

# JAX Bridges

Business Relationship Analysis

December 14, 2025

## ALYS Always Love Yourself

- Professional Services

Skincare Products to consumers and businesses

### Contact Information

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### TARGET MARKET

mature Women 40 plus

### CURRENT NEEDS

partnerships with the beauty schools

### Partnership Opportunities (30)

#### 1 Jazzi's Creations

Events & Gifts

85%

<-> Bidirectional

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

Jazzi's Creations can host crafting workshops that incorporate ALYS Always Love Yourself's skincare products, creating a unique experience for attendees. This collaboration can attract both businesses' target markets, leading to new customer acquisition.

**VALUE:** By collaborating, Jazzi's can enhance their workshop offering and increase attendance by 20%, while ALYS can gain exposure to a new audience, potentially increasing sales by 15%.

#### > WHAT YOU PROVIDE (Referral)

ALYS Always Love Yourself targets mature women, many of whom would be interested in DIY crafts and personalized gifts, especially for occasions like birthdays or anniversaries. Referring their clients to Jazzi's can enhance customer loyalty and provide additional value.

**VALUE:** By referring customers to Jazzi's, ALYS can create a holistic self-care experience, potentially driving a 10% increase in product sales as customers seek gifts and experiences that complement their skincare purchases.

#### [!] PARTNERSHIP SCENARIO

*During the next month, Jazzi's Creations can organize a 'Self-Care Craft Night' where participants craft personalized skincare product labels for ALYS's products. Each participant pays \$50 for the workshop, and ALYS provides samples for attendees to take home. If 30 people attend, Jazzi earns \$1,500, while ALYS gains direct access to 30 potential new customers interested in skincare.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it combines the creative aspect of crafting with self-care, appealing to a shared demographic of women looking for both relaxation and community. The collaboration strengthens both brands by integrating their services in a meaningful way.

#### NEXT STEPS:

- 1 Schedule a meeting between Jasmyne and Cenita to outline the workshop details.
- 2 Develop a marketing plan to promote the 'Self-Care Craft Night' through social media and local community boards.
- 3 Create a shared promotional package that includes a discount for participants who purchase ALYS products after the workshop.

## 2 Tosh's Urban Garden

Health & Wellness

85%

<-> Bidirectional

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

Both businesses target health-conscious individuals and mature women interested in skincare, making them complementary rather than competitive. A collaboration could enhance their product offerings and tap into a shared customer base.

**VALUE:** By collaborating, Tosh's Urban Garden can leverage ALYS's established customer base to sell their herbal skincare-infused products, potentially increasing sales by 30% during promotional events.

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

ALYS Always Love Yourself targets mature women who may also be interested in natural health products, allowing for mutual referrals without competition.

**VALUE:** By referring clients seeking natural skincare options to Tosh's Urban Garden, ALYS can enhance client satisfaction and potentially increase its customer loyalty, which could translate to a 15% increase in repeat purchases.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden hosts a skincare workshop in partnership with ALYS, where participants create DIY herbal skincare products using Tosh's herbal extracts. The workshop charges \$50 per participant, with 20 participants expected. Both businesses share the revenue, bringing in \$1,000 for each. This event also promotes both brands, driving post-workshop sales through exclusive discounts on their products.*

#### [\*] UNIQUE SYNERGY

The unique synergy comes from combining herbal wellness with skincare, allowing both businesses to offer a holistic approach to health and beauty, attracting customers who value natural, sustainable products.

#### NEXT STEPS:

- 1 Schedule a meeting between Latachia and Cenita to discuss potential workshop themes.
- 2 Create a promotional plan for the workshop emphasizing the benefits of herbal ingredients in skincare.
- 3 Set up an online registration platform to manage sign-ups and payments for the workshop.

## 3 JAX AI Agency

Technology

80%

<-> Bidirectional

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

JAX AI Agency can enhance ALYS Always Love Yourself's online presence through AI-driven marketing tools that optimize customer engagement and sales conversions. This service directly aligns with ALYS's need to expand its market reach among mature women.

**VALUE:** JAX AI Agency could help ALYS increase online sales by 20% through targeted AI marketing campaigns, translating to an estimated \$50,000 additional revenue per year.

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

ALYS Always Love Yourself targets mature women who may also be business owners or decision-makers in their

companies, representing a potential referral source for JAX AI Agency's consulting services.

**VALUE:** By referring their clients and customers who are interested in AI adoption, ALYS can earn referral fees, potentially increasing revenue by an additional \$10,000 annually based on a 5% fee on successful contracts.

#### [!] PARTNERSHIP SCENARIO

JAX AI Agency could create a personalized skincare recommendation chatbot on ALYS's e-commerce site. This bot would interact with customers, providing tailored product suggestions based on their skin type and concerns. For example, a customer visits the site, engages with the chatbot, and ends up purchasing a \$100 skincare bundle, which they might not have considered otherwise.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining cutting-edge AI technology with the beauty industry, allowing ALYS to stand out in a competitive market while providing measurable results through data-driven insights.

#### NEXT STEPS:

- 1 Schedule an initial meeting to discuss specific AI marketing tools suitable for ALYS's business model.
- 2 Develop a pilot project outline for the chatbot, including timeline and deliverables.
- 3 Create a joint marketing plan to promote the new AI features to ALYS's target audience.

## 4 JPO Logistics LLC

Logistics

80%

<-> Bidirectional

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

JPO Logistics targets shippers and owner operators, while ALYS focuses on mature women 40 plus, who may also be shippers or business owners. By referring clients to each other, they can tap into a broader customer base without competing directly.

**VALUE:** Increased customer reach and potential sales growth of 15% through cross-referrals.

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

ALYS could utilize JPO Logistics for shipping their skincare products to retail locations and customers, making JPO an essential vendor in their supply chain.

**VALUE:** Potential cost savings of 10% on shipping through optimized logistics solutions provided by JPO.

#### [!] PARTNERSHIP SCENARIO

JPO Logistics can include ALYS promotional materials in their shipment packages, targeting both shippers and their clients who may fit ALYS's demographic. For example, when JPO delivers products to a shipping client who is a business owner, they can offer ALYS's skincare products as a value-added service.

#### [\*] UNIQUE SYNERGY

The unique pairing comes from JPO's logistics expertise in distributing products to businesses and ALYS's niche market of mature women. This enables both to access new customer segments effectively.

#### NEXT STEPS:

- 1 Set up a meeting between Paulette Orr and Cenita Williamson to explore referral terms.
- 2 Create a referral program with incentives for each successful lead conversion.
- 3 Design and print promotional materials for ALYS to be included in JPO's shipments.

## 5 IV Creative

Marketing & Design

80%

-> One-way

### <- WHAT THEY PROVIDE (Collaboration)

IV Creative's marketing expertise can help ALYS to build brand awareness and reach their target market more effectively. Simultaneously, ALYS can provide skincare products for promotional events hosted by IV Creative.

**VALUE:** Joint events could generate increased sales for ALYS and boost IV Creative's portfolio, potentially leading to \$15,000 in additional revenue through new client contracts and increased product sales.

### [!] PARTNERSHIP SCENARIO

IV Creative organizes a 'Skincare & Self-Care' workshop at a local beauty school where mature women can learn about skincare while trying out ALYS products. IV Creative handles the event logistics and promotions, while ALYS provides product samples and discounts for attendees. This could draw in 50 participants, leading to significant product sales and new clientele for both businesses.

### [\*] UNIQUE SYNERGY

The collaboration uniquely combines IV Creative's marketing strategies with ALYS's targeted skincare products, enhancing both brands' visibility in the local market while creating a platform for direct engagement with the target audience.

### NEXT STEPS:

- 1 Plan the workshop logistics, including venue, date, and materials needed.
- 2 Develop a co-promotional strategy utilizing social media and email marketing.
- 3 Create a follow-up plan to capture leads from event attendees for both businesses.

## 6 Genuines Coaching & Consulting

Technology

80%

->> Bidirectional

### <- WHAT THEY PROVIDE (partner)

Genuines Coaching & Consulting can partner with ALYS Always Love Yourself to provide wellness workshops that integrate skincare education with professional coaching. This would appeal to ALYS's target market of mature women, who could benefit from both skincare knowledge and personal development.

**VALUE:** This partnership could generate additional revenue streams for both businesses, with projected workshop attendance of 20 women paying \$50 each, leading to \$1,000 in revenue per event.

### -> WHAT YOU PROVIDE (Referral)

ALYS Always Love Yourself can refer clients to Genuines Coaching & Consulting, as many mature women seeking skincare solutions may also benefit from personal development coaching.

**VALUE:** Each referral could generate \$500 in coaching fees for Genuines, enhancing their client base while offering ALYS's clients added value.

### [!] PARTNERSHIP SCENARIO

Genuines Coaching plans a monthly wellness workshop titled 'Empower Your Skin, Empower Yourself' at ALYS's facility. In the workshop, participants learn about skincare routines tailored for mature skin while also engaging in personal growth exercises facilitated by Reden. Both businesses promote the event, and ALYS sells skincare products at the venue, leading to increased product sales while Genuines earns workshop fees.

### [\*] UNIQUE SYNERGY

This pairing is unique because it combines the aspects of skincare and personal coaching, creating a holistic approach to personal well-being that neither business could achieve independently.

### NEXT STEPS:

- 1 Schedule a planning meeting to outline workshop content and logistics.
- 2 Develop a co-branded marketing campaign targeting mature women.
- 3 Set up a system for tracking sales and attendance from the workshops.

## 7 Enriquez Aesthetics

Professional Services

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (partner)

Enriquez Aesthetics offers luxury facial experiences, which complement the skincare products provided by ALYS Always Love Yourself. By partnering, they can create exclusive skincare packages that enhance the client experience.

**VALUE:** This partnership can lead to a 20% increase in customer retention as clients are encouraged to purchase ALYS products after experiencing Enriquez's services.

### > WHAT YOU PROVIDE (Referral)

Since both businesses target individuals with skin concerns, ALYS can refer clients to Enriquez Aesthetics for luxury treatments, enhancing customer loyalty and providing a solution for clients seeking professional services.

**VALUE:** ALYS could see a 15% increase in customer loyalty and sales from referrals, as clients who purchase products will be more likely to trust and engage with a recommended luxury service.

### [!] PARTNERSHIP SCENARIO

*Enriquez Aesthetics could host monthly skincare workshops where clients receive a luxury facial using ALYS products. Each participant pays \$75, and ALYS provides samples for each attendee, leading to an estimated \$1,500 in revenue per workshop and increased product sales.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in combining Enriquez's luxury service experience with ALYS's targeted product offerings for mature women, creating a holistic approach to skincare that neither could achieve independently.

### NEXT STEPS:

- 1 Schedule an initial meeting between Bianca Enriquez and Cenita Williamson to discuss partnership details.
- 2 Develop a co-branded marketing strategy for the workshop, including social media campaigns and email newsletters.
- 3 Create a feedback loop post-workshop to analyze customer satisfaction and product sales to refine future offerings.

## 8 Celebrate & Smile International Steppers

Arts & Creative

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers can enhance the employee experience at ALYS Always Love Yourself by offering dance workshops that promote wellness and creativity. In return, ALYS can provide skincare products as rewards for participants, creating a unique wellness package.

**VALUE:** This collaboration could generate an additional \$1,500 in revenue for Celebrate & Smile through workshop fees and increased product sales for ALYS by at least 15% during joint promotions.

### > WHAT YOU PROVIDE (Referral)

ALYS Always Love Yourself can refer their clients, especially mature women interested in wellness, to Celebrate & Smile for dance classes. This is a natural fit as many might enjoy dance as a form of exercise and social engagement.

**VALUE:** By referring clients, ALYS can enhance their customer value proposition, potentially increasing customer retention and loyalty, while Celebrate & Smile gains new participants from a targeted demographic.

### [!] PARTNERSHIP SCENARIO

*Celebrate & Smile organizes a 'Dance & Pamper' event where employees of ALYS engage in a dance class followed by skincare product demonstrations and samples. Each participant pays a fee of \$50, with 30 employees attending, generating \$1,500 for Celebrate & Smile. ALYS showcases their products during the session and offers 20% off for participants, leading to an estimated \$300 in sales.*

### [\*] UNIQUE SYNERGY

This pairing is unique as it combines the physical engagement of dance with the self-care focus of skincare, appealing directly to ALYS's target market of mature women who value both wellness and beauty.

### NEXT STEPS:

- 1 Schedule a planning meeting between Tiffany and Cenita to outline event details.
- 2 Develop promotional materials that highlight the benefits of the event for both businesses.
- 3 Set a date for the 'Dance & Pamper' event, targeting the next month to generate excitement in the community.

## 9 The Collective Om

Health & Wellness

80%

-> One-way

### <- WHAT THEY PROVIDE (Collaboration)

The Collective Om and ALYS Always Love Yourself can jointly host wellness events that feature skincare seminars and holistic health workshops. This partnership can attract their target demographics, enhancing brand visibility and customer engagement.

**VALUE:** Potential to attract 50-100 attendees per event, generating revenue from ticket sales and product promotions, leading to an estimated \$2,000 in revenue per event.

### [!] PARTNERSHIP SCENARIO

*They could host a 'Wellness and Beauty' workshop where attendees learn about skincare routines tailored to holistic health practices. ALYS provides skincare products for demonstrations, while The Collective Om guides participants through self-care techniques. Both businesses could sell products and services at the event, generating immediate revenue and building a loyal customer base.*

### [\*] UNIQUE SYNERGY

The combination of skincare education with holistic health practices creates a unique event that encourages attendees to invest in both their physical appearance and overall well-being, differentiating it from typical beauty or health workshops.

### NEXT STEPS:

- 1 Plan a date and venue for the first 'Wellness and Beauty' workshop within the next month.
- 2 Develop marketing materials and an online campaign to promote the event through both businesses' channels.
- 3 Coordinate logistics for product demonstrations and ensure both businesses have equal representation at the event.

## 10 Communikate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Vendor)

Communikate Design & Marketing can provide branding and marketing services to ALYS Always Love Yourself, enhancing their visibility among their target market of mature women. Conversely, ALYS can supply skincare products to Communikate for promotional events, which would enhance the branding efforts of both businesses.

**VALUE:** By providing branding services, Communikate can help ALYS increase their customer base potentially by 20%, while ALYS can provide product samples to Communikate's clients, enhancing their service offerings.

### > WHAT YOU PROVIDE (Referral)

ALYS Always Love Yourself targets mature women who may also be interested in starting their own businesses, making them a potential source of referrals for Communikate's marketing services.

**VALUE:** By referring clients to Communikate, ALYS can provide added value to their customers while earning a referral fee, potentially increasing ALYS's revenue by 15% through new partnerships.

### [!] PARTNERSHIP SCENARIO

*Communikate could create a marketing campaign for ALYS featuring a 'Spring Skincare Refresh' event. This would include designing promotional materials, setting up social media ads, and organizing a small in-store event where attendees can sample products. The campaign could generate \$10,000 in sales for ALYS and position Communikate as a key player in the beauty industry.*

### [\*] UNIQUE SYNERGY

The combination of design and marketing expertise from Communikate with the unique skincare products from ALYS creates a

compelling offering that can tap into the growing demand for personalized beauty experiences for mature women.

#### NEXT STEPS:

- 1 Schedule a meeting between Kate Reeve and Cenita Williamson to discuss branding needs and product offerings.
- 2 Develop a joint marketing plan for an upcoming event or promotion, including specific deliverables and timelines.
- 3 Identify mutual connections in the local beauty industry to co-promote services and products.

## 11 MyahnArt LLC

Marketing & Design

80%

<-> Bidirectional

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

MyahnArt LLC specializes in creative services that can enhance the customer experience for ALYS Always Love Yourself's skincare products. By incorporating artistic elements into product displays and events, both businesses can attract more customers and create memorable experiences.

**VALUE:** This partnership could lead to an increase in foot traffic and customer engagement at ALYS events, potentially boosting sales by 20% during promotional events.

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

ALYS Always Love Yourself targets a demographic that appreciates personalized and unique offerings, which aligns well with MyahnArt's services. Referring clients who are looking for custom artwork or event entertainment can create a win-win situation.

**VALUE:** By referring ALYS's clients to MyahnArt for personalized art services, ALYS can enhance its customer offerings, while MyahnArt gains access to a new customer base, potentially increasing sales by 15%.

#### [!] PARTNERSHIP SCENARIO

*MyahnArt could create a stunning mural backdrop for ALYS's upcoming skincare launch event, enhancing the aesthetic appeal and providing a perfect photo opportunity that encourages social media sharing. This collaboration would not only draw in attendees but also highlight the skincare products in a visually captivating environment. The two businesses could split a \$3,000 event budget, with MyahnArt earning \$1,500 while gaining exposure to ALYS's mature demographic.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining ALYS's skincare expertise with MyahnArt's design creativity, offering customers an artistic experience that enhances product engagement and encourages repeat visits.

#### NEXT STEPS:

- 1 Schedule a meeting between Myah Freeman and Cenita Williamson to discuss the vision for the collaboration.
- 2 Develop a proposal outlining design concepts and specific event details, including timeline and budget.
- 3 Promote the collaborative event on social media and through both businesses' networks to maximize reach.

## 12 Be Present Detalles

Professional Services

80%

<-> Bidirectional

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

Both businesses target overlapping demographics, particularly busy professionals and mature women who might be interested in skincare products and event experiences. Be Present Detalles can refer clients looking for self-care options to ALYS, while ALYS can recommend Be Present Detalles for events.

**VALUE:** By referring clients to each other, both businesses can expand their customer base and enhance their service offerings, potentially increasing sales by 20% through shared clientele.

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

ALYS can leverage Be Present Detalles' expertise in creating memorable experiences by hosting skincare workshops or events that showcase their products, appealing to the target market of busy professionals and romantic couples.

**VALUE:**

Collaboratively hosting an event could draw in 50+ attendees, generating direct sales for ALYS and enhancing Be Present's portfolio of memorable experiences, potentially earning both businesses \$2,000 per event.

#### [!] PARTNERSHIP SCENARIO

*Be Present Detalles could create a special package for couples that includes a skincare consultation and products from ALYS, along with an event experience such as a romantic dinner or spa day. For every package sold, ALYS provides a discount on their products, and Be Present earns a commission, creating a win-win scenario.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their focus on enhancing personal well-being and self-care, making their referral partnership particularly appealing to clients looking for comprehensive lifestyle solutions.

#### NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Cenita Williamson to discuss referral terms.
- 2 Create a joint marketing flyer highlighting the package deal for mutual clients.
- 3 Implement a referral tracking system to measure success and tweak the partnership accordingly.

## 13 WhitBits Cookies

Professional Services

80%

<-> Bidirectional

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

WhitBits Cookies can provide cookies for beauty events or workshops organized by ALYS Always Love Yourself, enhancing the customer experience with delicious treats. This partnership can also attract more attendees to ALYS's events, creating a win-win situation.

**VALUE:** By collaborating on events, both businesses can increase their customer base, with an estimated potential revenue increase of 20% during events due to combined marketing efforts.

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

ALYS Always Love Yourself targets mature women, a demographic that overlaps with the clientele of WhitBits Cookies, particularly those seeking corporate gifts or event catering. This can lead to mutual referrals without direct competition.

**VALUE:** ALYS can refer clients looking for corporate gifts to WhitBits, potentially generating an additional 15% revenue from new orders during peak gifting seasons.

#### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies could supply a variety of cookies for ALYS's upcoming skincare workshop targeting mature women. As part of the event, attendees could enjoy cookies while learning about skincare, creating a welcoming atmosphere. ALYS could offer a special discount on skincare products purchased at the event, increasing product sales and cross-promoting both brands.*

#### [\*] UNIQUE SYNERGY

The unique pairing of homemade cookies and skincare products creates a delightful experience that enhances customer engagement, making the event memorable and encouraging repeat business.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss potential event dates and themes.
- 2 Create a promotional plan that includes social media advertising highlighting the event.
- 3 Design an attractive package that includes cookies and skincare samples for attendees.

## 14 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting primarily targets executive leaders and small business owners, while ALYS Always Love Yourself caters to mature women over 40. This allows for a natural referral relationship where Genuines can recommend ALYS's skincare products to its clients who may seek beauty advice for professional appearances.

**VALUE:** By referring clients, Genuines can enhance its service offerings, potentially increasing client retention and satisfaction, while ALYS gains access to a new customer base that aligns with their target market.

### -> WHAT YOU PROVIDE (Referral)

ALYS Always Love Yourself can refer clients looking for personal development and coaching services to Genuines Coaching & Consulting. As many of ALYS's customers are mature women, they often seek ways to enhance their professional presence and leadership skills.

**VALUE:** This referral can lead to increased client engagement for both businesses, with ALYS diversifying its offerings by providing clients with coaching recommendations, while Genuines can tap into a demographic that is keen on self-improvement.

### [!] PARTNERSHIP SCENARIO

*During Genuines' workshops for executive leaders, Reden can include a segment on personal branding that features ALYS's skincare products. For example, they could host a 'Confidence Through Care' session, where attendees receive samples of ALYS products, leading to direct sales and increased brand awareness. Genuines could earn a referral fee for each sale made through their recommendation.*

### [\*] UNIQUE SYNERGY

This pairing uniquely combines personal development with skincare, addressing both professional and personal image concerns for C-suite clients, making it a holistic offering that neither could achieve alone.

### NEXT STEPS:

- 1 Schedule an introductory meeting between Reden and Cenita to discuss the referral process.
- 2 Create a co-branded brochure highlighting ALYS products for distribution at Genuines' events.
- 3 Define a referral fee structure for clients referred from Genuines to ALYS.

## 15 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Both businesses target different segments of the market but can benefit from each other's networks. Organize Design Create focuses on helping entrepreneurs and small businesses, while ALYS Always Love Yourself caters specifically to mature women. This alignment allows for effective cross-referrals without competition.

**VALUE:** Organize Design Create could refer clients to ALYS for skincare solutions, enhancing customer satisfaction, while ALYS can refer her customers who are starting businesses to Organize Design Create for marketing services, creating a steady stream of referrals.

### -> WHAT YOU PROVIDE (Referral)

ALYS Always Love Yourself targets a specific demographic of mature women, many of whom may be entrepreneurs or professionals needing marketing services. This creates an opportunity for ALYS to refer clients seeking to establish or enhance their business presence.

**VALUE:** By referring clients needing marketing services to Organize Design Create, ALYS can offer added value to her customers while potentially earning referral commissions, thus increasing revenue.

### [!] PARTNERSHIP SCENARIO

*Organize Design Create can create a marketing campaign targeting their existing clients about ALYS's skincare products, emphasizing the importance of self-care and branding for personal and professional success. In return, ALYS can provide*

exclusive discounts to Organize Design Create's clients, incentivizing them to purchase and enhancing customer loyalty.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the complementary nature of their services; while Organize Design Create focuses on business growth, ALYS offers personal enhancement, creating a holistic approach to professional women's empowerment.

#### NEXT STEPS:

- 1 Organize Design Create to develop a marketing pitch that includes ALYS's products.
- 2 ALYS to prepare exclusive offers for clients referred by Organize Design Create.
- 3 Schedule a joint networking event to introduce both client bases.

### 16 Soulfitness Studio Health and wellness center

Health & Wellness

80%

<-> Bidirectional

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

Soulfitness Studio can offer wellness programs that complement the skincare products from ALYS. They could create a joint package that promotes overall health through exercise and skincare, appealing to their shared target market of women over 40.

**VALUE:** By collaborating, both businesses could tap into each other's customer bases, potentially increasing revenue by 20% through bundled offerings.

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

ALYS serves the same target market as Soulfitness Studio, focusing on mature women who are interested in health and wellness. Referring customers could enhance both businesses' customer retention and satisfaction.

**VALUE:** Each referral could increase customer acquisition rates by 15%, improving overall sales for both businesses.

#### [!] PARTNERSHIP SCENARIO

Soulfitness Studio could host a 'Healthy Skin, Healthy You' workshop where participants receive a fitness class followed by a skincare tutorial using ALYS products. Each participant pays \$50 for the workshop, and both businesses share the revenue, leading to an estimated \$1,000 in total earnings for one session.

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines fitness and skincare, addressing holistic health for mature women, which is an underserved market. It leverages the trust and community each brand has built, enhancing the appeal of both services.

#### NEXT STEPS:

- 1 Schedule a meeting between Janice and Cenita to outline potential joint offerings.
- 2 Develop a marketing strategy for the bundled workshop including social media promotion.
- 3 Set a date for the first workshop and create a registration page to track participants.

### 17 Complete Renewal LLC

Health & Wellness

80%

<-> Bidirectional

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

Both businesses cater to women interested in skincare, but they target different age brackets and specific needs. They can refer clients to one another without competing.

**VALUE:** Through referral arrangements, both businesses can increase their customer base by 20%, leading to additional revenue streams.

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

Both businesses focus on skincare but target slightly different demographics. ALYS Always Love Yourself can offer products specifically for mature women, while Complete Renewal focuses on health-conscious minority women. Collaborating can help both businesses expand their product offerings.

**VALUE:**

By partnering, both businesses can increase their market reach by 30% through cross-promotion and bundled offerings, leading to higher sales revenue.

#### [!] PARTNERSHIP SCENARIO

ALYS Always Love Yourself could create a special skincare bundle featuring products that target mature skin, while Complete Renewal provides a packaged wellness workshop for women aged 40+. They host an event at a beauty school where participants can receive skincare consultations and wellness education. Both companies split the event revenue, and each gains a new client base from the other's customers.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary offerings; ALYS provides targeted products for aging skin while Complete Renewal enhances this with holistic wellness education, creating a comprehensive skincare and wellness experience.

#### NEXT STEPS:

- 1 Schedule a joint meeting to outline potential products for the collaboration.
- 2 Develop a marketing strategy to promote the bundled offerings at the beauty school event.
- 3 Design a feedback mechanism to gather insights from attendees for future collaborations.

## 18 Connections to the Nations Llc

Professional Services

80%

<-> Bidirectional

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

Connections to the Nations can refer ALYS Always Love Yourself to businesses and community members who are looking for skincare solutions tailored to mature women, creating a mutually beneficial referral system.

**VALUE:** Potential for a consistent stream of new clients for ALYS, increasing customer acquisition without significant marketing costs.

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

ALYS Always Love Yourself can benefit from being part of the community fairs organized by Connections to the Nations, allowing them to showcase their skincare products directly to their target market of mature women. This collaboration can enhance visibility for both businesses and create a strong local presence.

**VALUE:** Access to a new customer base at community fairs, potentially increasing revenue by 20-30% during events.

#### [!] PARTNERSHIP SCENARIO

ALYS sets up a booth at the upcoming community fair organized by Connections to the Nations, offering free skincare consultations and mini facials. In exchange, Connections promotes ALYS's products on their social media and in the event's program, leading to a projected \$2,000 in sales and increased brand awareness for both entities.

#### [\*] UNIQUE SYNERGY

The combination of ALYS's skincare products and Connections' community-focused events creates a unique platform where beauty meets culture, directly engaging a demographic that values both self-care and community engagement.

#### NEXT STEPS:

- 1 Schedule a meeting between Cenita Williamson and Arlene Ortiz to discuss potential community fair dates.
- 2 Develop a marketing plan for the community fair, including promotional materials highlighting ALYS's offerings.
- 3 Create a special offer for fair attendees, such as discounts or gift bags with purchases.

19 flow

Professional Services

75%

&lt;-&gt; Bidirectional

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

Both businesses target mature women, albeit in different ways. Flow's coaching services could appeal to women looking to enhance their self-esteem or personal development, which aligns with the values promoted by ALYS Always Love Yourself's skincare products.

**VALUE:** Flow could refer clients seeking skincare solutions to ALYS, potentially increasing ALYS's customer base by 15% and enhancing Flow's service offerings with holistic wellness.

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

ALYS Always Love Yourself can refer its clientele to Flow for coaching services aimed at enhancing overall self-esteem and confidence, which aligns with their skincare brand's messaging.

**VALUE:** By referring their customers to Flow, ALYS could enhance customer loyalty and increase repeat purchases, estimating a 10% rise in customer retention rates.

**[!] PARTNERSHIP SCENARIO**

*Flow could host a series of wellness workshops focusing on self-love and personal growth, featuring ALYS products as part of the experience. Attendees would receive samples and special discounts on ALYS's skincare line, while Flow can include the event in their marketing to attract new clients, resulting in both businesses gaining new contacts and sales.*

**[\*] UNIQUE SYNERGY**

The unique combination of coaching and skincare addresses both internal and external beauty, appealing to a demographic that values holistic well-being. This partnership stands out as it promotes a comprehensive approach to self-care.

**NEXT STEPS:**

- 1 Schedule a meeting between Miguel and Cenita to discuss referral opportunities.
- 2 Develop a marketing plan for the workshops, including social media outreach and email campaigns.
- 3 Create exclusive offers for workshop attendees that encourage them to try both coaching and skincare services.

20 Bluebird Health Partners

Technology

75%

&lt;-&gt; Bidirectional

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

Bluebird Health Partners specializes in healthcare strategy execution, which could be beneficial for ALYS Always Love Yourself as they look to penetrate the skincare market for mature women. A collaboration could help ALYS develop targeted marketing strategies that resonate with healthcare providers and beauty schools.

**VALUE:** By aligning their strategies, both businesses can access a broader audience; Bluebird can tap into the beauty industry while ALYS gains credibility and reach within healthcare circles, potentially increasing ALYS's revenue by 20%.

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

While Bluebird focuses on healthcare consulting, ALYS targets mature women who may be seeking healthcare solutions related to skincare. ALYS can refer clients to Bluebird when discussing skin health and wellness, creating a referral pathway.

**VALUE:** This referral relationship can enhance Bluebird's client base by reaching mature women who may benefit from health consultations, potentially increasing Bluebird's client inquiries by 15%.

**[!] PARTNERSHIP SCENARIO**

*Bluebird Health Partners could assist ALYS Always Love Yourself in crafting a marketing strategy tailored to beauty schools, leading to a workshop where ALYS introduces its skincare line and educates students on skin health. In this scenario, Bluebird organizes the event, while ALYS provides products for demonstrations, resulting in increased brand awareness and potential bulk orders from beauty schools.*

**[\*] UNIQUE SYNERGY**

The combination of healthcare consulting and skincare products creates a unique offering that merges wellness with beauty, appealing to a demographic that values health and aesthetics, especially in the context of aging.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Cenita Williamson to discuss potential workshop ideas.
- 2 Identify suitable beauty schools in Jacksonville and reach out to them to gauge interest in collaboration.
- 3 Develop a joint marketing plan targeting mature women that incorporates health and skincare education.

## 21 We buy any house

Professional Services

75%

<-> Bidirectional

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

We Buy Any House targets homeowners in distress, many of whom could also benefit from skincare products for stress relief or rejuvenation. As Business B targets mature women, there's potential for cross-referrals where distressed sellers may also be interested in self-care products.

**VALUE:** Increased customer base for ALYS through We Buy Any House's clientele, potentially leading to an additional \$10,000 in sales annually.

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

ALYS Always Love Yourself has a target demographic of mature women who may also be homeowners or know homeowners looking to sell distressed properties. They can refer clients interested in selling homes to We Buy Any House.

**VALUE:** Potential to increase We Buy Any House's leads by 20% through referrals, potentially leading to \$50,000 in additional revenue from home purchases.

#### [!] PARTNERSHIP SCENARIO

*We Buy Any House could provide ALYS skincare samples to clients who sell their homes, promoting self-care during a stressful time. For example, when a homeowner signs the sale agreement, they receive a skincare starter kit from ALYS, which could lead to new customer conversions for ALYS.*

#### [\*] UNIQUE SYNERGY

Both businesses focus on enhancing quality of life, making their collaboration particularly meaningful in promoting health and wellness during life transitions.

#### NEXT STEPS:

- 1 Develop a co-branded referral program offering discounts on skincare for clients of We Buy Any House.
- 2 Create a marketing flyer that highlights the skincare benefits for stressed homeowners to be included in sale agreements.
- 3 Schedule a joint promotional event to educate clients on home selling and self-care, featuring talks from both business owners.

## 22 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

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

Both businesses target mature individuals, albeit with slightly different focuses. Jamz Trainings serves middle-aged recreational athletes, while ALYS Always Love Yourself focuses on skincare for women aged 40 and above. They can refer clients to each other without overlapping services.

**VALUE:** By referring clients to each other, both businesses can expand their customer base, potentially increasing revenue by 20% through cross-promotion.

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

ALYS Always Love Yourself targets mature women who may also be interested in fitness and wellness. Referrals can

flow from ALYS to Jamz Trainings, as skincare clients might be interested in personal training to enhance overall health.

**VALUE:** This relationship can lead to a potential 15% increase in Jamz's client intake and can help ALYS position itself as a holistic wellness provider.

#### [!] PARTNERSHIP SCENARIO

*Jamz Trainings can provide complimentary personal training sessions as part of a skincare package offered by ALYS. For instance, a package could include a month of personal training at Jamz with the purchase of a skincare regimen from ALYS. This could attract 15 new clients to Jamz and increase ALYS's product sales by 30% in a month.*

#### [\*] UNIQUE SYNERGY

Both businesses cater to the health and beauty-conscious demographic, allowing for a natural fit in referrals. This partnership leverages the shared target market effectively, enhancing trust and credibility.

#### NEXT STEPS:

- 1 Create a referral agreement detailing how clients will be referred between both businesses.
- 2 Design a joint promotional flyer highlighting the benefits of both services to distribute in local HOA communities.
- 3 Host an introductory event where clients can experience both services, encouraging immediate referrals.

## 23 Grayland

Real Estate

75%

<-> Bidirectional

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

Grayland's target market includes property owners, many of whom may also be interested in skincare products, especially if they are mature women managing commercial properties. ALYS can benefit from referrals to these property owners who may appreciate skincare products tailored for their demographic.

**VALUE:** By referring clients to each other, both businesses could increase their sales significantly, tapping into each other's networks. For example, if Grayland refers just 10 clients to ALYS and they each purchase an average of \$100 in skincare products, that results in \$1,000 in new revenue.

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

ALYS can provide skincare products to Grayland to offer as gifts or incentives to their clients, enhancing their service experience. This could improve client satisfaction and retention for Grayland while giving ALYS an entry point into a new customer base.

**VALUE:** If Grayland purchases \$500 worth of ALYS products to use as client gifts, they can improve client relations and potentially increase repeat business by 20%, translating to an estimated \$5,000 in additional appraisal fees.

#### [!] PARTNERSHIP SCENARIO

*Grayland includes ALYS skincare product samples in their appraisal reports for commercial property owners, targeting mature women property managers. When these property owners receive their appraisal, they also get a voucher for a discount on ALYS products. This not only provides added value to Grayland's clients but also drives sales for ALYS.*

#### [\*] UNIQUE SYNERGY

The unique synergy here lies in the overlap of demographics; both businesses cater to mature women, and Grayland's property owners could become loyal customers of ALYS through targeted referrals.

#### NEXT STEPS:

- 1 Create a referral agreement that includes commission structures for each successful client referral.
- 2 Develop co-branded marketing materials that highlight the partnership and shared values.
- 3 Host a joint promotional event focusing on skincare and property management where both businesses can showcase their offerings.

**24 Free Agents Inc**

Professional Services

75%

<-> Bidirectional

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

Free Agents Inc specializes in solving business issues for companies, while ALYS Always Love Yourself targets mature women with skincare products. They both serve businesses and consumers, but do not directly compete, making referrals feasible.

**VALUE:** By referring clients to ALYS, Free Agents can enhance their service offerings and potentially earn commission on referred sales, while ALYS gains access to small- to medium-sized businesses that may purchase their products.

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

ALYS Always Love Yourself can refer business clients to Free Agents Inc for professional services, especially those needing support in operational efficiency or employee wellness, fitting both companies' target markets.

**VALUE:** By referring their business clients that need operational help, ALYS can strengthen relationships while earning a referral fee, and Free Agents gains new clients looking for business solutions.

**[!] PARTNERSHIP SCENARIO**

*Free Agents Inc could refer their business clients, particularly those in the wellness and beauty sectors, to ALYS for skincare products tailored to their employees. For example, if a local spa seeks to improve employee wellness, Free Agents could connect them with ALYS, leading to a potential \$1,000 order. In return, Free Agents could negotiate a 15% referral fee on sales generated from these leads.*

**[\*] UNIQUE SYNERGY**

The unique synergy lies in their complementary services-Free Agents focuses on business solutions, while ALYS enhances employee wellness and client offerings through skincare, creating a holistic approach to business health.

**NEXT STEPS:**

- 1 Set up an introductory meeting between Free Agents and ALYS to discuss referral structures.
- 2 Develop a co-branded brochure detailing the benefits of ALYS products for businesses.
- 3 Create a referral program where Free Agents earns commission for every successful sale made through their referrals.

**25 Aspirations Behavioral Health Inc.**

Health & Wellness

75%

<-> Bidirectional

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

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

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

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

**[!] PARTNERSHIP SCENARIO**

*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.*

**[\*] UNIQUE SYNERGY**

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.

#### NEXT STEPS:

- 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.

## 26 The P-Way Solutions LLC

Real Estate

75%

<-> Bidirectional

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

The P-Way Solutions LLC provides commercial janitorial services, which would be beneficial for ALYS Always Love Yourself, especially if they have a physical storefront or office space. Clean environments are critical in the skincare industry as they enhance product quality perception and customer experience.

**VALUE:** By contracting The P-Way Solutions for regular cleaning services, ALYS can ensure a pristine presentation of their skincare products, potentially increasing foot traffic and customer satisfaction, leading to an estimated revenue increase of 10-15%.

#### > WHAT YOU PROVIDE (Referral)

ALYS Always Love Yourself targets mature women who may also be small business owners or professionals who require commercial janitorial services, creating a natural referral opportunity.

**VALUE:** By referring clients to The P-Way Solutions, ALYS can earn referral fees, while The P-Way Solutions gains access to a new customer base that values cleanliness in their business environments.

#### [!] PARTNERSHIP SCENARIO

*The P-Way Solutions would schedule weekly cleaning sessions at ALYS's retail location, ensuring that the product displays are spotless and the ambiance is inviting. They could also provide a promotional offer where ALYS customers get a discount on their services, fostering customer loyalty and increasing sales for both businesses.*

#### [\*] UNIQUE SYNERGY

Combining The P-Way Solutions' expertise in maintaining clean commercial spaces with ALYS's focus on skincare products creates an environment that emphasizes quality and care, directly enhancing customer experiences in the beauty sector.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Pervis Lowman and Cenita Williamson to discuss service needs.
- 2 Create a tailored cleaning schedule that aligns with ALYS's peak business hours.
- 3 Develop a co-branded marketing campaign offering ALYS customers discounts on janitorial services to enhance customer loyalty.

## 27 Relax Relate & Release

Health & Wellness

75%

<-> Bidirectional

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

Relax Relate & Release serves veterans, a demographic that may also be interested in skincare products offered by ALYS Always Love Yourself. By referring clients to each other, both businesses can tap into each other's target markets without competing directly.

**VALUE:** By referring clients, both businesses could see an increase in customer base by approximately 20% over the next quarter, leading to a potential revenue increase of \$5,000 for each.

#### > WHAT YOU PROVIDE (Referral)

ALYS Always Love Yourself targets mature women, who may also benefit from massage therapy, especially for stress relief and skin health. This creates an opportunity for mutual referrals that can increase clientele for both businesses.

**VALUE:**

By establishing a referral system, ALYS could introduce Relax Relate & Release to its customers, potentially increasing their bookings by 15% and generating an additional \$3,000 in revenue over a short period.

#### [!] PARTNERSHIP SCENARIO

*Relax Relate & Release sets up a referral program where veterans who book a massage receive a discount voucher for ALYS skincare products. In return, ALYS provides a similar voucher for their skincare services to clients who book massages, effectively creating a reciprocal referral system that drives business to both establishments.*

#### [\*] UNIQUE SYNERGY

Both businesses focus on enhancing personal well-being - Relax Relate & Release through physical health and ALYS through skin health. This creates a holistic approach to wellness that is particularly appealing to their overlapping clientele.

#### NEXT STEPS:

- 1 Create a joint referral program with discount vouchers for each other's services.
- 2 Schedule a meeting to discuss marketing strategies and create promotional materials.
- 3 Launch a combined social media campaign highlighting the benefits of both services.

## 28 Simple Creations By T

Professional Services

75%

<-> Bidirectional

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

Simple Creations By T specializes in custom gifts and personalized items, which can complement ALYS Always Love Yourself's skincare products, particularly as gifts. They can create bundled offers that appeal to mature women celebrating milestones.

**VALUE:** By collaborating, both businesses can target the same demographic, potentially increasing sales by 20% through cross-promotions and bundled gift packages.

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

ALYS Always Love Yourself targets mature women who are likely to celebrate milestones with personalized gifts. They can refer their clients to Simple Creations By T for custom gift solutions, enhancing customer relationships.

**VALUE:** By referring clients to Simple Creations By T, ALYS can enhance customer satisfaction and loyalty, potentially increasing their own sales by 15% through added value and cross-selling opportunities.

#### [!] PARTNERSHIP SCENARIO

*Simple Creations By T could design a special 'self-care' gift box featuring ALYS Always Love Yourself's skincare products along with personalized custom items like engraved mirrors or monogrammed skincare bags. They could launch this product line just in time for the holiday season, hosting a joint online event where they showcase the gift boxes, allowing customers to purchase directly, thus splitting the profits.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines personalized gifting with self-care, tapping into a growing trend among mature women who value both aesthetics and meaningful gifts, setting them apart from generic skincare or gift businesses.

#### NEXT STEPS:

- 1 Schedule a meeting between Tiana and Cenita to brainstorm product offerings and marketing strategies.
- 2 Develop a marketing campaign for the holiday season featuring the 'self-care' gift box.
- 3 Set up a joint online event to launch the gift box, leveraging both businesses' social media platforms.

## 29 Big Rig Compliance Pros

Professional Services

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros interacts with many owner/operators who are often in high-stress jobs. They may seek skincare solutions for themselves or their families, thus providing a referral opportunity for ALYS Always Love Yourself.

**VALUE:** Potentially adding \$5,000 in new sales through referrals from truck drivers and their families interested in skincare products.

### > WHAT YOU PROVIDE (Referral)

Both businesses target specific markets where there's overlap. ALYS Always Love Yourself focuses on mature women, while Big Rig Compliance Pros serves owner/operators who may have spouses or family members interested in skincare products. Referring clients from one to the other could enhance customer loyalty and expand their networks.

**VALUE:** Increased customer acquisition for both businesses, potentially generating an additional \$10,000 in sales over the next quarter through cross-referrals.

### !! PARTNERSHIP SCENARIO

*ALYS could include promotional materials for Big Rig Compliance Pros in their skincare product shipments, targeting the drivers' families. In return, Big Rig Compliance can offer discounts on their services to clients who purchase skincare products, creating an incentive for both parties' customers to engage.*

### [\*] UNIQUE SYNERGY

This partnership is unique as it connects the wellness of drivers' families with compliance services, enhancing the emotional connection for customers who value both personal and professional care.

### NEXT STEPS:

- 1 Set up a meeting between Cenita Williamson and Sherika Carter to discuss referral strategies.
- 2 Create co-branded marketing materials to include in product shipments and client communications.
- 3 Establish a tracking system to measure referral sales and assess partnership effectiveness.

## 30 Noseniorleftbehindfl.org

Professional Services

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org serves seniors who may also benefit from skincare products, creating an opportunity for referrals. Seniors seeking companionship or services may appreciate recommendations for skincare that promote self-love and care.

**VALUE:** Referring clients to ALYS Always Love Yourself can lead to a 10% increase in service requests for Noseniorleftbehindfl.org's offerings as clients seek to enhance their self-image.

### > WHAT YOU PROVIDE (Referral)

Both businesses target overlapping demographics, specifically mature individuals. ALYS Always Love Yourself focuses on skincare for women aged 40+, while Noseniorleftbehindfl.org assists seniors in maintaining their independence. Referrals between the two can lead to increased clientele for both parties.

**VALUE:** By referring clients to each other, both businesses can potentially increase their customer bases by 20%, leading to increased sales and services provided.

### !! PARTNERSHIP SCENARIO

*ALYS Always Love Yourself could create a special skincare package for clients referred by Noseniorleftbehindfl.org. For example, when a senior receives a transportation or companionship service, they could also receive a coupon for a discounted skincare product or service, enhancing their self-care routine while providing ALYS with new customers.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on enhancing the quality of life for mature individuals, allowing for a more holistic

approach to wellness and self-care that neither could achieve alone.

**NEXT STEPS:**

- 1 Arrange a meeting between Cenita Williamson and Wanda K Jackson to discuss referral strategies.
- 2 Develop a simple referral program that includes discount offers for both businesses' clients.
- 3 Create marketing materials highlighting the partnership to distribute at both businesses.