

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" MyahnArt

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson  
Industry: Health & Wellness  
Telahealth mental health counseling

### MyahnArt LLC

Contact: Myah Freeman  
Industry: Marketing & Design  
Creative Services and Products: Murals, Live Painting, Custom Portraits and More

REFERRAL 1/2

80% conf

MyahnArt LLC!" Aspirations Behavioral Health Inc.

#### Reasoning:

MyahnArt's target market includes businesses and individuals looking for creative services, which can lead to clients needing mental health support from Aspirations Behavioral Health. Conversely, Aspirations' clients may appreciate the mental health benefits of engaging with art and creativity, which MyahnArt provides.

#### Value Proposition:

MyahnArt can gain new clients seeking mental health support, while Aspirations can refer clients looking for creative outlets, leading to increased customer engagement for both.

#### Collaboration Example:

MyahnArt could set up a referral program where every client referred to Aspirations gets a discounted art session. For example, a client seeking therapy is referred to Aspirations, and upon signing up, they receive a 10% discount on their next custom mural project with MyahnArt. This incentivizes both businesses to actively refer clients, generating additional revenue.

#### Synergy Potential:

The combination of mental health services with creative arts uniquely positions both businesses to offer holistic well-being solutions, allowing clients to explore psychological benefits through art.

**Action Items:**

1. Create a referral agreement outlining the terms of client referrals.
2. Develop marketing materials that highlight the partnership and its benefits to clients.
3. Host an introductory event where both businesses present their services and the benefits of art therapy.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Aspirations Behavioral Health Inc. / MyahnArt LLC

**Reasoning:**

Aspirations Behavioral Health can refer clients who may benefit from creative services provided by MyahnArt, particularly those looking to improve their mental health through artistic expression.

**Value Proposition:**

Aspirations can enhance its service offering by providing clients access to art therapy, while MyahnArt gains new clients who are open to engaging with art for their wellness.

**Collaboration Example:**

During therapy sessions, Aspirations could recommend MyahnArt's services to clients needing creative outlets. For instance, a client struggling with stress could be referred to MyahnArt for a custom portrait session, where they can express themselves artistically. Both businesses could then track the referrals and provide incentives for each client that converts.

**Synergy Potential:**

This partnership leverages the therapeutic benefits of art, creating a unique pathway for mental health improvement through creative expression, which neither business can achieve independently.

**Action Items:**

1. Design a workshop that combines art and mental health, showcasing how creativity can aid in therapy.
2. Establish a tracking system to monitor referrals and their conversion to ensure mutual benefits.
3. Create joint marketing campaigns that promote both mental health and creative services.

Value: MEDIUM

MUTUAL BENEFIT