

BUSINESS RELATIONSHIP ANALYSIS

The Collective Om !” flow

2 Relationships Identified

BUSINESS PROFILES

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

PARTNER 1/2

80% conf

flow !” The Collective Om

Reasoning:

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 Proposition:

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.

Collaboration Example:

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.

Synergy Potential:

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.

Action Items:

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.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The Collective Om !' flow

Reasoning:

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 Proposition:

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.

Collaboration Example:

The Collective Om could refer clients who seek coaching services to flow when they recognize a need for mindset work. For example, during a holistic health workshop, if a participant mentions struggling with professional goals, the facilitator can recommend flow's coaching services. A referral agreement could provide a 10% commission on any new clients that flow gains from these referrals.

Synergy Potential:

The pairing is unique because it combines actionable coaching with holistic health insights, creating a seamless path for clients seeking comprehensive support in their personal development journey.

Action Items:

1. Draft a referral agreement that outlines the terms and commission structure.
2. Create joint promotional materials that highlight both services.
3. Schedule a monthly check-in to review referral outcomes and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT