

BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting !" MyahnArt

4 Relationships Identified

BUSINESS PROFILES

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

COLLABORATION 1/4

85% conf

Genuines Coaching & Consulting !" MyahnArt LLC

Reasoning:

Genuines Coaching & Consulting focuses on coaching and training for business leaders, while MyahnArt LLC offers creative services that could enhance corporate events. By collaborating, they can create engaging events that include team-building workshops led by Genuines, paired with live art creation by MyahnArt, providing a unique experiential offering.

Value Proposition:

This partnership could generate new revenue streams through joint events, potentially earning each business \$1,500 to \$3,000 per event, depending on attendance and service packages.

Collaboration Example:

Genuines organizes a leadership retreat for local business owners, incorporating MyahnArt's live painting services during key sessions. As attendees engage in leadership training, MyahnArt creates a custom mural capturing the essence of the retreat's themes. They split the \$2,500 fee for the event, enhancing attendee experience while showcasing both businesses' expertise.

Synergy Potential:

The combination of leadership training and live art creation offers a unique, memorable experience that differentiates this partnership from typical coaching or marketing collaborations. The interactive nature of live art during serious business discussions fosters a creative atmosphere that clients will appreciate.

Action Items:

1. Schedule a meeting to brainstorm potential joint event themes and logistics.
2. Develop a package deal for clients that combines leadership workshops and live art sessions.
3. Create promotional materials highlighting the unique experience offered by this partnership.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

MyahnArt LLC !' Genuines Coaching & Consulting

Reasoning:

MyahnArt targets businesses looking to enhance customer experiences and aesthetics, which often includes business owners and corporate executives who are also the target market for Genuines Coaching & Consulting. Referring clients to each other can create a streamlined flow of business.

Value Proposition:

By referring clients, both businesses can tap into a wider audience, potentially increasing client acquisition by 20% for each as they exchange leads.

Collaboration Example:

MyahnArt encounters a corporate client needing both a mural for their office and leadership training for their staff. They refer the client to Genuines, who then provides a tailored coaching package. In return, Genuines sends clients looking for creative services to MyahnArt, resulting in successful cross-referrals.

Synergy Potential:

Both businesses share a common target audience but offer complementary services, allowing them to leverage each other's networks effectively. This synergy enables them to provide a more holistic service to their clients, enhancing overall customer satisfaction.

Action Items:

1. Create a referral agreement outlining terms and mutual benefits.
2. Develop co-branded marketing materials to promote the referral partnership.
3. Host a joint networking event to introduce each other's services to respective clients.

Value: MEDIUM

MUTUAL BENEFIT

MyahnArt LLC !' Genuines Coaching & Consulting

Reasoning:

MyahnArt LLC could provide creative services like live painting during Genuines Coaching & Consulting's leadership retreats or workshops. This would enhance the experience for executive leaders and small business owners attending these events.

Value Proposition:

MyahnArt could earn \$1,500 for providing live painting services at an event, while Genuines Coaching can differentiate their offerings, potentially attracting more clients through unique experiences.

Collaboration Example:

During a leadership retreat for small business owners, MyahnArt sets up a live mural painting that reflects the themes of leadership and innovation discussed throughout the sessions. As participants engage in workshops, they witness the mural come to life, culminating in a vibrant piece that symbolizes their journey. This not only provides visual aesthetic value but also creates a memorable experience that Genuines can showcase in future marketing materials.

Synergy Potential:

The combination of live art and executive coaching creates a unique atmosphere that promotes creativity and engagement, setting Genuines Coaching apart from traditional consulting firms.

Action Items:

1. Schedule a meeting between MyahnArt and Genuines Coaching to discuss potential upcoming events.
2. Identify specific events or retreats where live painting could enhance the experience.
3. Develop a joint marketing strategy to promote the unique offerings of their collaboration.

Value: HIGH

MUTUAL BENEFIT

Genuines Coaching & Consulting !' MyahnArt LLC

Reasoning:

Genuines Coaching's target market includes small business owners who could benefit from MyahnArt's creative services, particularly those looking to enhance their customer experience or beautify their spaces.

Value Proposition:

By referring clients to MyahnArt, Genuines can provide added value to their coaching services, potentially earning referral fees and strengthening client relationships.

Collaboration Example:

During a coaching session with a local café owner, Genuines Coaching identifies a need for aesthetic improvement to attract more customers. They recommend MyahnArt for a mural that captures the café's theme. If the café opts for the mural, Genuines receives a 10% referral fee from the \$2,000 project cost.

Synergy Potential:

Genuines Coaching's insight into business improvement coupled with MyahnArt's creative solutions creates a powerful referral network, enriching the services both businesses offer.

Action Items:

- 1. Develop a referral agreement outlining commission structures.
- 2. Create joint marketing materials that highlight the benefits of combining coaching with enhanced aesthetics.
- 3. Train Genuines' team on MyahnArt's offerings to facilitate effective referrals.

Value: MEDIUM

MUTUAL BENEFIT

