

# BUSINESS RELATIONSHIP ANALYSIS

## Organize Design Create!" The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/2

80% conf

#### The Collective Om!" Organize Design Create

##### Reasoning:

Both businesses target small businesses, but from different angles. The Collective Om focuses on holistic health services, while Organize Design Create specializes in marketing. They can refer clients to each other without competing, enhancing service offerings.

##### Value Proposition:

Increased client base for both businesses, potentially adding 10-15 new clients per month through referrals.

##### Collaboration Example:

The Collective Om could refer clients needing marketing support for their wellness initiatives to Organize Design Create. For instance, if a client wants to promote a new wellness retreat, The Collective Om sends them to Victoria, who then creates a tailored marketing plan, and they split the earnings from any new clients gained from this marketing effort.

##### Synergy Potential:

The pairing is unique because The Collective Om's wellness clients often seek ways to market their services, while Organize Design Create's clients may benefit from holistic health offerings, creating a seamless referral loop.

##### Action Items:

1. Set up a referral agreement outlining how referrals will work and any commission structure.

2. Create co-branded marketing materials showcasing both services to distribute to clients.
3. Schedule a quarterly meeting to review referrals and explore additional collaborative opportunities.

Value: MEDIUM

MUTUAL BENEFIT

## PARTNER 2/2

75% conf

### Organize Design Create !' The Collective Om

#### Reasoning:

Both businesses can benefit from a partnership where Organize Design Create provides marketing services for The Collective Om's health programs, enhancing visibility while The Collective Om can offer wellness packages to Organize Design Create's clients.

#### Value Proposition:

Potential to generate an additional \$5,000 in revenue for The Collective Om through marketing efforts, while Organize Design Create gains new service offerings to sell to their clients.

#### Collaboration Example:

Organize Design Create could create a marketing campaign for The Collective Om's new group wellness workshop, including social media posts, flyers, and a dedicated landing page. This campaign could attract 30 new participants, generating \$3,000 in revenue for The Collective Om, while Organize Design Create earns \$1,000 for their services.

#### Synergy Potential:

This partnership is special because it combines marketing expertise with wellness services, creating a comprehensive package that appeals to clients seeking both physical and promotional improvement.

#### Action Items:

1. Develop a joint workshop series that includes marketing and wellness topics, with shared branding.
2. Create a timeline for the marketing campaign, including key milestones for content creation and launch dates.
3. Outline a profit-sharing agreement based on new clients gained through the marketing efforts.

Value: HIGH

MUTUAL BENEFIT