with seniors and promoting their services. Post-training, Noseniorleftbehindfl.org sees a 30% rise in client engagement as staff apply new techniques, leading to a potential \$10,000 increase in service contracts over the next quarter.

[*] UNIQUE SYNERGY

This partnership is unique because it combines professional development with direct service delivery to seniors, allowing not only for improved internal operations but also enhanced client interactions that are vital in the elder care industry.

NEXT STEPS:

- 1 Schedule an initial meeting to discuss training needs and goals for Noseniorleftbehindfl.org's team.
- 2 Develop a customized training curriculum focusing on senior communication and service delivery.
- 3 Set a timeline for the training delivery and establish metrics for evaluating the program's effectiveness.

<- WHAT THEY PROVIDE (partner)

Both businesses focus on coaching but target different audiences. Flow can provide niche coaching services to Genuines' clients while Genuines can enhance Flow's offerings with their training and speaking expertise, making their combined services more robust.

VALUE: By partnering, Flow can increase its service offerings to include training and speaking engagements, potentially increasing revenue by 20% through cross-selling to Genuines' established client base of executives.

-> WHAT YOU PROVIDE (Referral)

While both businesses offer coaching services, they target different segments. Genuines can refer its small business clients to Flow for specific coaching needs, enhancing client satisfaction while Flow gains new clients.

VALUE: This referral partnership can increase Flow's client base by 15%, translating to an additional \$15,000 in revenue if each new client contributes \$1,000.

[!] PARTNERSHIP SCENARIO

Flow and Genuines could co-host a high-level executive retreat focused on leadership skills, where Flow provides coaching sessions while Genuines leads workshops on strategic thinking. They could charge \$500 per attendee, expecting 50 attendees, generating \$25,000 and splitting the revenue.

[*] UNIQUE SYNERGY

This partnership uniquely combines Flow's personalized coaching approach with Genuines' technology-enhanced training methods, creating a comprehensive development program that appeals to both small business owners and C-suite executives.

NEXT STEPS:

- 1 Schedule an introductory meeting to discuss service offerings and identify complementary areas.
- 2 Develop a co-branded marketing strategy for the executive retreat.
- 3 Establish a revenue-sharing model for joint events and services.

22 We buy any house

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

We Buy Any House has a target market that includes individuals who may be distressed and looking for financial advice, which aligns with Genuines Coaching & Consulting's expertise in coaching and consulting for small business owners and executives. By collaborating, they can offer a comprehensive support system for clients in need of both property sales and business guidance.

VALUE: By working together, We Buy Any House could increase its client base by 30%, while Genuines Coaching could gain access to new clients needing coaching on financial management during property sales.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and small business owners who may need to sell properties quickly due to various personal or business circumstances. Referring clients to We Buy Any House would benefit both businesses without overlap in services.

VALUE: By referring clients to We Buy Any House, Genuines Coaching could earn referral fees, while We Buy Any House gains access to a steady stream of potential sellers from an established network.

[!] PARTNERSHIP SCENARIO

We Buy Any House hosts a free seminar on 'Navigating Distressed Sales' where Reden from Genuines Coaching provides coaching on financial resilience. Attendees learn how to manage their finances while selling their homes. They charge a small fee for attendance, splitting the revenue, with both businesses gaining exposure and potential leads, enhancing their service offerings.

[*] UNIQUE SYNERGY

The combination of property sales expertise and executive coaching creates a unique support network for clients facing financial distress. This partnership uniquely combines real estate solutions with financial coaching, making it a one-stop solution for clients in crisis.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential seminar topics and logistics.
- 2 Develop a promotional strategy for the seminar, including social media and local advertising.
- 3 Prepare a follow-up plan for attendees to convert them into clients for both businesses.

23 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Jamz Trainings targets middle-age recreational athletes who may also hold executive positions or be small business owners, making them part of Genuines Coaching & Consulting's target market. Referrals could be mutually beneficial as both businesses can tap into each other's networks.

VALUE: By referring clients to each other, both businesses could increase their customer base significantly, potentially increasing revenue by up to 20% annually.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and small business owners who may engage in recreational sports. These individuals could benefit from the personal training and sports massage services provided by Jamz Trainings.

VALUE:

A referral program could increase Jamz Trainings' client base by connecting with high-income individuals who prioritize health, potentially adding \$15,000 in revenue from new clients annually.

[!] PARTNERSHIP SCENARIO

Jamz Trainings could refer clients who are C-suite executives or small business owners to Genuines Coaching & Consulting for leadership coaching. For example, after a training session, James Robinson identifies a client interested in improving their leadership skills and introduces them to Reden Dionisio, who then provides tailored coaching sessions. This could lead to a package deal where both businesses share a commission from each successful referral, enhancing client offerings.

[*] UNIQUE SYNERGY

The unique combination of health and wellness with coaching for executives creates a holistic offering that addresses both personal and professional development, appealing to clients who value well-rounded growth.

NEXT STEPS:

- 1 Schedule an initial meeting to discuss potential referral structures and commission models.
- 2 Create a referral program that includes marketing materials for both businesses to promote the partnership.
- 3 Establish a joint networking event targeting middle-age professionals to showcase both services.

24 Grayland

Real Estate

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Grayland's focus on commercial real estate appraisal attracts clients who may also need leadership coaching for their businesses. Genuines Coaching & Consulting can refer their clients interested in real estate investments to Grayland, establishing a mutually beneficial referral system.

VALUE: Grayland can gain access to Genuines' network of C-suite executives, leading to potential new clients, while Genuines could enhance their service offerings by providing access to real estate appraisal expertise.

-> WHAT YOU PROVIDE (Vendor)

Genuines Coaching & Consulting can offer coaching services to Grayland's employees, enhancing their performance and client interaction skills. This can improve Grayland's service delivery in real estate appraisal, making it a vendor relationship.

VALUE: By investing in Genuines' training, Grayland can elevate the skills of its team, leading to improved client satisfaction and retention, which could increase revenues by 15% through better service delivery.

[!] PARTNERSHIP SCENARIO

For example, after a workshop, Genuines identifies a participant who is a small business owner looking to expand into commercial properties. They can refer this client to Grayland for an appraisal. If the referral leads to a \$3,000 appraisal fee, Grayland could share a 10% commission with Genuines, generating \$300 revenue for Genuines while providing valuable service to their client.

[*] UNIQUE SYNERGY

The unique synergy lies in the intersection of real estate needs and executive coaching, where both businesses can enhance each other's value propositions through strategic referrals, directly catering to the lifestyle and business ambitions of a shared clientele.

NEXT STEPS:

- 1 Set up a referral agreement outlining commission structures and responsibilities.
- 2 Schedule a meeting to discuss cross-promotional strategies and shared marketing materials.
- 3 Develop a joint marketing campaign targeting C-suite executives interested in real estate investments.

<- WHAT THEY PROVIDE (Referral)

WhitBits Cookies targets corporate professionals and event planners who might benefit from the coaching services provided by Genuines Coaching & Consulting. Since they cater to similar audiences without direct competition, a referral partnership could be mutually beneficial.

VALUE: By referring clients to Genuines Coaching, WhitBits can create a new revenue stream through a referral fee structure, while Genuines can enhance their service offerings to corporate clients.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and small business owners who often organize events requiring catering, making them potential clients for WhitBits Cookies.

VALUE: Genuines can enhance their service portfolio by providing clients with quality catering options through referrals to WhitBits, while earning a commission for each referral.

[!] PARTNERSHIP SCENARIO

WhitBits can provide freshly baked cookies for Genuines' coaching workshops, creating a comfortable and inviting environment. In return, Genuines will refer their clients to WhitBits for corporate events, generating an estimated \$1,000 in additional monthly revenue for WhitBits through bulk orders of cookies for events.

[*] UNIQUE SYNERGY

The unique synergy lies in WhitBits' ability to create a welcoming atmosphere at Genuines' events, making the coaching experience more enjoyable and memorable, while Genuines can offer WhitBits a direct line to corporate clients that value quality and personalized service.

NEXT STEPS:

- 1 Arrange a meeting between Whitney and Reden to discuss referral terms.
- 2 Develop a referral program that includes promotional materials about both businesses.
- 3 Host a joint event where Genuines showcases coaching techniques while WhitBits provides refreshments.

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health Inc. targets individuals needing mental health support, while Genuines Coaching & Consulting focuses on C-suite executives and business owners. They can refer clients to each other, as executives often face stress and mental health issues that Aspirations can address, and those seeking coaching may benefit from mental health resources.

VALUE: Increased client referrals could lead to a 20% revenue boost for both businesses by tapping into each other's client bases.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting works with small business owners and executives who may require mental health support, thus creating an opportunity for referrals to Aspirations Behavioral Health Inc. This relationship can help executives manage stress and improve overall well-being.

VALUE: Potential increase in client engagement and retention, which could translate to a 15% revenue increase for Genuines through enhanced service offerings.

[!] PARTNERSHIP SCENARIO

After a coaching session, Reden notices a client struggling with work-life balance. He refers them to Kristian for mental health support, ensuring the client receives holistic care. In return, Kristian can recommend Genuines coaching services to clients aiming for career growth, creating a seamless referral loop.

[*] UNIQUE SYNERGY

The unique combination of mental health support and executive coaching creates a comprehensive wellness package that addresses both personal and professional development, making them standout resources for their clients.

NEXT STEPS:

- 1 Set up a meeting between Kristian and Reden to discuss referral processes and client needs.
- 2 Create a shared document to track referrals and outcomes to measure success.
- 3 Develop joint marketing materials that highlight the benefits of mental wellness and coaching for executives.

27 The P-Way Solutions LLC

Real Estate

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target small business owners and share similar clientele, making them ideal for a referral partnership. The P-Way Solutions can introduce Genuines Coaching & Consulting to their clients who may need leadership training, while Genuines can recommend The P-Way Solutions for businesses looking for janitorial services.

VALUE: Increased client acquisition for both parties through referrals, potentially boosting revenue by 15-25% annually.

-> WHAT YOU PROVIDE (Referral)

Genuines Coaching & Consulting focuses on C-suite executives and small business owners, many of whom may require janitorial services for their offices. Referring The P-Way Solutions would add value to Genuines' service offerings while also generating leads for The P-Way Solutions.

VALUE: Enhancing Genuines' service portfolio and providing The P-Way Solutions with access to high-value clients, potentially increasing both businesses' revenues by 20% through targeted referrals.

[!] PARTNERSHIP SCENARIO

The P-Way Solutions could refer Genuines to a local small business that is struggling with leadership issues. In return, Genuines could recommend The P-Way Solutions to a client needing reliable janitorial services, creating a win-win situation where both businesses tap into each other's client bases.

[*] UNIQUE SYNERGY

The unique synergy here lies in the overlapping target market of small businesses, allowing both companies to enhance their service offerings and provide comprehensive solutions that address both operational and leadership needs.

NEXT STEPS:

- 1 Set up an introductory meeting to discuss mutual client referrals.
- 2 Create a referral agreement outlining commission structures or incentives.
- 3 Develop co-branded marketing materials to promote the referral partnership.

28 Relax Relate & Release

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release targets veterans who may benefit from Genuines Coaching & Consulting's leadership training, especially for veterans transitioning to executive roles. Similarly, Genuines can refer C-suite clients who may seek stress relief and wellness services.

VALUE: By exchanging referrals, both businesses can expand their client base significantly, capturing a niche market that appreciates the unique services each offers.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses can host joint events focused on wellness and leadership, appealing to their shared target audience of executives and veterans.

VALUE: Hosting combined workshops will not only generate revenue through ticket sales but also enhance brand visibility for

both businesses in their respective communities.

[!] PARTNERSHIP SCENARIO

Relax Relate & Release could provide a special discount on massage therapy sessions for executives referred by Genuines Coaching. In return, Genuines could offer free workshops on leadership skills exclusively for veterans. For instance, if 10 veterans attend a workshop and each books a massage, both parties benefit from increased revenue and enhanced community engagement.

[*] UNIQUE SYNERGY

This pairing is unique as it combines wellness with leadership development, targeting a specific demographic of veterans, creating a holistic approach to their personal and professional growth.

NEXT STEPS:

- 1 Set up an introductory meeting between Hazel Lee and Reden Dionisio to discuss referral processes.
- 2 Develop a co-branded marketing flyer that outlines the benefits for veterans of both services.
- 3 Create a feedback system to track the number of referrals and their conversion rates.

29 Simple Creations By T

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Simple Creations By T serves individuals and organizations celebrating milestones, which can include leadership achievements. Referring clients to Genuines Coaching for executive training could enhance their service offering and create additional value for their clients.

VALUE: This could lead to a referral commission structure where Simple Creations earns a percentage of Genuines' fees for clients they refer, potentially generating an additional \$1,000-\$2,000 annually.

-> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in coaching and training for executive leaders, while Simple Creations By T offers custom gifts that could be ideal for recognition and appreciation events. Collaborating on a program that highlights the importance of employee recognition could create a unique offering for both businesses.

VALUE: This partnership could generate a new revenue stream, potentially bringing in \$3,000-\$5,000 per event from corporate clients looking to enhance team morale through personalized gifts and coaching.

[!] PARTNERSHIP SCENARIO

Genuines Coaching could organize a leadership retreat where Simple Creations provides personalized gifts for each participant, such as custom engraved notebooks and mugs. This would not only enhance the experience for attendees but also create a platform for both businesses to showcase their offerings, with potential revenue from the event split evenly.

[*] UNIQUE SYNERGY

The unique synergy lies in combining leadership development with personalized recognition, creating a holistic approach to employee engagement that neither business could achieve alone.

NEXT STEPS:

- 1 Schedule a brainstorming session to outline potential workshop themes and gift options.
- 2 Develop a marketing plan targeting local businesses for the leadership retreat.
- 3 Create a joint promotional package that outlines the benefits of the combined offering.

<- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros serves trucking businesses that may require coaching and leadership training, especially as they scale. Referring clients to Genuines Coaching aligns well with their needs, without overlapping services.

VALUE: By referring clients to Genuines Coaching, Big Rig Compliance Pros could enhance their value proposition, leading to a potential 15% increase in client retention and additional revenue through referral fees.

-> WHAT YOU PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in training and coaching, which can directly benefit Big Rig Compliance Pros and their clients by fostering better management practices and compliance awareness. This collaboration can enhance service offerings for both businesses.

VALUE: By implementing tailored training sessions for Big Rig Compliance Pros' clients, Genuines Coaching could increase its client base by 20%, while Big Rig Compliance Pros could enhance their service value and potentially charge a premium for compliance awareness training.

[!] PARTNERSHIP SCENARIO

Genuines Coaching could organize a two-day workshop focused on compliance management for truck drivers and fleet owners, teaching them effective strategies to handle compliance requirements. Big Rig Compliance Pros would promote this workshop to their clients, and for every participant, both companies could split the \$200 registration fee, leading to an additional revenue stream.

[*] UNIQUE SYNERGY

This partnership stands out because it combines compliance expertise with leadership training, creating a comprehensive solution for trucking businesses that need to navigate complex regulations while developing their management skills.

NEXT STEPS:

- 1 Schedule a meeting to discuss workshop content and logistics.
- 2 Create marketing materials highlighting the benefits of the workshop for Big Rig Compliance Pros' clients.
- 3 Set a timeline for registration and promotional efforts leading up to the workshop.