

Be Present Detalles

• Professional Services

Events and Experiences

Contact Information

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TARGET MARKET

Busy professionals, romantic couples, gift givers

CURRENT NEEDS

Marketing

Partnership Opportunities (30)

1 JAX AI Agency
Technology

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency can provide AI-enhanced tools to Be Present Detalles to improve client event experiences. This partnership allows Be Present Detalles to differentiate its offerings with AI-driven personalization and automation, while JAX AI gains visibility and potential new clients.

VALUE: By integrating AI tools into event planning, both businesses could increase client satisfaction and retention, potentially generating an additional \$10,000 in revenue from new clients attracted by innovative offerings.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles caters to busy professionals who may be interested in AI solutions to optimize their operations. Referring clients to JAX AI will help both businesses expand their reach in the local market without directly competing.

VALUE: For every referral that leads to a successful engagement, Be Present Detalles could earn a commission, creating a potential revenue stream of \$2,000 for every 10 clients referred who sign up for AI services.

[!] PARTNERSHIP SCENARIO

JAX AI Agency could develop an AI-driven event planning assistant for Be Present Detalles. For example, for a wedding event, the assistant could recommend personalized vendors based on the couple's preferences, automate follow-ups, and manage timelines. In return, they split the revenue generated from the enhanced service, showcasing successful outcomes to attract more clients.

[*] UNIQUE SYNERGY

This partnership uniquely combines cutting-edge AI solutions with personalized event experiences, offering a transformative approach that neither could achieve alone. The tech-savvy solutions from JAX AI can elevate the traditionally manual processes of Be Present Detalles, making events more memorable.

NEXT STEPS:

- 1 Schedule a brainstorming session to align on potential AI applications for upcoming events.
- 2 Develop a pilot project where JAX AI creates a prototype of the AI assistant for a specific event.
- 3 Market the AI-enhanced service through joint social media campaigns targeting both businesses' audiences.

2 Jazzi's Creations

Events & Gifts

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations and Be Present Detalles can create unique event experiences that leverage each other's strengths. Events organized by Be Present Detalles can feature DIY craft activities provided by Jazzi's, enhancing the overall experience with personalized gifts.

VALUE: This collaboration can generate additional revenue for both businesses through bundled event packages, potentially increasing sales by 20% as clients seek a more engaging experience.

-> WHAT YOU PROVIDE (Referral)

Both businesses cater to similar demographics, with Jazzi's focusing on families and corporate workshops, while Be Present caters to busy professionals and couples. They can refer clients to one another without competing.

VALUE: Referrals could lead to a 15% increase in client acquisition for both businesses as they tap into each other's customer bases.

[!] PARTNERSHIP SCENARIO

For an upcoming Valentine's Day event, Be Present Detalles organizes a romantic couples' night where participants create custom keepsake items at Jazzi's Creations. Each couple pays \$200, and they split the earnings. Be Present Detalles handles the marketing and venue, while Jazzi's supplies materials and guides the craft session, resulting in 30 couples participating and both businesses gaining exposure and revenue.

[*] UNIQUE SYNERGY

The unique synergy lies in combining Jazzi's hands-on creative approach with Be Present Detalles' event planning expertise, creating an unforgettable experience that neither could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm potential event themes that incorporate craft activities.
- 2 Develop a joint marketing plan targeting busy professionals and couples for upcoming events.
- 3 Create a shared calendar for event scheduling and resource allocation to ensure smooth execution.

3 Enriquez Aesthetics

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Enriquez Aesthetics could collaborate with Be Present Detalles to offer luxury facial experiences as part of their event packages. This partnership can enhance the value of events by providing attendees with a unique pampering experience.

VALUE: This collaboration can generate additional revenue for both businesses, with potential event packages priced at \$200 per attendee for a facial experience, leading to increased sales and customer acquisition.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles serves busy professionals and romantic couples who may also be interested in luxury facial experiences offered by Enriquez Aesthetics, creating a mutual referral opportunity.

VALUE:

Through referrals, Enriquez Aesthetics can tap into Be Present Detalles' established client base, potentially increasing foot traffic and sales by 20% during peak seasons.

[!] PARTNERSHIP SCENARIO

Be Present Detalles organizes a luxury retreat for couples, featuring a weekend event that includes wellness workshops and a spa day. Enriquez Aesthetics provides on-site luxury facial experiences for attendees, enhancing their relaxation. For every 20 attendees, they split a \$4,000 package, with each company earning \$2,000 and gaining new clientele through mutual promotion.

[*] UNIQUE SYNERGY

This pairing is unique because both businesses focus on enhancing personal well-being and luxury experiences, making them ideal partners in creating memorable events that attract high-end clientele.

NEXT STEPS:

- 1 Schedule a meeting to outline potential event packages combining both services.
- 2 Develop joint marketing materials to promote the collaboration at local events and online.
- 3 Create a feedback loop post-events to assess customer satisfaction and areas for improvement.

4 We buy any house

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target individuals in need of services related to their homes or life events. Business A's clientele may often require event planning services when celebrating the sale or transition from their old homes, while Business B could refer clients in need of quick home sales.

VALUE: By referring clients to each other, both businesses can tap into new customer bases, potentially increasing sales by 20-30% through mutual referrals.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles caters to busy professionals and couples who may find themselves needing to sell their homes due to life changes. By referring clients who are in financial distress to We Buy Any House, they can provide added value to their clients.

VALUE: This relationship could lead to both businesses increasing client satisfaction, potentially resulting in a 15% boost in referrals and new clients for We Buy Any House.

[!] PARTNERSHIP SCENARIO

Chris Moore from We Buy Any House could hand out Be Present Detalles' brochures to clients looking to sell, suggesting they celebrate the transition with a personalized event. De'Ana Aguas, in turn, could recommend We Buy Any House to clients who are overwhelmed by home ownership and need to sell quickly to fund upcoming events, creating a seamless referral loop.

[*] UNIQUE SYNERGY

The unique synergy lies in the emotional transition clients face when selling their homes and celebrating new beginnings, allowing both businesses to support each other through this pivotal life moment.

NEXT STEPS:

- 1 Create a referral agreement outlining terms and benefits for both businesses.
- 2 Develop co-branded marketing materials that highlight each other's services.
- 3 Schedule a joint meeting to discuss ways to cross-promote services at upcoming events.

<- WHAT THEY PROVIDE (Collaboration)

Jamz Trainings and Be Present Detalles can combine their services to create unique wellness events aimed at middle-aged recreational athletes. This collaboration will increase exposure for both businesses and cater to a niche market that values both fitness and meaningful experiences.

VALUE: They could host monthly wellness retreats where participants engage in personal training sessions followed by relaxation events organized by Be Present Detalles. This can potentially generate \$10,000 in revenue per event.

-> WHAT YOU PROVIDE (Referral)

Both businesses serve a similar demographic of individuals who value health and wellness, albeit from different angles. Be Present Detalles can refer clients looking for personal training or sports massage services to Jamz Trainings.

VALUE: Be Present Detalles could increase their service offerings by providing referrals, potentially earning commission on each successful client referral to Jamz Trainings, which could amount to \$500 per month if they refer just 2-3 clients.

[!] PARTNERSHIP SCENARIO

In a specific scenario, Jamz Trainings could offer a 'Fitness & Relaxation Retreat' at a local community center. The day would start with a group training session led by James, followed by a sports massage therapy segment, and culminate in a relaxation event organized by Be Present Detalles, where couples can enjoy a candlelit dinner and gift-giving experiences. Both businesses could charge \$200 per participant, splitting the revenue, and creating a memorable experience that highlights their offerings.

[*] UNIQUE SYNERGY

The unique synergy comes from combining physical wellness with emotional and relational well-being. While many wellness events focus solely on fitness or relaxation, this partnership uniquely addresses both aspects, appealing strongly to the target audience's lifestyle.

NEXT STEPS:

- 1 Schedule a brainstorming session between Jamz Trainings and Be Present Detalles to outline retreat details.
- 2 Create a joint marketing plan targeting HOA communities to promote the wellness retreat.
- 3 Develop a shared social media campaign highlighting the benefits of fitness and relaxation together.

<- WHAT THEY PROVIDE (Collaboration)

MyahnArt LLC specializes in custom artwork that can enhance events, while Be Present Detalles organizes those events. Collaborating would allow both businesses to offer a unique experiential component to events, appealing to their shared target market.

VALUE: By incorporating live painting into events organized by Be Present Detalles, they can charge an additional premium for unique experiences, potentially increasing event revenue by 20%.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles works with clients who are often looking for creative services for events, which aligns with the offerings of MyahnArt LLC. Referring clients to MyahnArt would enhance the event experience they provide.

VALUE: By referring clients to MyahnArt for custom artwork or murals, Be Present Detalles can enhance its service offerings, potentially increasing client satisfaction and retention, while also earning referral fees.

[!] PARTNERSHIP SCENARIO

For an upcoming wedding, Be Present Detalles could hire MyahnArt LLC to provide live painting during the ceremony. Myahn would create a beautiful mural capturing the event's essence in real-time, while Be Present Detalles markets this unique offering to attract more clients. They could split the \$1,500 fee for the live painting, enhancing both brands' portfolios.

[*] UNIQUE SYNERGY

This partnership uniquely combines artistic creativity with event planning, offering clients an unforgettable experience that neither could provide alone, thus enhancing their market appeal.

NEXT STEPS:

- 1 Schedule a meeting to discuss upcoming events where live painting could be integrated.
- 2 Create a joint marketing plan highlighting the unique experience for potential clients.
- 3 Develop a promotional package offering a discount for clients who book both services together.

7 WhitBits Cookies

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

WhitBits Cookies targets corporate professionals who frequently organize events, making them a potential source of referrals for Be Present Detalles. Conversely, Be Present Detalles can recommend WhitBits to their clients looking for quality catering options.

VALUE: WhitBits can refer Be Present to their clients, potentially increasing Be Present's client base by 15-25%. This synergy allows WhitBits to provide added value to their clients by recommending a trusted event planner.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles specializes in creating events, making them an excellent partner for WhitBits Cookies, which can provide homemade cookies for these events. This collaboration allows both businesses to tap into each other's markets, enhancing event experiences with quality refreshments.

VALUE: By collaborating on events, Be Present Detalles can offer unique cookie catering as part of their event packages, potentially increasing event sales by 20%. WhitBits can gain access to new corporate clients through Be Present's established event planner connections.

[!] PARTNERSHIP SCENARIO

For an upcoming corporate retreat organized by Be Present Detalles, they can include a cookie-tasting station featuring WhitBits Cookies. Attendees can sample a variety of cookies, creating a memorable experience. Be Present Detalles gives WhitBits a \$1,000 contract for cookies for 100 guests, while WhitBits gains visibility among corporate professionals, leading to potential future orders.

[*] UNIQUE SYNERGY

This pairing is unique because it combines high-quality event planning with artisanal food, offering a complete sensory experience that elevates corporate events beyond the standard fare. The combination of creativity in event design and delicious homemade cookies caters specifically to the upscale market that both businesses target.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Whitney Branch to discuss potential collaborative events.
- 2 Develop a package deal for corporate clients that includes event planning services and cookie catering.
- 3 Create promotional materials highlighting the collaboration to share with both businesses' client bases.

8 Aspirations Behavioral Health Inc.

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health serves clients who often seek holistic experiences for mental well-being. Referring clients to Be Present Detalles for events can enhance their clients' overall health and wellness while providing Be Present with access to a new client base interested in experiential offerings.

VALUE: Aspirations can refer 5-10 clients monthly, generating an estimated \$2,500-\$5,000 in revenue for Be Present Detalles, while providing added value to their mental health services.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles can enhance its event offerings by incorporating mental health workshops provided by Aspirations Behavioral Health. This collaboration adds value to events by promoting well-being while also positioning Aspirations as a thought leader in mental health within the community.

VALUE: This partnership can increase attendance at Be Present's events by 30%, potentially generating an additional \$10,000 in revenue per event. Aspirations also gains exposure to a new audience, boosting their client base.

[!] PARTNERSHIP SCENARIO

Be Present Detalles organizes a wellness-themed retreat for busy professionals, featuring a segment led by Aspirations Behavioral Health that focuses on stress management techniques. Attendees pay \$200 each, and with 50 participants, the event generates \$10,000. Aspirations provides a workshop and promotional materials, which helps them gain at least 10 new clients from the event.

[*] UNIQUE SYNERGY

This pairing is unique because it merges event planning with mental health expertise, creating a holistic experience that addresses both personal and professional development, which is not typically offered in traditional events.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm potential event themes and schedules.
- 2 Develop a co-branded marketing plan to promote the wellness events.
- 3 Create a feedback mechanism post-event to evaluate the success and gather leads for future engagements.

9 Organize Design Create

Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Organize Design Create serves a similar target market of busy professionals and entrepreneurs looking to enhance their brand's visibility, which aligns with the clientele of Be Present Detalles. They can refer clients who need event planning services, thus creating a mutually beneficial referral network.

VALUE: Organize Design Create could refer at least 5 clients to Be Present Detalles quarterly, potentially generating \$15,000 in revenue for Be Present Detalles through these referrals.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles specializes in creating tailored events for busy professionals and romantic couples, while Organize Design Create offers marketing services that could enhance the visibility of these events. By collaborating, they can create unique marketing campaigns that showcase Be Present Detalles' events to a broader audience.

VALUE: Together, they can increase event attendance by 30% through targeted marketing efforts, translating to an estimated additional \$10,000 in revenue for Be Present Detalles per event.

[!] PARTNERSHIP SCENARIO

Be Present Detalles and Organize Design Create could launch a 'Romantic Experience Package' event series where Be Present Detalles designs exclusive romantic getaways and Organize Design Create develops a comprehensive marketing campaign. This includes promotional materials, social media ads, and an influencer partnership that generates buzz. They set a target of hosting at least three events in the next quarter, aiming for an attendance of 100 couples at each, with ticket sales split between them.

[*] UNIQUE SYNERGY

The unique synergy lies in combining Be Present Detalles' event expertise with Organize Design Create's marketing prowess to create not just events, but memorable experiences that are well-promoted, enhancing customer engagement and satisfaction.

NEXT STEPS:

- 1 Schedule a kickoff meeting to brainstorm ideas for the 'Romantic Experience Package.'
- 2 Develop a marketing strategy outlining target demographics and promotional channels for the event series.
- 3 Create a timeline for event execution and establish metrics for success, such as ticket sales and social media engagement.

10 Soulfitness Studio Health and wellness center

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target busy professionals, but in different contexts. Soulfitness Studio can refer clients looking for unique experiences and gifts to Be Present Detalles, enhancing customer service and offering additional value to their clients.

VALUE: This referral relationship can increase customer satisfaction and retention for Soulfitness Studio, while providing Be Present Detalles with a steady stream of new clients, potentially boosting revenue by 15%.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles specializes in creating memorable events, which could integrate health and wellness themes from Soulfitness Studio. This partnership can leverage both businesses' strengths to create unique health-oriented events that appeal to both target markets.

VALUE: By collaborating on wellness events, both businesses can attract a larger audience, potentially increasing revenue by 20% through joint marketing efforts and event ticket sales.

[!] PARTNERSHIP SCENARIO

Be Present Detalles could organize a 'Wellness Retreat Day' at Soulfitness Studio, offering a series of fitness classes, health workshops, and nutritious meal tastings. Participants pay a fee to attend, with Be Present Detalles managing logistics and Soulfitness providing the wellness expertise. Both businesses share the ticket revenue and gain exposure to new clients.

[*] UNIQUE SYNERGY

The unique synergy lies in combining Be Present Detalles' event management expertise with Soulfitness Studio's health focus, creating a niche offering that promotes wellness in a fun and engaging environment, appealing to busy professionals looking for health solutions.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Janice Curry to brainstorm event ideas.
- 2 Develop a marketing plan to promote the 'Wellness Retreat Day' across both businesses' channels.
- 3 Create a shared calendar for planning and coordination of event logistics.

11 Simple Creations By T

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Simple Creations By T can supply custom gifts for Be Present Detalles' events. This vendor relationship can enhance Be Present's offerings while providing Simple Creations with consistent business.

VALUE: Simple Creations can expect a steady stream of orders from Be Present, potentially increasing their monthly revenue by 15% through bulk orders for events.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles can utilize the custom gifts and apparel from Simple Creations By T to enhance their events and experiences. This collaboration allows Be Present to offer unique, personalized keepsakes as part of their event packages, while Simple Creations gains exposure to Be Present's clientele.

VALUE: By incorporating Simple Creations' custom gifts into event packages, Be Present can increase their average event revenue by 20%, while Simple Creations can expand their customer base significantly.

[!] PARTNERSHIP SCENARIO

At an upcoming romantic retreat organized by Be Present Detalles, they could offer a package that includes personalized keepsakes from Simple Creations, such as custom-embroidered blankets or engraved wine glasses. Each couple would receive these items as part of their experience, resulting in a memorable event, with Be Present earning an additional \$1,000 in package sales and Simple Creations securing orders for 50 customized gifts.

[*] UNIQUE SYNERGY

This partnership uniquely blends experiential event planning with personalized gifting, creating a memorable touchpoint for clients that neither business could achieve alone. The ability to offer bespoke experiences elevates both brands, fostering loyalty and enhancing customer satisfaction.

NEXT STEPS:

- 1 Set up a meeting between De'Ana Aguas and Tiana Harris to discuss potential event collaboration.
- 2 Create a joint marketing campaign showcasing the personalized gifts as part of Be Present's event packages.
- 3 Develop a pricing structure for bundled services that incentivizes clients to choose both offerings.

12 flow

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both businesses target busy professionals who may benefit from enhanced personal and professional experiences. 'flow' can provide coaching services to clients of 'Be Present Detalles', while 'Be Present Detalles' can create unique experiences that complement the coaching process.

VALUE: By collaborating, they could increase their client base by 25%, enabling 'flow' to offer packaged services that include event experiences and coaching.

-> WHAT YOU PROVIDE (Referral)

'Be Present Detalles' serves clients who might also benefit from coaching, especially busy professionals looking to enhance their personal or work-life balance. Referrals can be structured to mutually benefit both businesses.

VALUE: Referring clients could increase 'flow's customer acquisition by 15%, providing a steady stream of leads through event participants interested in coaching services.

[!] PARTNERSHIP SCENARIO

'flow' could host a monthly workshop series called 'Coaching in Motion' at events organized by 'Be Present Detalles'. For example, at a romantic couples event, Miguel could lead a two-hour coaching session on relationship building, followed by a curated experience by De'Ana, like a private dinner. They could charge \$300 per couple, splitting revenue, thus generating \$1,500 for a group of 10 couples attending.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary services; 'flow's coaching focuses on personal development while 'Be Present Detalles' enhances life experiences, creating a holistic approach to professional and personal growth.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and De'Ana to discuss potential package offerings.
- 2 Develop a marketing strategy that highlights the combined services to target busy professionals.
- 3 Create a calendar for upcoming workshops and events to ensure timely promotion and execution.

13 IV Creative

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

IV Creative can provide tailored marketing services to Be Present Detalles, helping them enhance their visibility among busy professionals and couples. Given that Be Present is actively seeking marketing assistance, this relationship can fill a critical gap in their operations.

VALUE: IV Creative could generate approximately \$5,000 annually from ongoing marketing projects for Be Present Detalles, improving their online presence and client engagement.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles could refer clients needing content creation to IV Creative, as they frequently interact with busy professionals who might require marketing assistance for their brands.

VALUE:

Be Present could earn a referral fee of 10% on projects they refer to IV Creative, creating an additional revenue stream while providing a valuable service to their clients.

[!] PARTNERSHIP SCENARIO

IV Creative could design a comprehensive social media campaign for Be Present Detalles' upcoming Valentine's Day event, including graphics, posts, and targeted ads. This campaign could attract 50% more attendees to the event, translating into an additional \$2,000 in revenue for Be Present, while IV Creative earns \$1,000 for the campaign.

[*] UNIQUE SYNERGY

The unique synergy comes from IV Creative's focus on local businesses and Be Present's need for targeted marketing, which can result in a tailored approach that resonates deeply with the local market.

NEXT STEPS:

- 1 Schedule a meeting between Iliana and De'Ana to discuss specific marketing needs and areas of collaboration.
- 2 Create a proposal for a Valentine's Day marketing campaign focused on Be Present's upcoming events.
- 3 Establish a contract for ongoing marketing services to ensure consistent support for Be Present Detalles.

14 Tosh's Urban Garden

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Tosh's Urban Garden could provide natural herbal product samples for Be Present Detalles' events, enhancing the experience for guests who value health and wellness. This collaboration aligns well, as both businesses aim to appeal to health-conscious and eco-friendly individuals.

VALUE: By integrating Tosh's products into Be Present's events, there is potential for increased sales through product placements, potentially boosting revenue by 20% per event as attendees purchase items they sample.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles often serves busy professionals who may be interested in health and wellness products. Referring these clients to Tosh's Urban Garden can enhance Be Present's value proposition while providing Tosh's with access to a new audience.

VALUE: By referring clients to Tosh's, Be Present can receive a referral fee, potentially increasing their revenue by 15% per sale they facilitate.

[!] PARTNERSHIP SCENARIO

For an upcoming wellness retreat hosted by Be Present Detalles, Tosh's Urban Garden could supply a curated selection of herbal teas and tinctures for participants to enjoy. Each attendee could receive a complimentary tea sample during a guided relaxation session, encouraging them to purchase the products afterward. Be Present could charge \$100 per attendee for the retreat, with Tosh's receiving a \$500 order for tea, benefiting both businesses financially and enhancing the retreat's value.

[*] UNIQUE SYNERGY

This partnership is unique because it combines the experiential focus of Be Present with the health-driven ethos of Tosh's, creating a distinctive offering that attracts a niche market of health-conscious event-goers.

NEXT STEPS:

- 1 Schedule a meeting between Latachia Kins-Hunt and De'Ana Aguas to discuss the upcoming events and product offerings.
- 2 Create a joint marketing strategy that promotes the collaboration through social media and email newsletters.
- 3 Develop a feedback loop post-event to measure the sales impact and attendee satisfaction with the herbal products.

15 Celebrate & Smile International Steppers

Arts & Creative

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers can provide engaging dance workshops at Be Present Detalles' events, enhancing the experiential offerings. This collaboration creates a unique blend of art and event planning that will attract more clients to both businesses.

VALUE: By collaborating on events, both businesses can increase their client base by 30% through cross-promotion and the unique offering of dance experiences at events.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles caters to busy professionals and couples who might also be interested in dance classes for personal enhancement, making them a perfect referral source for Celebrate & Smile.

VALUE: By referring clients to Celebrate & Smile, Be Present can enhance their event offerings and earn a commission on each referral, potentially increasing their revenue by 20%.

[!] PARTNERSHIP SCENARIO

For example, during a romantic event hosted by Be Present Detalles, they could integrate a 'Dance Under the Stars' segment where Tiffany's team leads couples in a fun dance lesson. This would not only add value to the event but also allow Celebrate & Smile to showcase their services, potentially leading to future class registrations. Be Present could charge \$200 more for the event, while Celebrate & Smile earns \$500 for the session.

[*] UNIQUE SYNERGY

This partnership stands out because it combines the creative energy of dance with the elegance of professional event planning, creating memorable experiences that neither could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and De'Ana to discuss potential event dates and themes.
- 2 Design a joint marketing plan to promote the new dance experience at upcoming events.
- 3 Create a package deal for clients that includes both event planning and dance lessons.

16 The Collective Om

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both businesses target similar demographics that are focused on self-improvement and quality experiences. A collaboration could enhance offerings and attract a broader audience by combining health and wellness with experiential events.

VALUE: By collaborating on wellness-focused events, they could attract a combined audience of over 200 individuals, potentially generating over \$10,000 in ticket sales per event through shared marketing efforts and unique offerings.

-> WHAT YOU PROVIDE (Referral)

Both businesses serve overlapping customer segments, particularly busy professionals and individuals focused on self-growth, making referrals beneficial without competition.

VALUE: With a referral system in place, Be Present Detalles could refer clients looking for wellness services to The Collective Om, potentially increasing their client base by 15% and introducing new revenue streams.

[!] PARTNERSHIP SCENARIO

The Collective Om could host a 'Wellness Retreat Day' at a venue arranged by Be Present Detalles, including yoga sessions, meditation workshops, and healthy catering. They could charge \$100 per participant, expecting 50 attendees, yielding \$5,000. Be Present Detalles handles venue logistics and catering, earning a 20% fee, while The Collective Om provides the health services, enhancing both brands' visibility and revenue.

[*] UNIQUE SYNERGY

The unique synergy lies in combining holistic health practices with experiential events, creating a differentiated offering that specifically caters to busy professionals who value both self-care and memorable experiences.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and De'Ana to discuss potential event themes and logistics.
- 2 Create a joint marketing plan to promote the 'Wellness Retreat Day' through social media and email newsletters.
- 3 Develop a feedback mechanism post-event to assess participant satisfaction and areas for improvement.

17 Communicate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Communicate Design & Marketing can provide branding and website services to Be Present Detalles, enhancing their online presence and marketing efforts. In return, Be Present Detalles can refer clients who are looking for marketing services.

VALUE: Potential for Communicate to secure 5 new clients from Be Present's referrals, generating an estimated \$15,000 in revenue.

-> WHAT YOU PROVIDE (Vendor)

Be Present Detalles can provide event planning services for Communicate Design & Marketing's marketing events or client gatherings, enhancing Communicate's service offerings. This can also help Be Present Detalles gain exposure to new clients.

VALUE: Communicate can enhance their client events, potentially increasing attendance by 25%, leading to at least \$10,000 in new client projects from increased engagement.

[!] PARTNERSHIP SCENARIO

Be Present Detalles can hire Communicate to revamp their website and create a new branding strategy for their event services. This could include developing a fresh logo and visually appealing website that showcases their events. The new site could lead to a 30% increase in client inquiries within the first three months after launch.

[*] UNIQUE SYNERGY

The unique pairing of a design-focused marketing agency with an experiential event service allows for a cohesive brand experience, where the aesthetics of events are matched by strong online branding.

NEXT STEPS:

- 1 Schedule a meeting to discuss specific branding needs for Be Present Detalles.
- 2 Create a proposal for a website redesign that highlights Be Present's event offerings.
- 3 Set up a referral program where Be Present can earn a discount on services for each client they refer to Communicate.

18 Grayland

Real Estate

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Grayland's target market includes commercial lenders and property owners, who may also be in need of event planning services for corporate functions or property showcases that Be Present Detalles provides. This makes them complementary without competing for the same clientele.

VALUE: By referring clients to each other, both businesses can tap into new customer bases; Grayland can enhance its service offering while Be Present Detalles can access commercial clients.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles serves busy professionals and gift givers who may also be in the market for commercial real estate services, particularly as part of corporate gifting or professional relocations.

VALUE:

Referring clients between the two businesses can increase leads for both; Be Present can offer clients a unique gift option of real estate consultations, while Grayland can gain access to professionals who may need appraisal services.

[!] PARTNERSHIP SCENARIO

Grayland can refer its commercial clients who require event planning for property launches or corporate meetings to Be Present Detailles. For instance, if a property owner is showcasing a new office space, Grayland can suggest Be Present to plan the event, and they could negotiate a 10% referral fee for each client referred.

[*] UNIQUE SYNERGY

The synergy arises from their distinct yet overlapping clientele; Grayland's real estate insights combined with Be Present's event expertise create a seamless experience for commercial property owners looking to host high-profile events.

NEXT STEPS:

- 1 Set up an initial meeting between Lauren and De'Ana to discuss referral terms.
- 2 Create a referral agreement outlining the commission structure.
- 3 Develop joint marketing materials promoting the partnership and shared services.

19 Free Agents Inc

Professional Services

80%

-> One-way

-> WHAT YOU PROVIDE (Collaboration)

Both businesses can collaborate on events that cater to their respective target markets. Be Present Detailles can offer event planning services for Free Agents Inc's corporate clients, enhancing their business offerings.

VALUE: This collaboration can lead to generating substantial revenue through event contracts, while also providing Free Agents Inc with unique employee engagement experiences for their clients.

[!] PARTNERSHIP SCENARIO

Be Present Detailles could organize a 'Leadership Retreat' for Free Agents Inc's clients, where they handle all logistics, including venue selection, catering, and activities. This could be a two-day event for 50 attendees, priced at \$10,000, with both companies earning a share of the profits while enhancing client relationships.

[*] UNIQUE SYNERGY

This partnership is unique because it merges the personal touch of experiential services with professional development, appealing to clients seeking holistic growth.

NEXT STEPS:

- 1 Brainstorm potential retreat themes that align with both businesses' missions.
- 2 Draft a budget and pricing structure for the proposed retreat.
- 3 Schedule a planning session to outline responsibilities and timelines for the event.

20 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

While the primary target markets differ, both businesses cater to individuals seeking stress relief and enhanced well-being. Relax Relate & Release can refer clients who may benefit from Be Present's event planning services, especially for personal celebrations or corporate wellness events.

VALUE: By establishing a referral program, Relax can offer its clients exclusive discounts on Be Present's services, potentially increasing Be Present's client base by 15-20 new clients monthly.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detailles specializes in creating personalized events and experiences, while Relax Relate & Release offers massage therapy services. By collaborating, they can create a unique 'Relaxation Retreat' package targeting busy

professionals and veterans, combining both services for a holistic experience.

VALUE: This collaboration could generate additional revenue streams for both businesses, as they can market a premium package priced at \$250 per person for a day retreat, attracting at least 20 clients per month, generating \$5,000 in new revenue.

[!] PARTNERSHIP SCENARIO

In a 'Relaxation Retreat' event, Be Present Detalles organizes a half-day getaway that includes a soothing massage session by Relax Relate & Release, followed by a guided meditation and healthy lunch. The event is marketed through both businesses' channels, and they share the revenue 60/40, with Be Present handling the logistics while Relax brings in their expertise in wellness.

[*] UNIQUE SYNERGY

This partnership stands out because it merges the emotional and experiential elements of events with the physical wellness aspect, creating a comprehensive service that appeals to both target markets simultaneously, enhancing overall customer satisfaction.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm specific details and logistics for the 'Relaxation Retreat'.
- 2 Develop a joint marketing strategy to promote the package through social media and email campaigns.
- 3 Create a shared booking system to streamline customer registrations and payments for the retreat.

21 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and small business owners, a demographic that may require event planning services for corporate retreats or personal milestones. Referring clients to Be Present Detalles can enhance their service offerings.

VALUE: By referring clients to Be Present Detalles, Genuines can earn referral fees or discounts on event services for their own events, increasing overall client satisfaction and loyalty.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles specializes in creating memorable events which can serve as a platform for Genuines Coaching & Consulting to showcase their coaching services. By collaborating, both businesses can enhance their offerings and attract a wider audience.

VALUE: Potential to increase revenue by 30% through bundled event and coaching packages, tapping into both companies' client bases.

[!] PARTNERSHIP SCENARIO

Be Present Detalles organizes a professional networking event for executives, featuring Genuines Coaching & Consulting as the keynote speaker. Attendees would participate in workshops led by Reden Dionisio that focus on leadership development, while enjoying a curated experience provided by De'Ana Aguas. The event could attract 50 attendees at \$100 each, generating \$5,000 in ticket sales, with additional revenue from future coaching sessions for interested participants.

[*] UNIQUE SYNERGY

The unique synergy lies in the blend of experiential events and executive coaching; together, they create a comprehensive professional growth experience that neither could provide alone. This pairing enhances both the emotional and educational aspects of client engagement.

NEXT STEPS:

- 1 Schedule a meeting between De'Ana Aguas and Reden Dionisio to brainstorm event ideas.
- 2 Develop a joint marketing strategy to promote the upcoming networking event.
- 3 Create a list of potential venues and finalize a date for the event.

<- WHAT THEY 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.

-> WHAT YOU 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.

[!] 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.

<- WHAT THEY PROVIDE (Collaboration)

Both businesses can benefit from combining their services, particularly by hosting wellness-focused events. Complete Renewal can provide skincare education during Be Present Detalles' events, appealing to their mutual target market. This creates a unique offering that enhances the value proposition for both businesses.

VALUE: Potential to attract new clients and increase revenue by up to 30% through combined event offerings and shared marketing efforts.

-> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals, but their approaches differ. Be Present Detalles focuses on creating memorable experiences, which can be ideal for Complete Renewal's clientele seeking unique wellness events. Referring clients between each other can enhance customer satisfaction and expand their respective customer bases.

VALUE: Increased customer engagement for both businesses, potentially leading to a 20% increase in client interactions and referrals.

[!] PARTNERSHIP SCENARIO

Be Present Detalles could refer clients planning wellness retreats or holistic events to Complete Renewal, who can provide skincare products for attendees. For instance, if a corporate client books a wellness retreat through Be Present, they can include a skincare workshop by Complete Renewal, enhancing the overall experience and generating additional revenue for both businesses.

[*] UNIQUE SYNERGY

The unique combination of event planning and holistic wellness education creates an enriched experience for clients that neither business could provide alone. This partnership taps into the growing trend of wellness-focused events, making it particularly relevant.

NEXT STEPS:

- 1 Set up a referral program where Be Present Detalles offers discounts for clients who book Complete Renewal's services.
- 2 Create co-branded marketing materials highlighting the benefits of wellness events that include skincare workshops.
- 3 Schedule a joint networking event to introduce both client bases and demonstrate the value of their services.

24 Connections to the Nations Llc
Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Connections to the Nations targets businesses that may need event planning services for their corporate functions. Referring clients to Be Present Detalles can provide added value to businesses looking for professional event services.

VALUE: Each successful referral could earn Connections a 10% commission on Be Present's service fees, enhancing revenue with minimal overhead.

-> WHAT YOU PROVIDE (Collaboration)

Be Present Detalles specializes in creating memorable events, while Connections to the Nations focuses on community engagement. Collaborating on a community fair would allow Be Present to showcase its event planning expertise, while Connections can enhance its cultural offerings with professionally organized experiences.

VALUE: By collaborating on a community fair, both businesses can attract their target audiences, potentially increasing revenue by 30% through ticket sales and sponsorships.

[!] PARTNERSHIP SCENARIO

Next month, Be Present Detalles could organize a romantic evening event at the Connections to the Nations community fair, featuring local food vendors and live music. Each ticket sold contributes to both businesses, with Be Present earning \$2,500 from ticket sales and Connections benefiting from increased foot traffic and vendor fees.

[*] UNIQUE SYNERGY

This pairing uniquely combines Be Present's expertise in crafting personalized experiences with Connections' established community presence, enhancing the cultural richness and attendance of local events.

NEXT STEPS:

- 1 Schedule a planning meeting to outline the event logistics and roles for each business.
- 2 Create a joint marketing campaign targeting both businesses' customer bases to promote the event.
- 3 Develop a sponsorship package to secure local businesses as partners for the fair.

25 Genuines Coaching & Consulting
Technology

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting can provide coaching services for the corporate clients of Be Present Detalles who may be looking to improve their professional skills. In turn, Be Present Detalles can offer event management expertise for Genuines' workshops or training sessions.

VALUE: This collaboration could lead to new revenue streams for both businesses, with Genuines potentially earning \$1,500 from each workshop and Be Present Detalles securing \$2,000 for event services.

-> WHAT YOU PROVIDE (Referral)

Both businesses serve professionals looking to enhance their lives, but do not compete. Be Present Detalles can refer clients needing coaching services to Genuines, while Genuines can recommend Be Present for event planning.

VALUE:

Each referral can lead to substantial service contracts, potentially increasing client bases by 15% for both businesses.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting could organize a professional development workshop for busy professionals through Be Present Detalles' event platform. For example, they could host a 'Leadership Skills for Couples' workshop, where attendees learn to balance personal and professional growth, while Be Present Detalles handles all logistical aspects, such as venue, catering, and marketing. This event could attract 30 participants at \$150 each, generating \$4,500 in revenue, split between the two businesses.

[*] UNIQUE SYNERGY

This pairing is unique because Genuines brings specialized coaching expertise while Be Present Detalles excels in creating memorable experiences, enabling them to deliver comprehensive professional development events that address both skill-building and personal connection.

NEXT STEPS:

- 1 Schedule a joint meeting to brainstorm potential workshop topics that would appeal to both customer bases.
- 2 Develop a marketing plan targeting busy professionals and couples, highlighting the unique offerings from both businesses.
- 3 Create a pilot workshop event and set a date within the next month to test the collaboration's effectiveness.

26 Bluebird Health Partners

Technology

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target professionals in the healthcare and event planning sectors, but they do not compete. Bluebird Health Partners could refer clients seeking event services to Be Present Detalles, especially healthcare providers looking to host engaging events for patients or staff.

VALUE: By referring clients, Bluebird can enhance its service offering, creating additional revenue streams through referral fees, while Be Present Detalles gains access to a new client base in the healthcare industry.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles serves busy professionals and romantic couples, who may benefit from strategic consulting in the healthcare sector. They can refer clients who are specifically healthcare startups that require strategy execution support.

VALUE: By referring clients to Bluebird Health Partners, Be Present Detalles can enhance its offerings and receive referral fees, while Bluebird gains new business opportunities from a clientele they might not typically reach.

[!] PARTNERSHIP SCENARIO

For instance, Bluebird Health Partners has a healthcare client looking to organize a wellness retreat. They can refer this client to Be Present Detalles, who would then plan the event, resulting in a potential \$10,000 revenue for Be Present, while Bluebird earns a referral fee of \$1,000.

[*] UNIQUE SYNERGY

This pairing is unique because Bluebird Health Partners can leverage its healthcare network to generate referrals for Be Present Detalles, opening doors to specialized events that cater to healthcare professionals, which is not a typical market for event planning.

NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and De'Ana Aguas to discuss referral agreements.
- 2 Develop a referral fee structure that benefits both parties.
- 3 Create a joint marketing campaign to promote each other's services, highlighting the referrals.

<- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros interacts with owner-operators who may seek personal or corporate events for networking or celebrations. Referring their clients to Be Present Detalles for event planning can create value for their clientele.

VALUE: Enhancing the client experience by providing event services, potentially leading to higher satisfaction and retention rates for Big Rig Compliance Pros.

-> WHAT YOU PROVIDE (Referral)

Both businesses target busy professionals, albeit in different capacities. Be Present Detalles could refer its clients who might need compliance assistance to Big Rig Compliance Pros, while Big Rig Compliance Pros could refer clients who might benefit from event planning services.

VALUE: Increased client reach through cross-referrals, potentially adding 10-15% to each business's client base in the next quarter.

[!] PARTNERSHIP SCENARIO

Be Present Detalles, while organizing a corporate retreat for a trucking company, could recommend Big Rig Compliance Pros to handle compliance documents for the company's drivers. In return, Big Rig Compliance Pros could suggest Be Present Detalles for organizing a client appreciation event for their customers, generating a seamless referral loop that enhances service offerings for both.

[*] UNIQUE SYNERGY

This pairing uniquely combines event management with compliance services, catering to a niche market of professionals in the trucking industry looking for both compliance and experience management, which is often overlooked.

NEXT STEPS:

- 1 Organize a joint networking event for both client bases to introduce each other's services.
- 2 Create a referral program where each business can track and reward referrals made.
- 3 Develop co-branded marketing materials highlighting the benefits of using both services.

<- WHAT THEY PROVIDE (Referral)

JPO Logistics provides services that could be beneficial for Be Present Detalles' events, particularly in terms of freight logistics for event materials. Both businesses target distinct yet overlapping customer bases, which allows for effective referrals.

VALUE: By referring clients to each other, JPO Logistics can gain access to Be Present Detalles' clientele of busy professionals looking for logistics solutions for their events, potentially increasing revenue from 5-10 new clients per month.

-> WHAT YOU PROVIDE (Vendor)

Be Present Detalles could use JPO Logistics' services to manage the transportation of event materials, ensuring timely delivery and enhancing their service offerings. This creates a vendor relationship where B benefits from A's logistics expertise.

VALUE: By engaging JPO Logistics for their events, Be Present Detalles can guarantee timely arrival of materials, enhancing client satisfaction and potentially increasing event budget margins by 10% through reliable logistics.

[!] PARTNERSHIP SCENARIO

Whenever Be Present Detalles organizes an event, they could refer their clients needing shipping for materials to JPO Logistics. For instance, if a client orders custom decorations from a supplier, Be Present could suggest JPO Logistics to handle the delivery, earning a referral fee for each successful transaction.

[*] UNIQUE SYNERGY

This partnership is unique because Be Present Detalles can offer an additional layer of service to their clients, while JPO Logistics taps into a more niche market that requires logistical support for events, enhancing both brands' value propositions.

NEXT STEPS:

- 1 Schedule a meeting between Paulette and De'Ana to discuss referral terms and potential commission structures.
- 2 Develop a referral agreement outlining the benefits and responsibilities for both parties.
- 3 Create a promotional flyer that Be Present can share with clients that highlights JPO Logistics' services.

29 The P-Way Solutions LLC

Real Estate

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

The P-Way Solutions can provide cleaning services for events organized by Be Present Detalles, ensuring a clean and professional environment which enhances the overall experience for clients.

VALUE: Potential to secure \$5,000 in contracts for cleaning services during events, boosting The P-Way Solutions' business while providing a reliable service for Be Present's clients.

-> WHAT YOU PROVIDE (Referral)

Be Present Detalles caters to busy professionals and romantic couples, who may also require janitorial services for their events or homes. The P-Way Solutions can serve as a trusted vendor for cleaning services for events organized by Be Present Detalles.

VALUE: Increased revenue through referral fees and expanded service offerings to clients, potentially generating an additional \$10,000 in annual revenue.

[!] PARTNERSHIP SCENARIO

When Be Present Detalles organizes a wedding or corporate event, they recommend The P-Way Solutions for post-event cleaning services. For every referral, Be Present earns a 10% commission on the service fee, creating a mutually beneficial cycle of business.

[*] UNIQUE SYNERGY

Both businesses share a client base of busy professionals who value quality service and convenience, making referrals more likely to convert into sales, unlike generic partnerships where target markets may not align.

NEXT STEPS:

- 1 Set up a referral agreement outlining commission percentages and payment terms.
- 2 Create joint marketing materials highlighting the referral relationship.
- 3 Schedule a joint networking event to introduce both client bases to the partnership.

30 Noseniorleftbehindfl.org

Professional Services

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org interacts with seniors and their families, who may be looking for event planning services for celebrations or gatherings. Referring clients to Be Present Detalles for such services would be beneficial for both.

VALUE: This referral relationship could enhance Noseniorleftbehindfl.org's service offerings while allowing Be Present Detalles to tap into a new market, potentially increasing event bookings by 10-15%.

-> WHAT YOU PROVIDE (Referral)

Both businesses target distinct yet overlapping demographics. Be Present Detalles serves busy professionals and couples, who may have elderly parents or friends in need of services that Noseniorleftbehindfl.org provides. This creates an opportunity for mutual referrals.

VALUE: By referring clients to each other, both businesses can expand their customer base, potentially increasing revenue

by 15-20% through cross-referrals.

[!] PARTNERSHIP SCENARIO

Be Present Detalles could include a section on their website featuring Noseniorleftbehindfl.org's services for seniors. When a busy professional books an event, they receive a referral card for seniors needing assistance, ensuring that both businesses gain exposure and potential clients.

[*] UNIQUE SYNERGY

The unique synergy lies in Be Present Detalles' ability to reach busy professionals who may not consider senior care needs until it's urgent, while Noseniorleftbehindfl.org has the expertise to address these needs effectively.

NEXT STEPS:

- 1 Create a referral card system that includes both businesses' services.
- 2 Set up a joint marketing campaign to promote each other's services on social media.
- 3 Arrange a quarterly networking event where both businesses can showcase their offerings.