

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" MyahnArt LLC

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson  
Industry: Health & Wellness  
Telahealth mental health counseling

### MyahnArt LLC

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

## COLLABORATION 1/2

85% conf

MyahnArt LLC !' Aspirations Behavioral Health Inc.

### Reasoning:

MyahnArt LLC's creative services can enhance the environment of Aspirations Behavioral Health's counseling spaces, making them more inviting and comforting for clients. This collaboration can also provide an engaging way for clients to express their feelings through art.

### Value Proposition:

By beautifying the counseling spaces, MyahnArt can help increase client retention and satisfaction, potentially leading to a 15-20% increase in referrals for Aspirations.

### Collaboration Example:

MyahnArt can create a series of calming murals for Aspirations' therapy rooms, designed to evoke tranquility and healing. Additionally, they can host a monthly 'Art Therapy Night' where clients engage in creative activities while discussing their mental health in a supportive group setting. This initiative could attract new clients and strengthen community ties.

### Synergy Potential:

The unique pairing combines art therapy principles with professional mental health support, making the experience more holistic and appealing to clients seeking an innovative approach to wellness.

### Action Items:

1. Schedule a meeting between Myah Freeman and Kristian Wilson to discuss mural themes and art therapy concepts.
2. Develop a budget and timeline for creating the initial mural designs and organizing the first 'Art Therapy Night'.
3. Create promotional materials to market the 'Art Therapy Night' through both businesses' channels.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc. / MyahnArt LLC

### Reasoning:

Aspirations Behavioral Health can refer clients who are interested in art as a form of self-expression and healing to MyahnArt for custom artwork. This creates a win-win situation where clients find therapeutic value in art.

### Value Proposition:

Aspirations can enhance client support offerings and potentially receive a referral fee from MyahnArt for each client they send, boosting revenue for both businesses.

### Collaboration Example:

Aspirations can include MyahnArt's brochures in their welcome packets for new clients, highlighting the option for personalized art pieces as a therapeutic outlet. For each client that commissions a piece from MyahnArt, Aspirations receives a 10% referral fee, creating an additional income stream.

### Synergy Potential:

This referral relationship allows for an integrated approach to mental health and creativity, providing clients with multiple avenues for healing and expression, which is particularly appealing in today's wellness-focused market.

### Action Items:

1. Create a referral agreement outlining terms and commission structure between MyahnArt and Aspirations.
2. Design a brochure or flyer that showcases MyahnArt's services tailored for clients seeking creative outlets.
3. Host a joint event where both businesses present their services, allowing clients to learn how art can complement their mental health journey.

Value: MEDIUM

MUTUAL BENEFIT