

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings !" MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

COLLABORATION 1/2

75% conf

Jamz Trainings !" MyahnArt LLC

Reasoning:

Jamz Trainings could collaborate with MyahnArt to create a visually appealing space for their training sessions, enhancing the atmosphere while promoting MyahnArt's services. This partnership would also provide MyahnArt with direct access to Jamz's clientele, who are likely to appreciate bespoke art.

Value Proposition:

Both businesses could attract new clients; Jamz could see a potential increase in client retention and new sign-ups, while MyahnArt could gain exposure to a targeted market looking for unique home decor.

Collaboration Example:

Jamz Trainings hosts a special 'Art & Fitness' open house event where MyahnArt sets up a live mural painting demonstration in the training space. Attendees can engage in mini training sessions while watching the mural come to life, creating a vibrant atmosphere. Jamz charges \$20 per participant, aiming for at least 50 attendees, while MyahnArt receives \$500 for the live painting and gains visibility through Jamz's marketing channels.

Synergy Potential:

This pairing uniquely combines health and wellness with creative expression, appealing to fitness enthusiasts who value aesthetics and ambiance in their training environment. Their collaboration capitalizes on the shared client base of middle-aged recreational athletes who are likely to invest in both fitness and home decor.

Action Items:

1. Schedule a joint meeting to discuss the 'Art & Fitness' event logistics and marketing strategy.
2. Create promotional materials highlighting the benefits of attending the event for both businesses.
3. Develop a follow-up plan to convert event attendees into clients for both Jamz Trainings and MyahnArt.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

MyahnArt LLC !' Jamz Trainings

Reasoning:

MyahnArt's target clientele includes event planners and individuals looking for custom artwork, many of whom may also be interested in personal training services offered by Jamz. Referring clients to each other can enhance both businesses' offerings without direct competition.

Value Proposition:

MyahnArt can earn a commission for every referral that converts into a client for Jamz, while Jamz can provide MyahnArt with consistent leads from their own clientele.

Collaboration Example:

MyahnArt can include a flyer for Jamz Trainings in their promotional packages for clients interested in beautification for events. For instance, if a corporate client hires MyahnArt for a mural at their office, MyahnArt can refer Jamz for employee wellness programs, potentially leading to a 5% commission on new sign-ups from those referrals.

Synergy Potential:

By integrating art and fitness, these two businesses can create a wellness lifestyle brand, appealing to clients looking for both personal development and aesthetic enhancement in their lives.

Action Items:

1. Draft a referral agreement outlining commission percentages and tracking methods.
2. Create combined marketing content that features both businesses to share on social media.
3. Plan a monthly check-in to review referral outcomes and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT