

# BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" Organize Design Create

2 Relationships Identified

## BUSINESS PROFILES

### Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve you business issue

### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

80% conf

Free Agents Inc!" Organize Design Create

#### Reasoning:

Free Agents Inc provides professional services for companies facing business issues, while Organize Design Create specializes in marketing for entrepreneurs and small businesses. They share a similar target market, making referrals mutually beneficial.

#### Value Proposition:

Free Agents Inc can refer clients to Organize Design Create for marketing services, potentially increasing revenue by 15-20% through referral commissions.

#### Collaboration Example:

Free Agents Inc identifies a client struggling with marketing their product. They refer this client to Organize Design Create, who then develops a tailored marketing campaign. Both businesses agree to a 10% commission on the first contract, benefiting Free Agents with \$1,000 from a \$10,000 project.

#### Synergy Potential:

This pairing uniquely combines strategic business consulting with creative marketing, providing clients with holistic solutions that address both operational and promotional needs seamlessly.

#### Action Items:

1. Schedule a meeting between James Higbe and Victoria Price to discuss referral agreements.

2. Create a shared referral document outlining services and commission structures.
3. Launch a joint marketing campaign that highlights the benefits of both services to target clients.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

75% conf

Organize Design Create | Free Agents Inc

### Reasoning:

Organize Design Create targets startups and established entrepreneurs who often face business challenges, making them a valuable source for referrals to Free Agents Inc, which specializes in solving such issues.

### Value Proposition:

Organize Design Create can refer clients needing business consulting to Free Agents Inc, capturing a 15% commission from the consulting fees and enhancing their service offerings.

### Collaboration Example:

A startup client of Organize Design Create struggles with business strategy. They refer this client to Free Agents Inc, who then provides consulting services. Organize Design receives a 15% commission on a \$5,000 consulting fee, earning \$750 while ensuring their client receives expert help.

### Synergy Potential:

This partnership leverages Organize Design Create's marketing expertise with Free Agents Inc's business acumen, providing a strong network of support for startups aiming for growth.

### Action Items:

1. Draft a referral agreement that includes commission percentages for both businesses.
2. Host a joint webinar targeting startups to present both services and referral opportunities.
3. Develop a co-branded promotional brochure detailing the benefits of consulting paired with marketing services.

Value: HIGH

MUTUAL BENEFIT