

## Relax Relate & Release

• Health & Wellness

Massage Therapy

### Contact Information

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### TARGET MARKET

Veterans

### CURRENT NEEDS

Capital

### Partnership Opportunities (25)

1

**Genuines Coaching & Consulting**  
Technology

85%

<-> Bidirectional

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

Genuines Coaching & Consulting specializes in training and coaching for corporate executives, which could complement the stress relief services of Relax Relate & Release. By collaborating, they can create a holistic wellness program tailored for business leaders that combines coaching with massage therapy.

**VALUE:** This partnership could generate new revenue streams through packaged services, potentially increasing client retention and acquisition rates for both businesses by 30%.

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

While Relax Relate & Release targets veterans, their clients often include individuals seeking stress relief and improvement in mental health. They could refer clients to Genuines Coaching & Consulting for personal development and coaching services, adding value to their existing offerings.

**VALUE:** Relax Relate & Release could increase client satisfaction and retention by offering additional resources, while Genuines could gain access to a new customer base without incurring marketing costs.

#### [!] PARTNERSHIP SCENARIO

*Genuines Coaching & Consulting could host a 'Recharge Retreat' where veterans can experience a day of coaching and relaxation. The event would include morning coaching sessions followed by afternoon massage therapy provided by Relax Relate & Release. Both businesses could charge \$300 per participant, and with 20 participants, they would share a revenue of \$6,000, while also enhancing their brand visibility.*

#### [\*] UNIQUE SYNERGY

The unique pairing of coaching and wellness services directly addresses the mental and physical health needs of veterans, creating a niche offering that neither could achieve alone.

#### NEXT STEPS:

- 1 Schedule a meeting between Reden Dionisio and Hazel Lee to discuss potential retreat ideas.
- 2 Develop a joint marketing strategy targeting business owners and veterans in Jacksonville.
- 3 Create a pilot program for the 'Recharge Retreat' within the next month to test the concept.

## 2 The Collective Om

Health & Wellness

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Both businesses operate in the health and wellness sector, targeting different but complementary audiences. The Collective Om focuses on holistic health, which could enhance the massage therapy services offered by Relax Relate & Release, creating a more comprehensive wellness experience for clients.

**VALUE:** By collaborating, both businesses could potentially increase their customer base by 20% as they could offer combined packages that appeal to clients interested in total wellness solutions.

### -> WHAT YOU PROVIDE (Referral)

While both businesses operate in the wellness sector, they cater to different markets. Relax Relate & Release targets veterans, who may also benefit from holistic health services, making referrals mutually beneficial without direct competition.

**VALUE:** By establishing a referral program, both businesses could increase client acquisition by 15%, as veterans seeking massage therapy may also be interested in holistic health services offered by The Collective Om.

### [!] PARTNERSHIP SCENARIO

*The Collective Om could host a 'Wellness Weekend' event at Relax Relate & Release, featuring workshops on holistic health, mindfulness practices, and offering discounted massage therapy sessions. Attendees could enjoy a full day of relaxation and self-care, with ticket sales generating revenue for both businesses while providing great exposure to potential new clients.*

### [\*] UNIQUE SYNERGY

This pairing is unique as it combines holistic health services with physical therapy, appealing to individuals seeking a well-rounded approach to wellness rather than just one-off treatments.

#### NEXT STEPS:

- 1 Schedule a meeting to brainstorm event ideas and logistics for the Wellness Weekend.
- 2 Develop a joint marketing strategy to promote the event across both businesses' customer bases.
- 3 Create package deals that include services from both businesses to encourage cross-promotion.

## 3 Jazzi's Creations

Events & Gifts

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can host relaxation craft workshops that combine massage therapy from Relax Relate & Release with DIY crafting sessions. This caters to busy individuals looking for stress relief and creative outlets.

**VALUE:** By creating a package offering, both businesses can attract new clients and enhance customer experience, potentially increasing revenue by 20% during workshop sessions.

### -> WHAT YOU PROVIDE (Referral)

Relax Relate & Release serves veterans, who may also benefit from personalized gifts and wellness-focused events offered by Jazzi's Creations, creating a natural referral pathway.

**VALUE:** By referring clients to Jazzi's Creations for personalized gifts, Relax Relate & Release can enhance its service

offerings and possibly earn a referral fee, while Jazzi gains access to a new customer segment.

#### [!] PARTNERSHIP SCENARIO

Jazzi's Creations organizes a monthly 'Craft & Relax' event where participants enjoy a 30-minute massage followed by a DIY craft session, such as decorating picture frames. Each participant pays \$75, and both Jazzi and Hazel split the profits, leading to an estimated \$1,500 revenue for each event.

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines wellness and creativity, appealing to the holistic health trend while providing a distinctive experience that neither business can offer alone.

#### NEXT STEPS:

- 1 Schedule a planning meeting to outline workshop details and pricing.
- 2 Develop a marketing strategy targeting local wellness groups and community boards.
- 3 Create promotional materials showcasing the benefits of combining relaxation and creativity.

### 4 Bluebird Health Partners

Technology

80%

<-> Bidirectional

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

Bluebird Health Partners specializes in healthcare strategy, which can include advocating for wellness solutions beneficial to veterans. Relax Relate & Release targets veterans, making them a prime referral partner for Bluebird's healthcare clientele.

**VALUE:** Bluebird can provide Relax Relate & Release with a steady stream of clients from healthcare solution providers interested in veteran wellness services, potentially increasing Relax's client base by 20% within the year.

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

Relax Relate & Release can identify veterans who may benefit from Bluebird's healthcare strategy services, especially those starting businesses or seeking funding in the health tech industry.

**VALUE:** By referring clients to Bluebird, Relax can enhance its service offering, potentially increasing revenue from veterans entering the healthcare startup space by 15% through successful partnerships.

#### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners could refer veterans seeking therapeutic services to Relax Relate & Release during consultations for healthcare strategies. For example, after a strategy session with a healthcare provider focused on veteran services, Bluebird shares Relax's promotional materials with them, resulting in five new massage therapy appointments booked each month.

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines Bluebird's strategic insights in healthcare with Relax's specialized focus on veterans, creating a targeted approach that directly addresses the needs of a specific community.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Hazel Lee to discuss referral arrangements.
- 2 Create joint marketing materials that highlight the benefits of massage therapy for veterans.
- 3 Set up a tracking system to measure the number of referrals made and new clients acquired.

<- WHAT THEY PROVIDE (Referral)

Both businesses target individuals seeking wellness; Enriquez Aesthetics focuses on skincare, while Relax Relate & Release provides massage therapy. They can refer clients to each other without directly competing, enhancing their overall service offerings.

**VALUE:** Increased customer base through referrals, potentially boosting client acquisition by 20% for both businesses.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses can collaborate to offer a comprehensive wellness package that includes both massage therapy and luxury facial experiences, appealing to their overlapping target markets.

**VALUE:** Creating bundled service packages could increase revenue by 25% during promotional periods and enhance client satisfaction by offering more holistic care.

[!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics can create a referral program where clients receiving facial treatments receive a discount coupon for massage therapy at Relax Relate & Release. Similarly, Hazel can offer a discount for clients coming from Enriquez's referrals for their next massage session. This could lead to each business gaining 10-15 new clients per month through shared marketing efforts.*

[\*] UNIQUE SYNERGY

The unique synergy lies in their complementary services, appealing to a shared clientele focused on holistic wellness. This partnership enhances both brands' credibility in promoting complete self-care.

NEXT STEPS:

- 1 Develop a referral program that includes discount offers for cross-referrals between both businesses.
- 2 Create co-branded marketing materials to advertise the partnership.
- 3 Set up a monthly meeting to discuss referral success rates and strategize further collaboration.

<- WHAT THEY PROVIDE (Collaboration)

Both businesses cater to health-conscious individuals, with Tosh's Urban Garden focusing on natural herbal products and Relax Relate & Release providing massage therapy. They can collaborate to create a holistic wellness package that appeals to their shared audience.

**VALUE:** By offering a bundled service, both businesses can attract new customers, resulting in a potential 20% increase in revenue from new clients seeking comprehensive wellness solutions.

-> WHAT YOU PROVIDE (Referral)

Relax Relate & Release serves veterans who may benefit from the natural health products offered by Tosh's Urban Garden. By referring clients seeking alternative health options, both businesses can enhance their service offerings without direct competition.

**VALUE:** This referral relationship can lead to increased sales for Tosh's Urban Garden, with an estimated 15% revenue growth as veterans seek herbal remedies for relaxation and wellness.

[!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden can supply herbal teas tailored for relaxation, which Relax Relate & Release offers to clients post-massage. For instance, at an open house event, they could host a 'Wellness Day' where attendees receive a complimentary massage and a sample of herbal tea, driving immediate sales and enhancing customer experience.*

[\*] UNIQUE SYNERGY

The unique synergy lies in their combined expertise in natural health; Tosh's Urban Garden provides natural products that

enhance the relaxation and healing benefits of massage therapy, creating a seamless wellness experience for clients.

#### NEXT STEPS:

- 1 Schedule a meeting between Latachia Kins-Hunt and Hazel Lee to brainstorm collaborative ideas.
- 2 Develop a bundled promotional package that includes a massage session and a selection of herbal teas.
- 3 Plan a 'Wellness Day' event to showcase the collaboration and attract new clientele.

## 7 Celebrate & Smile International Steppers

Arts & Creative

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Both businesses focus on enhancing wellness and community engagement, making a collaboration on wellness workshops highly relevant. Celebrate & Smile can integrate dance with relaxation techniques from Relax Relate & Release to create a unique wellness experience.

**VALUE:** By collaborating on a series of wellness workshops, both businesses can attract new clients, potentially increasing their revenue by 20-30% through combined marketing efforts and workshop fees.

### -> WHAT YOU PROVIDE (Referral)

Relax Relate & Release targets veterans who may also be interested in community-building activities such as dance, allowing for mutual referrals without direct competition.

**VALUE:** By referring clients between both businesses, they can enhance customer satisfaction, potentially increasing client retention rates by 15% as clients find comprehensive wellness solutions.

### [!] PARTNERSHIP SCENARIO

*Celebrate & Smile and Relax Relate & Release could host a 'Dance & De-Stress' workshop every Saturday where participants engage in a 60-minute dance class followed by a 30-minute massage therapy session. Each participant pays \$75, with a goal to attract 20 participants weekly, generating \$1,500 in revenue per workshop, split between both businesses.*

### [\*] UNIQUE SYNERGY

This partnership uniquely combines physical movement with relaxation, appealing to both arts enthusiasts and health-focused individuals, thus broadening the audience for both services.

#### NEXT STEPS:

- 1 Set a meeting to outline the workshop structure and finalize logistics.
- 2 Develop a marketing plan targeting local veterans and corporate wellness programs.
- 3 Create promotional materials showcasing the benefits of combining dance and massage therapy.

## 8 Communicate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

Communicate Design & Marketing can provide branding and marketing services to Relax Relate & Release, helping them enhance their visibility and attract more clients. In return, Relax Relate & Release can promote Communicate's services to their veteran clients, creating a reciprocal relationship.

**VALUE:** By enhancing Relax Relate & Release's brand presence through targeted marketing, Communicate could potentially increase its revenue by 25% through new client acquisition.

### -> WHAT YOU PROVIDE (Referral)

Relax Relate & Release serves veterans who may also be founders or solo entrepreneurs, making it a good opportunity for referring clients to Communicate Design & Marketing for their branding and marketing needs.

**VALUE:** By referring clients to Communicate, Relax Relate & Release can earn referral fees and strengthen its service offerings, potentially increasing its revenue by 15% through new referral commissions.

### [!] PARTNERSHIP SCENARIO

*Communicate Design & Marketing creates a comprehensive marketing campaign for Relax Relate & Release, which includes a new logo, website redesign, and social media strategy aimed at veterans. The campaign launches next month, leading to a projected increase in massage appointments by 30% over the next quarter, while Communicate earns \$8,000 for their services.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the focused target market of veterans; Communicate's expertise in marketing can specifically tailor messaging that resonates with this audience, making the outreach more effective than generic marketing strategies.

#### NEXT STEPS:

- 1 Schedule a meeting between Kate and Hazel to discuss specific marketing needs and goals.
- 2 Create a proposal outlining potential branding and marketing services tailored for Relax Relate & Release.
- 3 Develop a timeline and budget for the marketing campaign to ensure both parties are aligned.

### 9 MyahnArt LLC

Marketing & Design

80%

<-> Bidirectional

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

MyahnArt can enhance the ambiance of Relax Relate & Release's massage therapy space with custom murals or live painting events. This partnership would create a unique and calming environment that complements the wellness services provided by Relax Relate & Release, potentially attracting more clients who appreciate the aesthetic value.

**VALUE:** MyahnArt could earn \$1,000 for a mural project, while Relax Relate & Release could increase client retention and satisfaction, leading to an estimated revenue increase of 15% from enhanced customer experience.

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

Relax Relate & Release serves a client base that values aesthetics and personal expression, such as veterans looking for therapeutic experiences. They could refer clients to MyahnArt for custom portraits or artwork, which would align well with their clientele's interests.

**VALUE:** For every referral that results in a sale, MyahnArt could provide a 10% commission, creating a new revenue stream for Relax Relate & Release while expanding MyahnArt's reach.

#### [!] PARTNERSHIP SCENARIO

*Next week, MyahnArt could create a serene mural in the waiting area of Relax Relate & Release, depicting calming nature scenes. They could host a live painting event where clients can watch the mural being created, enhancing their overall experience. This event could draw in 50 potential new clients, generating additional bookings and increasing social media engagement.*

#### [\*] UNIQUE SYNERGY

The pairing is unique because MyahnArt's artistic services can transform a traditional massage therapy space into an immersive experience, aligning perfectly with Relax Relate & Release's mission of holistic well-being.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss mural themes and design ideas.
- 2 Plan the logistics for the live painting event, including date, time, and promotional strategies.
- 3 Create promotional materials highlighting the collaboration for social media and in-store displays.

<- WHAT THEY PROVIDE (Collaboration)

Both businesses target specific demographics that could benefit from joint offerings. Busy professionals looking to unwind after work could greatly benefit from a combined event that includes relaxation and pampering.

**VALUE:** By creating joint events, both businesses can increase their customer base and revenue streams. For instance, they could offer a special package that includes a massage followed by a curated event experience, potentially generating additional revenue of \$3,000 per event.

-> WHAT YOU PROVIDE (Referral)

While targeting different specific markets, both businesses attract clients interested in wellness and experiences. Relax Relate & Release can refer its clients to Be Present Detalles for event planning services, creating a referral channel.

**VALUE:** Each referral could lead to increased bookings for Be Present Detalles, enhancing their visibility among veterans and professionals, potentially generating \$1,000 in additional revenue monthly through referrals.

[!] PARTNERSHIP SCENARIO

*Be Present Detalles can organize a 'Relax and Unwind' evening where Relax Relate & Release offers 30-minute massage sessions at the venue. Attendees can enjoy refreshments while learning about self-care practices. The event could attract 50 professionals, with ticket sales at \$60 each, generating \$3,000 for both businesses, leading to increased visibility and potential repeat clients.*

[\*] UNIQUE SYNERGY

This partnership uniquely combines stress relief with the experience of social engagement, appealing to the needs of professionals seeking relaxation and memorable moments, which neither business can achieve alone.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Hazel Lee to brainstorm event ideas and logistics.
- 2 Develop a joint marketing campaign targeting busy professionals in Jacksonville.
- 3 Create a promotional package that includes discounted tickets for both massage sessions and event experiences.

<- WHAT THEY PROVIDE (Referral)

Both businesses operate within the Health & Wellness industry and cater to individuals seeking mental and physical wellness. They target a similar demographic, with Business A focusing on holistic mental health and Business B offering massage therapy, which can complement mental health treatments.

**VALUE:** Increased client referrals could boost both businesses' revenues by 20-30% as they tap into each other's client bases.

-> WHAT YOU PROVIDE (Referral)

Relax Relate & Release specifically targets veterans, many of whom may benefit from mental health services provided by Aspirations Behavioral Health. This creates a strong referral pathway where both businesses can enhance their client offerings.

**VALUE:** Veterans often require integrated health services, and a 15-25% increase in client intake could result from effective cross-referrals.

[!] PARTNERSHIP SCENARIO

*Aspirations Behavioral Health can refer clients who are experiencing stress and anxiety to Relax Relate & Release for therapeutic massage sessions. For instance, a client dealing with anxiety receives a referral for a massage therapy session to help reduce stress levels. In return, Relax Relate & Release can refer veterans who might benefit from mental health counseling, creating a seamless support system for clients.*

[\*] UNIQUE SYNERGY

This pairing leverages the holistic approach to health, allowing clients to receive comprehensive care that addresses both mental and physical wellness, distinctly positioning them as a one-stop wellness solution.

#### NEXT STEPS:

- 1 Establish a referral agreement outlining the terms and benefits for both businesses.
- 2 Create a joint marketing flyer highlighting the benefits of combining mental health counseling with massage therapy.
- 3 Host a wellness workshop together, where both services are showcased, attracting new clients from both sides.

### 12 The P-Way Solutions LLC

Real Estate

80%

<-> Bidirectional

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

The P-Way Solutions LLC could provide janitorial services for Relax Relate & Release, ensuring a clean and soothing environment for clients. Providing these services would enhance the experience for Relax's customers, which is critical in the health and wellness industry.

**VALUE:** By securing a contract with Relax, The P-Way Solutions could generate an additional \$1,000 a month in revenue while ensuring their services reach a niche market focused on wellness, which could lead to referrals from other health practitioners.

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

While Relax Relate & Release specializes in serving veterans, they could refer their clients to The P-Way Solutions for commercial janitorial needs, particularly if those clients are also small business owners in the community.

**VALUE:** This referral arrangement could provide The P-Way with access to a new customer base, potentially leading to contracts with veteran-owned businesses, which are increasingly prevalent in Jacksonville. This could equate to an additional \$500-\$1,500 monthly in new business.

#### [!] PARTNERSHIP SCENARIO

*The P-Way Solutions steps in to handle the nightly cleaning after Relax's therapy sessions, ensuring all rooms are sanitized and ready for the next day. This partnership not only secures a monthly retainer of \$1,000 for The P-Way but also allows Relax to market itself as a premium wellness center with a pristine environment, potentially increasing client retention and referrals.*

#### [\*] UNIQUE SYNERGY

The unique pairing lies in the emphasis on creating a calming, clean space that enhances the therapeutic experience, setting Relax apart from competitors who may overlook the importance of cleanliness in client satisfaction.

#### NEXT STEPS:

- 1 Schedule a meeting between Pervis Lowman and Hazel Lee to discuss service needs and pricing.
- 2 Conduct an assessment of Relax's facility to determine specific cleaning requirements and frequency.
- 3 Draft a service agreement outlining the scope of work and pricing for janitorial services.

### 13 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

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

Genuines Coaching & Consulting could create a wellness workshop focusing on stress management, integrating massage therapy sessions from Relax Relate & Release. This collaboration aligns with both businesses' missions to enhance well-being, while also attracting new clients.

**VALUE:** This partnership could generate additional revenue through workshop fees, with potential earnings of \$3,000 per event, while also promoting each business's services to a wider audience.

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

Relax Relate & Release targets veterans who often seek holistic wellness solutions, while Genuines Coaching & Consulting focuses on C-suite executives and small business owners, who may also have connections to veterans. This



presents a unique opportunity for cross-referrals without direct competition.

**VALUE:** This relationship could increase both businesses' client base by 20%, with Relax Relate & Release potentially gaining access to small business owners who value wellness services for their employees.

#### [!] PARTNERSHIP SCENARIO

*Hazel Lee could refer veteran clients looking for business coaching to Reden Dionisio, while Reden could direct small business owners interested in wellness programs to Hazel. For instance, after a coaching session, Reden could suggest his clients explore stress relief options like massage therapy, creating a seamless client experience.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because both businesses focus on enhancing well-being-one physically through massage therapy and the other mentally through coaching, allowing for a comprehensive approach to health that appeals to their respective markets.

#### NEXT STEPS:

- 1 Establish a formal referral program where both businesses can track and incentivize referrals.
- 2 Create joint marketing materials highlighting the benefits of physical and mental wellness for veterans and executives.
- 3 Set up a quarterly meeting to review referral successes and adjust strategies as needed.

### 14 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

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

Organize Design Create targets entrepreneurs who may benefit from wellness services, particularly those in high-stress startup phases. Referring clients to Relax Relate & Release can enhance the value offered to their clients without overlapping services.

**VALUE:** If Organize Design Create refers 5 clients a month to Relax Relate & Release and each session is priced at \$80, this results in \$400 in monthly revenue for Business A.

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

Both businesses target similar demographics, particularly veterans in the case of Relax Relate & Release and entrepreneurs, including veterans transitioning into business for Organize Design Create. Referrals can easily flow between these two, enhancing their client bases without direct competition.

**VALUE:** Each referral can yield new clients; for instance, if Relax Relate & Release refers 10 clients a month to Organize Design Create, and each client generates \$500 in revenue, this equates to \$5,000 in potential revenue for Business B.

#### [!] PARTNERSHIP SCENARIO

*Relax Relate & Release can display promotional materials for Organize Design Create in their therapy rooms. In return, Organize Design Create can create a social media campaign highlighting Relax Relate & Release's veteran-focused services, targeting veterans who are also interested in starting a business.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on veterans; this partnership can create a strong community support network that resonates deeply with their target audience, enhancing customer loyalty for both.

#### NEXT STEPS:

- 1 Organize a meeting between Hazel and Victoria to discuss referral processes.
- 2 Develop a cross-promotion plan that includes materials and social media strategies.
- 3 Set up a tracking system to measure referral success and client feedback.

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

JAX AI Agency can enhance Relax Relate & Release's operations by implementing AI-driven scheduling and client management systems, which can streamline their processes. This partnership would allow Relax Relate & Release to modernize their business while providing JAX AI with a case study to attract more clients in the health and wellness sector.

**VALUE:** By automating scheduling and client communications, Relax Relate & Release could reduce operational costs by 30% and increase client retention through improved service.

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

Relax Relate & Release serves veterans who might also be small business owners or employees of small businesses that could benefit from AI consulting services. This creates a referral opportunity where Relax can introduce JAX AI to potential clients within their network.

**VALUE:** For every successful referral that leads to a contract, Relax Relate & Release could receive a referral fee or percentage of the revenue, creating an additional income stream.

#### [!] PARTNERSHIP SCENARIO

*JAX AI Agency could develop an AI-driven scheduling tool specifically for Relax Relate & Release, enabling veterans to book appointments easily via a chatbot on their website. This tool could also send personalized reminders and follow-ups, enhancing client engagement. Both businesses would share the revenue from any increased bookings, with JAX AI charging a setup fee plus a percentage of new revenue generated from the service.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines cutting-edge technology with a focused health and wellness service, appealing to a demographic (veterans) that may benefit significantly from modernized access to wellness services.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss specific needs and operational pain points of Relax Relate & Release.
- 2 Create a proposal for an AI-driven scheduling solution tailored to the needs of veterans.
- 3 Pilot the AI scheduling solution for a month and measure improvements in appointment bookings and client satisfaction.

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

Both businesses cater to wellness and self-improvement, with flow focusing on coaching and Relax Relate & Release on massage therapy. They can refer clients to each other, enhancing customer satisfaction without competing.

**VALUE:** By referring clients, flow could see an increased client base by 20%, while Relax Relate & Release could gain access to a segment seeking both coaching and massage services.

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

Relax Relate & Release serves veterans who may benefit from coaching services, especially for mental health and life transitions. Referring clients for coaching can enhance their overall wellness.

**VALUE:** Relax Relate & Release could see a boost in client retention as they provide additional wellness options, while flow could acquire new clients from the veteran community, potentially increasing revenue by 15%.

#### [!] PARTNERSHIP SCENARIO

*Miguel at flow can provide coaching sessions to veterans who frequent Relax Relate & Release for massage therapy, creating a referral program where veterans receive a discount on coaching after their massage session. For every client flow brings to Relax, Hazel could offer a small commission or discounted services to Miguel, fostering a steady stream of referrals.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely targets veterans in Jacksonville, combining mental wellness with physical relaxation, which is particularly beneficial for this demographic.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining commission structures and discount offers.
- 2 Create promotional materials that highlight the combined services for veterans.
- 3 Host a joint open house event to introduce both services to the community.

### 17 IV Creative

Marketing & Design

75%

<-> Bidirectional

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

IV Creative specializes in content creation, which can benefit Relax Relate & Release by enhancing their online presence and marketing materials. By providing tailored content that speaks directly to veterans, IV Creative can help B attract its target audience more effectively.

**VALUE:** Potential increase in client bookings of 20% through improved marketing efforts, leading to an estimated additional revenue of \$10,000 annually for Relax Relate & Release.

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

Relax Relate & Release serves veterans who may also own local businesses, providing a potential referral channel for IV Creative. Both businesses cater to groups that can benefit from each other's services without competing.

**VALUE:** Through cross-referrals, both businesses could see a 15% increase in client base, translating to an estimated additional revenue of \$5,000 for each business within a quarter.

#### [!] PARTNERSHIP SCENARIO

*IV Creative could design a targeted social media campaign featuring testimonials from veterans who have benefited from Relax Relate & Release's services. This campaign would run for a month, with IV Creative creating graphics, videos, and posts that highlight the unique benefits of massage therapy for veterans, aiming to drive at least 50 new inquiries during the campaign period.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because IV Creative's expertise in local marketing aligns perfectly with Relax Relate & Release's focus on a specific demographic, allowing for highly customized and impactful content that resonates deeply with veterans.

#### NEXT STEPS:

- 1 Schedule a meeting between IV Creative and Relax Relate & Release to discuss specific content needs.
- 2 Develop an initial content strategy outline focusing on social media and local outreach.
- 3 Launch a pilot marketing campaign targeting veterans within the next month.

### 18 We buy any house

Professional Services

75%

<-> Bidirectional

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

Both businesses target individuals who might be in distressing situations, particularly homeowners facing financial difficulties. Business A can refer clients who may need stress relief or therapy to cope with their situation to Business B.

**VALUE:** Business A can access a new revenue stream by referring clients who seek therapeutic services, while Business B can gain access to potential clients who are in need of stress relief due to financial issues.

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

Relax Relate & Release can refer clients who may be in financial distress or facing home-related stress to We Buy Any House. Clients coming for therapy may also be in need of selling their homes quickly.

**VALUE:** Business B can enhance their service offerings by providing clients with solutions for their housing challenges, while

Business A gains access to potential clients in need of their services.

### [!] PARTNERSHIP SCENARIO

*We Buy Any House could create a referral program where they provide clients facing foreclosure with vouchers for a free initial massage session at Relax Relate & Release. In return, for every referral that converts into a paying client, Relax Relate & Release would offer a commission to We Buy Any House. This could lead to an increase in both client bases, with We Buy Any House potentially earning \$1,000 from referrals each month.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on helping individuals in distressing situations, allowing them to create a holistic support system that addresses both financial and emotional well-being.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining the specifics of the referral fees and client services.
- 2 Design promotional materials to inform clients of the new referral program during consultations.
- 3 Schedule a joint meeting to discuss cross-promotional strategies and how to leverage each other's client bases.

## 19 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

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

Both businesses operate within the health and wellness industry, targeting different market segments. Jamz Trainings focuses on recreational athletes, while Relax Relate & Release targets veterans. They can refer clients to each other when they identify needs outside their primary offerings.

**VALUE:** Increased client base and revenue potential from cross-referrals, potentially generating an additional 20 clients per month for each business.

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

Relax Relate & Release can refer clients who are veterans but may also be interested in personal training to Jamz Trainings. This referral can help veterans maintain their physical health, while Jamz can benefit from new clientele.

**VALUE:** Enhanced service offerings for veterans, leading to increased client referrals for Jamz, potentially resulting in 10 additional clients per month.

### [!] PARTNERSHIP SCENARIO

*During a community wellness fair, Jamz Trainings can set up a booth promoting their personal training services, while Relax Relate & Release can offer free 10-minute massage consultations. They hand out each other's business cards, leading to a measurable uptick in client inquiries; for example, Jamz might gain 15 new clients who want to improve their fitness, while Relax Relate & Release could attract 10 veterans interested in therapeutic massage.*

### [\*] UNIQUE SYNERGY

This partnership is unique because it combines two distinct health-focused markets, allowing both businesses to tap into a wider audience while maintaining their specialized services.

#### NEXT STEPS:

- 1 Create a referral program that incentivizes both businesses with discounts for clients who come through referrals.
- 2 Coordinate attendance at local health and wellness fairs to promote each other's services.
- 3 Develop a joint marketing flyer that highlights the benefits of fitness for veterans and the importance of recovery for athletes.

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

Grayland's target market includes property owners, some of whom may be veterans seeking commercial properties or veterans interested in investing in real estate. Relax Relate & Release serves veterans directly, making it a natural referral point for Grayland.

**VALUE:** By referring clients to each other, both businesses can expand their customer bases. Grayland could potentially gain 10-15 new clients per month, while Relax Relate & Release could see an increase in veterans looking for property.

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

Relax Relate & Release could offer massage therapy packages to Grayland's clients as part of a wellness incentive for property owners or commercial lenders who may be stressed from their business dealings.

**VALUE:** Grayland could offer a unique value-add to their clients by including wellness services, potentially increasing their appeal and client retention rates. Relax could see a boost in clients through Grayland's network, leading to an estimated \$2,000 in new revenue per quarter.

#### [!] PARTNERSHIP SCENARIO

*Grayland could provide Relax Relate & Release with a list of local veteran-owned businesses in need of commercial spaces. In return, Relax could promote Grayland's appraisal services in their monthly newsletters and during client sessions, ideally leading to 5 new referrals a month for both parties.*

#### [\*] UNIQUE SYNERGY

This pairing leverages Grayland's expertise in commercial real estate with Relax's established veteran community, creating a unique niche focus that neither could achieve alone.

#### NEXT STEPS:

- 1 Set a meeting to discuss referral terms and client expectations.
- 2 Develop a co-branded informational flyer outlining services for veterans.
- 3 Launch a joint social media campaign highlighting benefits for veterans in real estate and wellness.

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

Free Agents Inc targets companies with 5 to 250 employees, while Relax Relate & Release focuses on veterans, a demographic that often seeks corporate wellness programs. Free Agents can refer companies looking to improve employee wellness and team morale to Relax Relate & Release, benefiting both businesses.

**VALUE:** Increased client referrals can lead to a potential revenue growth of 10-15% for Relax Relate & Release, while Free Agents can enhance their service offering by providing wellness options to their clients.

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

Relax Relate & Release focuses on veterans, who often work in or own small to mid-sized businesses. They can refer veteran-owned companies in need of business consulting services to Free Agents Inc, creating synergy between wellness and professional support.

**VALUE:** This referral arrangement could increase Free Agents' clientele by 5-10 veteran-owned businesses, potentially translating to \$15,000 in new consulting contracts.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc could create a wellness package for their corporate clients, which includes a free introductory massage session at Relax Relate & Release for employees. This package can be marketed to local businesses, generating new client leads for both parties. For instance, if Free Agents secures three corporate clients with 50 employees each, Relax would gain 150 new potential clients from the massages, increasing their visibility in the corporate wellness space.*

#### [\*] UNIQUE SYNERGY

The unique pairing of professional services and wellness therapy creates a holistic approach to employee performance and morale. By combining business consulting with wellness initiatives, they can uniquely position themselves in the Jacksonville market.

#### NEXT STEPS:

- 1 Schedule a meeting between James Higbe and Hazel Lee to discuss referral processes and client matching.
- 2 Develop a co-branded marketing flyer detailing the referral wellness package.
- 3 Launch a joint promotional campaign targeting local businesses about the benefits of wellness programs.

### 22 WhitBits Cookies

Professional Services

75%

-> One-way

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

WhitBits Cookies specializes in homemade cookies, which could be a great treat for Relax Relate & Release's clients, especially in a wellness environment where comfort food can enhance the experience. A partnership could allow Relax Relate & Release to offer cookies during their massage sessions, creating a unique experience for veterans.

**VALUE:** By offering WhitBits Cookies as a complimentary service, Relax Relate & Release can increase client satisfaction and retention, potentially increasing revenue by 15% through enhanced customer experience.

#### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies could provide a special selection of cookies for Relax Relate & Release's 'Veterans Day Wellness Retreat'. During the event, veterans will receive a massage session followed by a cookie tasting. This could draw in 50 additional clients, increasing revenue by \$1,000 for both businesses as they split the costs and profits from the event.*

#### [\*] UNIQUE SYNERGY

The unique aspect of this partnership lies in combining the comfort of homemade cookies with the relaxation of massage therapy, creating a distinctive experience tailored for veterans who seek both physical and emotional wellness.

#### NEXT STEPS:

- 1 Schedule a meeting between Whitney Branch and Hazel Lee to discuss the potential cookie offerings for Relax Relate & Release.
- 2 Develop a menu of cookies specifically tailored for wellness events, considering dietary needs of veterans.
- 3 Plan and promote the 'Veterans Day Wellness Retreat' event together, leveraging both businesses' networks.

### 23 Soulfitness Studio Health and wellness center

Health & Wellness

75%

<-> Bidirectional

#### <- WHAT THEY 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.

#### -> WHAT YOU 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.

#### [!] 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.

### 24 Simple Creations By T

Professional Services

75%

<-> Bidirectional

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

Both businesses target clients who value personalized experiences, with Simple Creations By T serving individuals celebrating milestones. Referrals can be made when customers of Simple Creations By T seek wellness or relaxation services.

**VALUE:** A referral partnership could improve customer satisfaction and retention, potentially increasing sales by 20% for both businesses as they tap into each other's customer bases.

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

Relax Relate & Release focuses on veterans who might appreciate personalized gifts, especially after receiving therapeutic services. Simple Creations By T could create custom gifts that veterans can give to their families or friends, enhancing their emotional well-being.

**VALUE:** By partnering, both businesses can increase their revenue through cross-promotion and access to each other's client bases, potentially generating an additional \$10,000 in sales over the next quarter.

#### [!] PARTNERSHIP SCENARIO

*Relax Relate & Release could offer a 'Relax & Gift' package, where clients receive a massage and a custom gift created by Simple Creations By T, such as a personalized mug or blanket. For instance, a veteran could purchase this package for a loved one, leading to a \$150 combined sale, with each business sharing the profits.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the emotional connection both businesses foster; Relax Relate & Release provides healing, while Simple Creations By T offers meaningful, personalized keepsakes that enhance the therapeutic experience.

#### NEXT STEPS:

- 1 Schedule a meeting between Hazel Lee and Tiana Harris to brainstorm package offerings.
- 2 Develop a promotional campaign targeting veterans and their families through social media and local veteran organizations.
- 3 Create a referral program where each business offers discounts to customers who utilize services from the other.

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, while Relax Relate & Release targets veterans. Since they cater to different needs, they could effectively refer clients to each other without competing directly, enhancing customer satisfaction.

**VALUE:** Increased customer base through cross-referrals, potentially increasing revenue by 15% for both businesses.

-> WHAT YOU PROVIDE (Referral)

Relax Relate & Release could refer clients who are veterans looking for logistics services. This crossover can create an avenue for veterans who may be owner operators or shippers to find reliable freight services.

**VALUE:** Enhanced service offerings for veterans, potentially generating a 10% increase in client acquisition for JPO Logistics.

[!] **PARTNERSHIP SCENARIO**

*JPO Logistics could recommend Relax Relate & Release to their shipping clients who are veterans, offering a special discount for services. For example, if a veteran truck driver uses JPO for freight services, they would receive a 20% discount on their first massage session, encouraging repeat business for both.*

[\*] **UNIQUE SYNERGY**

This partnership leverages JPO's logistics expertise with Relax's health focus, providing a holistic approach that supports the well-being of veterans in the logistics industry.

**NEXT STEPS:**

- 1 Establish a referral agreement outlining the discount structure for clients referred between businesses.
- 2 Create joint marketing materials, including flyers and email campaigns, targeting veterans within the logistics sector.
- 3 Schedule a meeting to discuss the logistics of implementing a referral system and tracking effectiveness.