

# JAX Bridges

Business Relationship Analysis

December 12, 2025

## Enriquez Aesthetics

- Professional Services

Luxury facial experiences

### Contact Information

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### TARGET MARKET

Individuals with chronic skin conditions or individuals looking for quality natural skincare

### CURRENT NEEDS

Logo, financials

## Partnership Opportunities (25)

### 1 Tosh's Urban Garden

Health & Wellness

85%

<-> Bidirectional

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

Both businesses target health-conscious individuals, but they do not compete directly. Tosh's Urban Garden can refer customers who purchase herbal products but also seek skincare solutions to Enriquez Aesthetics.

**VALUE:** By referring clients, Tosh's Urban Garden can enhance customer satisfaction and loyalty, while Enriquez Aesthetics can tap into a new clientele, potentially increasing bookings by 20%.

#### > WHAT YOU PROVIDE (Collaboration)

Enriquez Aesthetics offers luxury facial experiences, which can complement the herbal wellness products provided by Tosh's Urban Garden. A collaboration can create a wellness package that combines skincare treatments with herbal products, appealing to their shared health-conscious target market.

**VALUE:** By combining services, both businesses can attract new customers looking for holistic health solutions, potentially increasing revenue by 30% through package deals.

#### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics could host a 'Wellness Day' event where clients receive a luxury facial while also sampling Tosh's herbal teas and tinctures. Each client pays \$150 for the package; if 20 clients attend, both businesses could earn \$3,000 in total, while also gaining exposure to a new audience.*

#### [\*] UNIQUE SYNERGY

The unique pairing of aesthetics and herbal wellness is distinct, as it addresses both external and internal health, creating a comprehensive wellness experience that neither could achieve alone.

#### NEXT STEPS:

- 1 Plan a joint marketing strategy for the 'Wellness Day' event, including social media campaigns and local advertising.
- 2 Develop a shared pricing structure for the packaged services to ensure profitability for both businesses.
- 3 Set a date for the event within the next month and start collecting RSVPs to gauge interest.

## 2 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

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

Celebrate & Smile's focus on community enhancement aligns well with the clientele of Enriquez Aesthetics, as both target individuals looking to improve their quality of life. They can refer clients to each other to enhance customer satisfaction.

**VALUE:** By referring clients, Celebrate & Smile could enhance their service offerings, potentially increasing customer retention by 15% and driving additional revenue for both businesses.

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

Enriquez Aesthetics and Celebrate & Smile can create a combined wellness event that promotes both skincare and dance, appealing to their shared target market of individuals seeking enhancement in their lifestyle. This collaboration allows them to leverage each other's strengths and reach a broader audience.

**VALUE:** Collectively, they could generate approximately \$2,000 in revenue from ticket sales and product promotions during the event, while also increasing customer base and engagement for both businesses.

#### [!] PARTNERSHIP SCENARIO

Enriquez Aesthetics can host a 'Glow and Groove' event where clients enjoy luxury facial treatments followed by a dance workshop led by Celebrate & Smile. For example, 30 attendees pay \$75 each for the event, generating \$2,250. Attendees receive a skincare starter kit and a voucher for a future dance class, enticing them to return, thereby creating a pipeline of repeat customers.

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines health and wellness with art and expression, creating a holistic experience that neither business could offer alone, thus enhancing their market appeal.

#### NEXT STEPS:

- 1 Schedule a planning meeting between Bianca Enriquez and Tiffany Barksdale to outline event details.
- 2 Develop a marketing strategy that highlights the benefits of both facial treatments and dance classes.
- 3 Create promotional materials that can be shared on social media and through email to both customer bases.

## 3 Communikate Design & Marketing

Marketing & Design

85%

<-> Bidirectional

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

Communikate Design & Marketing targets service businesses, including those in the beauty and wellness sector. By referring clients who seek luxury skincare services to Enriquez Aesthetics, Communikate can enhance its value proposition and improve client satisfaction.

**VALUE:** Each successful referral could earn Communikate a referral fee of 10% of the service booked, potentially adding \$2,000 monthly to their revenue stream if they refer just 5 clients, enhancing their service offerings.

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

Enriquez Aesthetics needs marketing support to enhance its brand visibility, while Communikate Design & Marketing is seeking clients in the beauty and wellness sector. Together, they can create a targeted marketing campaign that

highlights the luxury facial experiences offered by Enriquez Aesthetics, leveraging Communikate's expertise in branding and strategy.

**VALUE:** By collaborating, Enriquez Aesthetics could see a 30% increase in client bookings, translating to an estimated additional revenue of \$15,000 within three months. Communikate could secure a long-term client relationship and portfolio enhancement.

#### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics and Communikate Design & Marketing could launch a 'Spring Glow' promotional package, where Communikate designs a complete branding suite and promotional materials, while Enriquez offers a discounted luxury facial experience as part of the package. Together, they host an exclusive event at Enriquez's location, inviting local influencers and potential clients to experience the service firsthand, driving bookings and social media buzz.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines high-end skincare with professional marketing, creating a niche offering that appeals directly to affluent clients seeking both beauty and wellness solutions in Jacksonville.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss the specifics of the 'Spring Glow' package.
- 2 Develop a timeline and budget for the marketing campaign and event.
- 3 Create a list of local influencers to invite for the promotional event.

## 4 MyahnArt LLC

Marketing & Design

85%

<-> Bidirectional

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

MyahnArt LLC's target market overlaps with Enriquez Aesthetics' clientele, as both businesses cater to individuals seeking enhanced aesthetics. Referrals can flow easily as MyahnArt's clients may also be interested in skincare treatments.

**VALUE:** By referring clients to each other, both businesses can increase their customer bases by 20%, as clients looking for aesthetic enhancements often seek complementary services.

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

Enriquez Aesthetics can enhance the luxury facial experience by incorporating custom artwork from MyahnArt LLC, which would create an immersive aesthetic environment. This collaboration would attract customers looking for a unique and visually appealing experience while receiving skincare treatments.

**VALUE:** By combining luxury facial services with bespoke artwork, both businesses can tap into new customer segments, potentially increasing revenue by 30% during promotional events.

#### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics could host a 'Luxury Facial & Art' event where MyahnArt LLC creates a live mural while clients enjoy their treatments. For example, a mural themed around relaxation could be painted as clients receive their facials, making the event unforgettable. Each business could charge \$150 per client, and with 20 clients, they would generate \$3,000, split between both parties.*

#### [\*] UNIQUE SYNERGY

The unique pairing of luxury skincare and custom art creates a multi-sensory experience that neither business could achieve alone, allowing them to stand out in a crowded market.

#### NEXT STEPS:

- 1 Plan a joint marketing strategy for the 'Luxury Facial & Art' event.
- 2 Set a date and secure a venue for the collaborative event.
- 3 Create promotional materials highlighting the unique experience offered.

## 5 Be Present Detalles

Professional Services

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Be Present Detalles serves busy professionals and gift givers who may also be interested in luxury skincare treatments offered by Enriquez Aesthetics. Referring clients can enhance the value proposition for both businesses.

**VALUE:** By referring clients for skincare services, Be Present Detalles can increase its service portfolio, while Enriquez Aesthetics gains new customers without additional marketing costs.

### > WHAT YOU PROVIDE (Collaboration)

Enriquez Aesthetics and Be Present Detalles can create exclusive pampering event packages that combine luxury facial experiences with curated event services. This collaboration would appeal to busy professionals and romantic couples looking for unique experiences.

**VALUE:** By offering combined packages, they can attract high-value clients and increase sales by 20% for both businesses during peak event seasons.

### !] PARTNERSHIP SCENARIO

Enriquez Aesthetics can provide luxury facial sessions as part of a 'Pamper and Propose' package that Be Present Detalles organizes for couples. During a romantic evening, couples receive facials before a surprise proposal setup. Each package is priced at \$500, with both businesses splitting the revenue, creating a new revenue stream for both.

### [\*] UNIQUE SYNERGY

The unique blend of luxury skincare and event planning allows both businesses to elevate customer experiences, creating memorable moments that are not typically offered in the local market.

### NEXT STEPS:

- 1 Develop a joint marketing campaign targeting couples looking for unique experiences.
- 2 Create a special package that includes both a facial treatment and an event setup.
- 3 Host a launch event to promote the collaboration, inviting local influencers to share their experiences.

## 6 JAX AI Agency

Technology

80%

> One-way

### <- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency can enhance the digital presence and operational efficiency of Enriquez Aesthetics, while Enriquez can provide high-value case studies for JAX AI's capabilities in the beauty and wellness industry. This collaboration can lead to mutually beneficial projects that leverage AI in marketing and customer engagement.

**VALUE:** Through a collaboration, both businesses could enhance their market visibility, potentially increasing revenue by 20% for Enriquez and generating a \$15K project revenue for JAX AI.

### !] PARTNERSHIP SCENARIO

JAX AI Agency designs an AI-driven customer engagement system for Enriquez Aesthetics, allowing clients to book appointments and receive personalized skincare advice through a chatbot on their website. They co-host a launch event where the new system is showcased, attracting new clients to Enriquez and demonstrating JAX AI's capabilities, leading to a \$15K revenue project.

### [\*] UNIQUE SYNERGY

Combining technology with luxury services creates a unique customer journey that is not typically explored in the Jacksonville market, positioning both businesses as innovators in their respective fields.

### NEXT STEPS:

- 1 Develop a joint marketing plan for the AI-driven customer engagement system.
- 2 Organize a launch event that showcases both the AI system and Enriquez's services.
- 3 Create content highlighting the benefits of AI in the beauty industry to share on social media.

## 7 Jazzi's Creations

Events & Gifts

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can offer personalized gift packages that include vouchers for luxury facial experiences from Enriquez Aesthetics. This collaboration would not only give Jazzi's customers a unique gift option but also expose Enriquez Aesthetics to new clients looking for gift ideas.

**VALUE:** Jazzi's Creations could increase sales by 20% during holiday seasons through these gift packages, while Enriquez Aesthetics could see a 15% increase in new customer bookings from the gift vouchers.

### -> WHAT YOU PROVIDE (Referral)

Enriquez Aesthetics caters to individuals who may appreciate personalized gifts for themselves or for gifting to others as part of self-care. Referring clients to Jazzi's Creations could enhance the customer experience while providing Jazzi with potential new business.

**VALUE:** Enriquez Aesthetics can offer its clients a 10% discount on Jazzi's products, while Jazzi can refer 15% of its customers back to Enriquez for skincare treatments, generating additional revenue streams for both.

### [!] PARTNERSHIP SCENARIO

*For the upcoming holiday season, Jazzi's Creations creates a limited edition 'Self-Care Gift Package' that includes a handcrafted DIY kit and a voucher for a luxury facial at Enriquez Aesthetics. They promote this package on social media and through email campaigns, generating buzz. Jazzi earns \$500 from each package sold, while Enriquez gains 30 new clients who redeem their vouchers.*

### [\*] UNIQUE SYNERGY

This partnership uniquely combines the experiential and the luxury, appealing to customers who value both creativity and self-care, making it a compelling offering in the local market.

### NEXT STEPS:

- 1 Develop a creative self-care gift package featuring both Jazzi's DIY kits and Enriquez's facial vouchers.
- 2 Create a joint marketing plan including social media campaigns and email blasts to promote the package.
- 3 Set up a revenue-sharing agreement to incentivize both businesses for every package sold.

## 8 The Collective Om

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

The Collective Om's focus on holistic health aligns well with the luxury skincare offerings of Enriquez Aesthetics. They can collaborate to create workshops that combine skincare education with holistic health practices.

**VALUE:** A collaborative workshop could attract 20-30 attendees at \$50 each, generating \$1,000-\$1,500 in revenue per event while enhancing client engagement for both businesses.

### -> WHAT YOU PROVIDE (Referral)

Both businesses target individuals focused on self-care and wellness, albeit from slightly different angles. Enriquez Aesthetics serves clients with chronic skin conditions or those seeking luxury skincare, while The Collective Om focuses on holistic health services. They can refer clients to each other when appropriate.

**VALUE:** Increased client base through referrals, potentially leading to an additional revenue stream of 10-15% for both businesses.

### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics can refer clients with chronic skin conditions to The Collective Om for holistic health consultations, while The Collective Om can recommend their clients to Enriquez Aesthetics for specialized skincare treatments. This referral system can be tracked through a simple agreement where each business receives a 10% referral fee on new clients they send each other.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their combined focus on self-care and wellness, making them complementary services rather than competitors. This partnership can enhance their brand image and create a holistic wellness experience for clients.

#### NEXT STEPS:

- 1 Create a referral agreement outlining the terms and conditions for client referrals.
- 2 Develop joint marketing materials that highlight both services and their benefits.
- 3 Schedule a joint open house event where potential clients can experience both services firsthand.

## 9 Jamz Trainings

Health & Wellness

80%

<-> Bidirectional

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

Jamz Trainings' target market overlaps with Enriquez Aesthetics', as middle-age recreational athletes often seek comprehensive wellness services, including skincare. A collaborative event can effectively attract both client bases.

**VALUE:** Hosting a joint wellness workshop can generate immediate revenue and exposure for both businesses, potentially earning \$2,000 in event registration fees and product sales.

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

Enriquez Aesthetics and Jamz Trainings target health-conscious individuals, albeit in slightly different niches. Clients seeking luxury facial experiences for skin conditions may also benefit from personal training and wellness services, creating an opportunity for referrals.

**VALUE:** Increased client base for both businesses through mutual referrals, potentially leading to an additional 15% in monthly revenue.

#### [!] PARTNERSHIP SCENARIO

*Bianca from Enriquez Aesthetics could refer her clients who express interest in fitness to James at Jamz Trainings, while James can recommend his clients to explore luxury skincare treatments. For instance, if a client mentions their goal to improve skin health while losing weight, James would direct them to Bianca, and vice versa for athletes with skin conditions.*

#### [\*] UNIQUE SYNERGY

Both businesses focus on enhancing personal well-being, making their partnership particularly appealing to clients who prioritize a holistic approach to health and beauty.

#### NEXT STEPS:

- 1 Create a referral agreement detailing the compensation for each client referred.
- 2 Develop joint marketing materials that highlight both services for a cohesive brand message.
- 3 Schedule a networking event where both businesses can showcase their offerings to each other's client bases.

## 10 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

#### <- WHAT THEY 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.

#### -> WHAT YOU 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.

#### [!] 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.

## 11 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

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

Organize Design Create serves a target market that includes entrepreneurs and professionals who may also be interested in luxury skincare services. Referring clients could enhance the client base for Enriquez Aesthetics without direct competition.

**VALUE:** Organize Design Create could earn a referral fee for each client directed to Enriquez Aesthetics, while Enriquez Aesthetics gains new clients who are already inclined to invest in quality services.

#### > WHAT YOU PROVIDE (Collaboration)

Enriquez Aesthetics can leverage the marketing expertise of Organize Design Create to enhance its visibility among its target market. This relationship is beneficial as both businesses aim to reach clients seeking quality services, and by working together, they can expand their reach.

**VALUE:** Enriquez Aesthetics could see a 25% increase in client bookings through targeted marketing campaigns created by Organize Design Create, while Organize Design Create gains a case study to showcase its effectiveness in the luxury services sector.

#### [!] PARTNERSHIP SCENARIO

Enriquez Aesthetics partners with Organize Design Create to launch a 'Skincare Awareness Month' campaign. Organize Design creates digital marketing materials, including social media ads and email blasts, to promote special facial packages. During the campaign, they host an exclusive event where attendees receive mini-facials and skincare consultations, with a goal of converting at least 30% of participants into new clients, generating an estimated \$5,000 in new bookings.

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines luxury skincare with tailored marketing strategies, allowing both businesses to appeal to a high-end clientele and enhance the customer experience through cross-promotion.

#### NEXT STEPS:

- 1 Organize Design Create develops a marketing plan specifically targeting local entrepreneurs and individuals interested in skincare.
- 2 Enriquez Aesthetics provides a special package for clients referred by Organize Design Create, incentivizing cross-promotion.
- 3 Set a date for the 'Skincare Awareness Month' event and outline the marketing materials needed for promotion.

## 12 Simple Creations By T

Professional Services

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Simple Creations targets individuals celebrating milestones, which often includes gifting experiences. They can refer customers looking for unique gifts to Enriquez Aesthetics for luxury facial experiences, enhancing their offerings.

**VALUE:** Simple Creations can increase sales by 15% by offering clients a luxury experience along with their gifts, while Enriquez Aesthetics gains access to a new market segment of gift buyers.

### > WHAT YOU PROVIDE (Referral)

Both businesses target individuals seeking personalized experiences, although their offerings differ. Enriquez Aesthetics can refer clients who are interested in luxury skincare to Simple Creations for custom gifts, especially for special occasions like birthdays or anniversaries.

**VALUE:** By referring clients, Enriquez Aesthetics can enhance customer satisfaction and loyalty, potentially increasing their repeat business by 20%. Simple Creations benefits from direct access to a clientele that values high-quality, personalized products.

### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics could create a 'Luxury Facial Experience Package' that includes a referral voucher for Simple Creations' custom gifts. For instance, a client who books a facial could receive a 10% discount voucher for a personalized skincare-themed gift basket from Simple Creations. This not only adds value to Enriquez's services but also drives sales for Simple Creations.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in both businesses' focus on personalization and luxury, allowing them to create an upscale customer experience that feels seamless and cohesive, enhancing brand loyalty.

### NEXT STEPS:

- 1 Set up a referral agreement detailing terms for client referrals.
- 2 Create promotional materials highlighting the collaboration for both businesses to share.
- 3 Host a joint promotional event where customers from both sides can experience services and products.

## 13 JPO Logistics LLC

Logistics

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

JPO Logistics services shippers and owner operators, while Enriquez Aesthetics targets individuals seeking quality skincare. Both businesses could refer clients to one another without competition, enhancing customer satisfaction and increasing referral traffic.

**VALUE:** Increased customer base and potential revenue through cross-referrals, estimated at 10-20% increase in clientele for both businesses.

### > WHAT YOU PROVIDE (Referral)

Enriquez Aesthetics targets individuals who may require logistics services for business-related skincare products or supplies, creating a referral opportunity for JPO Logistics. Clients purchasing high-end skincare products may also seek reliable logistics services.

**VALUE:** Potential to generate new business for JPO Logistics by accessing Enriquez Aesthetics' clientele, which could lead to an estimated 5-15% growth in logistics service requests.

### [!] PARTNERSHIP SCENARIO

*JPO Logistics could provide referral cards to clients who frequently transport goods, suggesting they visit Enriquez Aesthetics for stress relief through luxury facial experiences. In return, Enriquez Aesthetics could offer discounts to clients referred by JPO, creating a seamless referral system that elevates both brands.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in the lifestyle connection; JPO's logistics clients might frequently deal with stress and high demands, making them prime candidates for relaxation and skincare services offered by Enriquez Aesthetics.

#### NEXT STEPS:

- 1 Develop referral cards to be handed out by JPO Logistics drivers that include a discount for Enriquez Aesthetics.
- 2 Create a social media post announcing the collaboration to both customer bases.
- 3 Set up a meeting to discuss potential joint marketing efforts and customer feedback mechanisms.

14 flow

Professional Services

75%

<-> Bidirectional

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

Both businesses serve individuals looking to improve their well-being, though they target slightly different needs. Flow's coaching services could refer clients to Enriquez Aesthetics for skincare treatments, particularly those seeking holistic self-improvement.

**VALUE:** By referring clients, flow can enhance its service offerings, potentially increasing customer loyalty and satisfaction, while Enriquez Aesthetics gains new clients looking to improve their skin health.

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

Enriquez Aesthetics targets clients who may benefit from coaching services, particularly those dealing with chronic skin conditions that can be linked to stress or self-esteem issues. Referring clients to flow could enhance their treatment outcomes.

**VALUE:** Enriquez Aesthetics can provide clients with a more comprehensive approach to their skin concerns, while flow can gain new clients looking for coaching services amidst their skincare journey.

#### [!] PARTNERSHIP SCENARIO

*Flow could develop a specialized coaching program focused on self-care, which includes a referral to Enriquez Aesthetics for a discounted facial treatment. For every 10 coaching clients referred, flow receives a commission on the treatments booked, enhancing client retention and generating additional revenue for both parties.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the holistic approach to well-being; flow focuses on mental health coaching, while Enriquez Aesthetics addresses physical skin health, creating a comprehensive self-care pathway for clients.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining commission rates and referral procedures.
- 2 Create a joint marketing campaign promoting the self-care program to both client bases.
- 3 Host a wellness workshop where flow provides coaching tips and Enriquez offers skincare consultations.

15 IV Creative

Marketing & Design

75%

<-> Bidirectional

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

IV Creative specializes in content creation, which could significantly enhance the marketing efforts of Enriquez Aesthetics. By providing high-quality visual and written content, IV Creative can help Enriquez Aesthetics better communicate their brand's luxury appeal and attract more clients.

**VALUE:** By engaging IV Creative for content services, Enriquez Aesthetics can potentially increase their customer inquiries by 20%, translating to an estimated additional \$10,000 in revenue from new client bookings.

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

Enriquez Aesthetics serves individuals looking for quality skincare and may come across local business owners who require marketing services. This creates a potential for cross-referrals where each business can recommend the other to satisfied clients.

**VALUE:**

By referring clients to IV Creative, Enriquez Aesthetics can enhance their service offerings and potentially earn referral fees, while IV Creative can gain new clients from a trusted source, increasing their local business clientele.

#### [!] PARTNERSHIP SCENARIO

IV Creative can design a series of promotional materials for Enriquez Aesthetics, including social media posts, blog articles on skincare benefits, and eye-catching brochures for in-store distribution. This could culminate in a launch campaign for a new facial treatment, aiming for a 15% increase in bookings over the following month.

#### [\*] UNIQUE SYNERGY

The luxury positioning of Enriquez Aesthetics combined with IV Creative's focus on local businesses creates a unique opportunity to elevate the brand's image through tailored, high-quality content that resonates with their target market.

#### NEXT STEPS:

- 1 Schedule an initial meeting between Iliana and Bianca to discuss specific content needs.
- 2 Develop a content strategy proposal focusing on upcoming promotions at Enriquez Aesthetics.
- 3 Create a timeline for deliverables and a budget for the content services.

## 16 Bluebird Health Partners

Technology

75%

<-> Bidirectional

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

Bluebird Health Partners targets healthcare solution providers, which could include aesthetic practices like Enriquez Aesthetics. They both serve health-conscious consumers, albeit from different angles, creating an opportunity for mutual referrals.

**VALUE:** Increased client acquisition through referrals could lead to an estimated 20% increase in new clients for both businesses.

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

Enriquez Aesthetics serves individuals interested in holistic health, which aligns with Bluebird's healthcare strategy focus. Referrals could occur when clients mention skin health in the context of overall health management.

**VALUE:** By referring clients needing strategic healthcare advice, Enriquez Aesthetics could enhance service offerings and increase revenue streams by an estimated 15% through these referrals.

#### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners can refer clients seeking skincare solutions to Enriquez Aesthetics during their consulting sessions. For instance, if a healthcare client expresses interest in skincare as part of a holistic health strategy, Bluebird can connect them directly to Bianca at Enriquez Aesthetics, providing a seamless introduction and earning a referral fee.

#### [\*] UNIQUE SYNERGY

This pairing uniquely leverages Bluebird's healthcare consulting expertise with Enriquez's luxury skincare services, creating a comprehensive health and wellness referral network that enhances client experiences.

#### NEXT STEPS:

- 1 Set up a meeting to discuss referral terms and agreements.
- 2 Create a co-branded referral program outlining benefits for both businesses.
- 3 Develop marketing materials that highlight the partnership and referral process.

17 **We buy any house**  
Professional Services

75%

<-> Bidirectional

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

We Buy Any House deals with individuals who may be experiencing distress from financial difficulties, making them potential clients for Enriquez Aesthetics' luxury facial services as a form of self-care. Referring clients to each other can benefit both.

**VALUE:** Each referral could generate an additional \$500 in revenue per client, potentially leading to an influx of 20 new clients for Enriquez Aesthetics, resulting in \$10,000 in added revenue.

**> WHAT YOU PROVIDE (Referral)**

Enriquez Aesthetics targets individuals with chronic skin conditions who may be distressed or experiencing personal issues, which aligns with the clientele of We Buy Any House, who are often under financial stress. By referring clients to each other, both businesses can expand their customer base.

**VALUE:** Increased client referrals could lead to a 15% increase in new clients for both businesses, translating into potential additional revenue of \$10,000 for each within the next quarter.

**[!] PARTNERSHIP SCENARIO**

*Enriquez Aesthetics could provide a referral card for clients who are dealing with stress or financial issues, directing them to We Buy Any House for assistance in selling their homes. Simultaneously, We Buy Any House could give its clients a voucher for a complimentary skin consultation or facial treatment, incentivizing home sellers to consider skincare as part of their self-care during a stressful time.*

**[\*] UNIQUE SYNERGY**

This pairing is unique as both businesses address stress and well-being from different angles—one through aesthetics and self-image and the other through financial relief and housing solutions—creating a holistic support system for their clients.

**NEXT STEPS:**

- 1 Develop a referral program that includes promotional materials for both businesses.
- 2 Set up a meeting to discuss co-branded marketing strategies aimed at targeting their overlapping clientele.
- 3 Create a mutual discount system that incentivizes referrals between the two businesses.

18 **Free Agents Inc**  
Professional Services

75%

<-> Bidirectional

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

Free Agents Inc interacts with various businesses that may have employees suffering from chronic skin conditions or looking for luxury skincare solutions, making them a valuable referral source for Enriquez Aesthetics.

**VALUE:** This relationship could lead to Enriquez Aesthetics gaining 10 new clients each month from Free Agents' referrals, equating to approximately \$12,000 in additional monthly revenue.

**> WHAT YOU PROVIDE (Referral)**

Enriquez Aesthetics targets individuals with chronic skin conditions, while Free Agents Inc serves companies with 5 to 250 employees. There's potential for Enriquez Aesthetics to refer clients needing wellness solutions to Free Agents, especially in corporate wellness programs.

**VALUE:** This partnership could lead to a 15% increase in client referrals for both businesses, potentially generating an additional \$10,000 in revenue for each.

**[!] PARTNERSHIP SCENARIO**

*When Free Agents Inc implements a corporate wellness program for a client, they can recommend Enriquez Aesthetics for skincare services as part of the employee benefits package. This could lead to 30 employees utilizing facial services, generating \$6,000 for Enriquez in one month, while Free Agents enhances their service offerings.*

**[\*] UNIQUE SYNERGY**

The unique synergy lies in combining Enriquez's luxury skincare with Free Agents' corporate wellness focus, presenting a holistic approach to employee health that's rare in the market.

#### NEXT STEPS:

- 1 Establish a referral agreement where each business provides a list of services to promote to their respective clients.
- 2 Create joint marketing materials highlighting the wellness offerings that include skincare services.
- 3 Schedule a meeting to discuss the integration of Enriquez Aesthetics services into Free Agents' corporate wellness proposals.

## 19 WhitBits Cookies

Professional Services

75%

<-> Bidirectional

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

WhitBits Cookies can refer clients looking for personal pampering experiences to Enriquez Aesthetics, especially those in event planning who may want to include luxury services in their offerings.

**VALUE:** This referral could lead to increased foot traffic and sales for Enriquez Aesthetics by 15% during peak corporate event seasons.

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

Enriquez Aesthetics targets individuals with skin conditions and luxury skincare, while WhitBits Cookies caters to corporate professionals and event planners. Both businesses can refer clients to one another, as corporate events often seek aesthetic services for wellness alongside gourmet cookies.

**VALUE:** By referring clients to each other, they can enhance customer experience and potentially increase sales by 20% through cross-referrals.

#### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics could refer corporate clients looking for event catering to WhitBits Cookies for their corporate events, while WhitBits could suggest Enriquez Aesthetics for clients looking to enhance their wellness offerings. For instance, during a corporate wellness event, WhitBits provides cookies, and Enriquez offers mini-facial experiences, creating a unique dual offering that enhances the event.*

#### [\*] UNIQUE SYNERGY

This partnership thrives on the intersection of luxury wellness and gourmet treats, appealing to the health-conscious corporate clientele in Jacksonville, thus creating a unique niche that neither business could fully exploit alone.

#### NEXT STEPS:

- 1 Establish a referral agreement outlining terms and benefits for both parties.
- 2 Create joint marketing materials highlighting the benefits of both services in corporate event planning.
- 3 Host a combined event where both services are showcased, attracting clients from both target markets.

## 20 Aspirations Behavioral Health Inc.

Health & Wellness

75%

<-> Bidirectional

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

Aspirations Behavioral Health is looking for collaborative partnerships, and combining mental health services with luxury facial experiences can create a unique offering that attracts clients seeking both mental and physical wellness.

**VALUE:** This collaboration could lead to increased service offerings, attracting a new demographic and potentially resulting in \$10,000 in additional revenue from new clients within six months.

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

Enriquez Aesthetics targets individuals with chronic skin conditions, which may overlap with clients of Aspirations Behavioral Health who are seeking holistic wellness options. Referring clients to each other can enhance patient care.

**VALUE:**

By establishing a referral system, both businesses can increase their client base, potentially leading to a 20% increase in new clients for each business in the next quarter.

#### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics can provide a 'Wellness Package' that includes a facial treatment for clients referred by Aspirations Behavioral Health. In return, Aspirations can offer a discount on mental health sessions for clients coming from Enriquez. This structured referral arrangement ensures both businesses benefit financially and strengthens their client relations.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines physical and mental wellness, providing a comprehensive care approach that appeals to clients seeking holistic solutions, making them stand out from other service providers.

#### NEXT STEPS:

- 1 Set up a referral agreement outlining the benefits for each business.
- 2 Create promotional materials highlighting the referral package for clients.
- 3 Host a joint information session to educate staff on referral processes and benefits.

### 21 The P-Way Solutions LLC

Real Estate

75%

<-> Bidirectional

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

The P-Way Solutions could provide cleaning services to Enriquez Aesthetics to maintain a pristine environment for their luxury facial experiences, enhancing customer satisfaction and brand image.

**VALUE:** Regular cleaning services can help maintain a hygienic space, potentially increasing client retention by 20% and improving overall service quality.

#### > WHAT YOU PROVIDE (Referral)

Enriquez Aesthetics targets individuals with skin conditions who may also require commercial janitorial services for their homes or businesses. The P-Way Solutions could refer clients with skin issues requiring treatments to Enriquez Aesthetics, while also gaining new business from the clientele visiting the aesthetics clinic.

**VALUE:** Increased customer referrals can generate an estimated additional \$10,000 in revenue for each business annually.

#### [!] PARTNERSHIP SCENARIO

*The P-Way Solutions includes brochures for Enriquez Aesthetics in their service packages for local businesses. When a client books a cleaning service, they receive a special offer for a luxury facial experience. This way, Enriquez Aesthetics gains new clients, while The P-Way Solutions enhances its service value.*

#### [\*] UNIQUE SYNERGY

Both businesses target health-conscious clients, making their referral partnership unique as they can create a wellness-focused brand image together that resonates with their shared audience.

#### NEXT STEPS:

- 1 Develop a brochure for Enriquez Aesthetics to include in P-Way's cleaning service packages.
- 2 Establish a referral incentive program where each business earns a commission for successful client referrals.
- 3 Schedule a joint promotional event to introduce both businesses to each other's audiences.

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

Genuines Coaching & Consulting's clientele often includes individuals who value personal development and self-care. Referring their clients to Enriquez Aesthetics for luxury facial experiences aligns with their focus on holistic well-being.

**VALUE:** Genuines can enhance their service offerings, potentially increasing their package sales by 15% through added referrals, while Enriquez Aesthetics can gain new clients from Genuines' established network.

**> WHAT YOU PROVIDE (Referral)**

Enriquez Aesthetics targets individuals focused on improving their skin condition, while Genuines Coaching & Consulting serves C-suite executives and small business owners. These groups often overlap, as executives may seek self-care services to manage stress and personal image.

**VALUE:** By referring clients, Enriquez Aesthetics can tap into Genuines' network, potentially increasing customer base by 20%, while Genuines can offer enhanced wellness options to their clients, improving client retention.

**[!] PARTNERSHIP SCENARIO**

*Genuines Coaching & Consulting could include a voucher for a luxury facial experience with every coaching package sold. For instance, if a small business owner purchases a \$2,000 coaching package, they receive a \$200 voucher for a luxury facial. This not only enhances the perceived value of Genuines' services but also drives new clientele to Enriquez Aesthetics.*

**[\*] UNIQUE SYNERGY**

The combination of high-end skincare and executive coaching creates a unique emphasis on personal wellness and self-care, appealing strongly to high-stress professionals who prioritize both appearance and mental well-being.

**NEXT STEPS:**

- 1 Develop a referral agreement outlining terms and benefits for each business.
- 2 Create a joint marketing campaign to announce the partnership, targeting both client bases.
- 3 Host a networking event where both businesses can present their offerings, promoting the referral opportunity.

**<- WHAT THEY 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.

**> WHAT YOU 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.

**[!] 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.

## 24 Genuines Coaching & Consulting

Technology

70%

-> One-way

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

Genuines Coaching & Consulting targets business owners and corporate executives, who may also be interested in enhancing their personal appearance and self-care through luxury skincare services offered by Enriquez Aesthetics. This complementary targeting creates a referral opportunity where both businesses can benefit from each other's client bases.

**VALUE:** By referring clients to each other, both businesses can increase their customer reach by 20%, potentially translating to an additional \$2,000 in monthly revenue for each business.

#### [!] PARTNERSHIP SCENARIO

*Genuines Coaching can include a voucher for a luxury facial experience at Enriquez Aesthetics in their coaching packages for corporate executives. For example, during a workshop for a local tech firm, Genuines provides a package that includes a coaching session and a voucher for a facial. This not only enhances the overall value of the coaching package but also drives new clients to Enriquez Aesthetics, generating a collaborative revenue stream.*

#### [\*] UNIQUE SYNERGY

The unique combination of personal development coaching and luxury skincare services addresses both professional and personal well-being, appealing to executives who value self-care as part of their leadership journey.

#### NEXT STEPS:

- 1 Schedule a meeting between Reden Dionisio and Bianca Enriquez to discuss mutual referral opportunities.
- 2 Design a referral program that includes discounted services for clients referred by either business.
- 3 Create a joint marketing campaign highlighting the benefits of self-care in professional development.

## 25 Grayland

Real Estate

70%

<-> Bidirectional

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

Grayland's target market of commercial lenders and property owners may include individuals looking to improve their properties or personal appearances, leading to referrals to Enriquez Aesthetics for luxury skincare services.

**VALUE:** Grayland can enhance their client satisfaction by providing exclusive aesthetic services, potentially leading to an increase in customer loyalty and repeat business, translating to an estimated \$15,000 in additional revenue.

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

Enriquez Aesthetics targets individuals with skin conditions, which may include commercial property owners or managers who seek aesthetic services for their properties or employees. Grayland, serving property owners, could refer clients needing skincare services, while Enriquez could recommend Grayland for property appraisals.

**VALUE:** Increased client referrals can potentially generate an additional \$10,000 in revenue for Enriquez Aesthetics, while enhancing Grayland's service offerings could lead to a 5% increase in leads.

#### [!] PARTNERSHIP SCENARIO

*Grayland can include Enriquez Aesthetics brochures in their client welcome kits for new commercial property owners. In return, Enriquez can have a referral card program where clients who book a facial receive a discount on Grayland's appraisal services,*

*creating a win-win for both.*

#### **[\*] UNIQUE SYNERGY**

This partnership leverages Grayland's network of property owners who may benefit from luxury skincare services, creating a unique opportunity to target a niche market that values quality and luxury.

#### **NEXT STEPS:**

- 1 Set up a meeting between Bianca Enriquez and Lauren Hubel to discuss mutual referral strategies.
- 2 Develop a co-branded referral card system to distribute to clients.
- 3 Create a joint marketing campaign to promote the partnership at local business networking events.