

# 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

85% conf

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

#### Reasoning:

Both businesses target individuals focused on health and wellness, specifically those needing mental health support and physical fitness. Aspirations Behavioral Health can refer clients seeking mental health services to Soulfitness Studio and vice versa for clients looking for holistic health approaches.

#### Value Proposition:

Increased client base through reciprocal referrals could generate an additional 10-20 clients per month for each business, significantly boosting revenue.

#### Collaboration Example:

Aspirations Behavioral Health hosts a workshop on mental health awareness at Soulfitness Studio, attracting attendees interested in both mental wellness and fitness. After the workshop, participants receive a discount for their first session at Soulfitness, creating a pipeline for cross-referrals while Soulfitness gains new members.

#### Synergy Potential:

The unique synergy lies in their complementary services; while Aspirations focuses on mental health, Soulfitness emphasizes physical wellness, allowing for a holistic approach to client care that neither can provide alone.

#### Action Items:

1. Schedule a meeting between Kristian Wilson and Janice Curry to discuss referral processes.

2. Develop a co-branded flyer highlighting the benefits of mental and physical wellness for distribution in both locations.
3. Plan the first joint workshop event on mental health and fitness within the next month.

Value: HIGH

MUTUAL BENEFIT

## COLLABORATION 2/2

75% conf

Aspirations Behavioral Health Inc. / Soulfitness Studio Health and wellness

### Reasoning:

Both businesses can create joint wellness programs that integrate mental health counseling and physical fitness, appealing to a wider audience. Collaborating on events can enhance visibility and attract new clients.

### Value Proposition:

Joint programs can lead to increased attendance and membership sign-ups, potentially raising revenues by an additional 20% over the next quarter.

### Collaboration Example:

Aspirations Behavioral Health and Soulfitness Studio collaborate on a 6-week 'Mind and Body Wellness Challenge' that includes weekly group fitness classes followed by mental health workshops. Participants pay a fee for the challenge, which is split between both businesses, enhancing client engagement and fostering community.

### Synergy Potential:

This partnership uniquely combines mental and physical health in a structured program, which can create a comprehensive wellness solution that stands out in the Jacksonville market.

### Action Items:

1. Draft a program outline detailing the structure and content of the 'Mind and Body Wellness Challenge.'
2. Create joint marketing materials and social media campaigns to promote the challenge.
3. Set a timeline for the event, aiming for launch in the coming month.

Value: MEDIUM

MUTUAL BENEFIT