

The Collective Om

• Health & Wellness

Holistic health services for individuals and small teams

Contact Information

Contact: Ashlyn Schwartz
Email: ashlyn@thecollectiveom.com
Phone: 6784473930
Website: thecollectiveom.com

TARGET MARKET

Small businesses, women 20-60 years focused on self growth

CURRENT NEEDS

Marketing

Partnership Opportunities (29)

1 Jazzi's Creations Events & Gifts

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can provide craft workshops focusing on wellness themes that align with The Collective Om's holistic health services. This collaboration can attract clients from both businesses, enhancing their offerings and providing a unique experience.

VALUE: By collaborating on wellness workshops, both businesses can access a broader audience while enhancing their service portfolios, potentially generating an additional \$1,000 in revenue per event.

-> WHAT YOU PROVIDE (Referral)

The Collective Om serves a target market that overlaps with Jazzi's Creations, particularly women focused on self-growth who may be interested in personalized gifts or team-building workshops.

VALUE: By referring clients to Jazzi's for personalized gifts, The Collective Om can enhance its service offerings and earn potential referral fees, while Jazzi gains access to a clientele looking for unique gift solutions.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations hosts a monthly 'Mindfulness Craft Night' where participants create personalized wellness journals. The Collective Om offers a mini-session on stress management techniques. For example, in the first workshop, 30 attendees pay \$40 each, generating \$1,200 in total, split between the two businesses. Jazzi also gains new clients for her craft studio, while The Collective Om enhances its community visibility.

[*] UNIQUE SYNERGY

This partnership uniquely combines creativity and wellness, appealing to clients who seek holistic approaches to self-care through crafting, thus providing a fresh perspective that neither business could achieve alone.

NEXT STEPS:

- 1 Schedule a planning meeting to outline workshop themes and logistics.
- 2 Create marketing materials highlighting the first 'Mindfulness Craft Night' event.
- 3 Set up a joint social media campaign to promote the collaboration.

2 Genuines Coaching & Consulting

Technology

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in coaching and training, which can directly enhance the holistic health services offered by The Collective Om. By collaborating on workshops that combine personal development with wellness, both businesses can attract a broader audience.

VALUE: This partnership can potentially generate an additional \$10,000 in revenue through joint workshops targeting small businesses and individuals interested in self-growth and wellness services.

-> WHAT YOU PROVIDE (Referral)

The Collective Om serves small businesses and individuals focused on self-growth, which overlaps with Genuines' target market of business owners and corporate executives seeking coaching. They can refer clients who need leadership coaching, creating a win-win situation.

VALUE: This referral relationship could generate an estimated \$5,000 in new client revenue for Genuines through a steady stream of referrals from The Collective Om over the next year.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting can host a monthly 'Wellness and Leadership' workshop at The Collective Om's facilities. In this workshop, Reden can provide coaching techniques while Ashlyn leads participants through holistic health practices. They charge a \$100 fee per participant, expecting 30 attendees each time, splitting the revenue, thus earning \$1,500 per session.

[*] UNIQUE SYNERGY

The unique combination of coaching and holistic health creates a comprehensive approach to personal and professional development, appealing specifically to small business owners and women focused on self-growth, which neither business addresses alone.

NEXT STEPS:

- 1 Schedule a meeting between Reden and Ashlyn to discuss workshop logistics and timelines.
- 2 Create a joint marketing plan to promote the 'Wellness and Leadership' workshops through social media and email campaigns.
- 3 Develop workshop content that combines coaching methodologies with wellness practices to ensure a cohesive experience.

3 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, while The Collective Om provides holistic health services. By collaborating, they can create a unique wellness program that combines physical movement with mental well-being, appealing to companies looking to improve their employee engagement.

VALUE: By co-developing a wellness program, both businesses can tap into new client bases, potentially increasing revenue by 30% from joint workshops, while also enhancing their reputations in the community.

-> WHAT YOU PROVIDE (Referral)

Both businesses target similar audiences-individuals and teams looking to enhance their personal and professional lives. The Collective Om can refer clients seeking more engaging, physical team-building activities to Celebrate & Smile, while Celebrate & Smile can refer clients who may benefit from holistic health services.

VALUE: By establishing a referral program, each business can gain access to a steady stream of new clients. This could lead to a 20% increase in client base for both businesses over the next six months.

[!] PARTNERSHIP SCENARIO

Next month, Celebrate & Smile will host a 'Dance & Wellness Retreat' at a local venue, featuring a morning dance session led by Tiffany followed by a holistic health workshop by Ashlyn. Each participant pays \$100, and they expect 50 attendees, splitting the \$5,000 revenue. Employees from local businesses can enhance their team dynamics while experiencing both arts and wellness.

[*] UNIQUE SYNERGY

This partnership uniquely combines the creative aspect of dance with holistic health, making it attractive for corporate clients looking for innovative team-building solutions that address both physical and mental health.

NEXT STEPS:

- 1 Schedule a brainstorming session to outline the wellness program details.
- 2 Identify potential corporate clients and create a marketing plan.
- 3 Develop promotional materials highlighting the benefits of the Dance & Wellness Retreat.

4 MyahnArt LLC

Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

MyahnArt serves a target market that overlaps with The Collective Om, as businesses seeking beautification and aesthetic enhancements can refer clients to holistic health services for improved customer experiences.

VALUE: Each referral from MyahnArt to The Collective Om could result in an additional \$500 in revenue per client, enhancing customer experience and satisfaction for MyahnArt's clients.

-> WHAT YOU PROVIDE (Collaboration)

The Collective Om provides holistic health services which could greatly benefit from the creative visual enhancements offered by MyahnArt LLC. By collaborating, they can create a unique health and wellness experience that attracts more clients.

VALUE: This partnership could boost revenue for both businesses by attracting new clients through combined marketing efforts and enhanced service offerings, potentially increasing customer engagement by up to 30%.

[!] PARTNERSHIP SCENARIO

The Collective Om could host a wellness workshop in their space, inviting MyahnArt to create an immersive environment with live painting that reflects the themes of self-growth and holistic health. Attendees would pay a fee to participate, with ticket sales split evenly, while both businesses gain exposure and potential new clients.

[*] UNIQUE SYNERGY

This pairing is special because it combines health and wellness with artistic expression, creating a unique customer experience that neither could achieve alone. Together, they can foster an environment that promotes both mental and physical well-being through creativity.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn Schwartz and Myah Freeman to discuss potential workshop themes.
- 2 Develop a joint marketing plan for the wellness workshop, highlighting the unique offerings of both businesses.
- 3 Set a date for the workshop and create promotional materials to share across both businesses' networks.

5 Genuines Coaching & Consulting

Technology

85%

<-> Bidirectional

<- WHAT THEY 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%.

-> WHAT YOU 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.

[!] 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.

6 JAX AI Agency

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency can leverage The Collective Om's focus on self-growth to develop an AI-driven wellness platform that offers personalized health recommendations. This collaboration will enhance the service offerings for both businesses while tapping into the growing trend of health technology.

VALUE: By co-developing this platform, both companies can attract new clients in the health and wellness sector, potentially increasing revenue by 20% for each business from new client acquisitions and upselling existing clients.

-> WHAT YOU PROVIDE (Referral)

The Collective Om serves small businesses that may benefit from AI solutions, allowing them to refer clients looking to modernize their operations. This can create a steady stream of leads for JAX AI Agency without direct competition.

VALUE: Each successful referral could result in a \$2,000 commission for The Collective Om, while JAX AI Agency gains new clients and revenue from projects that arise from these referrals.

[!] PARTNERSHIP SCENARIO

JAX AI Agency partners with The Collective Om to create a digital wellness platform that uses AI to provide personalized health plans based on user input. For example, users could input their health goals, and the AI would generate a tailored program including nutrition, exercise, and mindfulness practices. They agree to split the development costs of \$10,000 and share the revenue from subscriptions, creating a new income stream for both companies.

[*] UNIQUE SYNERGY

This pairing is unique because JAX AI's technological expertise enhances The Collective Om's holistic services, providing a tech-savvy solution in a traditionally non-tech industry, thus appealing to a modern customer base seeking innovative health solutions.

NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline the wellness platform features and functionalities.
- 2 Develop a marketing plan targeting their combined customer base to promote the new service.
- 3 Identify potential pilot clients from both businesses to test the platform and gather feedback.

7 flow

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (partner)

Both flow and The Collective Om focus on personal development and wellness, making them ideal candidates for a partnership. By combining coaching sessions with holistic health services, they can offer a comprehensive self-growth program.

VALUE: By partnering, they could create a bundled service that increases customer retention and satisfaction, potentially generating an additional \$10,000 in revenue per quarter through joint marketing efforts and cross-referrals.

-> WHAT YOU PROVIDE (Referral)

The Collective Om serves a target market that overlaps with flow's coaching clientele, allowing for effective referrals without competition. Both businesses can mutually benefit by referring clients who need complementary services.

VALUE: This referral system can increase client acquisition for both businesses, potentially adding \$5,000 in new business for each through shared client networks over the next six months.

[!] PARTNERSHIP SCENARIO

Flow could develop a 6-week coaching program that integrates The Collective Om's holistic health services. For instance, they could host a 'Wellness Retreat' where participants receive coaching sessions in the morning and holistic health workshops in the afternoon. Each business promotes the event to their respective audiences, aiming for 20 participants at \$500 each, resulting in a \$10,000 revenue split.

[*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on self-growth and wellness, allowing them to create a deeply integrated offering that addresses both mental and physical health, which is particularly appealing to their target market of women aged 20-60.

NEXT STEPS:

- 1 Set up an initial meeting to brainstorm the structure of the joint wellness program.
- 2 Develop a marketing plan that includes social media campaigns and email newsletters targeting their combined audiences.
- 3 Create a landing page for the 'Wellness Retreat' and begin promoting it within two weeks.

8 IV Creative

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

IV Creative specializes in content creation, which is a service that The Collective Om needs for marketing their holistic health services. By providing targeted content that speaks to their audience, IV Creative can help enhance The Collective Om's online presence.

VALUE: By engaging IV Creative, The Collective Om could see a 30% increase in engagement on social media posts, driving more clients to their services.

-> WHAT YOU PROVIDE (Vendor)

The Collective Om offers holistic health services that could help IV Creative staff manage stress and maintain wellness,

especially in a fast-paced marketing environment. This service could directly benefit IV Creative's productivity and morale.

VALUE: By integrating wellness services, IV Creative could reduce employee burnout and improve productivity by an estimated 20%, leading to better project outcomes.

[!] PARTNERSHIP SCENARIO

IV Creative could create a series of engaging blog posts and social media graphics focused on 'self-care tips for busy women', which The Collective Om could share across their platforms. This would boost both businesses' visibility and establish The Collective Om as a thought leader in the health and wellness space. IV Creative could charge \$1,500 for this project, and both parties could promote the content, leading to increased client inquiries.

[*] UNIQUE SYNERGY

This pairing is unique as both businesses aim to empower women, with IV Creative providing the marketing expertise and The Collective Om offering health solutions, creating a holistic approach to self-improvement and wellness.

NEXT STEPS:

- 1 Schedule a meeting between Iliana and Ashlyn to discuss specific content needs and ideas.
- 2 Develop a content calendar for the next three months focusing on health and wellness themes.
- 3 Create a promotional plan for sharing the content across both businesses' channels to maximize reach.

9 Bluebird Health Partners

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Bluebird Health Partners and The Collective Om serve overlapping target markets, particularly in health and wellness, without directly competing. Bluebird's healthcare consulting can refer clients seeking holistic health services to The Collective Om.

VALUE: Increased client base for The Collective Om through referrals, potentially generating an additional \$10,000 in revenue from new clients annually.

-> WHAT YOU PROVIDE (Referral)

The Collective Om focuses on holistic health, which can complement Bluebird's healthcare consulting services. They can refer clients needing strategic execution in healthcare to Bluebird.

VALUE: Bluebird could gain access to startups in need of strategic consulting services, potentially leading to \$20,000 in new consulting fees from referred clients.

[!] PARTNERSHIP SCENARIO

Bluebird Health Partners can integrate The Collective Om's services into their consulting packages. For example, when Bluebird consults a healthcare startup, they can recommend The Collective Om for employee wellness programs, leading to a contract worth \$15,000 for The Collective Om as the startup seeks holistic health solutions.

[*] UNIQUE SYNERGY

The combination of healthcare strategy and holistic wellness creates a unique offering that addresses both strategic and personal well-being for clients, enhancing overall service value.

NEXT STEPS:

- 1 Schedule a meeting to discuss referral agreement terms and conditions.
- 2 Create co-branded marketing materials highlighting the referral relationship.
- 3 Implement a tracking system for referral leads to measure success and adjust strategy.

<- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics focuses on luxury facial experiences for individuals with chronic skin conditions, which overlaps with The Collective Om's target market of women focused on self-growth and wellness. They can refer clients to each other, enhancing customer satisfaction and increasing client bases.

VALUE: By referring clients to each other, both businesses can increase their customer bases by 20%, potentially translating to an additional \$15,000 in revenue over the next quarter.

-> WHAT YOU PROVIDE (Collaboration)

The Collective Om provides holistic health services that could seamlessly integrate with the luxury facial experiences of Enriquez Aesthetics. They can collaborate on events that promote overall wellness and beauty.

VALUE: Hosting a joint workshop could attract 30-50 attendees, potentially generating \$3,000-\$5,000 in ticket sales, plus additional revenue from service bookings and product sales.

[!] PARTNERSHIP SCENARIO

Bianca from Enriquez Aesthetics could offer a special promotion for The Collective Om's clients, giving them a 15% discount on their first facial. In return, Ashlyn could feature Enriquez Aesthetics in her wellness workshops, allowing attendees to receive exclusive offers. This creates a buzz around both businesses and encourages cross-promotion.

[*] UNIQUE SYNERGY

The unique synergy lies in their mutual focus on wellness and self-care, allowing them to create a holistic experience for their clients that integrates both aesthetic and health services, setting them apart from typical health and beauty collaborations.

NEXT STEPS:

- 1 Bianca to create a referral discount flyer for The Collective Om's clients.
- 2 Ashlyn to include Enriquez Aesthetics in her upcoming wellness workshop agenda.
- 3 Set a meeting to discuss mutual referral tracking and performance evaluation metrics.

<- WHAT THEY PROVIDE (Collaboration)

Tosh's Urban Garden and The Collective Om operate within the same health and wellness sector and target health-conscious individuals. Collaborating on events or workshops combining their services can enhance their visibility and attract a shared audience.

VALUE: By hosting a joint wellness event, both businesses could attract up to 50 participants, generating approximately \$1,500 in ticket sales and potential future clients for both.

-> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals, but they do not directly compete with each other. The Collective Om can refer clients interested in herbal products to Tosh's Urban Garden, enhancing the customer experience for their clients.

VALUE: Referring 10 clients monthly could lead to \$500 in sales for Tosh's Urban Garden, while The Collective Om enhances its service offering and builds trust with its clients.

[!] PARTNERSHIP SCENARIO

Tosh's Urban Garden could provide a workshop on the benefits of herbal teas while The Collective Om offers a session on holistic health practices at a local community center. Participants pay \$30 each, and 50 attendees could result in \$1,500 revenue, with each business getting new leads for their services.

[*] UNIQUE SYNERGY

This partnership uniquely combines Tosh's focus on natural herbal products with The Collective Om's holistic health services,

creating a comprehensive wellness experience that appeals to their health-conscious clientele.

NEXT STEPS:

- 1 Schedule a planning meeting to outline workshop details and logistics.
- 2 Develop promotional materials highlighting the joint event to share on social media.
- 3 Set up an online registration platform to manage ticket sales and attendee information.

12 Be Present Detalles

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses serve overlapping customer segments, particularly busy professionals and individuals focused on self-growth, making referrals beneficial without competition.

VALUE: With a referral system in place, Be Present Detalles could refer clients looking for wellness services to The Collective Om, potentially increasing their client base by 15% and introducing new revenue streams.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses target similar demographics that are focused on self-improvement and quality experiences. A collaboration could enhance offerings and attract a broader audience by combining health and wellness with experiential events.

VALUE: By collaborating on wellness-focused events, they could attract a combined audience of over 200 individuals, potentially generating over \$10,000 in ticket sales per event through shared marketing efforts and unique offerings.

[!] PARTNERSHIP SCENARIO

The Collective Om could host a 'Wellness Retreat Day' at a venue arranged by Be Present Detalles, including yoga sessions, meditation workshops, and healthy catering. They could charge \$100 per participant, expecting 50 attendees, yielding \$5,000. Be Present Detalles handles venue logistics and catering, earning a 20% fee, while The Collective Om provides the health services, enhancing both brands' visibility and revenue.

[*] UNIQUE SYNERGY

The unique synergy lies in combining holistic health practices with experiential events, creating a differentiated offering that specifically caters to busy professionals who value both self-care and memorable experiences.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and De'Ana to discuss potential event themes and logistics.
- 2 Create a joint marketing plan to promote the 'Wellness Retreat Day' through social media and email newsletters.
- 3 Develop a feedback mechanism post-event to assess participant satisfaction and areas for improvement.

13 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release serves veterans who may also benefit from holistic health services, which The Collective Om specializes in. Hazel can refer her clients to Ashlyn for comprehensive wellness solutions.

VALUE: By referring clients to The Collective Om, Relax Relate & Release can enhance their service offerings, potentially increasing client loyalty and retention, leading to an estimated \$5,000 in additional revenue for Hazel's business over six months.

-> WHAT YOU PROVIDE (Referral)

Both businesses operate in the health and wellness industry, targeting individuals seeking self-improvement, which overlaps with veterans looking for holistic wellness. The Collective Om can refer clients who may benefit from massage therapy to Relax Relate & Release, enhancing the wellness experience for both client bases.

VALUE:

Increased client referrals could lead to an estimated 20% rise in new clients for both businesses, which translates to an additional \$10,000 in revenue over six months.

[!] PARTNERSHIP SCENARIO

The Collective Om could provide a complimentary wellness workshop for veterans, where they highlight the benefits of massage therapy. At the end of the workshop, attendees receive discount vouchers for Relax Relate & Release, encouraging immediate bookings. In the first month alone, this could generate at least 30 new clients for Hazel's business.

[*] UNIQUE SYNERGY

This partnership uniquely combines holistic health services with targeted massage therapy for veterans, addressing a specific demographic in Jacksonville that is often underserved, creating a strong community impact.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and Hazel to discuss referral processes.
- 2 Create a joint marketing flyer that highlights both services and offers discounts.
- 3 Plan the first wellness workshop targeting veterans within the next month.

14 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (partner)

Both businesses can benefit from a partnership where Organize Design Create provides marketing services for The Collective Om's health programs, enhancing visibility while The Collective Om can offer wellness packages to Organize Design Create's clients.

VALUE: Potential to generate an additional \$5,000 in revenue for The Collective Om through marketing efforts, while Organize Design Create gains new service offerings to sell to their clients.

-> WHAT YOU PROVIDE (Referral)

Both businesses target small businesses, but from different angles. The Collective Om focuses on holistic health services, while Organize Design Create specializes in marketing. They can refer clients to each other without competing, enhancing service offerings.

VALUE: Increased client base for both businesses, potentially adding 10-15 new clients per month through referrals.

[!] PARTNERSHIP SCENARIO

The Collective Om could refer clients needing marketing support for their wellness initiatives to Organize Design Create. For instance, if a client wants to promote a new wellness retreat, The Collective Om sends them to Victoria, who then creates a tailored marketing plan, and they split the earnings from any new clients gained from this marketing effort.

[*] UNIQUE SYNERGY

The pairing is unique because The Collective Om's wellness clients often seek ways to market their services, while Organize Design Create's clients may benefit from holistic health offerings, creating a seamless referral loop.

NEXT STEPS:

- 1 Set up a referral agreement outlining how referrals will work and any commission structure.
- 2 Create co-branded marketing materials showcasing both services to distribute to clients.
- 3 Schedule a quarterly meeting to review referrals and explore additional collaborative opportunities.

<- WHAT THEY PROVIDE (Referral)

Both businesses target individuals seeking health and wellness services, but they offer different specialties. They can refer clients to each other without competing directly.

VALUE: Referring clients can enhance customer satisfaction and retention, with potential to increase client acquisition by 15% for both businesses.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses focus on health and wellness, with The Collective Om offering holistic services and Soulfitness Studio providing fitness and wellness programs. By collaborating, they can create a comprehensive wellness package that addresses both mental and physical health.

VALUE: By teaming up, they can attract a broader audience, potentially increasing client base by 25%, leading to increased revenue through combined service offerings.

[!] PARTNERSHIP SCENARIO

The Collective Om could offer a series of holistic workshops at Soulfitness Studio, such as 'Mindful Movement' sessions that incorporate yoga and meditation. For example, they could host a 4-week program where participants pay \$200 for one session per week, splitting the revenue, while Soulfitness gains new clients interested in holistic health.

[*] UNIQUE SYNERGY

This partnership uniquely combines physical fitness and mental wellness, appealing to a demographic that seeks comprehensive health solutions, not just fitness or mental health in isolation.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential workshop topics and formats.
- 2 Develop a joint marketing strategy to promote the series through both businesses' channels.
- 3 Create a pricing and revenue-sharing agreement for the workshops.

-> WHAT YOU PROVIDE (Collaboration)

The Collective Om and ALYS Always Love Yourself can jointly host wellness events that feature skincare seminars and holistic health workshops. This partnership can attract their target demographics, enhancing brand visibility and customer engagement.

VALUE: Potential to attract 50-100 attendees per event, generating revenue from ticket sales and product promotions, leading to an estimated \$2,000 in revenue per event.

[!] PARTNERSHIP SCENARIO

They could host a 'Wellness and Beauty' workshop where attendees learn about skincare routines tailored to holistic health practices. ALYS provides skincare products for demonstrations, while The Collective Om guides participants through self-care techniques. Both businesses could sell products and services at the event, generating immediate revenue and building a loyal customer base.

[*] UNIQUE SYNERGY

The combination of skincare education with holistic health practices creates a unique event that encourages attendees to invest in both their physical appearance and overall well-being, differentiating it from typical beauty or health workshops.

NEXT STEPS:

- 1 Plan a date and venue for the first 'Wellness and Beauty' workshop within the next month.
- 2 Develop marketing materials and an online campaign to promote the event through both businesses' channels.
- 3 Coordinate logistics for product demonstrations and ensure both businesses have equal representation at the event.

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner operators who may also be small business owners or individuals seeking wellness services. The Collective Om caters to similar demographics, particularly women focused on self-growth, making it likely they can refer clients to each other without competition.

VALUE: By referring clients to each other, both businesses can expand their customer base, potentially increasing revenue by 10-15% through new client acquisition.

-> WHAT YOU PROVIDE (Referral)

The Collective Om's target market of small businesses includes those who may require logistics services, especially if they are expanding their operations or shipping products. Referring clients to JPO Logistics could provide a valuable service to their customers.

VALUE: By referring clients to JPO Logistics, The Collective Om can enhance its service offerings, creating a more holistic experience for clients, potentially leading to increased customer loyalty and additional revenue streams.

[!] PARTNERSHIP SCENARIO

JPO Logistics could include a flyer or digital coupon for The Collective Om in their dispatch packets sent to drivers. When a driver visits The Collective Om for a wellness service, they mention the referral and receive a discount, while JPO Logistics receives a referral fee for each new customer they bring in.

[*] UNIQUE SYNERGY

This pairing uniquely targets the self-care needs of logistics professionals who often work in high-stress environments, creating a niche market that prioritizes both productivity and wellness.

NEXT STEPS:

- 1 Develop a referral agreement outlining commission percentages for referred clients.
- 2 Create promotional materials for JPO Logistics to distribute to their network.
- 3 Schedule a joint marketing meeting to brainstorm additional promotional strategies.

<- WHAT THEY PROVIDE (Referral)

Communicate Design & Marketing serves a target market that includes service businesses and solo entrepreneurs who may benefit from holistic health services. Referring clients for wellness services can enhance Communicate's value proposition.

VALUE: By referring clients to The Collective Om, Communicate can add value to their services, potentially increasing client retention and attracting new clients, which can translate into a revenue increase of 20%, estimated at \$10,000 annually.

-> WHAT YOU PROVIDE (Vendor)

The Collective Om can benefit from Communicate Design & Marketing's expertise in creating targeted marketing strategies that align with their health and wellness services. This relationship will help The Collective Om reach their target market more effectively.

VALUE: By utilizing Communicate's marketing services, The Collective Om could see a potential increase in client acquisition by 30%, leading to an estimated revenue boost of \$15,000 annually.

[!] PARTNERSHIP SCENARIO

The Collective Om hires Communicate to develop a social media marketing campaign targeting women aged 20-60, focusing on holistic health benefits. This includes designing eye-catching graphics and creating a content calendar for a three-month engagement. The campaign results in a 50% increase in inquiries for their services, translating to significant new client sign-ups.

[*] UNIQUE SYNERGY

This pairing is unique because The Collective Om's personalized wellness approach can be effectively showcased through Kommunikate's tailored marketing strategies, creating a strong narrative that resonates with potential clients seeking holistic health.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn Schwartz and Kate Reeve to discuss marketing needs and strategy.
- 2 Create a project brief outlining specific goals for the marketing campaign.
- 3 Develop a timeline and budget for the marketing services to be provided.

19 Jamz Trainings
Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both businesses can benefit from a collaboration that enhances their service offerings. Jamz Trainings can leverage The Collective Om's holistic approach to deepen client wellness, while The Collective Om can provide physical training options to their clientele.

VALUE: By collaborating on a wellness workshop, both businesses can attract new clients, with potential revenue generation of up to \$3,000 from a single event.

-> WHAT YOU PROVIDE (Referral)

Both businesses focus on health and wellness but cater to slightly different demographics. The Collective Om targets women focused on self-growth, while Jamz Trainings targets middle-aged recreational athletes. They can refer clients to one another without competing for the same audience.

VALUE: By establishing a referral system, both businesses can potentially increase their client base by 20%, enhancing customer acquisition efforts.

[!] PARTNERSHIP SCENARIO

The Collective Om creates a wellness package that includes a discounted personal training session with Jamz Trainings for its clients. For instance, a client interested in holistic health could receive a voucher for a trial personal training session at Jamz, increasing Jamz's client exposure while providing added value to The Collective Om's services.

[*] UNIQUE SYNERGY

This pairing uniquely combines holistic health and personal training, appealing to clients seeking a comprehensive approach to wellness, which neither could provide alone.

NEXT STEPS:

- 1 Develop a referral agreement that outlines the commission structure for client referrals.
- 2 Create marketing materials promoting the wellness package for joint promotion.
- 3 Schedule a joint event to introduce both services to the community, such as a 'Wellness Day' where both businesses can showcase their offerings.

20 Aspirations Behavioral Health Inc.
Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health can identify clients who may benefit from holistic health services and refer them to The Collective Om, enhancing their mental health offerings with complementary services.

VALUE: Increased service offering for clients, leading to potential revenue growth of \$1,500 per month through referrals.

-> WHAT YOU PROVIDE (Referral)

Both businesses cater to individuals seeking health and wellness solutions, but from different angles. The Collective Om focuses on holistic health, while Aspirations Behavioral Health specializes in mental health services, allowing for complementary referrals without direct competition.

VALUE:

Increased customer base through referrals, potentially generating an additional \$2,000 in revenue per month by referring clients to each other.

[!] PARTNERSHIP SCENARIO

The Collective Om can refer clients needing mental health support to Aspirations Behavioral Health during their holistic health sessions. For example, if a client expresses anxiety during a wellness workshop, Ashlyn can recommend Kristian's telehealth services. In return, Kristian can refer clients interested in holistic treatments back to The Collective Om, creating a supportive network.

[*] UNIQUE SYNERGY

This partnership is unique because it combines holistic and mental health services, addressing a comprehensive range of wellness needs for clients, which is especially appealing to the target market of health-conscious individuals.

NEXT STEPS:

- 1 Schedule a meeting to outline referral processes and benefits for both parties.
- 2 Create a referral protocol document detailing how clients will be referred and tracked.
- 3 Develop co-branded marketing materials highlighting the benefits of both services to distribute to clients.

21 The P-Way Solutions LLC

Real Estate

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions serves a variety of small businesses that might benefit from holistic health services offered by The Collective Om. Referring clients who prioritize employee well-being can enhance P-Way's service portfolio.

VALUE: Increased service offerings for P-Way Solutions' clients, potentially increasing their contract value by providing additional health services that improve employee productivity and satisfaction.

-> WHAT YOU PROVIDE (Referral)

Both businesses target small businesses; The Collective Om focuses on holistic health, while The P-Way Solutions offers janitorial services. They can refer clients to each other, as small businesses often need both health services and maintenance.

VALUE: Increased client base for both businesses through referrals, potentially increasing revenue by 10-20% as they tap into each other's customer networks.

[!] PARTNERSHIP SCENARIO

The Collective Om provides a wellness package for small businesses, which includes a referral program for The P-Way Solutions. When a small business books a wellness session, they receive a discount on janitorial services for a month, and vice versa. This creates a win-win situation and encourages cross-referrals where both companies can enhance their service offerings.

[*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on small businesses and wellness, allowing them to create a holistic experience for clients that addresses both health and operational needs, setting them apart from competitors.

NEXT STEPS:

- 1 Develop a referral incentive program that rewards clients for using both services.
- 2 Create joint marketing materials that highlight the benefits of using both businesses.
- 3 Host a networking event for small businesses to introduce both services and create partnership opportunities.

<- WHAT THEY PROVIDE (Referral)

Both businesses target individuals seeking personal growth and meaningful experiences, allowing for a natural referral relationship without competition. Simple Creations By T can refer clients looking for wellness services to The Collective Om.

VALUE: By establishing a referral relationship, Simple Creations By T can enhance its service offerings while The Collective Om can gain access to new clients, potentially increasing customer acquisition by 10-15%.

-> WHAT YOU PROVIDE (Collaboration)

The Collective Om provides holistic health services that can be integrated with Simple Creations By T's custom gifts. Offering personalized wellness gift packages can attract clients from both businesses, enhancing customer experience and satisfaction.

VALUE: By collaborating on wellness gift packages, both businesses can increase sales by tapping into each other's customer bases, potentially adding a \$1,000 revenue increase per month from combined offerings.

[!] PARTNERSHIP SCENARIO

The Collective Om could partner with Simple Creations By T to create a 'Wellness Gift Box' that includes a personalized journal, essential oils, and a voucher for a health consultation. They could launch this product for the upcoming holiday season, targeting businesses looking for unique employee gifts. Each sale could yield \$50, with a projected 20 boxes sold in the first month, generating \$1,000 in revenue for both.

[*] UNIQUE SYNERGY

This partnership uniquely combines physical wellness products with holistic services, providing customers with a comprehensive health and well-being experience that neither could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm product offerings and pricing for the Wellness Gift Box.
- 2 Create a marketing plan highlighting the benefits of the gift box for businesses during the holiday season.
- 3 Design promotional materials that include both brands for joint marketing efforts.

<- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros serves a niche market of trucking operators who may benefit from stress relief and wellness services provided by The Collective Om. Referrals could enhance client satisfaction and loyalty.

VALUE: By referring clients to The Collective Om, Big Rig Compliance Pros can provide added value, potentially increasing customer retention by 20% and generating additional revenue through shared promotions.

-> WHAT YOU PROVIDE (Referral)

Both businesses target small to medium-sized entities, albeit in different sectors. The Collective Om focuses on health and wellness, which can appeal to owner/operators in trucking who often face stress and health issues due to their lifestyle.

VALUE: By referring clients to each other, The Collective Om could potentially tap into the trucking industry, leading to a 15% increase in new clientele, while Big Rig Compliance Pros could enhance their value by offering wellness programs to their clients, promoting better health and productivity.

[!] PARTNERSHIP SCENARIO

The Collective Om offers a special wellness program for truck drivers, including online workshops focusing on stress management and nutrition during long drives. In return, Big Rig Compliance Pros promotes these workshops to their clients, leading to a joint increase in business. For example, if 20 drivers sign up for a \$300 workshop, both businesses benefit significantly.

[*] UNIQUE SYNERGY

This partnership is unique because it combines health and compliance, addressing a critical need for truck drivers who often neglect wellness while focusing on their business. It provides a holistic approach to their professional challenges.

NEXT STEPS:

- 1 Set up a meeting between Ashlyn and Sherika to discuss referral terms and potential workshop offerings.
- 2 Create promotional materials that highlight the wellness program specifically designed for truck drivers.
- 3 Launch a joint marketing campaign targeting the trucking industry, leveraging both businesses' networks.

24 Noseniorleftbehindfl.org

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org provides services to seniors who may need holistic health support, which is a market segment that The Collective Om targets. Referrals can be made when seniors express interest in wellness and self-care.

VALUE: Access to a new market segment for The Collective Om, potentially increasing its client base by 15%.

-> WHAT YOU PROVIDE (Referral)

The Collective Om focuses on holistic health services for individuals, specifically targeting women aged 20-60 who are interested in self-growth. Noseniorleftbehindfl.org, on the other hand, serves seniors who may have family members or caretakers in this demographic looking for wellness services. This creates an opportunity for mutual referrals.

VALUE: Increased customer base for both businesses through targeted referrals, potentially increasing revenue by 10-20%.

[!] PARTNERSHIP SCENARIO

The Collective Om can refer clients seeking holistic services to Noseniorleftbehindfl.org when they identify older clients needing support for independence. In return, Noseniorleftbehindfl.org can recommend The Collective Om's workshops on stress management and wellness to seniors' families, leading to a shared clientele. For instance, a family member of a senior client may seek stress relief services for themselves, resulting in a tangible increase in client engagement for both businesses.

[*] UNIQUE SYNERGY

This partnership uniquely aligns the focus on wellness in holistic health with the need for independence in seniors, creating a supportive ecosystem where families can find resources for both ends of the age spectrum.

NEXT STEPS:

- 1 Set up a meeting between Ashlyn Schwartz and Wanda K Jackson to discuss referral strategies.
- 2 Create marketing materials that highlight the benefits of holistic health for seniors and their families.
- 3 Establish a referral tracking system to measure the impact and success of the partnership.

25 Connections to the Nations Llc

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Connections to the Nations organizes community events which could benefit from wellness services provided by The Collective Om. They can hire The Collective Om for wellness workshops during their fairs, adding value to their offerings.

VALUE: Potential revenue of \$1,500 per event for The Collective Om by providing workshops or wellness sessions at community fairs.

-> WHAT YOU PROVIDE (Referral)

Both businesses target similar demographics, especially small businesses and individuals focused on self-growth and community engagement. The Collective Om's wellness services can be beneficial for the businesses that Connections to the Nations serves, creating a natural referral pathway.

VALUE: Increased client base for both businesses, estimated additional revenue of \$10,000 annually from referrals.

[!] PARTNERSHIP SCENARIO

The Collective Om could refer their clients to Connections to the Nations for community events that promote wellness and networking, while Connections highlights The Collective Om in their promotional materials for events, creating a win-win referral system. For example, during a community fair, Connections could showcase The Collective Om's services at their booth, attracting new clients directly.

[*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on community improvement and individual well-being, allowing them to enhance each other's service offerings through mutual referrals.

NEXT STEPS:

- 1 Set up an introductory meeting between Ashlyn and Arlene to discuss referral processes.
- 2 Create a referral document outlining benefits for clients of both businesses.
- 3 Launch a joint marketing campaign highlighting the referral partnership.

26 We buy any house

Professional Services

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

We Buy Any House serves clients who may be facing financial distress, and many of these individuals could benefit from The Collective Om's holistic health services to manage the stress involved in selling their homes. Referring clients to The Collective Om can enhance the overall service offering.

VALUE: We Buy Any House could provide their clients with access to health services that aid in emotional and mental health during a stressful time, while The Collective Om gains new clients who are seeking self-care.

-> WHAT YOU PROVIDE (Referral)

The Collective Om targets women aged 20-60 focused on self-growth, who may also be in need of selling their homes due to financial difficulties. This overlap means they can refer clients to We Buy Any House when their clients face housing issues, creating a supportive network.

VALUE: Access to a new client base for We Buy Any House, leading to potential sales and quick property turnover, while The Collective Om increases its service value by addressing housing concerns of its clients.

[!] PARTNERSHIP SCENARIO

The Collective Om could host a workshop on financial wellness and stress management, inviting Chris Moore to speak about the home-selling process. They could generate leads for We Buy Any House through this event, and in return, Chris could offer a discount on his services to attendees who mention The Collective Om, creating a tangible referral loop.

[*] UNIQUE SYNERGY

Both businesses focus on helping individuals through challenging life transitions-whether it's mental health or financial stress-making their partnership particularly relevant and impactful.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and Chris to discuss the details of the workshop.
- 2 Create a co-branded marketing flyer to promote the workshop to both client bases.
- 3 Develop a referral tracking system to measure the effectiveness of the leads generated from the workshop.

<- WHAT THEY PROVIDE (Referral)

Grayland's commercial real estate appraisal services can appeal to The Collective Om's health-focused clientele who may be considering setting up a wellness space or expanding their business. Referring clients for appraisal services can help facilitate their growth.

VALUE: Grayland can gain new clients through The Collective Om's network of small business owners, potentially increasing their appraisal engagements by 15%, while The Collective Om benefits from reliable real estate advice.

-> WHAT YOU PROVIDE (Referral)

The Collective Om focuses on holistic health, which can attract small business owners who may also be commercial property owners or in need of real estate services. While they serve different markets, there is a crossover in clientele that can benefit both businesses.

VALUE: By referring clients to each other, both businesses can increase their client base, with The Collective Om benefiting from access to Grayland's commercial clients, potentially increasing its revenue by 20%.

[!] PARTNERSHIP SCENARIO

The Collective Om could create a special wellness program for Grayland's commercial clients, offering stress-relief sessions or workshops for property owners. In return, Grayland could refer its clients who are looking for holistic health services, resulting in both businesses gaining new customers and enhancing their service offerings.

[*] UNIQUE SYNERGY

This pairing is unique because The Collective Om's wellness services can directly enhance the work-life balance of Grayland's commercial clients, promoting a healthier workplace environment which is essential in the real estate sector.

NEXT STEPS:

- 1 The Collective Om creates a wellness package specifically tailored for commercial property owners.
- 2 Grayland introduces The Collective Om's services to their clients through email newsletters and during property showings.
- 3 Both businesses schedule a joint networking event to promote their services to each other's clients.

<- WHAT THEY PROVIDE (Referral)

Free Agents Inc serves small businesses that may benefit from wellness services offered by The Collective Om, allowing for a referral exchange that enhances both businesses' client offerings.

VALUE: Free Agents Inc can enhance their service portfolio by recommending holistic health services to their clients, potentially increasing client satisfaction and retention by 15%.

-> WHAT YOU PROVIDE (Referral)

Both businesses target clients focused on growth and improvement, but from different angles. The Collective Om can refer clients seeking holistic health solutions to Free Agents Inc, especially small businesses aiming to improve their internal processes.

VALUE: Increased client base for Free Agents Inc by gaining referrals from The Collective Om, potentially translating into a 10-20% increase in new business engagements.

[!] PARTNERSHIP SCENARIO

The Collective Om can share Free Agents Inc's services with their clients during wellness workshops, directing interested small business owners towards Free Agents for business problem-solving. For example, if a client expresses difficulty in managing team dynamics, The Collective Om could facilitate an introduction to Free Agents, leading to a consulting project worth \$2,000.

[*] UNIQUE SYNERGY

The wellness focus of The Collective Om enhances the professional services angle of Free Agents Inc, creating a holistic approach to business improvement that is rare in the marketplace.

NEXT STEPS:

- 1 The Collective Om to create a promotional flyer detailing Free Agents Inc's services to distribute at their workshops.
- 2 Schedule a joint event where both businesses can showcase their services to a common audience, such as a 'Wellness and Business Growth' seminar.
- 3 Establish a formal referral agreement, outlining incentives for each referral made.

29 WhitBits Cookies
Professional Services

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies could supply cookies for events hosted by The Collective Om, especially for workshops or retreats focused on self-growth, enhancing the experience with indulgent treats. This could lead to increased visibility for both businesses.

VALUE: By providing cookies for wellness workshops, WhitBits could earn additional revenue while The Collective Om can enhance their client experience, making events more enjoyable and memorable.

-> WHAT YOU PROVIDE (Referral)

Both businesses target professionals, albeit in different contexts. The Collective Om focuses on holistic health for women, while WhitBits Cookies caters to corporate professionals and event planners. They can refer clients to each other when the needs align, expanding their customer bases.

VALUE: Access to new customer segments; The Collective Om could gain clients from corporate professionals looking for wellness services, and WhitBits Cookies could reach new clients through health-focused events.

[!] PARTNERSHIP SCENARIO

When a corporate event planner books WhitBits Cookies to provide desserts for a health-themed corporate wellness day, they can also refer participants to The Collective Om for wellness workshops. For instance, The Collective Om can host a 1-hour workshop on stress management, while attendees enjoy WhitBits Cookies. This can drive interest in both businesses, generating leads for The Collective Om and increasing cookie sales for WhitBits.

[*] UNIQUE SYNERGY

The pairing is unique because it blends health and indulgence-corporate professionals often struggle with work-life balance, making wellness initiatives appealing as a counterbalance to their high-stress roles.

NEXT STEPS:

- 1 Establish a referral agreement where both parties agree to promote each other's services at events.
- 2 Create joint marketing materials highlighting the synergy between cookie breaks and wellness workshops.
- 3 Schedule an initial meeting to brainstorm and outline specific event opportunities for the upcoming month.