

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!' Enriquez

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Enriquez Aesthetics

Contact: Bianca Enriquez

Industry: Professional Services

Luxury facial experiences

REFERRAL 1/2

75% conf

Enriquez Aesthetics!' Aspirations Behavioral Health Inc.

Reasoning:

Both Enriquez Aesthetics and Aspirations Behavioral Health Inc. serve clients interested in holistic wellness and self-care. Individuals seeking luxury facial experiences often value mental health support, creating a natural referral pathway between the two businesses.

Value Proposition:

Increased client base for both businesses through mutual referrals, potentially generating 20% more clients per month.

Collaboration Example:

Bianca Enriquez can refer clients with chronic skin conditions seeking relaxation and self-care to Kristian Wilson for mental health counseling. In return, Kristian can direct clients experiencing stress or anxiety to Enriquez Aesthetics for rejuvenating facial treatments, creating a seamless wellness journey for clients. A joint referral program could be established, rewarding both businesses with a \$50 credit for each client referred, enhancing customer loyalty and satisfaction.

Synergy Potential:

The unique pairing lies in their shared focus on overall wellness; combining skincare with mental health creates a comprehensive approach to well-being that neither could achieve alone.

Action Items:

1. Develop a referral program with incentives for clients who use both services.
2. Schedule a joint workshop on holistic wellness that includes skincare tips and mental health strategies.
3. Create co-branded promotional materials to distribute in both businesses' locations.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Aspirations Behavioral Health Inc. !' Enriquez Aesthetics

Reasoning:

Aspirations Behavioral Health Inc. can refer clients who are seeking physical wellness and self-care to Enriquez Aesthetics. Clients dealing with emotional stress may benefit from luxury facial experiences, creating a dual benefit.

Value Proposition:

Potential to increase client referrals by 15%, maximizing the holistic health journey for individuals.

Collaboration Example:

Kristian Wilson can identify clients struggling with self-image or stress who would benefit from luxury skin treatments. In a focused outreach, he could send a personalized email suggesting a facial experience at Enriquez Aesthetics, possibly offering a discount for first-time referrals, encouraging them to explore this wellness avenue. This not only enhances client care but encourages a holistic approach to mental and physical wellbeing.

Synergy Potential:

This partnership stands out because it merges mental health with luxury skincare, addressing both the psychological and aesthetic aspects of self-care, which is increasingly important in today's wellness culture.

Action Items:

1. Implement a tracking system for referrals between both businesses to measure success.
2. Create a shared calendar for workshops or sessions that promote both services.
3. Establish a joint social media campaign promoting mental health awareness alongside skincare benefits.

Value: HIGH

MUTUAL BENEFIT