

# BUSINESS RELATIONSHIP ANALYSIS

## ALYS Always Love Yourself!" Aspirations Behavior

3 Relationships Identified

### BUSINESS PROFILES

#### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

### REFERRAL 1/3

75% conf

Aspirations Behavioral Health Inc.' ALYS Always Love Yourself

#### Reasoning:

Aspirations Behavioral Health Inc. targets individuals seeking mental health support, which often includes a focus on overall well-being, including skincare. ALYS Always Love Yourself focuses on mature women, many of whom may also prioritize mental wellness. Therefore, these businesses can refer clients to each other without any overlap in services.

#### Value Proposition:

Each referral could lead to new clients, increasing both businesses' customer bases by up to 20% annually.

#### Collaboration Example:

Aspirations could refer clients to ALYS for skincare products that enhance their overall self-care routines. For example, a client may be referred after a counseling session to try a specific ALYS product aimed at improving skin health, while ALYS could provide samples of their products to be included in Aspirations' welcome kits for new clients, creating a personal connection and enhancing client experience.

#### Synergy Potential:

Both businesses focus on enhancing the quality of life for their clients, making referrals not only practical but also reinforcing a holistic approach to health and wellness.

#### Action Items:

1. Establish a referral agreement outlining the process for referring clients between both businesses.

2. Create a joint marketing campaign highlighting the benefits of mental health and skincare for mature women.
3. Set up a monthly meeting to discuss referral outcomes and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/3

70% conf

ALYS Always Love Yourself! Aspirations Behavioral Health Inc.

### Reasoning:

ALYS Always Love Yourself targets mature women who may benefit from mental health services, especially as they navigate life changes. Referring clients looking for comprehensive wellness solutions can enhance the customer experience for both businesses.

### Value Proposition:

Referrals can increase client acquisition for Aspirations by tapping into ALYS's established customer base, potentially growing their clientele by 15% through shared customers.

### Collaboration Example:

ALYS can include a brochure for Aspirations in their product shipments to customers. For instance, when a customer orders a skincare product, they receive a brochure about mental health services, emphasizing the importance of mental wellness alongside skincare. This not only introduces Aspirations' services but also reinforces ALYS's commitment to holistic health.

### Synergy Potential:

The combination of mental health and skincare creates a unique wellness narrative that supports women's overall health, making the partnership stand out in the Jacksonville market.

### Action Items:

1. Develop a co-branded brochure featuring services from both businesses to include in product shipments.
2. Host a joint wellness seminar focusing on mental and skin health, targeting ALYS's customer demographic.
3. Create a social media campaign where clients share their stories of improving mental and skin health together.

Value: MEDIUM

MUTUAL BENEFIT

## Aspirations Behavioral Health Inc. !' ALYS Always Love Yourself

**Reasoning:**

The two businesses can collaborate on wellness workshops that combine mental health sessions with skincare education, appealing to both of their target markets and providing a comprehensive wellness experience.

**Value Proposition:**

Both businesses can increase visibility and attract new clients, potentially raising revenue from workshops by 30% during promotional periods.

**Collaboration Example:**

Aspirations can host monthly workshops at ALYS's retail location where a mental health counselor leads a session on the importance of self-care, followed by ALYS offering a skincare tutorial to participants. Attendees pay \$30 for the workshop, and both businesses share the revenue, helping to boost foot traffic to ALYS's store while promoting mental health awareness.

**Synergy Potential:**

Combining mental health counseling with skincare education allows both businesses to target the same demographic with a fresh approach, fostering a unique community atmosphere focused on holistic well-being.

**Action Items:**

1. Plan the first joint workshop and set a date for the event at ALYS's location.
2. Create a marketing plan to promote the workshop through both businesses' channels.
3. Determine the division of revenue from the workshops and set up an online registration system.

Value: HIGH

MUTUAL BENEFIT