

## Free Agents Inc

### • Professional Services

Key people to solve you business issue

#### Contact Information

**Contact:** James Higbe  
**Email:** [James@thinkfreeagents.com](mailto:James@thinkfreeagents.com)  
**Phone:** 9047161249  
**Website:** [ThinkFreeAgents.com](http://ThinkFreeAgents.com)

#### TARGET MARKET

Companies of 5 to 250 employees

#### CURRENT NEEDS

Connections

#### Partnership Opportunities (25)

##### 1 JAX AI Agency

Technology

80%

-> One-way

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

JAX AI Agency and Free Agents Inc serve similar target markets of small to mid-sized businesses looking to modernize operations. Free Agents Inc can refer clients who need AI solutions to JAX AI Agency while JAX AI can refer clients needing broader business consulting to Free Agents.

**VALUE:** Increased client base for both businesses through mutual referrals, potentially adding 5-10 new clients monthly for each.

##### [!] PARTNERSHIP SCENARIO

*When Free Agents Inc encounters a client struggling with efficiency and technology, they can refer them to JAX AI Agency for tailored AI solutions. For example, if a local restaurant client needs to implement an AI-based reservation system, Free Agents can direct them to JAX AI, who then custom-builds the system, generating a \$3,000 project fee, with Free Agents earning a referral commission.*

##### [\*] UNIQUE SYNERGY

Both companies focus on enhancing business operations, making their services complementary and enabling a streamlined referral process that maximizes client satisfaction and retention.

#### NEXT STEPS:

- 1 Set up a monthly meeting to discuss potential referral opportunities and share client feedback.
- 2 Create a referral program that outlines commission structures and benefits for both parties.

- 3 Develop co-branded marketing materials to promote the partnership and services offered.

## 2 IV Creative

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Both businesses target local clients but serve different needs, making them ideal referral partners. IV Creative can refer their clients to Free Agents for business solutions and vice versa.

**VALUE:** By referring clients to each other, both businesses can expand their customer base and increase their service offerings, potentially leading to a 20% increase in client conversion rates.

### -> WHAT YOU PROVIDE (Vendor)

Free Agents Inc provides professional services that could help IV Creative streamline their operations and solve business challenges, such as HR or financial advice.

**VALUE:** By engaging Free Agents Inc, IV Creative could solve operational inefficiencies, potentially saving 10% on operational costs annually.

### [!] PARTNERSHIP SCENARIO

*When IV Creative creates content for a local restaurant, they discover the owner needs help with business strategy. They refer the owner to Free Agents Inc, who then provides consulting services that lead to a revamped business model, increasing the restaurant's sales by 30% in six months. IV Creative earns a referral fee as a result.*

### [\*] UNIQUE SYNERGY

The ability to cross-refer clients allows both businesses to enhance their services while strengthening their ties in the local market, creating a supportive network for local entrepreneurs.

### NEXT STEPS:

- 1 Develop a referral agreement that outlines the terms and potential fees.
- 2 Create a list of potential referral opportunities in each business's client base.
- 3 Plan a joint marketing campaign to announce the referral partnership.

## 3 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (partner)

Genuines Coaching & Consulting specializes in coaching and training, while Free Agents Inc provides key personnel to solve business issues. Their combined expertise can create comprehensive solutions for companies, enhancing client offerings.

**VALUE:** By partnering, they can create bundled service packages that attract more clients, potentially increasing revenue by 30% through joint marketing efforts.

### -> WHAT YOU PROVIDE (Referral)

Both businesses target similar markets, with Genuines focusing on senior managers and executives, while Free Agents serves companies of 5 to 250 employees. They can refer clients to each other without competing.

**VALUE:** Through a referral agreement, both businesses can expand their client base by up to 20%, as they can offer additional services to existing customers.

### [!] PARTNERSHIP SCENARIO

*Genuines Coaching & Consulting could design a leadership development program, with Free Agents Inc supplying experienced mentors for the program. For example, they could launch a six-week program for companies in Jacksonville where participants receive coaching from Reden and mentorship from James's network, charging \$2,500 per company for a cohort of up to 10 participants, splitting the revenue.*

### [\*] UNIQUE SYNERGY

This partnership uniquely combines coaching with access to seasoned professionals, giving clients a two-pronged approach to business development that neither could offer alone.

#### NEXT STEPS:

- 1 Schedule a joint planning session to outline service offerings and pricing models.
- 2 Develop marketing materials highlighting the benefits of the combined program.
- 3 Identify and reach out to potential pilot clients for initial feedback and interest.

## 4 The Collective Om

Health & Wellness

80%

<-> Bidirectional

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

The Collective Om focuses on holistic health services for individuals and small teams, while Free Agents Inc serves medium-sized companies. They can refer clients to each other without competing, as businesses seeking holistic health support may benefit from professional services for their operational issues.

**VALUE:** The Collective Om could gain access to Free Agents' client base, potentially increasing its client roster by 20% through referrals, while Free Agents can offer additional wellness services to their clients, enhancing their service package.

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

Free Agents Inc deals with companies that often experience employee burnout and stress. By referring those companies to The Collective Om, they can provide a solution that enhances employee morale and productivity, while also enhancing their own service offerings.

**VALUE:** Free Agents could increase their service value by 15% by including wellness solutions through referrals, while The Collective Om could see a revenue increase of approximately \$2,000 per month from new clients referred by Free Agents.

#### [!] PARTNERSHIP SCENARIO

*The Collective Om could offer wellness workshops for Free Agents' corporate clients during quarterly meetings. For instance, a client of Free Agents could engage The Collective Om to conduct a stress management workshop for 30 employees, generating \$1,500 for The Collective Om and providing added value to Free Agents' service offering.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines health and wellness with professional business services, creating a holistic approach to employee well-being in the workplace, which is increasingly sought after by companies.

#### NEXT STEPS:

- 1 Set up a meeting between Ashlyn Schwartz and James Higbe to discuss mutual referral programs.
- 2 Create a co-branded marketing flyer highlighting the wellness services available to Free Agents' clients.
- 3 Develop a referral tracking system to monitor the success of the partnership and adjust strategies accordingly.

## 5 We buy any house

Professional Services

80%

<-> Bidirectional

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

Both businesses serve clients in need of urgent solutions; Business A targets homeowners needing to sell distressed properties, while Business B assists companies with business issues. They can refer clients to each other without directly competing.

**VALUE:** Increased customer base through mutual referrals, potentially adding an estimated \$20,000 in new revenue for each business over a six-month period.

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

Business B can identify small business owners who may also be facing personal financial issues leading to the need to

sell their homes, thus creating a direct referral opportunity.

**VALUE:** By referring business clients who are also homeowners to Business A, Business B can facilitate an additional revenue stream estimated at \$15,000 over the next six months.

#### [!] PARTNERSHIP SCENARIO

*Business A can refer sellers who are also small business owners to Business B for consulting services. For example, if a homeowner is selling due to financial distress affecting their small business, Business A refers them to Business B, who then provides consulting. In return, Business B sends clients to Business A when their businesses encounter property-related issues.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines real estate distress with business consulting, enabling both businesses to serve clients with intertwined needs effectively.

#### NEXT STEPS:

- 1 Set up a referral agreement outlining how leads will be shared between both businesses.
- 2 Create a joint marketing flyer highlighting the services of both businesses to distribute in local community events.
- 3 Schedule a monthly review meeting to discuss referral successes and strategize on improved lead conversions.

### 6 Aspirations Behavioral Health Inc.

Health & Wellness

80%

<-> Bidirectional

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

Aspirations Behavioral Health can refer clients needing business solutions to Free Agents Inc., especially those in small and medium-sized businesses who may be struggling with employee productivity due to mental health issues.

**VALUE:** Aspirations could receive a referral fee for sending clients to Free Agents, potentially increasing their service offerings and creating a new income stream.

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

Free Agents Inc. targets companies that may need mental health services for their employees, while Aspirations Behavioral Health caters to individuals seeking mental health counseling. This complementary focus allows for effective cross-referrals without competition.

**VALUE:** Free Agents could refer clients needing mental health support to Aspirations, potentially generating a 10-15% referral fee on each client they send, which could lead to an additional revenue stream.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc. can introduce Aspirations Behavioral Health to local businesses during their consultations, providing employees access to mental health services. For example, when a client expresses concern over employee well-being, Free Agents can recommend Aspirations, who then provides a special package for those employees, leading to a referral fee of \$300 for each client referred.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in Free Agents' established relationships with businesses needing holistic employee wellness solutions, which aligns perfectly with Aspirations' services, creating a seamless pathway for referrals that enhances both companies' offerings.

#### NEXT STEPS:

- 1 Schedule a meeting between James Higbe and Kristian Wilson to discuss referral processes.
- 2 Create a referral agreement that outlines the fees and expectations for both parties.
- 3 Develop marketing materials that Free Agents can distribute to their clients highlighting Aspirations' services.

## 7 The P-Way Solutions LLC

Real Estate

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

The P-Way Solutions has access to a variety of commercial clients who may be facing operational challenges that Free Agents Inc can help address. Referring clients needing business solutions to Free Agents can enhance their service offerings.

**VALUE:** The P-Way Solutions can enhance their service portfolio by offering business solutions through Free Agents, potentially increasing their contract renewals by 15%.

### -> WHAT YOU PROVIDE (Referral)

Free Agents Inc specializes in resolving business issues for companies, and The P-Way Solutions offers commercial janitorial services that many of Free Agents' clients may require. By referring clients to each other, both businesses can expand their customer base without directly competing.

**VALUE:** By exchanging referrals, both businesses can potentially increase their client base by 20% over the next quarter, leading to additional revenue.

### [!] PARTNERSHIP SCENARIO

*Free Agents Inc could identify a client in need of janitorial services for their office space. They refer this client to The P-Way Solutions, who then provides a proposal for cleaning services. For each successful referral, Free Agents could earn a 10% commission on the first contract value, creating a steady revenue stream while enhancing client satisfaction.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in Free Agents' deep understanding of business needs and The P-Way Solutions' specialized services, allowing them to cater to shared clientele effectively and enhance service offerings.

### NEXT STEPS:

- 1 Set up a meeting between James Higbe and Pervis Lowman to discuss referral agreement terms.
- 2 Create a shared referral tracking document to monitor leads and conversions.
- 3 Launch a joint promotional campaign highlighting the benefits of both services to local businesses.

## 8 Soulfitness Studio Health and wellness center

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Soulfitness Studio serves clients who are focused on health and wellness, which often includes entrepreneurs and business owners who may benefit from Free Agents Inc's services. This creates an opportunity for Soulfitness to refer clients needing business solutions to Free Agents.

**VALUE:** Soulfitness could earn referral fees while providing added value to their health-oriented clients, creating a potential revenue stream without additional overhead.

### -> WHAT YOU PROVIDE (Vendor)

Free Agents Inc specializes in providing key personnel to solve business issues, which can benefit Soulfitness Studio Health and Wellness Center as they are looking for employees to enhance their services. By providing strategic staffing solutions, Free Agents can help Soulfitness find the right professionals to improve service delivery and client satisfaction.

**VALUE:** Increased operational efficiency and enhanced service delivery for Soulfitness, leading to potential revenue growth of 15-20% with the right hires.

### [!] PARTNERSHIP SCENARIO

*Free Agents Inc can assist Soulfitness in recruiting a certified personal trainer and a nutritionist within the next month. They would conduct interviews, vet candidates, and supply Soulfitness with a shortlist of ideal hires. This would allow Soulfitness to expand its offerings and attract more clients seeking comprehensive wellness solutions.*

### [\*] UNIQUE SYNERGY

The combination of Free Agents' expertise in staffing and Soulfitness's need for qualified personnel creates a unique synergy. This partnership doesn't just fill positions; it enhances the quality of services Soulfitness offers, which could differentiate them in the competitive health and wellness market.

#### NEXT STEPS:

- 1 Schedule an initial meeting between James Higbe and Janice Curry to discuss specific staffing needs.
- 2 Develop a job description for the roles that Soulfitness needs filled.
- 3 Set a timeline for candidate sourcing and interviews to align with Soulfitness's growth strategy.

### 9 JPO Logistics LLC

Logistics

75%

<-> Bidirectional

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

JPO Logistics serves shippers and owner-operators who may also require professional services for business issues, while Free Agents focuses on solving problems for companies with 5 to 250 employees. They can refer clients to each other based on overlapping needs without competing directly.

**VALUE:** Both businesses can expand their client base without competing, leading to increased revenue through referrals and enhanced service offerings.

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

Free Agents works with companies that often need shipping and logistics solutions, which allows them to refer clients to JPO Logistics for their freight needs.

**VALUE:** Free Agents can offer additional value to their clients by connecting them with logistics services, while JPO Logistics can access a new clientele seeking their specific services.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics identifies a shipping client who is struggling with operational efficiency and refers them to Free Agents. In return, Free Agents encounters a small business needing reliable logistics support for their supply chain and recommends JPO. Each company earns a referral fee of 10% on the first project, potentially resulting in \$1,000 each from a \$10,000 service contract.*

#### [\*] UNIQUE SYNERGY

The unique synergy comes from their ability to mutually enhance their service offerings; logistics and professional services complement each other perfectly, especially for small to mid-sized businesses seeking comprehensive solutions.

#### NEXT STEPS:

- 1 Set up a meeting between Paulette and James to discuss referral structures.
- 2 Create a joint marketing flyer highlighting the referral partnership benefits.
- 3 Establish a tracking system for referrals and measure success after three months.

### 10 flow

Professional Services

75%

<-> Bidirectional

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

Both businesses operate in the professional services sector, with flow focusing on coaching and Free Agents Inc providing key personnel to solve business issues. They can refer clients to each other, especially if flow encounters businesses needing broader solutions beyond coaching.

**VALUE:** Increased client referrals could lead to a 20% increase in new clients for both businesses, creating a stronger client base without the need for additional marketing costs.

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

Free Agents Inc could potentially leverage flow's coaching services to enhance their internal operations or offer to their clients, thus becoming a vendor for flow's coaching.

**VALUE:**

By integrating flow's coaching services into their offering, Free Agents could see an additional revenue stream of approximately 15% from upselling coaching to their clients, while flow gains access to Free Agents' client base.

### [!] PARTNERSHIP SCENARIO

*When flow has a client struggling with team dynamics, they can refer that client to Free Agents Inc for specialized personnel who can help resolve specific business issues. In return, if Free Agents identifies a company needing leadership coaching, they can direct them to flow, creating a seamless referral loop.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary services-flow's coaching can enhance the effectiveness of Free Agents' personnel solutions, creating a holistic approach to client challenges. This is not just about referrals, but about enhancing each other's service offerings.

#### NEXT STEPS:

- 1 Schedule a meeting between Miguel and James to discuss mutual referral opportunities.
- 2 Create a simple referral agreement outlining the benefits and incentives for both parties.
- 3 Develop joint marketing materials that highlight both companies' services to share with referred clients.

## 11 Jazzi's Creations

Events & Gifts

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can offer unique team-building workshops that align with Free Agents Inc's target market of companies seeking to enhance their employee engagement and creativity. This collaboration allows both businesses to leverage their strengths for mutual benefit.

**VALUE:** By collaborating on workshops, Jazzi's can generate an additional \$500-\$1,000 per session, while Free Agents can enhance their service offerings, making them more attractive to current and potential clients.

### -> WHAT YOU PROVIDE (Referral)

Free Agents Inc can refer clients looking for team-building solutions and unique gift ideas to Jazzi's Creations, as both serve a similar demographic without direct competition.

**VALUE:** Free Agents can enhance their service package by offering clients access to Jazzi's creative events, potentially increasing their client retention and satisfaction while Jazzi gains new customers.

### [!] PARTNERSHIP SCENARIO

*Jazzi's Creations could host a customized crafting workshop for Free Agents' client, a mid-sized tech company, where employees create personalized desk organizers. This event would not only foster teamwork but also serve as a unique promotional opportunity for Free Agents, showcasing their commitment to employee wellness. Jazzi earns \$800 from the workshop fee, while Free Agents can present this event as a case study to attract new clients.*

### [\*] UNIQUE SYNERGY

The unique combination of Jazzi's creative workshops and Free Agents' professional services creates a distinctive offering that enhances both employee engagement and corporate culture-something neither can achieve alone.

#### NEXT STEPS:

- 1 Schedule a meeting between Jasmyne and James to discuss potential workshop formats and pricing.
- 2 Identify one of Free Agents' clients to pilot a workshop and gain feedback.
- 3 Create a joint marketing campaign highlighting the benefits of the collaboration for both businesses.

<- WHAT THEY PROVIDE (Referral)

Both Bluebird Health Partners and Free Agents Inc target businesses needing specialized support but operate in different niches. Bluebird focuses on healthcare solutions while Free Agents caters to a broader range of business issues, making them non-competitive yet complementary.

**VALUE:** By referring clients to each other, both businesses can expand their customer base and increase revenues. For example, if Bluebird refers a healthcare startup needing broader business strategy help to Free Agents, it could lead to a \$10K consulting fee.

-> WHAT YOU PROVIDE (Referral)

Free Agents Inc specializes in solving business issues for companies of varying sizes, including startups which are in Bluebird's target market. They can refer clients requiring healthcare strategy consulting to Bluebird.

**VALUE:** Free Agents can enhance their service offering by referring clients who need healthcare-specific strategies, potentially earning referral fees while also providing more comprehensive solutions to their clients. This could result in an additional \$5K to \$15K in revenue from these referrals.

[!] PARTNERSHIP SCENARIO

*Bluebird Health Partners encounters a client in the healthcare sector who also needs operational efficiency improvements beyond healthcare strategy. They refer this client to Free Agents Inc, who then successfully addresses the operational issues, leading to a 10% increase in the client's overall productivity. Both businesses receive a referral fee, enhancing their income and client satisfaction.*

[\*] UNIQUE SYNERGY

This partnership uniquely blends healthcare strategy expertise with general business problem-solving, creating a powerful referral network that can address diverse client needs effectively.

NEXT STEPS:

- 1 Schedule a meeting between Cary and James to discuss mutual client profiles.
- 2 Develop a formal referral program with clear guidelines and incentives.
- 3 Create joint marketing materials to promote both services to a wider audience.

<- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics targets individuals with chronic skin conditions, while Free Agents Inc serves companies with 5 to 250 employees. There's potential for Enriquez Aesthetics to refer clients needing wellness solutions to Free Agents, especially in corporate wellness programs.

**VALUE:** This partnership could lead to a 15% increase in client referrals for both businesses, potentially generating an additional \$10,000 in revenue for each.

-> WHAT YOU PROVIDE (Referral)

Free Agents Inc interacts with various businesses that may have employees suffering from chronic skin conditions or looking for luxury skincare solutions, making them a valuable referral source for Enriquez Aesthetics.

**VALUE:** This relationship could lead to Enriquez Aesthetics gaining 10 new clients each month from Free Agents' referrals, equating to approximately \$12,000 in additional monthly revenue.

[!] PARTNERSHIP SCENARIO

*When Free Agents Inc implements a corporate wellness program for a client, they can recommend Enriquez Aesthetics for skincare services as part of the employee benefits package. This could lead to 30 employees utilizing facial services, generating \$6,000 for Enriquez in one month, while Free Agents enhances their service offerings.*

[\*] UNIQUE SYNERGY



The unique synergy lies in combining Enriquez's luxury skincare with Free Agents' corporate wellness focus, presenting a holistic approach to employee health that's rare in the market.

#### NEXT STEPS:

- 1 Establish a referral agreement where each business provides a list of services to promote to their respective clients.
- 2 Create joint marketing materials highlighting the wellness offerings that include skincare services.
- 3 Schedule a meeting to discuss the integration of Enriquez Aesthetics services into Free Agents' corporate wellness proposals.

### 14 Tosh's Urban Garden

Health & Wellness

75%

<-> Bidirectional

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

Tosh's Urban Garden targets health-conscious individuals, who may also be looking to improve their overall wellness and productivity in the workplace. Free Agents Inc serves companies that employ individuals who could benefit from natural health products, creating a strong referral opportunity.

**VALUE:** Tosh's Urban Garden can tap into Free Agents Inc's network of small-to-medium businesses, potentially increasing sales of herbal products by 20%.

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

Free Agents Inc can refer their clients, particularly those in the small to medium business sector, to Tosh's Urban Garden for employee wellness solutions, which align well with their focus on improving business performance.

**VALUE:** By referring clients to Tosh's Urban Garden, Free Agents can add value to their service offerings and help clients improve employee morale and productivity, potentially leading to a 15% increase in client satisfaction.

#### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could provide Free Agents Inc with a curated selection of herbal teas and tinctures to offer as employee wellness packages. For instance, if Free Agents Inc helps a company implement a wellness program, they can include a monthly subscription of herbal products from Tosh's, creating a unique offering that promotes health in the workplace.*

#### [\*] UNIQUE SYNERGY

The pairing stands out because Tosh's Urban Garden can enhance Free Agents' corporate wellness initiatives with products that directly improve employee health, making it more than just a typical referral relationship.

#### NEXT STEPS:

- 1 Arrange a meeting between Latachia and James to discuss the specifics of the referral program.
- 2 Create a marketing flyer that outlines the wellness packages to be presented to Free Agents' clients.
- 3 Develop a tracking system to measure the sales generated from referrals and gather feedback to adjust offerings.

### 15 Celebrate & Smile International Steppers

Arts & Creative

75%

<-> Bidirectional

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

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which aligns with Free Agents Inc's mission of solving business issues. By collaborating, they can create workshops that foster team building and employee morale.

**VALUE:** This partnership could generate up to \$5,000 in revenue from workshops, while enhancing employee engagement and satisfaction for Free Agents' clients.

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

Free Agents Inc serves companies looking to solve business issues, which often includes employee engagement and morale. They can refer clients to Celebrate & Smile for dance programs that enhance team dynamics.

**VALUE:**

For every referral, Celebrate & Smile could pay Free Agents a commission, potentially leading to \$1,000 in additional revenue per month for Free Agents.

#### [!] PARTNERSHIP SCENARIO

Next week, Celebrate & Smile International Steppers could host a dance workshop for one of Free Agents Inc's corporate clients, where employees participate in team-building exercises through dance. This event would not only cost the corporate client around \$1,000 but also provide Celebrate & Smile with exposure to new clients, and elevate Free Agents' service offerings by adding a unique employee engagement solution.

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines the artistic and creative approach of Celebrate & Smile with the strategic problem-solving focus of Free Agents, creating a distinctive employee engagement program that few companies offer.

#### NEXT STEPS:

- 1 Schedule a meeting between Tiffany and James to brainstorm potential workshop themes.
- 2 Create a detailed proposal outlining the structure, pricing, and expected outcomes of the dance workshops.
- 3 Market the workshop package to Free Agents' existing client base to gauge interest.

## 16 Communicate Design & Marketing

Marketing & Design

75%

-> One-way

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

Communicate Design & Marketing targets solo entrepreneurs and service businesses, while Free Agents Inc targets companies with a larger employee base. They can refer clients to each other based on their specific needs without competing.

**VALUE:** By referring clients to each other, both businesses could increase their client base by at least 10-15%, leading to potential revenue increases of \$5,000 to \$10,000 annually.

#### [!] PARTNERSHIP SCENARIO

When Communicate encounters a small business needing strategic business solutions, they can refer them to Free Agents Inc, who could then provide bespoke consulting services. In return, Free Agents could refer their clients needing branding or website redesigns to Communicate, creating a steady stream of warm leads for both.

#### [\*] UNIQUE SYNERGY

The synergy lies in their complementary target markets; Communicate's focus on smaller entities aligns perfectly with Free Agents' capability to service growing businesses, enhancing each other's offerings without overlap.

#### NEXT STEPS:

- 1 Set up a referral agreement outlining the terms of client exchanges.
- 2 Develop a joint marketing campaign showcasing the referral relationship.
- 3 Schedule a quarterly meeting to review referrals and adjust strategies.

## 17 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

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

Both businesses cater to clients who are looking for improvement in their respective areas; Health & Wellness for Jamz Trainings and business solutions for Free Agents Inc. They can refer clients to each other without competing for the same customer base.

**VALUE:** Jamz Trainings can potentially gain 10-15 new clients a month from referrals, while Free Agents Inc can enhance their service offerings by providing fitness-related solutions to their clients.

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

Free Agents Inc. serves small to medium-sized businesses that could greatly benefit from health and wellness

programs for their employees, which Jamz Trainings specializes in. Referrals can enhance employee productivity and morale.

**VALUE:** Free Agents Inc. could refer 5-8 clients a month to Jamz Trainings, resulting in increased client engagement and potential revenue through corporate wellness packages.

#### [!] PARTNERSHIP SCENARIO

*Jamz Trainings could refer clients to Free Agents Inc. when they identify small business owners looking to enhance their team's performance through better wellness programs. For instance, if a local golf club owner trains with Jamz and expresses interest in improving staff productivity, Jamz can send them to Free Agents, who can then propose a business strategy to enhance team dynamics. This leads to both businesses gaining exposure and credibility in their respective fields.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining wellness with professional development; by referring clients to each other, they create a holistic approach to business success and personal well-being.

#### NEXT STEPS:

- 1 Set up an introductory meeting between James Robinson and James Higbe to explore referral frameworks.
- 2 Create a brochure detailing referral benefits that both businesses can distribute to clients.
- 3 Establish a tracking system to measure the number of referrals and resulting business generated from each partnership.

### 18 MyahnArt LLC

Marketing & Design

75%

<-> Bidirectional

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

MyahnArt LLC and Free Agents Inc target similar businesses in Jacksonville, particularly those looking to enhance their work environments and employee engagement. They can refer clients to each other for complementary services without competing.

**VALUE:** By referring clients, both businesses can increase their customer base, potentially generating additional revenue streams of 10-20% per quarter.

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

Free Agents Inc serves companies in need of creative solutions for employee engagement and branding, making them a perfect source for referrals to MyahnArt LLC.

**VALUE:** This referral relationship can bring in additional income for Free Agents Inc through commissions on projects referred, potentially increasing their revenue by 15%.

#### [!] PARTNERSHIP SCENARIO

*MyahnArt refers Free Agents Inc to a local tech company looking to improve team dynamics and productivity. In return, Free Agents Inc connects MyahnArt with a corporate event planner needing a mural for an upcoming company retreat, resulting in a project worth \$2,500 for MyahnArt.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because MyahnArt can beautify workspaces that Free Agents Inc helps to optimize, creating a holistic approach to enhancing business environments.

#### NEXT STEPS:

- 1 Set up a bi-weekly meeting to discuss potential referrals and client needs.
- 2 Create a referral agreement outlining percentage splits for referred projects.
- 3 Develop joint marketing materials highlighting both services to attract mutual clients.

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

Grayland's target market includes commercial lenders and tax/legal professionals, which aligns with Free Agents Inc's focus on solving business issues for companies. Each business can refer clients who require the other's services.

**VALUE:** By referring clients to each other, both businesses can increase their client base and revenue, potentially adding an additional 10-15% in new business from referrals.

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

Free Agents Inc can identify small to medium-sized companies that require commercial appraisals, thus benefiting Grayland's business through targeted referrals.

**VALUE:** This referral relationship can help Grayland gain access to new clients who need appraisal services, which can increase their revenue by 10-20% through consistent client referrals.

#### [!] PARTNERSHIP SCENARIO

*If a commercial lender approaches Grayland for an appraisal and mentions they need help with business strategy, Grayland can refer them to Free Agents Inc. In return, if Free Agents Inc encounters clients needing commercial appraisals for financing, they will direct them to Grayland. This creates a seamless referral system that adds value to both parties.*

#### [\*] UNIQUE SYNERGY

Both businesses serve overlapping markets but provide complementary services, allowing them to enhance their offerings and provide holistic solutions to clients.

#### NEXT STEPS:

- 1 Schedule a joint meeting to discuss referral processes and establish clear criteria for referrals.
- 2 Create a formal referral agreement outlining the commission structure for referred clients.
- 3 Develop co-branded marketing materials to promote the referral partnership to each other's client bases.

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

Both businesses target professionals but in different contexts. Be Present Detalles focuses on creating memorable events for busy professionals and couples, while Free Agents Inc provides solutions to business issues for companies. They can refer clients to each other who may need complementary services.

**VALUE:** By referring clients to each other, both businesses can increase their client base by 15-20%, leading to potential revenue growth.

#### [!] PARTNERSHIP SCENARIO

*When a client approaches Be Present Detalles for an event but also mentions needing help with team dynamics, De'Ana can refer them to Free Agents Inc for consulting. If the client hires Free Agents Inc, they can then refer Be Present Detalles for their event needs, creating a cycle of referrals.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines event planning with business problem-solving, addressing both personal and professional customer needs, which can lead to more holistic solutions for clients.

#### NEXT STEPS:

- 1 Set up a referral agreement where each business tracks referrals and provides incentives for successful conversions.
- 2 Host a joint networking event where both businesses present their services to an audience of potential clients.
- 3 Create a shared marketing collateral piece that showcases how both services complement each other.

<- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies can supply their homemade cookies to Free Agents Inc for any corporate events or meetings they hold, enhancing the professional service atmosphere with quality refreshments.

**VALUE:** Free Agents can improve their client meetings by providing high-quality cookies, potentially increasing client satisfaction and leading to repeat business, while WhitBits gains a steady order stream from Free Agents.

-> WHAT YOU PROVIDE (Referral)

Both Free Agents Inc and WhitBits Cookies target corporate professionals, albeit in different capacities. Free Agents can refer their clients, particularly office managers and event planners, to WhitBits for catering needs, while WhitBits can recommend Free Agents for any business consultancy services their clients may require.

**VALUE:** Both businesses can tap into each other's client bases, potentially increasing customer referrals by 10-15%, leading to higher revenue.

[!] PARTNERSHIP SCENARIO

*Free Agents Inc can create a small referral program where they recommend WhitBits for corporate events, offering a 10% discount to clients on their first cookie order. In exchange, WhitBits provides Free Agents' clients with a coupon for their services, leading to increased sales for both companies and deeper client relationships.*

[\*] UNIQUE SYNERGY

The unique synergy lies in the alignment of their target markets, allowing each to enhance the service offerings of the other, creating a more comprehensive value proposition for their clients.

NEXT STEPS:

- 1 Develop a formal referral program outlining mutual benefits and incentives.
- 2 Host a joint networking event where both client bases can interact and learn about each other's services.
- 3 Create co-branded marketing materials that highlight the referral partnership.

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release focuses on veterans, who often work in or own small to mid-sized businesses. They can refer veteran-owned companies in need of business consulting services to Free Agents Inc, creating synergy between wellness and professional support.

**VALUE:** This referral arrangement could increase Free Agents' clientele by 5-10 veteran-owned businesses, potentially translating to \$15,000 in new consulting contracts.

-> WHAT YOU PROVIDE (Referral)

Free Agents Inc targets companies with 5 to 250 employees, while Relax Relate & Release focuses on veterans, a demographic that often seeks corporate wellness programs. Free Agents can refer companies looking to improve employee wellness and team morale to Relax Relate & Release, benefiting both businesses.

**VALUE:** Increased client referrals can lead to a potential revenue growth of 10-15% for Relax Relate & Release, while Free Agents can enhance their service offering by providing wellness options to their clients.

[!] PARTNERSHIP SCENARIO

*Free Agents Inc could create a wellness package for their corporate clients, which includes a free introductory massage session at Relax Relate & Release for employees. This package can be marketed to local businesses, generating new client leads for both parties. For instance, if Free Agents secures three corporate clients with 50 employees each, Relax would gain 150 new potential clients from the massages, increasing their visibility in the corporate wellness space.*

[\*] UNIQUE SYNERGY

The unique pairing of professional services and wellness therapy creates a holistic approach to employee performance and morale. By combining business consulting with wellness initiatives, they can uniquely position themselves in the Jacksonville market.

#### NEXT STEPS:

- 1 Schedule a meeting between James Higbe and Hazel Lee to discuss referral processes and client matching.
- 2 Develop a co-branded marketing flyer detailing the referral wellness package.
- 3 Launch a joint promotional campaign targeting local businesses about the benefits of wellness programs.

### 23 Genuines Coaching & Consulting

Technology

75%

<-> Bidirectional

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

Both businesses serve similar target markets, but without direct competition. Genuines Coaching & Consulting can refer clients needing specialized business solutions to Free Agents Inc, while Free Agents can refer clients looking for coaching to Genuines.

**VALUE:** This referral relationship can enhance both businesses' offerings, potentially increasing client retention rates and generating additional revenue streams through referral fees, estimated at 10% of the first project fee.

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

Both businesses target professionals and organizations that require expertise in leadership and operational efficiency. Free Agents Inc could leverage Genuines Coaching & Consulting's training programs to enhance their service offerings, while Genuines could utilize Free Agents' network to reach a wider audience.

**VALUE:** By collaborating, Free Agents can potentially increase their service diversity and revenue by 20% through bundled offerings, while Genuines can access a broader client base, increasing their customer acquisition rates.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc could bundle their business issue resolution services with Genuines' executive coaching workshops. For example, they could offer a package where a client receives a strategic consultation and a follow-up coaching session for C-suite leaders. This could be marketed as a comprehensive solution for organizations undergoing transitions, with a projected revenue of \$10,000 from the first three clients in the pilot phase.*

#### [\*] UNIQUE SYNERGY

The unique synergy arises from combining Free Agents' deep operational insights with Genuines' executive coaching expertise, creating a holistic business improvement package that neither could offer alone.

#### NEXT STEPS:

- 1 Schedule a meeting between James Higbe and Reden Dionisio to discuss potential package offerings.
- 2 Develop a joint marketing strategy to promote the bundled services to existing and new clients.
- 3 Create a pilot program for the bundled services and analyze client feedback for future adjustments.

### 24 Organize Design Create

Marketing & Design

75%

<-> Bidirectional

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

Organize Design Create can refer clients who need business consulting services to Free Agents Inc. Their target markets intersect, especially with startups needing foundational business help.

**VALUE:** Organize Design Create can enhance their service offerings by directing clients to Free Agents, potentially increasing their service revenue by 15% through supplementary business consulting services.

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

Free Agents Inc focuses on solving business issues for companies with 5 to 250 employees, while Organize Design Create targets startups and established entrepreneurs. They serve similar customer segments without direct

competition, making referrals beneficial for both.

**VALUE:** Increased client base for both businesses by tapping into overlapping markets, potentially generating additional revenue of 10-20% from referrals.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc could refer their clients who are struggling with marketing to Organize Design Create for tailored marketing strategies. For instance, if a client is a small tech startup needing branding, Free Agents will introduce them to Victoria, who can then implement a targeted campaign to boost their visibility, leading to potential new contracts for both businesses.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because Free Agents can provide strategic business insights that help identify marketing needs, while Organize Design Create delivers the creative solutions, creating a seamless client experience.

#### NEXT STEPS:

- 1 Schedule a meeting between James and Victoria to discuss referral strategies.
- 2 Develop a referral agreement outlining terms and incentives for referred clients.
- 3 Create a joint marketing piece highlighting both services to distribute among their respective client bases.

### 25 Simple Creations By T

Professional Services

70%

<-> Bidirectional

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

Simple Creations By T could provide personalized gifts for Free Agents Inc's clients, enhancing their service offering. This relationship allows Free Agents to provide added value to their clients through custom gifts.

**VALUE:** Free Agents can enhance their consultancy services, leading to increased client retention and potentially higher fees for more comprehensive solutions that include gift offerings.

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

Both businesses target distinct but overlapping markets. Free Agents Inc focuses on companies with 5 to 250 employees, while Simple Creations By T targets individuals and organizations celebrating milestones. Free Agents can refer clients needing custom gifts for corporate events or employee recognition.

**VALUE:** Free Agents can earn referral fees from Simple Creations on every client they refer, potentially generating a new revenue stream of \$500-\$1,500 monthly based on conversion rates.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc refers a client who is planning a corporate anniversary celebration. Simple Creations By T provides custom branded gifts for the event. For every referral, Free Agents earns a 10% commission on the \$1,000 order, resulting in a \$100 income while also enhancing their service offerings.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because Free Agents brings a business network that may not typically consider custom gifts, expanding Simple Creations' reach into corporate accounts.

#### NEXT STEPS:

- 1 Set up a referral agreement detailing commission structure.
- 2 Exchange marketing materials to better understand each other's offerings.
- 3 Schedule a joint networking event to introduce both businesses to potential clients.