

# BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting!" MyahnArt

4 Relationships Identified

## BUSINESS PROFILES

### Genuine Coaching & Consulting

Contact: Reden Dionisio  
Industry: Technology  
Coaching, Speaking, Training

### MyahnArt LLC

Contact: Myah Freeman  
Industry: Marketing & Design  
Creative Services and Products: Murals, Live Painting, Custom Portraits and More

## COLLABORATION 1/4

85% conf

Genuine Coaching & Consulting!" MyahnArt LLC

### Reasoning:

Genuine Coaching & Consulting focuses on coaching and training for business leaders, while MyahnArt LLC offers creative services that could enhance corporate events. By collaborating, they can create engaging events that include team-building workshops led by Genuines, paired with live art creation by MyahnArt, providing a unique experiential offering.

### Value Proposition:

This partnership could generate new revenue streams through joint events, potentially earning each business \$1,500 to \$3,000 per event, depending on attendance and service packages.

### Collaboration Example:

Genuine organizes a leadership retreat for local business owners, incorporating MyahnArt's live painting services during key sessions. As attendees engage in leadership training, MyahnArt creates a custom mural capturing the essence of the retreat's themes. They split the \$2,500 fee for the event, enhancing attendee experience while showcasing both businesses' expertise.

### Synergy Potential:

The combination of leadership training and live art creation offers a unique, memorable experience that differentiates this partnership from typical coaching or marketing collaborations. The interactive nature of live art during serious business discussions fosters a creative atmosphere that clients will appreciate.

### Action Items:

1. Schedule a meeting to brainstorm potential joint event themes and logistics.
2. Develop a package deal for clients that combines leadership workshops and live art sessions.
3. Create promotional materials highlighting the unique experience offered by this partnership.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

MyahnArt LLC | Genuines Coaching & Consulting

### Reasoning:

MyahnArt targets businesses looking to enhance customer experiences and aesthetics, which often includes business owners and corporate executives who are also the target market for Genuines Coaching & Consulting. Referring clients to each other can create a streamlined flow of business.

### Value Proposition:

By referring clients, both businesses can tap into a wider audience, potentially increasing client acquisition by 20% for each as they exchange leads.

### Collaboration Example:

MyahnArt encounters a corporate client needing both a mural for their office and leadership training for their staff. They refer the client to Genuines, who then provides a tailored coaching package. In return, Genuines sends clients looking for creative services to MyahnArt, resulting in successful cross-referrals.

### Synergy Potential:

Both businesses share a common target audience but offer complementary services, allowing them to leverage each other's networks effectively. This synergy enables them to provide a more holistic service to their clients, enhancing overall customer satisfaction.

### Action Items:

1. Create a referral agreement outlining terms and mutual benefits.
2. Develop co-branded marketing materials to promote the referral partnership.
3. Host a joint networking event to introduce each other's services to respective clients.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 3/4

80% conf

MyahnArt LLC !' Genuines Coaching & Consulting

### Reasoning:

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 Proposition:

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.

### Collaboration Example:

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.

### Synergy Potential:

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.

### Action Items:

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.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

Genuines Coaching & Consulting !' MyahnArt LLC

### Reasoning:

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 Proposition:

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

### Collaboration Example:

During a coaching session with a local café owner, Genuines Coaching identifies a need for aesthetic improvement to attract more customers. They recommend MyahnArt for a mural that captures the café's theme. If the café opts for the mural, Genuines receives a 10% referral fee from the \$2,000 project cost.

**Synergy Potential:**

Genuines Coaching's insight into business improvement coupled with MyahnArt's creative solutions creates a powerful referral network, enriching the services both businesses offer.

**Action Items:**

1. Develop a referral agreement outlining commission structures.
2. Create joint marketing materials that highlight the benefits of combining coaching with enhanced aesthetics.
3. Train Genuines' team on MyahnArt's offerings to facilitate effective referrals.

Value: MEDIUM

MUTUAL BENEFIT

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