

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Organize Design Create

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson  
Industry: Health & Wellness  
Telahealth mental health counseling

### Organize Design Create

Contact: Victoria Price  
Industry: Marketing & Design  
Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

80% conf

Aspirations Behavioral Health Inc.!" Organize Design Create

#### Reasoning:

Aspirations Behavioral Health Inc. and Organize Design Create serve overlapping target markets, specifically entrepreneurs and professionals who may benefit from mental health support and marketing services. Referring clients between the two businesses can help both access new clientele without direct competition.

#### Value Proposition:

Increased client base through cross-referrals could potentially generate an additional 20-30 clients per quarter for each business, translating to significant revenue growth.

#### Collaboration Example:

Kristian Wilson from Aspirations connects with Victoria Price to create a referral program. They agree that whenever a client from Organize Design Create expresses stress or mental health concerns, they will refer them to Aspirations. Conversely, whenever a client seeks marketing services for a wellness initiative, Aspirations will recommend Organize. This could lead to an estimated \$10,000 in revenue per quarter for both due to the influx of new clients.

#### Synergy Potential:

This pairing is unique because mental health is increasingly recognized as essential for productivity, especially among entrepreneurs. By combining mental health support with marketing services, they can enhance the overall well-being and effectiveness of their clientele.

**Action Items:**

1. Develop a referral agreement outlining the terms and benefits for both businesses.
2. Create a joint marketing flyer that highlights the benefits of mental health awareness in business.
3. Schedule a quarterly networking event to discuss client feedback and referrals.

Value: HIGH

MUTUAL BENEFIT

**COLLABORATION 2/2**

75% conf

Organize Design Create | Aspirations Behavioral Health Inc.

**Reasoning:**

Organize Design Create can help Aspirations Behavioral Health enhance its visibility through targeted marketing strategies focused on mental health and wellness, while Aspirations can provide insights into the mental health needs of entrepreneurs, creating a beneficial feedback loop.

**Value Proposition:**

This collaboration could double Aspirations' client engagement through refined marketing strategies, potentially increasing revenue by 25% in the next quarter.

**Collaboration Example:**

Victoria Price proposes a campaign for Aspirations focused on 'Mental Health Month,' creating a series of social media posts, webinars, and a landing page that features wellness tips for entrepreneurs. The campaign aims to attract at least 100 new inquiries during the month, generating an estimated \$15,000 in new revenue for Aspirations, while showcasing Organize Design Create's expertise in the wellness sector.

**Synergy Potential:**

The unique synergy arises from combining creative marketing strategies with mental health expertise, allowing both businesses to address the critical issue of mental wellness in entrepreneurship while expanding their reach.

**Action Items:**

1. Develop a content calendar for the Mental Health Month campaign with specific deliverables.
2. Identify and create partnerships with local influencers who align with mental health advocacy to promote the campaign.
3. Plan a webinar series featuring mental health tips for entrepreneurs to drive engagement and lead generation.

Value: HIGH

MUTUAL BENEFIT