

Celebrate & Smile International Steppers

• Arts & Creative

community/employee enhancement through art of dance

Contact Information

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TARGET MARKET

Singles, couples, marriage ministries, companies looking to enhance employee relations

Partnership Opportunities (29)

1 Jazzi's Creations

Events & Gifts

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations and Celebrate & Smile International Steppers can create a unique event that combines crafting and dance. This collaboration would appeal to both their target markets by offering a fun, interactive experience that enhances both creativity and physical wellness.

VALUE: By hosting joint workshops, they could attract clients looking for unique team-building experiences, potentially increasing revenue by 20% per event through combined ticket sales and shared marketing efforts.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers serves companies looking to enhance employee relations, which aligns well with Jazzi's Creations' offerings for team-building workshops and personalized gifts.

VALUE: By referring their clients to Jazzi's Creations for customized gifts after a dance event, Celebrate & Smile could provide added value to their workshops, while Jazzi gains new customers looking for corporate gifts.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations could host a 'Craft and Dance Party' where attendees create personalized gifts while learning simple dance routines from Celebrate & Smile. For example, a local company could send 30 employees to this event for a day, paying \$1,000 for tickets. Jazzi provides the craft supplies and guidance, while Celebrate & Smile leads the dance segments, creating a memorable team-building day. Both businesses can market this as a unique corporate experience.

[*] UNIQUE SYNERGY

The combination of crafting and dance not only appeals to different senses but also fosters creativity and teamwork, making the partnership more engaging than typical workshops that focus on one skill. This unique blend can attract a wider audience.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm ideas for the 'Craft and Dance Party'.
- 2 Develop a joint marketing strategy to promote the event to local businesses.
- 3 Create a detailed proposal outlining the event logistics, pricing, and potential outcomes.

2 IV Creative

Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

IV Creative can create promotional content and marketing materials for Celebrate & Smile's dance programs, enhancing visibility and engagement. In return, Celebrate & Smile can offer dance workshops as events for IV Creative's clients, promoting community engagement and enhancing brand presence.

VALUE: By collaborating, IV Creative can increase its client base by 20% through enhanced visibility in the community, while Celebrate & Smile can increase workshop attendance by 30%, boosting revenue from classes and events.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile's target market includes local businesses looking to enhance employee relations, which aligns well with IV Creative's service offerings. They can refer clients who need content creation for their own events or marketing needs.

VALUE: Celebrate & Smile can enhance their service offering by referring clients to IV Creative, which could lead to an additional 15% revenue increase for IV Creative by tapping into new local business accounts.

[!] PARTNERSHIP SCENARIO

IV Creative could design a promotional video showcasing Celebrate & Smile's dance classes, highlighting client testimonials and class benefits. During the launch, they could host a community event where attendees receive a free trial class, generating immediate interest and enrollments. Both businesses promote the event via their channels, resulting in increased visibility and potential new clients.

[*] UNIQUE SYNERGY

The unique synergy lies in the blend of creative marketing with the arts, targeting local businesses and community members in Jacksonville who are keen on enhancing their engagement through both visual and physical activities.

NEXT STEPS:

- 1 Schedule a meeting between Iliana and Tiffany to discuss potential workshop themes and promotional strategies.
- 2 Develop a joint marketing plan for the planned community event, including video content and social media campaigns.
- 3 Create a timeline for the promotional video production and set a date for the community launch event.

3 The Collective Om

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY 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.

-> WHAT YOU 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.

[!] 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 Jamz Trainings

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Jamz Trainings operates in the health and wellness sector, catering to middle-age recreational athletes who could benefit from the community and engagement opportunities offered by Celebrate & Smile.

VALUE: Jamz can refer clients interested in social activities and wellness to Celebrate & Smile, enhancing client retention and satisfaction. This could yield an additional 15% in new client referrals.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on community enhancement through dance, which can be a great complement to the physical fitness offered by Jamz Trainings. Both businesses target individuals looking to improve their well-being, but from different angles.

VALUE: By collaborating, they could attract new clients from each other's markets, potentially increasing revenue by 30% through joint events or workshops.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile hosts a 'Wellness Weekend' at a local HOA community where Jamz Trainings provides a fitness workshop, followed by a dance class led by Tiffany. Participants pay a fee to attend both sessions, and each business earns \$1,000 from the event while also gaining exposure to new clients.

[*] UNIQUE SYNERGY

This partnership uniquely combines physical fitness and creative expression, appealing to a holistic approach to health that neither business could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm event ideas and target communities.
- 2 Develop a marketing plan together for the 'Wellness Weekend'.
- 3 Create a shared promotional package that includes both dance and training sessions.

<- WHAT THEY PROVIDE (Referral)

MyahnArt serves businesses that may be looking to enhance employee experiences, a target market that overlaps with Celebrate & Smile's focus on corporate employee relations through dance. Referrals can lead to mutually beneficial opportunities.

VALUE: For every referral MyahnArt makes to Celebrate & Smile, they could negotiate a 10% commission, leading to potential earnings for both businesses.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which can be complemented by MyahnArt's creative services that beautify spaces. Collaborative events can enhance both employee engagement and aesthetics at corporate functions.

VALUE: By partnering on events, both businesses can tap into new client bases, potentially generating \$5,000 in joint revenue from a single corporate event.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile organizes a corporate event where MyahnArt provides live painting while the dance group performs. The company pays \$3,000 for the event, while both businesses promote their services, leading to additional bookings from attendees who appreciate the combined art and dance experience.

[*] UNIQUE SYNERGY

The unique synergy lies in combining visual art with performance art, creating a holistic experience that enhances both employee morale and workplace aesthetics, making the partnership stand out from typical event services.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany Barksdale and Myah Freeman to brainstorm potential joint events.
- 2 Develop a combined service package for corporate events that includes dance performances and live art.
- 3 Create promotional materials showcasing the benefits of the collaborative experience to distribute to local businesses.

<- WHAT THEY PROVIDE (Referral)

Free Agents Inc works with companies looking to enhance employee relations, a target market that overlaps with Celebrate & Smile's services. They can refer clients seeking creative engagement solutions to each other.

VALUE: By referring clients to Celebrate & Smile, Free Agents can offer additional value to their clients, potentially increasing their service offerings and enhancing client satisfaction.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers specializes in enhancing community and employee relations through dance, which aligns well with Free Agents Inc's focus on solving business issues. By combining their strengths, they can create a unique program that boosts employee morale and productivity.

VALUE: By collaborating on employee wellness programs, both businesses can tap into the corporate wellness market, potentially increasing revenues by 20% through joint offerings and workshops.

[!] PARTNERSHIP SCENARIO

Next week, Tiffany from Celebrate & Smile could host an interactive dance workshop at a corporate retreat organized by James at Free Agents Inc. Employees will engage in team-building exercises through dance, enhancing camaraderie and workplace dynamics. They could charge the company \$1,500 for the session, split the revenue, and gain testimonials for future marketing.

[*] UNIQUE SYNERGY

This partnership uniquely combines the art of dance with professional development, creating a memorable and enjoyable experience for employees that traditional workshops lack.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and James to discuss potential corporate clients.
- 2 Develop a joint marketing flyer highlighting the benefits of dance workshops for employee engagement.
- 3 Pilot a workshop at a local company to gather feedback and refine the program.

7 Aspirations Behavioral Health Inc.

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health serves individuals seeking mental health support, which can include those interested in community and relationship enhancements offered by Celebrate & Smile. Referrals can create additional clientele for both businesses.

VALUE: Each referral can lead to a potential 20% increase in client base for Celebrate & Smile, translating to an estimated \$1,000 in additional revenue per month.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which can complement the mental health services provided by Aspirations Behavioral Health. Jointly, they can create workshops that promote mental well-being through artistic expression.

VALUE: By collaborating on workshops, they could attract new clients from both target markets, potentially generating increased revenue from combined participant fees, estimated at \$2,000 per workshop.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile hosts a quarterly 'Dance for Mental Wellness' event where participants engage in dance sessions led by Tiffany, followed by mental health discussions facilitated by Kristian. They charge \$40 per participant, expecting 50 attendees, resulting in a total revenue of \$2,000 per event, split evenly between both businesses.

[*] UNIQUE SYNERGY

This partnership uniquely combines physical movement and mental health, appealing to those seeking holistic wellness solutions, making it more attractive than typical wellness workshops.

NEXT STEPS:

- 1 Schedule a brainstorming session to outline the structure of the 'Dance for Mental Wellness' event.
- 2 Develop a joint marketing strategy targeting local businesses and community centers.
- 3 Create a shared signup page and promotional materials to start attracting participants.

8 The P-Way Solutions LLC

Real Estate

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions can refer clients seeking employee morale enhancement to Celebrate & Smile. As both businesses target similar corporate clients, mutual referrals can drive new business opportunities.

VALUE: Each successful referral can generate \$500 in workshop fees for Celebrate & Smile, while The P-Way enhances its value proposition to clients, potentially increasing client retention rates by 15%.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers can enhance employee engagement through dance workshops, while The P-Way Solutions can offer clean and inviting environments for these events. This collaboration allows both businesses to leverage their strengths to provide a comprehensive package to corporate clients.

VALUE:

By collaborating on employee enhancement events, they can attract more corporate contracts, increasing revenue by 20% for both businesses through combined offerings.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile organizes a series of weekly dance workshops for The P-Way Solutions' employees at their office, creating a fun and engaging atmosphere. Each session attracts 15-20 employees, generating \$1,500 in revenue for Celebrate & Smile over the month while The P-Way earns a well-engaged, healthier team that boosts productivity and reduces turnover.

[*] UNIQUE SYNERGY

The unique synergy lies in combining the creative arts with workplace improvement, which can make The P-Way's work environment more appealing, while Celebrate & Smile gains a steady stream of corporate clients focused on employee satisfaction.

NEXT STEPS:

- 1 Schedule a meeting to discuss the collaboration framework and logistics.
- 2 Create a joint marketing plan targeting local businesses for the dance workshops.
- 3 Set up a trial workshop to demonstrate value to The P-Way's clients.

9 Relax Relate & Release

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release serves veterans, a demographic that may also benefit from community engagement and enhancement through dance offered by Celebrate & Smile International Steppers. They can refer their veteran clients looking for social and physical activities.

VALUE: This referral relationship could create an additional revenue stream for Celebrate & Smile, potentially increasing their client base by 20% through referrals from Relax Relate & Release.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers specializes in enhancing community and employee relations through dance, while Relax Relate & Release offers therapeutic massage services. Together, they can create a wellness retreat that combines dance workshops with massage therapy, targeting companies looking to enhance employee well-being.

VALUE: This partnership could generate a combined revenue of \$10,000 from a weekend wellness retreat, attracting multiple corporate clients focused on employee engagement and wellness.

[!] PARTNERSHIP SCENARIO

In the coming month, both businesses could host a 'Corporate Wellness Weekend' at a local venue. Celebrate & Smile would lead dance classes designed to relieve stress, while Relax Relate & Release offers massage sessions to participants. Each company could charge \$200 per participant, aiming for at least 50 attendees, resulting in \$10,000 in revenue and enhanced visibility in the corporate wellness space.

[*] UNIQUE SYNERGY

The unique pairing stems from merging physical activity with relaxation, creating a comprehensive wellness experience that targets stress relief in a corporate environment, which neither could achieve alone.

NEXT STEPS:

- 1 Schedule a planning meeting to discuss the retreat logistics and identify a suitable venue.
- 2 Develop a joint marketing strategy targeting local businesses and corporations.
- 3 Create a promotional package outlining the benefits of attending the wellness retreat for employees.

<- WHAT THEY PROVIDE (Referral)

Soulfitness Studio targets individuals focused on health, which includes clients who may also be interested in enhancing their social lives through dance. They can refer clients to Celebrate & Smile for dance classes that promote fun and social interaction.

VALUE: Referring clients could increase Celebrate & Smile's enrollment by 20%, potentially generating an additional \$2,500 in revenue monthly if each referred client enrolls in ongoing classes.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers specializes in employee enhancement through dance, which aligns perfectly with Soulfitness Studio's focus on health and wellness. Together, they can create unique programs that cater to companies looking for innovative ways to improve employee morale and well-being.

VALUE: By co-hosting wellness workshops, they could attract corporate clients, generating an estimated \$5,000 per event from companies looking to enhance employee engagement.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile organizes a 'Dance and Wellness Day' at Soulfitness Studio where employees from local companies can participate in dance classes followed by a health seminar on nutrition. Each company pays a fee of \$200 per employee to attend. They expect 50 participants, resulting in \$10,000 in revenue shared between the two businesses.

[*] UNIQUE SYNERGY

This partnership uniquely combines the joy of dance with the necessity of health, creating a holistic approach to employee wellness that neither business could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm potential workshop themes and schedules.
- 2 Develop marketing materials highlighting the benefits of the joint offering targeting local businesses.
- 3 Identify and reach out to at least five local companies to gauge interest in the 'Dance and Wellness Day' program.

<- WHAT THEY PROVIDE (Referral)

Simple Creations By T serves individuals and organizations celebrating milestones, which overlaps with Celebrate & Smile's target market of companies looking to enhance employee relations. They can refer clients to each other for events and gifts.

VALUE: Each referral can lead to new clients, enhancing revenue for both businesses by approximately 15% through cross-promotion.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on community and employee enhancement through dance, while Simple Creations By T offers custom gifts and keepsakes. They can collaboratively create a unique team-building event where participants engage in dance and receive personalized gifts, enhancing both employee morale and brand visibility.

VALUE: By partnering for events, both businesses can access each other's target markets, potentially increasing revenue by 20% during collaborative events.

[!] PARTNERSHIP SCENARIO

Next week, Celebrate & Smile could host a 'Dance & Create' event where 30 employees from a local company participate in a dance workshop followed by a session creating custom t-shirts designed by Simple Creations. Each participant leaves with a keepsake t-shirt that commemorates the event, generating around \$750 for Simple Creations and enhancing Celebrate & Smile's reputation as a corporate wellness provider.

[*] UNIQUE SYNERGY

The unique synergy lies in combining the art of dance with personalized keepsakes, creating memorable experiences that resonate emotionally with participants and encourage repeat business.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany Barksdale and Tiana Harris to discuss event logistics.
- 2 Identify a local company interested in hosting a team-building event and secure their participation.
- 3 Create promotional materials highlighting the 'Dance & Create' event to share on social media and via email marketing.

12 Complete Renewal LLC

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target health-conscious individuals, albeit in different areas. Complete Renewal can refer clients who seek a holistic lifestyle to Celebrate & Smile's dance classes, creating a referral system that fosters mutual growth.

VALUE: By establishing a referral system, Complete Renewal can enhance its customer experience by offering additional wellness options, potentially increasing client retention by 20% and generating new leads for Celebrate & Smile.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, while Complete Renewal LLC offers holistic wellness education and skincare solutions. A partnership could leverage both businesses' strengths to create a unique wellness and arts event that attracts their shared target audiences.

VALUE: By collaborating on a series of wellness workshops that include dance sessions and skincare education, both businesses could increase their customer bases, potentially generating an additional \$10,000 in revenue from event ticket sales and upselling products.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile hosts a 'Wellness and Dance Retreat' at a local venue where participants enjoy a day of dance classes led by Tiffany, followed by holistic skincare workshops led by Nadege. Attendees pay \$100 each, with 50 attendees expected, generating \$5,000 for Celebrate & Smile and a platform for Complete Renewal to showcase products, leading to an estimated \$2,500 in skincare sales.

[*] UNIQUE SYNERGY

This partnership uniquely combines the arts and wellness sectors, appealing to health-conscious individuals who value both physical fitness and self-care. The cultural and artistic aspects of the dance workshops enhance the transformative experience of Complete Renewal's wellness education.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Nadege to brainstorm event details and logistics.
- 2 Create a joint marketing plan to promote the 'Wellness and Dance Retreat' through social media and email newsletters.
- 3 Develop a follow-up strategy for attendees, offering discounts on future classes and skincare products.

13 Connections to the Nations Llc

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Connections to the Nations has access to a variety of local businesses that may be interested in enhancing employee relations through art and dance, providing a referral channel for Celebrate & Smile.

VALUE: By referring local businesses to Celebrate & Smile, Connections can earn a referral fee of 10% for each new client that signs up for dance classes, while Celebrate gains access to new customers.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers can enhance the community fairs organized by Connections to the Nations by providing dance performances and interactive dance workshops. This adds artistic flair to the fairs while promoting

community engagement.

VALUE: Both businesses can draw larger crowds to their events, increasing attendance by an estimated 30%, which translates into higher revenue through ticket sales and vendor participation fees.

[!] PARTNERSHIP SCENARIO

During the upcoming Community Fair hosted by Connections to the Nations, Celebrate & Smile International Steppers can set up a booth where attendees can sign up for a free dance class. They could also perform a routine on stage and offer a mini dance workshop, attracting an audience. The event could result in 50 new sign-ups for Celebrate's classes and increased visibility for Connections, leading to potential sponsorships.

[*] UNIQUE SYNERGY

The unique synergy lies in the blend of artistic expression and community engagement, where Celebrate & Smile brings a dynamic element to Connections' events, making them more memorable and appealing to families and local businesses.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany Barksdale and Arlene Ortiz to discuss the upcoming Community Fair.
- 2 Draft a proposal for the types of dance performances and workshops Celebrate can offer at the event.
- 3 Create a joint marketing plan to promote the Community Fair and the dance activities to attract a diverse audience.

14 flow
Professional Services

80%

-> One-way

<- WHAT THEY PROVIDE (Collaboration)

Flow specializes in coaching, which can complement the community enhancement services provided by Celebrate & Smile International Steppers. By combining coaching with dance, they can enhance personal development while fostering team cohesion in corporate environments.

VALUE: By collaborating on workshops, both businesses can attract larger corporate clients, increasing revenue by up to 25% per event through combined offerings.

[!] PARTNERSHIP SCENARIO

Flow and Celebrate & Smile International Steppers could co-host a 'Dance and Development Day' at a local corporate office, where employees participate in a 2-hour session that includes an hour of team-building dance activities led by Tiffany, followed by a 1-hour coaching session by Miguel focusing on teamwork and communication skills. Each company could charge the corporate client \$1,500 for the event, splitting the fee, leading to a total of \$750 revenue each, while enhancing the employees' skills and morale.

[*] UNIQUE SYNERGY

This partnership uniquely combines the physical engagement of dance with the mental and emotional growth from coaching, offering a holistic approach that neither could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and Tiffany to discuss potential workshop themes and logistics.
- 2 Identify 2-3 target corporations in Jacksonville that may benefit from a combined offering.
- 3 Create a joint marketing plan to promote the 'Dance and Development Day' to the identified corporations.

<- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in enhancing leadership and corporate training, while Celebrate & Smile International Steppers focuses on improving employee relations through dance. Their complementary services can create a holistic employee enhancement initiative that combines professional training with creative engagement.

VALUE: By developing a joint program, both businesses can attract corporate clients seeking innovative ways to boost employee morale and productivity, potentially generating \$10,000 in combined revenue from a corporate training contract.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, which aligns with the clientele of Genuines Coaching & Consulting. Referring clients to each other can help both businesses expand their reach without competing.

VALUE: By referring clients, Celebrate & Smile could increase Genuines' client base, leading to additional revenue opportunities, while Genuines can provide a deeper engagement offering to Celebrate's clients, enhancing their service portfolio.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting could organize a 'Corporate Wellness Day' where they conduct leadership workshops followed by dance sessions led by Celebrate & Smile International Steppers. For example, a local tech company could hire both businesses to run a full-day event designed to uplift employee spirits and improve team cohesion, resulting in increased employee satisfaction scores.

[*] UNIQUE SYNERGY

This partnership uniquely combines the rigor of professional coaching with the creativity of dance, offering a comprehensive approach to employee development that stands out from traditional training programs.

NEXT STEPS:

- 1 Schedule a joint meeting to brainstorm specific workshop topics and dance themes.
- 2 Develop a marketing plan targeting local corporations to promote the 'Corporate Wellness Day.'
- 3 Pilot the program with a local business and gather feedback for further improvement.

<- WHAT THEY PROVIDE (Collaboration)

Bluebird Health Partners could enhance their healthcare consulting services by incorporating employee wellness programs through dance workshops led by Celebrate & Smile International Steppers. This would provide a unique offering to healthcare solution providers focused on employee mental health and engagement.

VALUE: By integrating dance workshops, Bluebird can attract new clients who are looking for innovative employee wellness strategies, potentially increasing revenue by 20% through service diversification.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile could refer their corporate clients to Bluebird Health Partners for healthcare strategy consulting services, particularly in employee wellness, as they serve similar target markets without direct competition.

VALUE: This referral relationship could provide Bluebird with access to new clients looking for healthcare solutions, potentially leading to several new contracts worth \$10,000 each within a year.

[!] PARTNERSHIP SCENARIO

Bluebird Health Partners could host a series of monthly wellness workshops for healthcare employees, where Celebrate & Smile facilitates dance sessions aimed at reducing workplace stress. For example, during a wellness day event, 50 healthcare employees participate in a fun dance workshop led by Tiffany. Each session costs \$1,000, and Bluebird charges clients for the

event planning, generating a combined revenue of \$3,000 per month, while employees report a 40% increase in satisfaction and engagement.

[*] UNIQUE SYNERGY

This partnership is unique because it combines strategic healthcare consulting with an innovative, creative approach to employee wellness, appealing to healthcare organizations seeking holistic solutions for their workforce.

NEXT STEPS:

- 1 Schedule a brainstorming session between Bluebird and Celebrate & Smile to outline potential workshop themes.
- 2 Develop a promotional plan to market the wellness workshops to existing Bluebird clients.
- 3 Pilot the first workshop at a local healthcare organization and gather feedback for future improvements.

17 Communicate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Communicate can enhance its service offerings by incorporating Celebrate's dance workshops into team-building and employee engagement packages, creating a unique product that appeals to their shared target markets.

VALUE: This collaboration could lead to new service packages that generate an additional \$15,000 in revenue for Communicate through bundled offerings, while Celebrate gains exposure to new corporate clients.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, which aligns with Communicate's focus on service businesses and non-profits that may seek employee engagement strategies. They can refer clients to each other without competing.

VALUE: Increased client base and potential revenue from referrals; for instance, if Celebrate refers just 5 clients to Communicate for branding, it could yield \$10,000 in new business.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile could refer a local non-profit seeking branding help to Communicate. In return, Communicate can promote Celebrate's dance workshops as a unique employee engagement tool to its clients. This creates a win-win where both businesses can leverage each other's networks.

[*] UNIQUE SYNERGY

This pairing is unique because Celebrate specializes in enhancing employee engagement through dance, while Communicate focuses on branding and marketing for businesses, allowing them to create a holistic employee enhancement experience.

NEXT STEPS:

- 1 Set up a meeting between Tiffany and Kate to discuss referral strategies.
- 2 Create a shared document detailing referral processes and client needs.
- 3 Develop co-branded marketing materials promoting each other's services.

18 Be Present Detalles

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Be Present Detalles caters to busy professionals and couples who might also be interested in dance classes for personal enhancement, making them a perfect referral source for Celebrate & Smile.

VALUE: By referring clients to Celebrate & Smile, Be Present can enhance their event offerings and earn a commission on each referral, potentially increasing their revenue by 20%.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers can provide engaging dance workshops at Be Present Detalles' events,

enhancing the experiential offerings. This collaboration creates a unique blend of art and event planning that will attract more clients to both businesses.

VALUE: By collaborating on events, both businesses can increase their client base by 30% through cross-promotion and the unique offering of dance experiences at events.

[!] PARTNERSHIP SCENARIO

For example, during a romantic event hosted by Be Present Detalles, they could integrate a 'Dance Under the Stars' segment where Tiffany's team leads couples in a fun dance lesson. This would not only add value to the event but also allow Celebrate & Smile to showcase their services, potentially leading to future class registrations. Be Present could charge \$200 more for the event, while Celebrate & Smile earns \$500 for the session.

[*] UNIQUE SYNERGY

This partnership stands out because it combines the creative energy of dance with the elegance of professional event planning, creating memorable experiences that neither could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and De'Ana to discuss potential event dates and themes.
- 2 Design a joint marketing plan to promote the new dance experience at upcoming events.
- 3 Create a package deal for clients that includes both event planning and dance lessons.

19 WhitBits Cookies

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies could provide snacks for Celebrate & Smile's dance events, enhancing the overall experience for participants. This vendor relationship can help Celebrate create a stronger atmosphere during their workshops.

VALUE: Incorporating WhitBits cookies into Celebrate's events can improve attendee satisfaction, leading to higher retention and a potential increase in repeat clients by 20%.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on community enhancement through dance, which can pair well with WhitBits Cookies' target market of corporate professionals and event planners. Both businesses serve clients interested in enhancing their events or workplace culture, making a collaboration feasible and beneficial.

VALUE: By collaborating on corporate events, both businesses could attract new clients, leading to a potential revenue increase of up to 30% per event, given the combined appeal of dance workshops and homemade cookies.

[!] PARTNERSHIP SCENARIO

WhitBits Cookies could sponsor a 'Dance and Dessert' corporate team-building event organized by Celebrate & Smile, where employees enjoy a dance workshop followed by a sampling of gourmet cookies. The event could cost companies \$1,000, with Celebrate receiving \$700 and WhitBits \$300, while both gain exposure to new clients.

[*] UNIQUE SYNERGY

The unique synergy lies in combining physical engagement through dance with the comforting experience of gourmet cookies, creating a memorable and holistic corporate event that stands out in the market.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Whitney to discuss event logistics and pricing.
- 2 Create a marketing plan for the 'Dance and Dessert' event, targeting local businesses and corporate clients.
- 3 Develop a follow-up strategy post-event to gather feedback and explore additional partnership opportunities.

<- WHAT THEY 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.

-> WHAT YOU 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.

[!] 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.

<- WHAT THEY PROVIDE (Collaboration)

Organize Design Create can collaborate with Celebrate & Smile to offer joint workshops that combine creative arts with marketing strategies. This partnership would enhance both businesses' offerings and attract a broader audience.

VALUE: This collaboration could lead to a series of workshops generating \$3,000 in joint revenue, with each business receiving 50% of the profits from ticket sales, thereby expanding their client base.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, while Organize Design Create serves small businesses looking to build their social footprint. Both businesses can refer clients to each other, enhancing their service offerings without competing.

VALUE: By referring clients, Celebrate & Smile can enhance their service portfolio with marketing support from Organize Design Create, potentially leading to a revenue increase of 15% from new client acquisitions.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile refers a local startup to Organize Design Create for marketing support. In turn, Organize Design Create recommends Celebrate & Smile to a corporate client for team-building dance workshops. This referral relationship generates an additional \$1,000 in revenue for Celebrate & Smile from the startup's marketing package and \$800 from the corporate workshop.

[*] UNIQUE SYNERGY

This partnership uniquely combines the arts and marketing, where Celebrate & Smile enhances employee engagement through dance, while Organize Design Create amplifies their visibility with effective marketing strategies-together creating a holistic approach to employee satisfaction.

NEXT STEPS:

- 1 Schedule an introductory meeting to discuss referral structures and mutual target clients.
- 2 Create a referral agreement outlining commission or revenue-sharing terms.
- 3 Develop joint marketing materials to promote the referral partnership.

22 ALYS Always Love Yourself

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

ALYS Always Love Yourself can refer their clients, especially mature women interested in wellness, to Celebrate & Smile for dance classes. This is a natural fit as many might enjoy dance as a form of exercise and social engagement.

VALUE: By referring clients, ALYS can enhance their customer value proposition, potentially increasing customer retention and loyalty, while Celebrate & Smile gains new participants from a targeted demographic.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers can enhance the employee experience at ALYS Always Love Yourself by offering dance workshops that promote wellness and creativity. In return, ALYS can provide skincare products as rewards for participants, creating a unique wellness package.

VALUE: This collaboration could generate an additional \$1,500 in revenue for Celebrate & Smile through workshop fees and increased product sales for ALYS by at least 15% during joint promotions.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile organizes a 'Dance & Pamper' event where employees of ALYS engage in a dance class followed by skincare product demonstrations and samples. Each participant pays a fee of \$50, with 30 employees attending, generating \$1,500 for Celebrate & Smile. ALYS showcases their products during the session and offers 20% off for participants, leading to an estimated \$300 in sales.

[*] UNIQUE SYNERGY

This pairing is unique as it combines the physical engagement of dance with the self-care focus of skincare, appealing directly to ALYS's target market of mature women who value both wellness and beauty.

NEXT STEPS:

- 1 Schedule a planning meeting between Tiffany and Cenita to outline event details.
- 2 Develop promotional materials that highlight the benefits of the event for both businesses.
- 3 Set a date for the 'Dance & Pamper' event, targeting the next month to generate excitement in the community.

23 Noseniorleftbehindfl.org

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org serves seniors who may benefit from community and social engagement through dance, making them a potential referral source for Celebrate & Smile. They can recommend dance classes as part of a broader wellness package.

VALUE: Noseniorleftbehindfl.org can enhance their service offerings to clients, while Celebrate & Smile can gain new attendees for their classes, potentially increasing revenue by 15% through referrals.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers could collaborate with Noseniorleftbehindfl.org to offer dance classes specifically tailored for seniors. This would enhance the physical and social well-being of seniors while providing a

unique offering to Noseniorleftbehindfl.org's clients.

VALUE: By providing these dance classes, Celebrate & Smile could increase their client base by 20% while Noseniorleftbehindfl.org could enhance their service offerings, thereby attracting new clients and potential funding opportunities from health-focused grants.

[!] PARTNERSHIP SCENARIO

Next week, Celebrate & Smile could host a 'Dance for Independence' workshop at a local senior center partnered with Noseniorleftbehindfl.org. This event would feature a free introductory dance class where 30 seniors participate, promoting fitness and community engagement. Both businesses could charge a nominal fee for additional classes, splitting the revenue and showcasing their combined commitment to the health of seniors.

[*] UNIQUE SYNERGY

This pairing is unique because it combines the arts with health services for seniors, creating an innovative approach to community support that neither business could achieve alone. It taps into the emotional and physical benefits of dance while addressing the practical needs of the elderly.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany Barksdale and Wanda K Jackson to discuss potential class formats.
- 2 Identify a local senior center that would be open to hosting the first workshop.
- 3 Develop a marketing plan targeting seniors and their families to promote the upcoming workshop.

24 JPO Logistics LLC

Logistics

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner-operators, while Celebrate & Smile International Steppers targets companies looking to enhance employee relations. Both businesses cater to organizations, suggesting potential overlap in clientele where logistics companies may seek employee engagement solutions.

VALUE: By referring clients to each other, JPO Logistics can enhance its service offering, while Celebrate & Smile can gain access to a new client base in the logistics sector.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile focuses on enhancing employee relations in various companies, which might include logistics firms that require transportation services. This provides an opportunity for Celebrate & Smile to refer logistics needs to JPO Logistics.

VALUE: Celebrate & Smile can enhance its value proposition by offering logistics solutions to its corporate clients, while JPO Logistics can gain new clients through referrals from a trusted source.

[!] PARTNERSHIP SCENARIO

JPO Logistics could refer its corporate clients, such as shipping companies, to Celebrate & Smile for employee enhancement programs. For instance, if a shipping company is looking to boost morale, JPO could recommend a dance workshop, earning a referral fee for each client that signs up, while Celebrate & Smile secures new business.

[*] UNIQUE SYNERGY

The unique synergy lies in the shared target market of companies that prioritize employee welfare, making the referral relationship particularly valuable as both enhance the workplace culture.

NEXT STEPS:

- 1 Set up a meeting between Paulette Orr and Tiffany Barksdale to discuss referral processes.
- 2 Create a joint marketing flyer highlighting the benefits of employee engagement through dance for logistics companies.
- 3 Establish a referral fee structure to incentivize mutual referrals between businesses.

<- WHAT THEY PROVIDE (Collaboration)

Enriquez Aesthetics can offer exclusive skincare workshops for groups organized by Celebrate & Smile International Steppers. This collaboration can enhance the wellness and self-care aspect of the dance classes, appealing to their target audience.

VALUE: Both businesses can increase customer engagement and revenue by attracting wellness-focused individuals, potentially generating an additional \$2,000 from workshop fees per event.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile can refer clients who are looking to improve their appearance or skin health, particularly those involved in dance or community events who may appreciate luxury facial services.

VALUE: By referring clients, Celebrate & Smile can receive a referral fee of 10% from any bookings made at Enriquez Aesthetics, which can add an estimated \$1,000 in revenue monthly if they refer 10 clients.

[!] PARTNERSHIP SCENARIO

Enriquez Aesthetics hosts a 'Glow and Dance' workshop where participants enjoy a luxury facial experience followed by a short dance class led by Celebrate & Smile. The event can accommodate 20 participants at \$100 each, generating \$2,000 for Enriquez and enhancing Celebrate & Smile's appeal as a holistic enhancement service. Both businesses can also promote the event through their respective channels, increasing visibility.

[*] UNIQUE SYNERGY

This partnership uniquely combines wellness and creativity, catering to clients' physical appearance and emotional health, providing a comprehensive approach to self-care that neither business could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting between Bianca Enriquez and Tiffany Barksdale to discuss event logistics and pricing.
- 2 Develop a marketing plan including social media promotions and email newsletters to target their combined audience.
- 3 Create a feedback loop post-event to gather insights for future workshops and collaborations.

<- WHAT THEY PROVIDE (Collaboration)

Tosh's Urban Garden and Celebrate & Smile International Steppers target health-conscious individuals and those interested in community enhancement. By collaborating, they could create wellness-focused dance workshops that incorporate herbal teas and tinctures for participants.

VALUE: This partnership could generate additional revenue through workshop fees, potentially attracting a new customer base for both businesses. If they charge \$50 per participant and attract 20 people per workshop, that's a potential revenue of \$1,000 per event, split between them.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers can refer their participants to Tosh's Urban Garden for health-focused products, enhancing the experience of those interested in health and wellness.

VALUE: By referring clients to Tosh's Urban Garden, Celebrate & Smile could earn a referral fee for each sale or a discount for their participants, increasing their value proposition.

[!] PARTNERSHIP SCENARIO

Tosh's Urban Garden could host a monthly wellness dance workshop led by Celebrate & Smile, where attendees enjoy herbal tea tastings before participating in a fun, guided dance session. They could market this as a unique 'Dance & Detox' experience, offering participants a holistic approach to health while both businesses gain new clients and exposure.

[*] UNIQUE SYNERGY

This pairing is unique because it combines physical activity with herbal wellness, appealing to customers seeking a comprehensive health experience. The blend of dance and natural health products creates a distinctive offering not typically available in either business's market space.

NEXT STEPS:

- 1 Develop a joint marketing plan to promote the Dance & Detox workshops via social media and local health events.
- 2 Set a date for the first workshop and secure a venue that accommodates both the dancing and tea tasting.
- 3 Create a feedback survey for participants to refine future workshops and gauge interest in additional health-related offerings.

27 Grayland

Real Estate

75%

-> One-way

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers focuses on community enhancement through dance, targeting companies looking to improve employee relations. Grayland, as a commercial real estate appraisal firm, serves property owners and companies, making them potential clients for Celebrate's services in employee engagement.

VALUE: By referring clients to each other, both businesses can expand their client bases; Celebrate could earn additional revenue through workshops, while Grayland could enhance its offerings to clients by promoting employee engagement services.

[!] PARTNERSHIP SCENARIO

Tiffany Barksdale from Celebrate could introduce Grayland to a client who is considering a new office space and needs to improve employee morale. In exchange, Lauren Hubel could refer her clients who are interested in hosting team-building events to Celebrate, creating a win-win situation where both businesses gain new clients and revenue.

[*] UNIQUE SYNERGY

The unique synergy lies in the intersection of arts and real estate; Grayland's clients may not typically consider employee engagement through dance, but the fresh approach could set them apart from competitors.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential referral programs and share client lists.
- 2 Create a joint marketing flyer that highlights the benefits of employee engagement for Grayland's clients.
- 3 Develop a feedback loop to track the success of referrals and adjust the partnership accordingly.

28 Big Rig Compliance Pros

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros serves small to medium fleet owners who could benefit from improved employee relations. By referring clients to Celebrate & Smile, they can enhance their clients' workplace culture, which is a selling point for compliance services.

VALUE: Big Rig Compliance can enhance their service offerings, potentially increasing client retention by 15% as clients appreciate the added value of employee engagement workshops.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers focuses on enhancing employee relations through dance, which could appeal to the employees of companies that Big Rig Compliance Pros serves. They both target businesses aiming to improve workplace culture and employee satisfaction, allowing for mutual referrals.

VALUE: Increased client acquisition for both businesses, potentially leading to a 15-20% increase in new clientele through cross-referrals.

[!] PARTNERSHIP SCENARIO

Tiffany from Celebrate & Smile provides a complimentary dance workshop for Big Rig Compliance's clients during a compliance seminar. This engaging session enhances employee morale, while Sherika promotes the workshop to her clients as a value-add, leading to increased attendance and satisfaction at the seminar.

[*] UNIQUE SYNERGY

The unique pairing lies in combining compliance with employee engagement; while Big Rig Compliance ensures drivers are compliant, Celebrate & Smile enhances their well-being, creating a holistic approach to workforce satisfaction.

NEXT STEPS:

- 1 Set up an introductory meeting between Tiffany and Sherika to discuss referral strategies.
- 2 Create a referral program where Celebrate & Smile offers discounts for clients referred by Big Rig Compliance.
- 3 Plan a joint marketing campaign targeting trucking companies focusing on employee engagement.

29 We buy any house

Professional Services

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

We Buy Any House serves individuals who are often in distress and may benefit from community support. Referring clients to Celebrate & Smile can help address potential mental health needs of sellers, creating a supportive network.

VALUE: By referring clients to Celebrate & Smile, We Buy Any House can enhance their service reputation, leading to increased client satisfaction and potential referrals back to them from those clients.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on community and employee enhancement through dance, which can be a unique offering for We Buy Any House's clients who may be stressed from selling their properties. By collaborating, they can provide a holistic service that addresses both the emotional and practical needs of home sellers.

VALUE: This partnership can generate additional revenue for Celebrate & Smile through workshops, while We Buy Any House enhances their service offering, potentially increasing their client base by attracting sellers looking for stress relief and community support.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile can organize a 'Stress Relief Dance Workshop' specifically for clients of We Buy Any House who are in the process of selling their homes. The workshop could take place at a local community center or park, where 15-20 participants engage in fun, guided dance sessions that help relieve stress and foster community connections. Each participant pays \$30, generating \$600 for Celebrate & Smile while providing We Buy Any House clients with a valuable emotional outlet during a challenging time.

[*] UNIQUE SYNERGY

This pairing uniquely combines the emotional support needed during the stressful process of selling a home with the joyful and uplifting experience of dance, creating a special atmosphere of community around a commonly challenging life event.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany Barksdale and Chris Moore to discuss the partnership details.
- 2 Develop a marketing plan targeting We Buy Any House's existing clients for the dance workshop.
- 3 Set a date and secure a venue for the initial 'Stress Relief Dance Workshop'.