

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Organize Design Create

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

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

### Organize Design Create

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

REFERRAL 1/2

70% conf

Aspirations Behavioral Health Inc.!" Organize Design Create

#### Reasoning:

Aspirations Behavioral Health Inc. specializes in mental health and holistic wellness, targeting individuals who may also need marketing support for their personal brands or businesses. Organize Design Create serves entrepreneurs and small businesses who could benefit from mental health resources, creating a strong referral relationship without competition.

#### Value Proposition:

Increased client base for both businesses; Aspirations can refer clients who need marketing and Organize Design can refer clients needing mental health services, potentially increasing client acquisition by 20%.

#### Collaboration Example:

Aspirations Behavioral Health can create a monthly wellness newsletter that includes marketing tips from Organize Design Create. For example, each month could feature a case study of a client who improved their business through mental health support, alongside marketing strategies. This shared content could lead to referrals, boosting both firms' visibility.

#### Synergy Potential:

The unique pairing lies in the dual focus on mental health and entrepreneurship, which allows both businesses to cater to a population that values holistic well-being along with professional growth, enhancing their services mutually.

### Action Items:

1. Set up a meeting to discuss mutual referral agreements and establish a shared contact list.
2. Create a joint marketing campaign that highlights the importance of mental health for entrepreneurs.
3. Develop a series of workshops where Aspirations offers mental health tips and Organize Design offers marketing advice.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

65% conf

Organize Design Create | Aspirations Behavioral Health Inc.

### Reasoning:

Organize Design Create works with entrepreneurs and small businesses who may experience stress or mental health challenges, making them ideal candidates to refer to Aspirations Behavioral Health. This relationship allows both businesses to enhance their offerings without overlapping services.

### Value Proposition:

Organize Design can enhance its service package by providing mental health resources to its clients, potentially increasing client retention and satisfaction by 15%.

### Collaboration Example:

Organize Design can host a quarterly event for its clients featuring a guest speaker from Aspirations Behavioral Health to discuss stress management for entrepreneurs. In this event, attendees receive free consultations, and both businesses gain visibility while creating a supportive community.

### Synergy Potential:

This partnership stands out due to its focus on the mental wellness of entrepreneurs, an often-overlooked aspect of business success, making it a niche offering that combines professional and personal development.

### Action Items:

1. Organize a quarterly event and invite Aspirations to be the featured speaker.
2. Develop promotional materials that include referrals to mental health resources.
3. Create a feedback loop to assess the impact of referrals on client satisfaction.

Value: MEDIUM

MUTUAL BENEFIT