

## Soulfitness Studio Health and wellness center

• Health & Wellness

Health and wellness via health food fitness and wellness

### Contact Information

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### TARGET MARKET

Person who want to get and stay healthy with weightloss and mental health

### CURRENT NEEDS

Marketing, employees , capital, new equipment

### Partnership Opportunities (24)

**1 Jazzi's Creations**  
Events & Gifts

85%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Collaboration)**

Jazzi's Creations can enhance Soulfitness Studio's wellness offerings by providing personalized craft workshops focused on health and wellness themes. This partnership can attract clients seeking both physical and mental well-being through creative expression.

**VALUE:** Increased foot traffic and client engagement at Soulfitness Studio, leading to potential revenue growth of at least \$2,000 per workshop event while Jazzi's Creations gains exposure to a health-focused audience.

**-> WHAT YOU PROVIDE (Referral)**

Soulfitness Studio serves a health-conscious clientele that may be interested in personalized gifts for wellness events, such as yoga retreats or health workshops. Referring clients to Jazzi's Creations can enhance client experience without direct competition.

**VALUE:** By referring clients for personalized gifts, Soulfitness can enhance its service offerings, potentially increasing customer satisfaction and retention, while Jazzi's Creations gains new customers from the fitness community.

**[!] PARTNERSHIP SCENARIO**

Jazzi's Creations could organize a monthly 'Craft & Wellness Day' at Soulfitness Studio, where participants create wellness-themed crafts like personalized water bottles or yoga mats after a fitness class. For example, during the first event, 15 participants pay \$50 each, generating \$750 for Jazzi and bringing new clients to Soulfitness Studio, who can promote their health programs.

**[\*] UNIQUE SYNERGY**

The unique pairing of creative crafting with health and wellness creates a holistic approach to well-being, differentiating this collaboration from typical fitness or craft-only events.

#### NEXT STEPS:

- 1 Schedule an initial meeting to discuss the logistics of the Craft & Wellness Day events.
- 2 Develop a marketing plan to promote the events through social media and email newsletters.
- 3 Create a calendar of events for the next six months to ensure consistent engagement.

## 2 IV Creative

Marketing & Design

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

IV Creative can provide targeted marketing and content creation services to Soulfitness Studio, which is currently in need of marketing support. This relationship could help Soulfitness enhance their brand visibility and attract more clients in the health and wellness space.

**VALUE:** By engaging IV Creative, Soulfitness could see a 20% increase in new memberships, translating into an additional \$10,000 in revenue over the next quarter.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio serves individuals focused on health and wellness, a demographic that often requires marketing services for their own businesses. By referring clients to IV Creative, they can create an ecosystem where both businesses thrive.

**VALUE:** If Soulfitness refers even 5 clients a month to IV Creative, this could generate an additional \$5,000 in revenue for IV Creative, enhancing their growth potential.

#### [!] PARTNERSHIP SCENARIO

*IV Creative could design a social media campaign for Soulfitness that showcases client transformations and testimonials. For instance, they could create a series of engaging video content featuring before-and-after stories of clients who have successfully lost weight, alongside expert tips from Soulfitness trainers. This campaign could run for a month, with a budget of \$2,000, and is expected to generate 50 new memberships.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in IV Creative's local focus on small businesses, making them well-positioned to understand the specific needs and culture of Soulfitness Studio, leading to tailored marketing solutions that resonate with the local community.

#### NEXT STEPS:

- 1 Schedule a meeting between Iliana and Janice to discuss specific marketing needs of Soulfitness.
- 2 Develop a proposal for a targeted social media campaign that highlights success stories from Soulfitness clients.
- 3 Set a timeline for content creation and campaign launch, aiming for a roll-out within the next two weeks.

## 3 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers could collaborate with Soulfitness Studio to offer a unique health and wellness workshop that combines dance and fitness. Both businesses target individuals interested in health, well-being, and social engagement, making this partnership a natural fit.

**VALUE:** By organizing joint workshops, both businesses could attract new clients and increase revenue by charging a premium for specialized sessions. For example, a workshop could be priced at \$50 per person, with 20 participants resulting in \$1,000 shared between the two businesses.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio serves individuals focused on health and wellness, many of whom may also be interested in

enhancing their social lives through dance. This creates a referral opportunity where Soulfitness can recommend Celebrate & Smile's dance services to its member base.

**VALUE:** Soulfitness Studio can enhance its service offerings and client satisfaction by providing referrals to Celebrate & Smile, potentially increasing retention rates and attracting new clients. For each successful referral, a commission of \$10 could incentivize the partnership.

#### [!] PARTNERSHIP SCENARIO

*Celebrate & Smile International Steppers and Soulfitness Studio could host a 'Dance Your Way to Wellness' workshop at Soulfitness Studio's location. Attendees would participate in a one-hour dance class followed by a nutrition talk by Soulfitness. The event would be marketed as a holistic approach to health, and both businesses would promote it through their channels, sharing the revenue based on attendance.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines the joy of dance with fitness and nutrition, appealing to both social and health-oriented audiences. The interactive nature of dance enhances the wellness experience, setting it apart from typical health workshops.

#### NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Janice to discuss workshop details and logistics.
- 2 Develop a marketing plan that includes social media promotion and email campaigns targeting both businesses' customer bases.
- 3 Create a sign-up sheet and payment system for the workshop, ensuring a seamless registration process.

### 4 Jamz Trainings

Health & Wellness

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Both businesses operate in the health and wellness space and target health-conscious consumers, making them ideal partners for a collaborative event. Jamz Trainings could enhance Soulfitness Studio's offerings, attracting more clients and increasing exposure.

**VALUE:** By hosting a joint health and wellness fair, both businesses could potentially increase client acquisition by 20% through cross-promotion and shared marketing efforts.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio targets individuals focused on health and wellness, which overlaps with Jamz Trainings' target market of recreational athletes. They can refer clients to each other without competing.

**VALUE:** Implementing a referral program could lead to a 15% increase in client bases for both businesses as they share leads and capitalize on each other's strengths.

#### [!] PARTNERSHIP SCENARIO

*Jamz Trainings sets up a personal training and sports massage therapy booth at Soulfitness Studio's upcoming health fair. During the event, they offer free mini-training sessions and sports massage consultations, while Soulfitness provides health food samples and fitness classes. Attendees receive combined discounts on services from both businesses, leading to increased sign-ups and follow-ups post-event.*

#### [\*] UNIQUE SYNERGY

The combination of personal training and nutrition-focused wellness is a powerful draw for clients looking to improve their overall health. This partnership leverages their shared commitment to holistic health, positioning both businesses as comprehensive wellness providers.

#### NEXT STEPS:

- 1 Schedule a meeting between James Robinson and Janice Curry to discuss the event logistics.
- 2 Create promotional materials highlighting both businesses' services for the health fair.
- 3 Establish a follow-up strategy to convert event attendees into long-term clients.

<- WHAT THEY PROVIDE (Collaboration)

MyahnArt LLC can enhance the aesthetic appeal of Soulfitness Studio by creating murals or custom artwork that resonates with health and wellness themes. This collaboration could attract more clients to Soulfitness while providing MyahnArt with visibility among health-conscious customers.

**VALUE:** Increased foot traffic and client engagement for Soulfitness Studio, leading to an estimated revenue boost of 15-20% through enhanced customer experience. MyahnArt gains new clients and showcases their work, potentially generating additional sales.

-> WHAT YOU PROVIDE (Referral)

Soulfitness Studio serves individuals who appreciate aesthetics in their wellness journey, presenting an opportunity for referrals to MyahnArt for custom artwork and event services. This can be mutually beneficial as both businesses enhance their offerings.

**VALUE:** Soulfitness Studio can recommend MyahnArt to clients for home decor, increasing client satisfaction and loyalty, while MyahnArt benefits from a steady stream of referrals from health-focused clientele.

[!] PARTNERSHIP SCENARIO

*Next month, MyahnArt will create a vibrant mural that promotes wellness and positivity in Soulfitness Studio. During the unveiling event, they will host a 'Paint & Sip' night where attendees can enjoy healthy snacks while painting mini canvases. Soulfitness promotes this event through their social media, drawing in over 50 participants, and both businesses share the proceeds from the workshop, netting each around \$1,000.*

[\*] UNIQUE SYNERGY

The unique pairing lies in combining MyahnArt's creative artistry with Soulfitness's focus on health and wellness, creating an inviting and inspiring environment that differentiates Soulfitness from competitors.

NEXT STEPS:

- 1 Schedule a meeting between MyahnArt and Soulfitness to brainstorm mural themes and event details.
- 2 Create a promotional plan for the 'Paint & Sip' event, including social media posts and email announcements to both client lists.
- 3 Finalize the design and timeline for the mural installation to ensure it aligns with the event date.

<- WHAT THEY PROVIDE (Referral)

Both businesses target individuals focused on health and wellness, specifically those needing mental health support and physical fitness. Aspirations Behavioral Health can refer clients seeking mental health services to Soulfitness Studio and vice versa for clients looking for holistic health approaches.

**VALUE:** Increased client base through reciprocal referrals could generate an additional 10-20 clients per month for each business, significantly boosting revenue.

[!] PARTNERSHIP SCENARIO

*Aspirations Behavioral Health hosts a workshop on mental health awareness at Soulfitness Studio, attracting attendees interested in both mental wellness and fitness. After the workshop, participants receive a discount for their first session at Soulfitness, creating a pipeline for cross-referrals while Soulfitness gains new members.*

[\*] UNIQUE SYNERGY

The unique synergy lies in their complementary services; while Aspirations focuses on mental health, Soulfitness emphasizes physical wellness, allowing for a holistic approach to client care that neither can provide alone.

NEXT STEPS:

- 1 Schedule a meeting between Kristian Wilson and Janice Curry to discuss referral processes.

- 2 Develop a co-branded flyer highlighting the benefits of mental and physical wellness for distribution in both locations.
- 3 Plan the first joint workshop event on mental health and fitness within the next month.

## 7 Simple Creations By T

Professional Services

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Individuals purchasing custom gifts from Simple Creations are likely to appreciate health and wellness services, especially if they are celebrating milestones such as birthdays or anniversaries.

**VALUE:** Simple Creations can refer clients to Soulfitness for health and wellness services, potentially increasing Soulfitness's membership base by 15%, while Simple Creations could offer a discount on gifts for Soulfitness members, fostering loyalty.

### -> WHAT YOU PROVIDE (Collaboration)

Soulfitness Studio could host wellness events that feature Simple Creations By T's custom gifts and apparel. This aligns well as both businesses target individuals looking to celebrate milestones and improve their health.

**VALUE:** Increased event attendance could lead to a 20% boost in Soulfitness's membership sign-ups, while Simple Creations could gain new customers from the event attendees, potentially generating \$2,000 in sales through custom health-related gifts.

### [!] PARTNERSHIP SCENARIO

*Soulfitness Studio could organize a 'Healthy Living Day' where attendees participate in fitness classes and receive personalized wellness kits designed by Simple Creations. For example, if 50 attendees purchase a kit priced at \$40 each, Simple Creations earns \$2,000, while Soulfitness can use the event to promote its services and attract new members.*

### [\*] UNIQUE SYNERGY

This pairing is unique because it blends health and wellness with personalized gifting, allowing both businesses to tap into the emotional aspect of health milestones, making the events memorable and special for participants.

### NEXT STEPS:

- 1 Schedule a meeting to brainstorm specific event ideas and logistics.
- 2 Develop a marketing plan to promote the event jointly across social media and email newsletters.
- 3 Create sample kits and promotional materials to showcase Simple Creations' offerings at the event.

## 8 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in coaching and training for business owners and corporate executives, which complements Soulfitness Studio's health and wellness focus. They can work together to create comprehensive wellness programs that address both physical and mental health, appealing to their shared target market.

**VALUE:** By combining coaching services with wellness programs, both businesses can attract a wider audience. For example, they could generate an additional revenue stream of \$20,000 from co-branded workshops over three months.

### -> WHAT YOU PROVIDE (Referral)

Both businesses target a similar demographic but serve different needs. Soulfitness Studio's clients who are business owners may require coaching services to enhance their leadership skills, creating a natural referral pathway.

**VALUE:** By referring clients to each other, they can enhance service offerings, potentially increasing client retention rates by 20% and gaining new clientele through referrals.

### [!] PARTNERSHIP SCENARIO

*Genuines Coaching & Consulting can facilitate a 'Wellness and Leadership Retreat' at Soulfitness Studio, where participants*

*engage in a series of workshops on leadership skills while also participating in fitness classes and nutrition sessions. Each participant pays \$500 for the two-day retreat, and with 40 attendees, they could both earn \$20,000 while enhancing their clientele's overall well-being.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines mental resilience training with physical health, creating a holistic approach that neither business offers alone. Their shared target market of business owners and corporate executives will greatly benefit from this integrated service.

#### NEXT STEPS:

- 1 Schedule a meeting between Reden Dionisio and Janice Curry to brainstorm specific retreat ideas and logistics.
- 2 Develop a co-branded marketing strategy to promote the 'Wellness and Leadership Retreat' through both companies' channels.
- 3 Create a survey for current clients to gauge interest in combined coaching and wellness services, refining the offering based on feedback.

### 9 Tosh's Urban Garden

Health & Wellness

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (partner)

Both Tosh's Urban Garden and Soulfitness Studio share a similar target market focused on health-conscious individuals. By partnering, they can create bundled wellness packages that leverage each other's strengths, providing customers with a comprehensive health and wellness solution.

**VALUE:** This partnership could generate an additional revenue stream through joint product offerings, potentially increasing sales by 30% for both businesses during promotional periods.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio's target audience overlaps significantly with Tosh's Urban Garden's customer base. Soulfitness can refer clients who are interested in natural health products, enhancing the customer experience without directly competing.

**VALUE:** By referring clients to Tosh's Urban Garden, Soulfitness can earn a referral fee of 10% on any sales made from their clients, creating a new revenue source with little overhead.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could provide a selection of their herbal teas for Soulfitness Studio's fitness classes. After the class, participants can enjoy a complimentary herbal tea that aligns with their wellness goals. In return, Soulfitness could promote Tosh's products in their newsletters and social media, leading to increased brand visibility and customer engagement for both parties.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely blends physical fitness with natural wellness, appealing to consumers looking for holistic health solutions. The combination of fitness and herbal remedies creates a distinctive market offering that stands out in Jacksonville's health scene.

#### NEXT STEPS:

- 1 Schedule a meeting between Latachia Kins-Hunt and Janice Curry to discuss collaboration details.
- 2 Develop a marketing plan highlighting the new wellness package that includes both businesses' offerings.
- 3 Create promotional materials (flyers, social media posts) to announce the partnership and attract customers.

<- WHAT THEY PROVIDE (partnership)

The Collective Om offers holistic health services which can complement the health food and fitness offerings of Soulfitness Studio. By partnering, they can create comprehensive wellness programs that address both physical and mental health needs, appealing to a broader audience.

**VALUE:** This partnership could increase client retention by 20% and attract new clients, resulting in an estimated revenue increase of \$10,000 per quarter through joint programs and workshops.

-> WHAT YOU PROVIDE (Referral)

Both businesses target individuals seeking health improvement, but they focus on different aspects. Soulfitness Studio can refer clients needing mental wellness services to The Collective Om, while The Collective Om can refer clients interested in fitness and nutrition to Soulfitness Studio.

**VALUE:** This referral relationship could result in an additional 15% increase in client base for both businesses, translating to a potential additional revenue of \$5,000 per quarter.

[!] PARTNERSHIP SCENARIO

*The Collective Om could co-host a 'Holistic Health and Fitness Workshop' at Soulfitness Studio where Ashlyn leads a session on mental wellness and stress relief techniques, while Janice provides a fitness class. Participants pay \$50 for the session, and they aim to attract 40 attendees, generating \$2,000 in revenue, split between both businesses. This not only enhances the service offerings but also promotes cross-referrals.*

[\*] UNIQUE SYNERGY

This pairing uniquely combines physical fitness and mental wellness, providing a holistic approach that addresses the complete health picture, which is increasingly sought after by clients looking for comprehensive solutions.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and Janice to discuss workshop logistics and pricing models.
- 2 Create a marketing plan to promote the joint wellness workshop through social media and email newsletters.
- 3 Design promotional materials that highlight the benefits of the holistic approach to health and wellness.

<- WHAT THEY PROVIDE (Vendor)

Communicate Design & Marketing specializes in marketing strategy and branding, which are crucial for health and wellness centers like Soulfitness Studio to attract more clients. By providing tailored marketing services, Communicate can help Soulfitness increase its visibility and client base.

**VALUE:** Communicate could generate \$10,000 in revenue over the next six months by implementing a comprehensive marketing strategy for Soulfitness, which could lead to a 20% increase in clients.

-> WHAT YOU PROVIDE (Referral)

Soulfitness Studio can refer its clients, many of whom are entrepreneurs interested in improving their health and wellness, to Communicate for branding and marketing services. This can help both businesses grow their respective client bases without direct competition.

**VALUE:** Soulfitness can create a referral program that brings in an additional \$5,000 in revenue for Communicate while enhancing its own service offerings, leading to increased client satisfaction and loyalty.

[!] PARTNERSHIP SCENARIO

*Communicate could create a promotional campaign for Soulfitness that includes a new website, social media ads, and branding materials. For instance, they could develop a '30-Day Wellness Challenge' campaign that targets local residents, where participants sign up online for classes and receive a discount on membership. This campaign could be launched next month, with expected participation from 150 new clients.*

[\*] UNIQUE SYNERGY

The unique synergy lies in the fact that Soulfitness has a specific target market focused on health and wellness, which is an ideal match for Communicate's expertise in branding and marketing specifically tailored for service-oriented businesses.

#### NEXT STEPS:

- 1 Schedule a meeting between Kate Reeve and Janice Curry to discuss specific marketing needs.
- 2 Draft a proposal outlining a 3-month marketing strategy that includes social media campaigns and branding efforts.
- 3 Set KPIs to measure the success of the campaign, such as new client sign-ups and engagement metrics.

### 12 Grayland

Real Estate

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Grayland provides commercial real estate appraisal services which are often sought by business owners, including those in the health and wellness sector like Soulfitness Studio. By referring clients who are looking for health and wellness spaces to Soulfitness, Grayland can help them find properties that suit their needs, while also introducing clients to a wellness option they may not have considered.

**VALUE:** Increased customer base for Soulfitness and enhanced service offerings for Grayland, potentially leading to 10-20% increase in client referrals.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio's target market includes individuals interested in health and wellness, many of whom may also be property owners or investors looking to evaluate commercial properties. They can refer clients seeking appraisal services to Grayland, thus enhancing their clientele and service offerings.

**VALUE:** Increased visibility for Grayland among health-conscious investors and property owners, potentially leading to a 15-25% increase in appraisal requests.

#### [!] PARTNERSHIP SCENARIO

*Grayland could refer its clients who are opening new commercial spaces to Soulfitness for wellness programs or fitness classes. For instance, if a client is developing a new commercial space for a wellness center, Grayland would introduce them to Soulfitness, which could offer tailored wellness packages for the new business, generating extra revenue for both.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the fact that Grayland specializes in commercial properties, while Soulfitness caters to businesses focused on health, creating a niche market for wellness-focused commercial spaces.

#### NEXT STEPS:

- 1 Grayland creates a brochure highlighting Soulfitness services to distribute to potential commercial clients.
- 2 Soulfitness designs a referral program that offers discounts or free sessions to clients referred by Grayland.
- 3 Schedule a joint networking event to introduce both businesses to local real estate and wellness professionals.

### 13 Free Agents Inc

Professional Services

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Free Agents Inc specializes in providing key personnel to solve business issues, which can benefit Soulfitness Studio Health and Wellness Center as they are looking for employees to enhance their services. By providing strategic staffing solutions, Free Agents can help Soulfitness find the right professionals to improve service delivery and client satisfaction.

**VALUE:** Increased operational efficiency and enhanced service delivery for Soulfitness, leading to potential revenue growth of 15-20% with the right hires.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio serves clients who are focused on health and wellness, which often includes entrepreneurs and



business owners who may benefit from Free Agents Inc's services. This creates an opportunity for Soulfitness to refer clients needing business solutions to Free Agents.

**VALUE:** Soulfitness could earn referral fees while providing added value to their health-oriented clients, creating a potential revenue stream without additional overhead.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc can assist Soulfitness in recruiting a certified personal trainer and a nutritionist within the next month. They would conduct interviews, vet candidates, and supply Soulfitness with a shortlist of ideal hires. This would allow Soulfitness to expand its offerings and attract more clients seeking comprehensive wellness solutions.*

#### [\*] UNIQUE SYNERGY

The combination of Free Agents' expertise in staffing and Soulfitness's need for qualified personnel creates a unique synergy. This partnership doesn't just fill positions; it enhances the quality of services Soulfitness offers, which could differentiate them in the competitive health and wellness market.

#### NEXT STEPS:

- 1 Schedule an initial meeting between James Higbe and Janice Curry to discuss specific staffing needs.
- 2 Develop a job description for the roles that Soulfitness needs filled.
- 3 Set a timeline for candidate sourcing and interviews to align with Soulfitness's growth strategy.

### 14 The P-Way Solutions LLC

Real Estate

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

The P-Way Solutions LLC offers commercial janitorial services, which are essential for maintaining a clean and healthy environment in health and wellness centers like Soulfitness Studio. By contracting The P-Way Solutions for their cleaning needs, Soulfitness can ensure a hygienic space that promotes health and wellness.

**VALUE:** By hiring The P-Way Solutions, Soulfitness can save on in-house cleaning costs and ensure a pristine environment, potentially increasing client retention by improving the overall experience.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio serves clients focused on health and wellness, including small businesses that may need janitorial services. By referring clients to The P-Way Solutions, Soulfitness can create a referral network that benefits both parties.

**VALUE:** Soulfitness could earn referral fees or discounts on their cleaning services by directing clients in need of janitorial services to The P-Way Solutions, enhancing their own service offerings.

#### [!] PARTNERSHIP SCENARIO

*Soulfitness Studio hires The P-Way Solutions to provide weekly cleaning services. For example, after a busy weekend of fitness classes, The P-Way Solutions comes in on Monday mornings to clean and sanitize all workout areas and equipment, ensuring that customers return to a spotless environment. This contract could be \$1,200 per month, providing The P-Way Solutions with steady revenue while enhancing the client experience at Soulfitness.*

#### [\*] UNIQUE SYNERGY

Both businesses focus on health and wellness, creating a unique partnership where cleanliness directly enhances the wellness experience for Soulfitness clients, making this relationship more impactful than a typical vendor-client dynamic.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Pervis Lowman and Janice Curry to discuss cleaning needs and service offerings.
- 2 Draft a service contract outlining specific janitorial duties tailored for Soulfitness Studio's requirements.
- 3 Schedule a trial cleaning session to demonstrate the quality of services provided by The P-Way Solutions.

#### <- WHAT THEY PROVIDE (Vendor)

Organize Design Create specializes in marketing services that can help Soulfitness Studio enhance its visibility and attract more clients. Given that Soulfitness needs marketing support, this presents a clear opportunity for A to offer tailored marketing solutions.

**VALUE:** By implementing targeted marketing campaigns, Organize Design Create could help Soulfitness increase client enrollment by at least 20%, potentially generating an additional \$10,000 in monthly revenue.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio targets individuals aiming for health and wellness, which overlaps with Organize Design Create's client base of entrepreneurs and professionals. This presents a referral opportunity where both businesses can recommend each other's services.

**VALUE:** A referral partnership could lead to increased clientele for both businesses, potentially generating additional revenue of \$5,000 per month for each through new client sign-ups.

#### [!] PARTNERSHIP SCENARIO

*Organize Design Create could design a comprehensive social media marketing campaign for Soulfitness Studio that includes promotional graphics, client testimonials, and fitness tips. For instance, A could create a 3-month Instagram growth plan that aims to boost engagement by 30%. If successful, Soulfitness could see an influx of new members, allowing them to expand their classes and offerings.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the alignment of health and wellness with effective marketing strategies, where Organize Design Create's expertise in social footprint building can directly translate to increased client engagement for Soulfitness.

#### NEXT STEPS:

- 1 Schedule an initial consultation to discuss Soulfitness's specific marketing needs.
- 2 Develop a tailored marketing strategy proposal that outlines potential campaigns and expected outcomes.
- 3 Create sample marketing materials to present to Soulfitness as part of the proposal.

#### <- WHAT THEY PROVIDE (Referral)

Both businesses target individuals focused on health and wellness, although from different angles. Flow's coaching services can complement Soulfitness Studio's offerings by providing clients with mental and motivational support in their fitness journeys.

**VALUE:** Flow can gain access to Soulfitness's client base, potentially increasing coaching sessions by 20%. Soulfitness can enhance their service offerings, making them more appealing to clients looking for holistic health solutions.

#### -> WHAT YOU PROVIDE (Vendor)

Soulfitness could hire Flow to enhance their team's performance and motivation, aiding in the development of their staff. This relationship is beneficial as Soulfitness is seeking employees and can use coaching to improve internal culture.

**VALUE:** Soulfitness could see a 15% increase in employee productivity and client satisfaction by integrating coaching sessions, leading to improved retention and potentially \$5,000 in additional revenue per month.

#### [!] PARTNERSHIP SCENARIO

*Flow could provide a free introductory coaching session to Soulfitness members each month. For instance, during a 'Wellness Weekend' event at the studio, Miguel hosts a 30-minute session on mental resilience, attracting 15 participants. If 3 of those individuals sign up for Flow's coaching, that leads to \$600 in revenue for Miguel.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines physical wellness and mental coaching, creating a comprehensive health solution that neither business could offer alone. The collaboration strengthens both brands in the health community.

#### NEXT STEPS:

- 1 Set up a meeting between Miguel and Janice to discuss referral incentives.
- 2 Create a promotional flyer highlighting the benefits of coaching services to be distributed at Soulfitness.
- 3 Plan the 'Wellness Weekend' event to kick off the collaboration, including logistics and marketing.

### 17 Bluebird Health Partners

Technology

75%

-> One-way

#### <- WHAT THEY PROVIDE (Collaboration)

Bluebird Health Partners can assist Soulfitness Studio in developing strategic wellness programs that align with healthcare trends. This collaboration can help both businesses enhance their service offerings.

**VALUE:** Collaborating on wellness programs can lead to increased client satisfaction and retention, potentially driving a 15% increase in membership renewals for Soulfitness.

#### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners could design a health optimization workshop for Soulfitness Studio clients, focusing on the integration of fitness and mental health strategies. The workshop would feature a series of sessions over a month, where Bluebird provides the strategic framework and Soulfitness delivers fitness training, resulting in a more engaged client base and shared revenue from workshop fees.

#### [\*] UNIQUE SYNERGY

The combination of consulting expertise and practical fitness solutions creates a unique offering that addresses both mental and physical health needs in a cohesive manner.

#### NEXT STEPS:

- 1 Develop a workshop curriculum integrating strategic health insights with fitness practices.
- 2 Schedule an initial pilot workshop and promote it through both businesses' channels.
- 3 Evaluate participant feedback and outcomes to refine future workshops.

### 18 Enriquez Aesthetics

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics specializes in luxury facial experiences, which can greatly benefit individuals who are also focused on overall health and wellness. Soulfitness Studio's clients seeking weight loss and mental health support often prioritize skincare as part of their wellness journey, creating a natural referral pathway.

**VALUE:** Enriquez Aesthetics can gain new clients from Soulfitness Studio's customer base while providing an added wellness service for Soulfitness, enhancing their client offerings.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio's target market aligns closely with the clientele of Enriquez Aesthetics. Individuals looking to improve their mental health and physical appearance are likely to also be interested in luxury skincare services, making this a beneficial referral relationship.

**VALUE:** Soulfitness Studio can enhance its service offerings by referring clients to Enriquez Aesthetics, potentially increasing client satisfaction and retention.

#### [!] PARTNERSHIP SCENARIO

Enriquez Aesthetics could offer a special promotion for Soulfitness members, such as a discounted facial treatment or a complimentary skincare consultation. For every referral from Soulfitness, Enriquez Aesthetics could provide a percentage discount for members, and in return, Soulfitness could display promotional materials in their studio, driving foot traffic and

raising awareness.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their overlapping wellness focus; while Soulfitness clients aim for physical health, adding skincare as part of their routine can enhance their overall self-care, making the partnership a holistic approach to well-being.

#### NEXT STEPS:

- 1 Create a referral program that offers discounts for Soulfitness members.
- 2 Develop promotional materials for Soulfitness to display in their studio.
- 3 Set up a training session for Soulfitness staff on the benefits of skincare to better inform their clients.

### 19 We buy any house

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Both businesses serve individuals who may be facing financial challenges. Business A targets those who need to sell their homes quickly, which may include clients of Business B who are struggling with weight loss or mental health issues. By referring clients to each other, they can enhance their services and provide more comprehensive support.

**VALUE:** Increased customer base through referrals, potentially adding 10-15% revenue for both businesses.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio's clientele, who are looking to improve their health, might include individuals facing financial challenges that prompt a need to sell their homes. By referring clients to We Buy Any House, they can provide a valuable resource for members needing to sell quickly, thereby enhancing the wellness journey.

**VALUE:** Potential for increased revenue through referrals, estimated at an additional 10% for Business A and enhanced service offerings for Business B.

#### [!] PARTNERSHIP SCENARIO

*We Buy Any House could refer clients who are selling their homes due to financial strain to Soulfitness Studio for wellness programs designed for stress relief and mental health support. In return, Soulfitness would provide clients undergoing a transition with discounted memberships, encouraging a healthier lifestyle during turbulent times. For example, if Business A sells a house, they could refer the seller to Soulfitness, potentially generating \$200 in membership fees.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it combines real estate transitions with health and wellness, addressing both physical and emotional well-being during stressful life changes, creating a holistic support system.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining the terms and benefits for both businesses.
- 2 Create co-branded marketing materials highlighting the referral program.
- 3 Schedule a joint promotional event to launch the referral partnership, such as a health seminar for homeowners.

### 20 Be Present Detalles

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Be Present Detalles specializes in creating memorable events, which can be leveraged to host wellness-focused events or workshops that align with Soulfitness Studio's health and wellness mission. This partnership allows both businesses to tap into each other's customer bases, expanding their reach.

**VALUE:** By hosting a joint wellness retreat, both businesses could attract 50 attendees at \$150 each, generating \$7,500 in revenue split between them, alongside gaining new clients through follow-up marketing.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio's target market of health-conscious individuals aligns with Be Present Detalles' audience of busy professionals and couples looking for unique experiences. Referring clients to each other can enhance customer satisfaction and retention.

**VALUE:** Soulfitness Studio can refer clients seeking event planning services to Be Present Detalles, potentially increasing Be Present's client base by 20%, leading to an estimated additional revenue of \$10,000 annually.

#### [!] PARTNERSHIP SCENARIO

*Be Present Detalles organizes a 'Wellness Weekend Retreat' at a local venue, featuring fitness classes led by Soulfitness Studio trainers, healthy meal prep workshops, and relaxation sessions. They promote the event through their social media channels and split the ticket sales, providing an engaging experience that enhances both brands' visibility.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines event planning with health and wellness, creating a specialized offering that neither can achieve alone while directly addressing the needs of both target markets.

#### NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Janice Curry to discuss potential retreat themes and logistics.
- 2 Develop a marketing plan that utilizes both businesses' social media and email lists to maximize reach.
- 3 Create a budget and pricing structure for the event to ensure profitability and shared costs.

## 21 Relax Relate & Release

Health & Wellness

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Both businesses operate in the health and wellness industry and target individuals seeking to improve their physical and mental health. Relax Relate & Release can refer veterans seeking comprehensive wellness solutions to Soulfitness Studio, which offers fitness and nutrition services.

**VALUE:** Increased customer base for Soulfitness Studio through referrals, potentially leading to an additional 20% in monthly revenue from new clients.

#### -> WHAT YOU PROVIDE (Referral)

Soulfitness Studio can refer clients who may benefit from relaxation and stress relief to Relax Relate & Release. This is particularly relevant for individuals interested in mental health support.

**VALUE:** Soulfitness Studio can enhance its service offerings by providing clients with a pathway to massage therapy, potentially boosting client retention and satisfaction.

#### [!] PARTNERSHIP SCENARIO

*Relax Relate & Release can set up a referral program where every client referred to Soulfitness Studio receives a discount on their first month. For example, if 10 veterans are referred in a month, and each spends \$150 on a fitness program, Relax would earn a referral fee of \$500, while Soulfitness adds 10 new clients to its roster.*

#### [\*] UNIQUE SYNERGY

This pairing is unique as it combines the therapeutic benefits of massage with fitness and nutrition, creating a holistic approach to health specifically tailored for veterans, who often require specialized care.

#### NEXT STEPS:

- 1 Establish a referral agreement detailing the commission structure.
- 2 Create a joint flyer or brochure to distribute at both locations highlighting the benefits of the referral program.
- 3 Set up a tracking system to monitor referrals and client feedback.

<- WHAT THEY PROVIDE (partner)

Genuines Coaching & Consulting can offer tailored wellness seminars aimed at the health benefits of mental well-being and leadership for Soulfitness Studio's clientele. This collaboration can enhance the wellness experience for clients looking to improve both physical and mental health.

**VALUE:** Joint workshops could attract new clients for both businesses, potentially increasing revenue by 20% through shared marketing efforts and access to each other's customer bases.

-> WHAT YOU PROVIDE (Referral)

Soulfitness Studio's clients include individuals focused on health, many of whom are also small business owners or executives. Referring these clients to Genuines Coaching & Consulting can add value to their wellness journey by providing leadership coaching.

**VALUE:** By referring clients to Genuines, Soulfitness could earn a referral fee, while clients gain access to coaching that improves their leadership skills, potentially increasing their business success.

[!] PARTNERSHIP SCENARIO

*Genuines Coaching & Consulting could host a workshop titled 'Mindful Leadership for Healthy Living' at Soulfitness Studio, integrating fitness and mental health strategies. During the event, Reden leads a session on stress management while Janice provides a health food tasting. Participants pay \$50 each, with a target of 30 attendees, generating \$1,500 in revenue, split between both businesses.*

[\*] UNIQUE SYNERGY

This partnership uniquely combines leadership coaching with health and wellness, creating a comprehensive program that addresses both physical and mental health, setting them apart from typical health workshops.

NEXT STEPS:

- 1 Schedule an initial meeting between Reden and Janice to brainstorm workshop content.
- 2 Develop a shared marketing plan that highlights the benefits of the joint workshop.
- 3 Create promotional materials to distribute to both businesses' client bases.

<- WHAT THEY PROVIDE (Vendor)

JPO Logistics could provide logistics and freight services to Soulfitness Studio for their health food deliveries and equipment procurement. This could streamline Soulfitness's supply chain, ensuring timely deliveries of fresh health products and new fitness equipment.

**VALUE:** By partnering with JPO Logistics, Soulfitness could reduce delivery times by 20%, improving customer satisfaction and potentially increasing sales by 15% in health food products.

-> WHAT YOU PROVIDE (Referral)

Soulfitness Studio targets individuals focused on health, many of whom may also be small business owners or operators needing logistics services for their own health-related products. Referring these clients to JPO Logistics could benefit both businesses.

**VALUE:** Soulfitness could generate referral fees from JPO Logistics for every client they send, potentially earning \$500 in additional revenue per month.

[!] PARTNERSHIP SCENARIO

*Soulfitness needs to regularly stock up on fresh health food ingredients from local suppliers. JPO Logistics could set up a dedicated route to deliver these goods twice a week, ensuring freshness and availability. This contract could be valued at \$2,000 a month, benefiting both businesses through reliable service and increased product turnover.*

[\*] UNIQUE SYNERGY

The unique synergy lies in the combination of logistics and health; JPO Logistics can cater specifically to the needs of health-focused businesses, ensuring a niche market is addressed effectively.

**NEXT STEPS:**

- 1 JPO Logistics to create a tailored delivery proposal for Soulfitness Studio.
- 2 Soulfitness Studio to identify local health food suppliers that require regular deliveries.
- 3 Schedule a meeting to discuss pricing and delivery schedules.

**24 WhitBits Cookies**  
Professional Services

70%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Vendor)**

WhitBits Cookies could supply homemade cookies for events hosted by Soulfitness Studio, such as fitness workshops, health seminars, or client appreciation days. This partnership would enhance the wellness experience by adding a sweet treat that aligns with a healthier lifestyle.

**VALUE:** WhitBits could generate an additional revenue stream through bulk cookie sales, while Soulfitness could increase client satisfaction and attendance at events.

**-> WHAT YOU PROVIDE (Referral)**

Soulfitness Studio's target market includes individuals looking to engage with health-focused services, and they could refer clients who are planning corporate events or personal celebrations to WhitBits Cookies for catering.

**VALUE:** WhitBits could gain new customers through referrals from Soulfitness, while Soulfitness enhances its service offerings by providing clients with a cookie option for their events.

**[!] PARTNERSHIP SCENARIO**

*For Soulfitness Studio's upcoming 'Healthy Living Workshop', WhitBits Cookies could provide 200 cookies tailored to fit a health-conscious theme, such as oatmeal raisin and dark chocolate chip. Soulfitness promotes the cookies in their marketing materials, and WhitBits could earn \$800 from this single event while enhancing the workshop's overall appeal.*

**[\*] UNIQUE SYNERGY**

WhitBits Cookies brings a unique homemade charm that can elevate Soulfitness's events, making them not just about fitness but about a holistic, enjoyable experience. This pairing stands out because it combines health with indulgence, appealing to those who seek balance.

**NEXT STEPS:**

- 1 WhitBits Cookies should create a menu of health-conscious cookie options tailored for events.
- 2 Soulfitness Studio should schedule a meeting to discuss upcoming events and potential cookie orders.
- 3 Both businesses should collaborate on a joint marketing campaign highlighting the unique pairing of fitness and homemade treats.