

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!' Soulfitness Studio

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

REFERRAL 1/2

80% conf

Aspirations Behavioral Health Inc.!' Soulfitness Studio Health and wellness

Reasoning:

Aspirations Behavioral Health Inc. provides mental health counseling while Soulfitness Studio focuses on health and wellness. They both target individuals looking to improve their overall well-being, making them a natural fit for referral partnerships without competing services.

Value Proposition:

Increased client base through referrals could lead to an additional \$10,000 in revenue for both businesses annually.

Collaboration Example:

Aspirations recommends Soulfitness Studio to clients needing physical wellness support after mental health sessions, while Soulfitness provides its members with information about Aspirations' counseling services. They can create a referral program where each successful referral earns a \$50 credit towards services, incentivizing both parties to promote one another actively.

Synergy Potential:

The uniqueness lies in the holistic approach both businesses provide. Aspirations focuses on the mental aspect while Soulfitness deals with physical health, creating a comprehensive wellness pathway for clients.

Action Items:

1. Set up a referral program with clear incentives for clients referred to each other.

2. Create joint marketing materials that outline how each business complements the other.
3. Schedule a monthly meeting to review referral successes and adjust the program as needed.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Soulfitness Studio Health and wellness center !' Aspirations Behavioral Health

Reasoning:

Soulfitness Studio's clientele, who are focused on health and wellness, may also need mental health support, thus providing a pathway for Soulfitness to refer clients to Aspirations Behavioral Health for counseling services.

Value Proposition:

Increased service offerings could lead to an additional \$10,000 in annual revenue through enhanced client satisfaction and retention.

Collaboration Example:

Soulfitness can host a workshop on the importance of mental health in fitness, inviting Aspirations to present. Clients attending the workshop receive a free initial consultation with Aspirations, and for each referral made by Soulfitness, they receive a discount on their membership for the month.

Synergy Potential:

The partnership is unique because it combines the realms of mental health and physical fitness, providing clients with a complete package for wellness that addresses both body and mind.

Action Items:

1. Organize a co-hosted workshop on mental health and fitness, engaging clients from both businesses.
2. Develop a marketing campaign highlighting the benefits of addressing mental health alongside physical fitness.
3. Establish a feedback loop for clients to provide insights on the effectiveness of referrals and workshops.

Value: HIGH

MUTUAL BENEFIT