

The Collective Om

• Health & Wellness

Holistic health services for individuals and small teams

Contact Information

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TARGET MARKET

Small businesses, women 20-60 years focused on self growth

CURRENT NEEDS

Marketing

Partnership Opportunities (25)

1 flow

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both businesses target individuals focused on self-growth and wellness, making a partnership sensible. flow could provide coaching services as part of The Collective Om's holistic health offerings, enhancing the value for clients.

VALUE: By collaborating, flow can increase its client base through referrals from The Collective Om, while The Collective Om can enhance its service portfolio, potentially increasing revenue by 20% as clients seek comprehensive wellness solutions.

-> WHAT YOU PROVIDE (Referral)

The Collective Om and flow cater to similar demographics focused on self-growth, making referrals beneficial. They can refer clients who need specialized coaching that complements holistic health services.

VALUE: This referral relationship could potentially yield a 15% increase in client engagement for both businesses, as clients seeking holistic health may also value coaching services.

[!] PARTNERSHIP SCENARIO

flow could design a 'Holistic Wellness Workshop' alongside The Collective Om, where participants engage in both coaching sessions and holistic health practices. For instance, they could host a Saturday retreat with 20 attendees, charging \$150 each, splitting the \$3,000 revenue and marketing the event through both businesses' networks.

[*] UNIQUE SYNERGY

The unique synergy lies in the complementary nature of coaching and holistic health services, allowing clients to experience a well-rounded approach to self-improvement that neither could provide alone.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and Ashlyn to outline potential workshop topics.
- 2 Create joint marketing materials to promote the Holistic Wellness Workshop.
- 3 Set a timeline for the workshop and establish roles for each business in its execution.

2 Jazzi's Creations

Events & Gifts

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations focuses on team-building craft workshops, which aligns well with The Collective Om's holistic health services targeting small businesses. By partnering on wellness-focused workshops, they can enhance employee engagement while promoting health and creativity.

VALUE: Through this collaboration, Jazzi's can tap into The Collective Om's clientele, increasing workshop attendance and revenue by an estimated 30%. The Collective Om can promote its services to a wider audience, boosting client acquisition by 20%.

-> WHAT YOU PROVIDE (Referral)

The Collective Om serves small businesses and individuals focused on self-growth, which overlaps with Jazzi's Creations' target market of businesses looking for promotional gifts and team-building activities. They can refer clients to each other without competing.

VALUE: By referring clients to Jazzi's for team-building workshops and personalized gifts, The Collective Om can enhance its service offering while earning a referral fee, potentially increasing revenue by 15%. Jazzi's can access new clients that are already interested in health and wellness.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations could host a 'Wellness and Craft Day' event at The Collective Om's location, where participants engage in mindfulness activities followed by a personalized craft session. For instance, 20 attendees create stress-relief jars filled with calming elements, while The Collective Om provides guidance on stress management techniques. Jazzi earns \$1,000 from the event, and The Collective Om gains exposure to potential new clients who are interested in holistic health.

[*] UNIQUE SYNERGY

This partnership uniquely combines creativity and wellness, appealing to an audience that values both mental health and artistic expression, differentiating it from typical wellness workshops that lack a creative component.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm event ideas and logistics within the next week.
- 2 Develop a joint marketing strategy targeting both customer bases, focusing on social media promotion.
- 3 Create a shared online registration page for the event to streamline sign-ups and payments.

3 Genuines Coaching & Consulting

Technology

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting provides training and coaching that can complement the holistic health services offered by The Collective Om. Both businesses target similar demographics, making a collaborative event beneficial for both parties.

VALUE: By collaborating on a wellness retreat, both businesses could attract a larger audience, potentially generating \$10,000 in combined revenue from ticket sales and sponsorships.

-> WHAT YOU PROVIDE (Referral)

The Collective Om serves small businesses focused on self-growth, which overlaps with the target market of Genuines Coaching & Consulting. Referring clients between the two businesses can enhance service offerings without competition.

VALUE: The Collective Om could refer clients seeking business coaching to Genuines, potentially increasing Genuines' client base by 15% over the next quarter, leading to an estimated additional revenue of \$5,000.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting and The Collective Om could host a two-day wellness retreat where participants engage in holistic health workshops and coaching sessions. For example, Reden would lead a session on leadership in health and wellness while Ashlyn runs a workshop on stress management techniques. They could charge \$500 per participant, expecting at least 40 attendees, leading to \$20,000 in revenue, which they split.

[*] UNIQUE SYNERGY

The unique synergy lies in the combination of coaching and holistic health, creating a comprehensive personal development experience that neither business could achieve alone. This pairing directly addresses the self-growth aspirations of their shared target audience.

NEXT STEPS:

- 1 Organize a meeting to outline the retreat agenda and logistics.
- 2 Develop marketing materials to promote the event through both businesses' channels.
- 3 Secure a venue that accommodates both coaching and wellness activities.

4 Tosh's Urban Garden

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both businesses target health-conscious individuals and small teams interested in wellness. By collaborating, Tosh's Urban Garden can provide natural herbal products to The Collective Om's clients, while The Collective Om can offer holistic health services to Tosh's customers, enhancing value for both.

VALUE: This partnership could generate an additional \$2,000 monthly in sales for Tosh's Urban Garden from product bundles offered at The Collective Om's sessions, while The Collective Om could see a 20% increase in client engagement through the introduction of herbal products in their offerings.

-> WHAT YOU PROVIDE (Referral)

The Collective Om serves a similar target market as Tosh's Urban Garden, focusing on health-conscious individuals. They can refer clients seeking natural products to Tosh's Urban Garden without competing, benefiting both businesses.

VALUE: The Collective Om could increase its value proposition by providing clients with trusted product recommendations, potentially resulting in a 10% increase in client retention and referrals, while Tosh's Urban Garden gains access to a new customer base.

[!] PARTNERSHIP SCENARIO

Tosh's Urban Garden could create a specific herbal tea blend for The Collective Om's wellness workshops. For example, during a 'Mindfulness and Wellness' workshop, participants receive a complimentary tea sample that promotes relaxation. In return, The Collective Om would promote Tosh's products in their marketing materials and social media, establishing a shared revenue model from sales generated at these events.

[*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on enhancing individual wellness, with Tosh's Urban Garden bringing the tangible herbal products, while The Collective Om provides the holistic experience, creating a comprehensive health offering.

NEXT STEPS:

- 1 Organize a joint wellness workshop event within the next month, featuring both herbal products and holistic services.
- 2 Develop a co-branded marketing strategy to promote the workshop and products through social media and email campaigns.
- 3 Set up a cross-promotional system where each business offers discounts on the other's services/products for clients who participate in workshops.

5 Aspirations Behavioral Health Inc.

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health can refer clients who are open to holistic wellness and may benefit from The Collective Om's services. This creates a win-win situation as they can cater to clients looking for comprehensive wellness solutions.

VALUE: Aspirations Behavioral Health could see a 15% increase in client satisfaction from holistic referrals, while The Collective Om could enhance its service offerings to mental health clients, potentially increasing revenue by \$1,500 monthly.

-> WHAT YOU PROVIDE (Referral)

Both businesses target clients focused on health and wellness, but from different angles. The Collective Om offers holistic health services while Aspirations Behavioral Health provides mental health counseling. They can refer clients to each other without competing for the same service.

VALUE: By referring clients, The Collective Om could increase its service utilization by 20% and Aspirations could expand its client base, leading to a potential increase in monthly revenue by up to \$2,000.

[!] PARTNERSHIP SCENARIO

The Collective Om could create a resource guide for clients that includes contact information and services offered by Aspirations Behavioral Health. In return, Aspirations could provide a special discount on counseling sessions for clients referred by The Collective Om, driving traffic to both businesses.

[*] UNIQUE SYNERGY

This pairing is unique because while both focus on health, they address different aspects-holistic wellness vs. mental health-allowing for comprehensive client care. Together, they can offer a more rounded approach to wellness that appeals to the same target demographic.

NEXT STEPS:

- 1 Set up a meeting between Ashlyn and Kristian to discuss referral terms.
- 2 Create a joint marketing flyer highlighting each other's services for distribution to both client bases.
- 3 Establish a tracking system to measure referral outcomes and client satisfaction.

6 Relax Relate & Release

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

While both businesses operate in the wellness sector, they cater to different markets. Relax Relate & Release targets veterans, who may also benefit from holistic health services, making referrals mutually beneficial without direct competition.

VALUE: By establishing a referral program, both businesses could increase client acquisition by 15%, as veterans seeking massage therapy may also be interested in holistic health services offered by The Collective Om.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses operate in the health and wellness sector, targeting different but complementary audiences. The Collective Om focuses on holistic health, which could enhance the massage therapy services offered by Relax Relate & Release, creating a more comprehensive wellness experience for clients.

VALUE: By collaborating, both businesses could potentially increase their customer base by 20% as they could offer combined packages that appeal to clients interested in total wellness solutions.

[!] PARTNERSHIP SCENARIO

The Collective Om could host a 'Wellness Weekend' event at Relax Relate & Release, featuring workshops on holistic health, mindfulness practices, and offering discounted massage therapy sessions. Attendees could enjoy a full day of relaxation and self-care, with ticket sales generating revenue for both businesses while providing great exposure to potential new clients.

[*] UNIQUE SYNERGY

This pairing is unique as it combines holistic health services with physical therapy, appealing to individuals seeking a well-rounded approach to wellness rather than just one-off treatments.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm event ideas and logistics for the Wellness Weekend.
- 2 Develop a joint marketing strategy to promote the event across both businesses' customer bases.
- 3 Create package deals that include services from both businesses to encourage cross-promotion.

7 Organize Design Create

Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target small businesses, but in different aspects of their operations. Organize Design Create can refer its clients seeking holistic health services to The Collective Om, creating a referral network that adds value to both parties.

VALUE: Organize Design Create can earn referral fees or reciprocal referrals, potentially increasing client retention by 15% as they can offer a more comprehensive service package.

-> WHAT YOU PROVIDE (Collaboration)

The Collective Om provides holistic health services that can greatly benefit the marketing efforts of Organize Design Create. By collaborating, they can create a unique wellness campaign that promotes both businesses while also providing genuine value to their clients.

VALUE: By creating a joint wellness program, both businesses can attract new clients, with an estimated revenue increase of 20% through bundled service offerings and shared marketing efforts.

[!] PARTNERSHIP SCENARIO

The Collective Om could offer a 'Wellness Wednesday' event where clients of Organize Design Create get a free mini holistic health session. This event could be marketed through social media, and both businesses share the costs and profits from any upsells during the event. For example, if 30 clients attend and each purchases a service worth \$50 after the event, they could generate an additional \$1,500 in revenue.

[*] UNIQUE SYNERGY

This partnership uniquely combines health and marketing, tapping into the growing trend of workplace wellness, which is increasingly attractive to small businesses looking to improve employee satisfaction and productivity.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and Victoria to outline potential wellness event details.
- 2 Develop a joint marketing plan to promote the 'Wellness Wednesday' campaign.
- 3 Create a feedback loop post-event to assess outcomes and client satisfaction for future collaboration.

8 JAX AI Agency

Technology

80%

-> One-way

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency and The Collective Om can collaborate to create a unique wellness app that integrates AI-driven insights to help users track their health and wellness goals. This partnership can help both businesses tap into each other's customer bases and enhance their service offerings.

VALUE: By combining their expertise, they can potentially generate \$10,000 in new revenue through app subscriptions and increase customer retention for both services.

[!] PARTNERSHIP SCENARIO

JAX AI Agency develops an AI-driven feature for The Collective Om's wellness program that provides personalized health tips based on user data. For instance, users can receive reminders for hydration or meditation sessions tailored to their schedules.

They could launch a pilot program with a local gym, attracting at least 50 users, where they both share the subscription revenue and gain user feedback for future refinements.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary strengths; JAX AI brings advanced technology capabilities while The Collective Om offers holistic health insights, creating a powerful convergence of tech and wellness that neither could achieve alone.

NEXT STEPS:

- 1 Schedule a brainstorming session to identify specific features for the wellness app.
- 2 Develop a marketing plan targeting their combined customer base for the app launch.
- 3 Create a pilot program with a local fitness studio to test the app with real users.

9 IV Creative

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

IV Creative can provide marketing content that The Collective Om needs to effectively reach their target market. Since The Collective Om is currently seeking marketing help, this relationship is beneficial as IV Creative can fulfill that gap.

VALUE: IV Creative could generate an additional \$10,000 in revenue by securing a retainer contract for ongoing marketing services for The Collective Om.

-> WHAT YOU PROVIDE (Referral)

The Collective Om serves small business owners who could benefit from IV Creative's content creation services. Referring their clients to IV Creative can enhance their service offerings without competing.

VALUE: By referring clients to IV Creative, The Collective Om can enhance its service portfolio and potentially earn a commission or referral fee, estimated at \$2,000 annually based on expected client conversions.

[!] PARTNERSHIP SCENARIO

IV Creative could design a comprehensive marketing campaign for The Collective Om's new wellness program aimed at small businesses. This would include creating promotional graphics, social media posts, and a landing page. In exchange, The Collective Om could offer wellness workshops for IV Creative's team, improving overall employee wellness and productivity.

[*] UNIQUE SYNERGY

Both businesses are focused on local community engagement and personal growth, making their collaboration resonate deeply with the same audience. Their combined expertise creates a holistic approach to both marketing and wellness that is particularly appealing.

NEXT STEPS:

- 1 Schedule a meeting to discuss The Collective Om's specific marketing needs.
- 2 Draft a proposal outlining potential marketing strategies tailored for The Collective Om's services.
- 3 Create a sample marketing campaign to present during the follow-up meeting.

10 Bluebird Health Partners

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both Bluebird Health Partners and The Collective Om target healthcare and wellness providers, albeit from different angles. Bluebird focuses on healthcare strategy for solution providers, while The Collective Om offers holistic health services to individuals and small teams. They can refer clients to each other when their services overlap.

VALUE: Increased client base through mutual referrals, potentially leading to a 20% increase in new clients for both businesses.

-> WHAT YOU PROVIDE (partner)

The Collective Om could benefit from Bluebird's expertise in healthcare strategy to better position its services within the healthcare industry. A partnership could lead to co-developed workshops or programs that enhance both businesses' offerings.

VALUE: By collaborating on a workshop series, they could attract new clients and enhance their market presence, generating an estimated additional revenue of \$10,000 over a quarter.

[!] PARTNERSHIP SCENARIO

If Bluebird Health Partners encounters a startup healthcare provider needing holistic health services for staff, they could refer them to The Collective Om. In return, if The Collective Om has clients seeking more strategic healthcare solutions, they can direct them to Bluebird, creating a seamless referral loop.

[*] UNIQUE SYNERGY

This partnership is unique because it combines strategic consulting with holistic health, allowing both businesses to enhance their service offerings and provide integrated solutions to clients, leading to better health outcomes.

NEXT STEPS:

- 1 Schedule a meeting to discuss referral processes and establish a formal agreement.
- 2 Create a joint marketing campaign to promote the referral program via social media.
- 3 Develop a shared client feedback loop to evaluate the success of referrals and adjust strategies.

11 Enriquez Aesthetics

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target individuals focused on self-care and wellness, albeit from slightly different angles. Enriquez Aesthetics serves clients with chronic skin conditions or those seeking luxury skincare, while The Collective Om focuses on holistic health services. They can refer clients to each other when appropriate.

VALUE: Increased client base through referrals, potentially leading to an additional revenue stream of 10-15% for both businesses.

-> WHAT YOU PROVIDE (Collaboration)

The Collective Om's focus on holistic health aligns well with the luxury skincare offerings of Enriquez Aesthetics. They can collaborate to create workshops that combine skincare education with holistic health practices.

VALUE: A collaborative workshop could attract 20-30 attendees at \$50 each, generating \$1,000-\$1,500 in revenue per event while enhancing client engagement for both businesses.

[!] PARTNERSHIP SCENARIO

Enriquez Aesthetics can refer clients with chronic skin conditions to The Collective Om for holistic health consultations, while The Collective Om can recommend their clients to Enriquez Aesthetics for specialized skincare treatments. This referral system can be tracked through a simple agreement where each business receives a 10% referral fee on new clients they send each other.

[*] UNIQUE SYNERGY

The unique synergy lies in their combined focus on self-care and wellness, making them complementary services rather than competitors. This partnership can enhance their brand image and create a holistic wellness experience for clients.

NEXT STEPS:

- 1 Create a referral agreement outlining the terms and conditions for client referrals.
- 2 Develop joint marketing materials that highlight both services and their benefits.
- 3 Schedule a joint open house event where potential clients can experience both services firsthand.

12 Celebrate & Smile International Steppers

Arts & Creative

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers can enhance the wellness offerings of The Collective Om by integrating dance-based workshops into their holistic health programs. This collaboration could attract more clients interested in both dance and wellness, creating a unique offering in Jacksonville's health and wellness market.

VALUE: Both businesses could see increased revenue through joint workshops, potentially generating an additional \$1,000 per month from new clients attending these combined sessions.

-> WHAT YOU PROVIDE (Referral)

The Collective Om serves a target market of women focused on self-growth, which overlaps with Celebrate & Smile's focus on enhancing community and employee relations through dance. They can refer clients to each other without competing.

VALUE: This partnership allows both businesses to expand their reach, leading to potential client growth of 20%, translating to an estimated additional \$2,000 in revenue monthly for both businesses through referrals.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile International Steppers could co-host a 'Wellness Through Dance' workshop at The Collective Om's studio. Participants would experience a 2-hour session that includes a dance class followed by a holistic health discussion, with each business promoting the event to their customer bases. They could charge \$50 per participant, with an expected attendance of 20, resulting in \$1,000 total revenue for the event, split evenly.

[*] UNIQUE SYNERGY

This partnership uniquely blends the physical aspect of dance with holistic wellness, appealing to a broader audience interested in both physical activity and mental health, something neither business could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Ashlyn to discuss potential workshop formats and logistics.
- 2 Develop a marketing plan to promote the 'Wellness Through Dance' workshop through both businesses' channels.
- 3 Set a date for the workshop and create a registration page to track participants.

13 Communicate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Communicate Design can offer marketing services to The Collective Om, which is currently seeking marketing assistance. This provides The Collective Om with the expertise needed to reach its target market effectively.

VALUE: By engaging Communicate Design, The Collective Om could see a 25% increase in client inquiries through improved online presence and targeted marketing strategies.

-> WHAT YOU PROVIDE (Referral)

Both businesses target similar demographics, particularly individuals focused on self-growth and small business founders. The Collective Om can refer clients to Communicate Design for branding and marketing services, while Communicate Design can recommend The Collective Om for wellness services to their clients, creating a mutually beneficial referral network.

VALUE: Each referral could lead to a 10-20% increase in client base for both businesses, depending on the volume of referrals exchanged.

[!] PARTNERSHIP SCENARIO

The Collective Om offers a workshop on 'Mindfulness for Entrepreneurs' and includes Communicate Design as a partner in the event. Attendees learn about wellness strategies and receive a discount code for Communicate's services. If 30 participants sign up, The Collective Om earns \$900 from ticket sales, and Communicate gains 5-10 new clients from direct referrals during the event.

[*] UNIQUE SYNERGY

The unique synergy arises from combining wellness and marketing; entrepreneurs often struggle with stress, and The Collective Om can provide the mental clarity that enhances their marketing strategies offered by Communicate.

NEXT STEPS:

- 1 Schedule a meeting to outline a referral agreement.
- 2 Plan a joint event targeting both customer bases.
- 3 Create marketing materials that highlight each other's services for cross-promotion.

14 Jamz Trainings

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Jamz Trainings targets recreational athletes who may also be interested in holistic health services. By referring clients who are seeking alternative health solutions to The Collective Om, Jamz can offer a more comprehensive service experience.

VALUE: Expanding the client network and providing additional service offerings to clients, potentially increasing revenue by 15% for Jamz.

-> WHAT YOU PROVIDE (Referral)

Both businesses serve clients interested in health and wellness, but have different target demographics. The Collective Om focuses on holistic health for women, while Jamz Trainings targets middle-aged recreational athletes. By referring clients to each other, they can enhance customer satisfaction and build a stronger community.

VALUE: Increased client base through referrals, leading to a potential 20% increase in monthly revenue for both businesses.

[!] PARTNERSHIP SCENARIO

The Collective Om could refer its clients who are looking for physical training to Jamz Trainings, especially those who want to complement their holistic health approach with physical fitness. In return, Jamz Trainings can refer its clients interested in holistic health services to The Collective Om, creating a seamless referral pipeline that each month generates at least 10 new clients for both.

[*] UNIQUE SYNERGY

This pairing is unique because it combines holistic and physical health, addressing the complete wellness needs of clients, unlike generic partnerships that focus solely on one aspect of health.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and James to discuss referral strategies.
- 2 Create a referral program where clients receive discounts for using the other business's services.
- 3 Develop joint marketing materials that highlight both businesses' services and benefits.

15 MyahnArt LLC

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

MyahnArt LLC serves a clientele that values aesthetics and customer experience, which may include businesses seeking holistic health services for their employees. Referring clients to The Collective Om can enhance the overall experience of MyahnArt's clients.

VALUE: MyahnArt can earn referral fees from The Collective Om for every client they send, potentially increasing revenue by 15% while providing valuable services to their clients.

-> WHAT YOU PROVIDE (partner)

The Collective Om's focus on holistic health aligns well with MyahnArt LLC's creative services. They can create wellness spaces or events that incorporate Myah's artwork, enhancing the aesthetic and promoting a holistic lifestyle.

VALUE:

By partnering, The Collective Om could attract new clients through visually appealing environments created by MyahnArt, potentially increasing their customer base by 30%, while MyahnArt gains exposure to wellness-focused clientele.

[!] PARTNERSHIP SCENARIO

The Collective Om could host a 'Wellness and Art' event where MyahnArt creates a mural on-site, reflecting themes of wellness and self-growth. Participants would engage in a holistic workshop while enjoying the live art creation, allowing both businesses to promote their services. Each event could generate \$1,000 in revenue from workshop fees and increase social media exposure for both brands.

[*] UNIQUE SYNERGY

This pairing uniquely combines the transcendental aspects of health and wellness with vibrant, inspirational art, creating an immersive experience that neither could achieve alone. The focus on self-growth through both art and holistic practices appeals to a niche audience.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm event themes that integrate both wellness workshops and art displays.
- 2 Develop a joint marketing campaign to promote the event on social media platforms targeting local audiences.
- 3 Plan logistics for the event, including venue selection, art supplies, and wellness workshop materials.

16 Grayland Real Estate

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Grayland can offer wellness workshops or seminars for property owners or commercial clients, promoting The Collective Om's services while enhancing their own client offerings.

VALUE: This collaboration could lead to increased service uptake for The Collective Om and enhance Grayland's reputation as a holistic partner in real estate, potentially adding \$10,000 in revenue from workshops and services.

-> WHAT YOU PROVIDE (Referral)

Both businesses target individuals and companies focused on growth and well-being, albeit from different perspectives. The Collective Om can refer clients looking for commercial space or investment advice to Grayland, who can, in turn, refer clients interested in holistic health services for their employees.

VALUE: By exchanging referrals, both businesses can increase their customer base significantly, potentially boosting revenue by 20-30% through new client acquisitions.

[!] PARTNERSHIP SCENARIO

The Collective Om could create a referral program where they offer a discount on holistic health services to Grayland's clients who engage in a commercial property transaction. In return, Grayland could provide a free appraisal consultation to clients referred by The Collective Om. This cross-promotion could lead to 10 new clients for each business in the first quarter.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary services; wellness and real estate both contribute to personal and professional growth, making referrals feel more holistic to clients.

NEXT STEPS:

- 1 Develop a referral agreement detailing benefits for both parties.
- 2 Create promotional materials highlighting the referral program for clients.
- 3 Schedule a joint networking event to introduce both client bases to each other.

<- WHAT THEY PROVIDE (Referral)

Both businesses target similar demographics, with Be Present Detalles serving busy professionals and couples who may also benefit from holistic health services offered by The Collective Om. Referring clients to each other could enhance customer satisfaction.

VALUE: By referring clients, both businesses increase customer retention and potentially cross-sell services, leading to an estimated additional \$2,000 in monthly revenue through referrals.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses cater to individuals and teams focused on personal growth and experiences, making collaboration on wellness events appealing. By combining The Collective Om's holistic health expertise with Be Present Detalles' event planning, they can create unique experiences that resonate with their target markets.

VALUE: They can jointly host wellness retreats or workshops, attracting new clients and increasing revenue through ticket sales and service packages, potentially generating \$10,000 per event.

[!] PARTNERSHIP SCENARIO

The Collective Om and Be Present Detalles could co-host a 'Wellness Weekend Retreat' at a local venue, featuring yoga sessions, guided meditations, and wellness workshops. Attendees would pay \$250 each, and with 40 participants, they would both earn \$5,000, while also gaining access to new clients for future services.

[*] UNIQUE SYNERGY

Their unique synergy lies in the integration of holistic health with experiential events, creating a comprehensive offering that enhances client well-being in an engaging setting, unlike traditional wellness workshops.

NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline workshop content and logistics.
- 2 Develop a marketing plan targeting their combined client lists to promote the event.
- 3 Create a shared online sign-up platform to streamline ticket sales and client communication.

<- WHAT THEY 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.

-> WHAT YOU 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.

[!] 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.

19 WhitBits Cookies

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies can supply cookies for The Collective Om's workshops and events, providing a sweet treat that aligns with their wellness philosophy. This would enhance the customer experience for participants.

VALUE: By sourcing cookies from WhitBits, The Collective Om could save time on catering arrangements and elevate their workshops, potentially increasing customer satisfaction and repeat attendance by 20%.

-> WHAT YOU PROVIDE (Collaboration)

The Collective Om provides holistic health services that focus on self-growth, which can greatly complement the events catered by WhitBits Cookies. By collaborating on corporate wellness events, they can enhance the experience offered to attendees.

VALUE: By partnering on corporate wellness events, both businesses can attract new clients, potentially increasing event attendance by 30% and generating additional revenue through bundled service offerings.

[!] PARTNERSHIP SCENARIO

WhitBits Cookies can supply their homemade cookies for a wellness retreat organized by The Collective Om. For instance, during a half-day workshop on stress management for local professionals, attendees enjoy healthy snacks from WhitBits while engaging in holistic activities led by The Collective Om. This collaboration could bring in an estimated \$1,200 revenue from 40 attendees, with The Collective Om charging \$30 per person.

[*] UNIQUE SYNERGY

The unique synergy lies in combining holistic health services with gourmet cookies, creating an appealing wellness experience that enhances both brands' visibility in the Jacksonville market.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and Whitney to brainstorm event ideas.
- 2 Develop a joint marketing plan to promote the wellness retreat targeting local corporate clients.
- 3 Create a package deal that includes wellness services and WhitBits cookies for corporate events.

20 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting serves small business owners and executive leaders who may also benefit from holistic health services provided by The Collective Om. Referring clients for wellness services can enhance their leadership training outcomes, creating a win-win situation.

VALUE: By establishing a referral program, Genuines can earn commission on new clients they direct to The Collective Om, while The Collective Om gains access to a new customer base from Genuines' clientele. This could lead to at least 10 new clients per month for The Collective Om, translating to approximately \$5,000 in revenue.

-> WHAT YOU PROVIDE (Collaboration)

The Collective Om provides holistic health services that could greatly enhance the leadership training programs offered by Genuines Coaching & Consulting. By integrating wellness workshops into their training sessions, they can provide a

more comprehensive service to C-suite and executive leaders, helping them manage stress and improve overall well-being.

VALUE: By offering joint wellness workshops, both businesses can increase their client base and revenue by attracting clients interested in both leadership coaching and health services. This could lead to a combined revenue increase of 20% from shared clients over the next quarter.

[!] PARTNERSHIP SCENARIO

The Collective Om could lead a half-day wellness retreat for Genuines Coaching's clients, focusing on stress management techniques and mindfulness practices. For instance, during an executive training session, they could provide guided meditation and nutrition workshops, which would be incorporated into Genuines' curriculum. Each participant pays \$150 for the retreat, and both companies split the fees, resulting in \$3,000 revenue for a single session.

[*] UNIQUE SYNERGY

The unique synergy comes from combining holistic health with executive coaching, targeting the often-overlooked well-being aspect in leadership development. This collaboration addresses a critical need for holistic approaches in high-stress environments, which makes their offering distinct from typical coaching services.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and Reden to discuss potential workshop content and schedule.
- 2 Develop a marketing plan for the wellness retreat targeting Genuines' existing clients and leads.
- 3 Create promotional materials that highlight the benefits of holistic health in leadership and distribute them through both businesses' networks.

21 Soulfitness Studio Health and wellness center

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target individuals seeking health improvement, but they focus on different aspects. Soulfitness Studio can refer clients needing mental wellness services to The Collective Om, while The Collective Om can refer clients interested in fitness and nutrition to Soulfitness Studio.

VALUE: This referral relationship could result in an additional 15% increase in client base for both businesses, translating to a potential additional revenue of \$5,000 per quarter.

-> WHAT YOU PROVIDE (partnership)

The Collective Om offers holistic health services which can complement the health food and fitness offerings of Soulfitness Studio. By partnering, they can create comprehensive wellness programs that address both physical and mental health needs, appealing to a broader audience.

VALUE: This partnership could increase client retention by 20% and attract new clients, resulting in an estimated revenue increase of \$10,000 per quarter through joint programs and workshops.

[!] PARTNERSHIP SCENARIO

The Collective Om could co-host a 'Holistic Health and Fitness Workshop' at Soulfitness Studio where Ashlyn leads a session on mental wellness and stress relief techniques, while Janice provides a fitness class. Participants pay \$50 for the session, and they aim to attract 40 attendees, generating \$2,000 in revenue, split between both businesses. This not only enhances the service offerings but also promotes cross-referrals.

[*] UNIQUE SYNERGY

This pairing uniquely combines physical fitness and mental wellness, providing a holistic approach that addresses the complete health picture, which is increasingly sought after by clients looking for comprehensive solutions.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn and Janice to discuss workshop logistics and pricing models.
- 2 Create a marketing plan to promote the joint wellness workshop through social media and email newsletters.
- 3 Design promotional materials that highlight the benefits of the holistic approach to health and wellness.

<- WHAT THEY PROVIDE (Referral)

We Buy Any House can refer distressed property sellers to The Collective Om, as many of them may be experiencing heightened stress and could benefit from holistic health services.

VALUE: For each referral, We Buy Any House could earn a referral commission from The Collective Om, potentially adding \$1,500 monthly if they refer 5 clients each month.

-> WHAT YOU PROVIDE (Referral)

The Collective Om focuses on holistic health for individuals and small teams, which could appeal to distressed property sellers looking for stress relief and wellness support. We Buy Any House targets individuals needing to sell homes quickly, which aligns with The Collective Om's target market.

VALUE: The Collective Om could earn referral fees for each client they send to We Buy Any House, potentially generating an additional revenue stream of \$2,000 per month based on an estimate of 10 referrals.

[!] PARTNERSHIP SCENARIO

The Collective Om could provide a free wellness workshop for clients of We Buy Any House who are selling their homes. For example, during a consultation, We Buy Any House could gift sellers a voucher for a stress relief session with The Collective Om, enhancing the seller's experience while fostering good community relations. This could lead to 5 new clients monthly for The Collective Om, generating \$1,000 in service fees.

[*] UNIQUE SYNERGY

This partnership uniquely combines real estate transactions with holistic wellness, addressing the emotional stress of selling a home, which is often overlooked in traditional real estate services.

NEXT STEPS:

- 1 Schedule a meeting between Ashlyn Schwartz and Chris Moore to discuss referral structures.
- 2 Develop a joint marketing strategy that highlights wellness services for We Buy Any House clients.
- 3 Create a brochure detailing The Collective Om's services to distribute at We Buy Any House consultations.

<- WHAT THEY PROVIDE (Referral)

Simple Creations By T's target market includes individuals looking for personalized gifts for celebrations, which often coincide with life events that could benefit from holistic health services. Referring clients who are interested in self-growth and wellness to The Collective Om can create a supportive network for individuals seeking to improve their lives.

VALUE: Simple Creations By T can enhance customer satisfaction by directing clients to The Collective Om for wellness services, potentially earning referral bonuses while providing added value to their customers.

-> WHAT YOU PROVIDE (Referral)

The Collective Om focuses on holistic health services for individuals and small teams, particularly targeting women who value self-growth. Simple Creations By T offers custom gifts and apparel for individuals celebrating milestones, which aligns well with the clientele of The Collective Om. Referrals can flow between the two businesses as clients of The Collective Om may appreciate personalized keepsakes for their self-improvement journeys.

VALUE: By referring clients to each other, both businesses could increase their customer base and generate additional revenue without direct competition.

[!] PARTNERSHIP SCENARIO

The Collective Om can refer clients who are completing wellness programs to Simple Creations By T for custom gift options, such as personalized journals or wellness kits. For example, after a 6-week wellness program, a client may want to purchase a custom-engraved journal as a reward for their progress, which Simple Creations By T could provide. They agree to split the

profits from referrals, enhancing revenue streams for both businesses.

[*] UNIQUE SYNERGY

This pairing leverages the emotional connection clients feel towards their health journeys, making the personalized gifts from Simple Creations By T a meaningful addition to the services offered by The Collective Om.

NEXT STEPS:

- 1 Establish a referral program where The Collective Om receives a commission for each client referred to Simple Creations By T.
- 2 Create promotional materials highlighting Simple Creations By T's products to be shared with The Collective Om's clients.
- 3 Schedule a meeting to discuss client demographics and potential product offerings that resonate with The Collective Om's customer base.

24 JPO Logistics LLC

Logistics

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, while The Collective Om targets small businesses and individuals focused on self-growth, creating a complementary relationship. JPO could refer clients who may benefit from holistic health services to The Collective Om.

VALUE: By referring clients, JPO Logistics can enhance its service offering, potentially increasing customer loyalty and generating additional revenue through referral commissions.

-> WHAT YOU PROVIDE (Vendor)

The Collective Om could offer wellness workshops or services to JPO Logistics employees, enhancing employee well-being and productivity. This relationship benefits JPO by improving employee morale and retention.

VALUE: JPO Logistics could enhance employee satisfaction and reduce turnover, saving costs associated with recruitment and training. The Collective Om earns consistency in revenue through ongoing workshops.

[!] PARTNERSHIP SCENARIO

JPO Logistics includes a flyer for The Collective Om's services in their shipment packages, encouraging shippers to explore wellness options. In return, The Collective Om offers a discount on their services to JPO's clients, creating a win-win scenario that boosts client satisfaction for both companies.

[*] UNIQUE SYNERGY

JPO Logistics's customer base includes small businesses that could greatly benefit from holistic health services, making this partnership uniquely valuable as it combines logistics with health and wellness.

NEXT STEPS:

- 1 Develop a referral agreement outlining benefits for both parties.
- 2 Create co-branded marketing materials to share with clients.
- 3 Schedule a joint networking event to introduce both businesses to each other's client bases.

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions primarily targets small businesses that could benefit from holistic health services provided by The Collective Om. This makes them a suitable referral source for The Collective Om's target market.

VALUE: The P-Way Solutions can enhance its client offerings by recommending health and wellness programs, potentially leading to an additional \$5,000 in service referrals annually for The Collective Om.

-> WHAT YOU PROVIDE (Referral)

Both businesses target small businesses, which positions them to refer clients to one another without any direct competition. The Collective Om can refer its small business clients who require janitorial services to The P-Way Solutions, while The P-Way Solutions can refer its clients looking for holistic health services.

VALUE: This relationship could lead to an increase in client referrals, potentially generating \$10,000 annually for each business through new client acquisitions.

[!] PARTNERSHIP SCENARIO

The Collective Om can create a curated resource list for its clients that includes The P-Way Solutions as a preferred vendor for janitorial services. In return, The P-Way Solutions can include The Collective Om in their welcome packet for new clients, highlighting holistic health services as a way to enhance employee well-being.

[*] UNIQUE SYNERGY

The Collective Om's focus on holistic health complements The P-Way Solutions' commercial services by promoting a healthy work environment, appealing to businesses looking to improve employee wellness.

NEXT STEPS:

- 1 Set up a meeting between Ashlyn and Pervis to discuss referral terms.
- 2 Create a co-branded flyer that outlines services and benefits for both companies.
- 3 Launch a referral program with incentives for both businesses upon successful client conversion.