

# BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings!" Organize Design Create

2 Relationships Identified

## BUSINESS PROFILES

### Jamz Trainings

Contact: James Robinson  
Industry: Health & Wellness  
Personal Training & Sports Massage Therapy

### Organize Design Create

Contact: Victoria Price  
Industry: Marketing & Design  
Marketing for entrepreneurs, non-profits, and small businesses.

## COLLABORATION 1/2

75% conf

Jamz Trainings!" Organize Design Create

### Reasoning:

Jamz Trainings could leverage Organize Design Create's marketing expertise to reach more clients in their target market. In turn, Organize Design Create can showcase their marketing effectiveness through real results with Jamz's clientele.

### Value Proposition:

By collaborating, Jamz could increase its client base by at least 20%, leading to an additional \$10,000 in revenue over the next quarter, while Organize Design Create enhances its portfolio with successful marketing campaigns.

### Collaboration Example:

Jamz Trainings partners with Organize Design Create to launch a 'Fitness and Wellness Month' promotion. They create a series of engaging social media campaigns and local workshops focused on sports massage and personal training, attracting HOA communities. For example, they could host a free community golf fitness workshop that draws in 50 local athletes, resulting in 10 new clients for Jamz valued at \$5,000 in revenue, while Organize Design Create showcases their marketing prowess.

### Synergy Potential:

This partnership uniquely combines health and wellness with creative marketing, providing a holistic approach to attracting and retaining clients in the recreational sports sector, which both businesses are passionate about.

**Action Items:**

1. Schedule a meeting to brainstorm workshop topics and marketing strategies.
2. Develop a joint promotional calendar for social media and community events.
3. Create a feedback loop to measure the success of the community workshop and adjust marketing strategies accordingly.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

65% conf

Organize Design Create !' Jamz Trainings

**Reasoning:**

Organize Design Create serves small businesses and entrepreneurs who may need health and wellness services for their employees, making Jamz Trainings a complementary service.

**Value Proposition:**

By referring clients to Jamz, Organize Design Create can enhance its service offerings, potentially increasing client retention and satisfaction.

**Collaboration Example:**

Organize Design Create introduces Jamz Trainings to their clients during a business workshop, suggesting that companies hire Jamz for team-building fitness sessions. For instance, if a client hires Jamz for a corporate wellness day for 30 employees, that could generate \$3,000 in revenue for Jamz while enhancing the client's employee morale and productivity.

**Synergy Potential:**

The unique synergy lies in the ability to merge marketing efforts with health initiatives, creating a full-circle approach to client well-being and business growth that neither business could achieve alone.

**Action Items:**

1. Compile a list of Organize Design Create clients who might benefit from wellness services.
2. Create a referral incentive program for Organize Design Create to promote Jamz's services.
3. Arrange a joint meeting to discuss potential collaborative events targeting these clients.

Value: MEDIUM

MUTUAL BENEFIT