

# BUSINESS RELATIONSHIP ANALYSIS

## Genuines Coaching & Consulting !” Soulfitness Studio

4 Relationships Identified

### BUSINESS PROFILES

#### Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

#### Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

### COLLABORATION 1/4

80% conf

Genuines Coaching & Consulting !” Soulfitness Studio Health and wellness c

#### Reasoning:

Genuines Coaching & Consulting can leverage their coaching and training services to enhance the offerings of Soulfitness Studio. By integrating wellness coaching into Soulfitness's programs, both businesses can attract a wider audience interested in holistic health.

#### Value Proposition:

By collaborating on wellness coaching programs, Genuines could increase their client base by 25%, while Soulfitness could enhance their service portfolio and potentially increase membership sales by 15%.

#### Collaboration Example:

Genuines would create a specialized wellness coaching program for Soulfitness's members, launching a 6-week course focusing on mental health and weight management. Each participant pays \$300, and the revenue is shared, with Soulfitness gaining new clients who want ongoing coaching after the course ends.

#### Synergy Potential:

This partnership uniquely combines technology-driven coaching with hands-on health and wellness services, creating a comprehensive approach to well-being that neither could achieve alone. The blend of mental and physical health strategies offers significant appeal to health-conscious consumers.

**Action Items:**

1. Schedule a joint meeting to outline the coaching program details and define roles.
2. Develop marketing materials that highlight the new wellness program, targeting both businesses' audiences.
3. Plan an official launch event at Soulfitness Studio to promote the program and attract initial sign-ups.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

Soulfitness Studio Health and wellness center !' Genuines Coaching & Consulting

**Reasoning:**

Soulfitness Studio's target market overlaps with Genuines Coaching & Consulting's clientele, as both aim to support health and wellness in professionals. Referring clients could benefit both parties without competition.

**Value Proposition:**

Soulfitness can refer clients who express interest in professional development and coaching, potentially increasing Genuines' clientele by 20%, while Soulfitness can position itself as a holistic health provider.

**Collaboration Example:**

Soulfitness could include Genuines' business cards and promotional flyers in their welcome packets for new members. Additionally, during their monthly health workshops, they could invite Genuines to give a free introductory coaching session, creating a seamless referral process that fosters community engagement.

**Synergy Potential:**

This relationship capitalizes on the shared goal of improving overall wellness in professionals, enhancing both brands' credibility by positioning them as collaborative leaders in health and personal development.

**Action Items:**

1. Create a referral program that incentivizes Soulfitness members to engage with Genuines coaching services.
2. Design and print promotional materials that highlight the benefits of Genuines' coaching for Soulfitness members.
3. Set up a bi-monthly meeting to discuss referral outcomes and adjust marketing strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT

Genuines Coaching & Consulting !' Soulfitness Studio Health and wellness c

**Reasoning:**

Genuines Coaching & Consulting specializes in coaching and training for executives, which aligns well with the health and wellness focus of Soulfitness Studio. They can create joint wellness programs targeting executives and small business owners that emphasize mental health and stress management, which are critical for effective leadership.

**Value Proposition:**

By combining health and wellness with executive coaching, both businesses can tap into a new market segment, potentially increasing revenue by 20% through joint offerings.

**Collaboration Example:**

Genuines Coaching & Consulting could design a 'Corporate Wellness Retreat' at Soulfitness Studio, where Reden leads sessions on leadership development while Janice offers workshops on stress relief through fitness. This could attract local businesses looking to invest in their leadership team's wellbeing, with a package price of \$5,000 for a full-day event, splitting the profit between both businesses.

**Synergy Potential:**

The pairing is unique because it combines executive coaching with wellness, addressing both personal and professional development in a holistic manner, something rarely offered in Jacksonville's market.

**Action Items:**

1. Schedule a meeting between Reden and Janice to brainstorm potential retreat ideas.
2. Develop a joint marketing strategy to promote the Corporate Wellness Retreat to local businesses.
3. Create a feedback mechanism post-retreat to gather client testimonials and improve future offerings.

Value: HIGH

MUTUAL BENEFIT

Soulfitness Studio Health and wellness center !' Genuines Coaching & Cons

**Reasoning:**

Soulfitness Studio serves a clientele focused on health and wellness, which includes small business owners and executives who may benefit from coaching services. Referring clients who are looking to improve their leadership skills could create a beneficial referral network.

**Value Proposition:**

By referring clients to Genuines Coaching & Consulting, Soulfitness can enhance their service offerings and potentially earn referral fees, while Genuines gains access to a targeted audience that needs coaching.

**Collaboration Example:**

Soulfitness Studio can include a referral card in their wellness packages that offers a free initial coaching session at Genuines for clients who sign up for a membership. This incentivizes existing clients to explore coaching while providing Genuines with potential new clients, increasing their customer base.

**Synergy Potential:**

This relationship stands out because it creates a continuous cycle of referrals, allowing both businesses to grow their customer base by leveraging each other's networks in a highly targeted manner.

**Action Items:**

- 1. Develop referral cards to distribute at Soulfitness Studio.
- 2. Create a tracking system to monitor referral success and follow-up leads.
- 3. Host a joint event where clients from both businesses can learn about the benefits of coaching and wellness.

Value: MEDIUM

MUTUAL BENEFIT

