

## Organize Design Create

• Marketing & Design

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

### Contact Information

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### TARGET MARKET

My ideal clients are startups, established entrepreneurs and seasoned professionals looking to add structure or build their social footprint.

### CURRENT NEEDS

Capital

### Partnership Opportunities (30)

1

**JAX AI Agency**  
Technology

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency specializes in AI consulting and could enhance Organize Design Create's marketing strategies by integrating AI-driven tools. This would allow Organize Design Create to offer cutting-edge marketing solutions to their clients, making their services more attractive.

**VALUE:** By collaborating, Organize Design Create can differentiate its marketing offerings, potentially increasing client acquisition by 30% in the next quarter through innovative AI solutions.

-> WHAT YOU PROVIDE (Referral)

Organize Design Create serves small and mid-sized businesses that are likely interested in modernizing operations with AI. They can refer clients looking to adopt AI solutions to JAX AI Agency without competing for the same services.

**VALUE:** Through a referral partnership, Organize Design Create could earn a 10% commission on any client they refer to JAX AI Agency, potentially generating an additional \$5,000 in revenue if they refer five clients in a quarter.

[!] PARTNERSHIP SCENARIO

*JAX AI Agency could develop an AI-driven social media analytics tool for Organize Design Create. For example, they could create a dashboard that analyzes client social media performance in real-time, allowing Organize Design Create to offer tailored content strategies. They could present this tool at a local small business networking event, attracting at least 10 new clients, which would generate approximately \$10,000 in new revenue.*

[\*] UNIQUE SYNERGY

The unique synergy lies in combining AI technology with marketing expertise, creating a sophisticated service offering that neither business could achieve alone. This pairing allows for innovative solutions that directly address local businesses' needs for modernization.

#### NEXT STEPS:

- 1 Schedule a brainstorming session next week to identify specific AI tools that could enhance Organize Design Create's marketing services.
- 2 Develop a prototype of the AI-driven social media analytics tool within the next month.
- 3 Plan a joint presentation at a local business networking event to showcase the new offering.

## 2 Jazzi's Creations

Events & Gifts

85%

<-> Bidirectional

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

Jazzi's Creations offers team-building workshops that could greatly benefit from marketing services provided by Organize Design Create. By collaborating, both businesses can enhance their service offerings and expand their reach to new clients.

**VALUE:** This partnership could generate an estimated \$1,000 in combined revenue from a single corporate workshop event, with potential for recurring engagements as Jazzzi's Creations gains new clients through targeted marketing efforts.

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

Since both businesses target similar demographics-entrepreneurs and families-Organize Design can refer clients looking for unique promotional gifts and team-building experiences to Jazzzi's Creations.

**VALUE:** This referral relationship could lead to a 20% increase in client acquisition for Jazzzi's Creations, potentially resulting in an additional \$500 per month from new business.

#### [!] PARTNERSHIP SCENARIO

*Jazzi's Creations and Organize Design Create team up to host a 'Corporate Creativity Day' event, where Organize Design promotes the workshop to local businesses. Attendees participate in crafting personalized gifts while learning about branding strategies from Organize Design. The event, priced at \$200 per participant, brings in 50 participants, yielding \$10,000 in revenue, split between the two businesses.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines creative workshops with strategic marketing, allowing Jazzzi's Creations to enhance its corporate offerings while providing Organize Design with a tangible product-based service to showcase their marketing effectiveness.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss potential workshop themes and logistics.
- 2 Develop a marketing plan for the 'Corporate Creativity Day' event.
- 3 Create joint promotional materials highlighting both businesses' services.

## 3 Genuines Coaching & Consulting

Technology

85%

<-> Bidirectional

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

Genuines Coaching & Consulting specializes in coaching and training for business leaders, while Organize Design Create focuses on marketing for small businesses. By partnering, they can create a comprehensive package that includes both coaching and branding services, appealing to their mutual target markets.

**VALUE:** By combining services, they can attract a wider audience, leading to an estimated 30% increase in client acquisition for both businesses.

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

Both businesses target similar audiences-business owners and executives. While they don't compete directly, they can refer clients to each other, leading to increased business opportunities.

**VALUE:** By establishing a referral system, each business could generate an additional 15% in revenue through cross-referrals of clients needing services.

#### [!] PARTNERSHIP SCENARIO

*Genuines Coaching & Consulting could host a workshop series titled 'Elevate Your Business' where they provide leadership training, while Organize Design Create offers branding sessions. For example, during the first workshop, participants would receive a coaching session and then break into teams to develop marketing strategies with guidance from Organize Design Create. Each business could charge \$100 per participant, potentially bringing in \$2,000 from 20 participants.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely blends the strategic insights of Genuines with the practical marketing skills of Organize Design Create, providing a holistic approach to business growth that neither could offer alone.

#### NEXT STEPS:

- 1 Schedule an initial meeting to brainstorm workshop topics and target audiences.
- 2 Develop a marketing plan for the workshop series to promote across both businesses' channels.
- 3 Create a registration system to manage participants and collect payments.

### 4 Enriquez Aesthetics

Professional Services

85%

<-> Bidirectional

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

Enriquez Aesthetics could leverage the marketing expertise of Organize Design Create to enhance its brand presence and attract more clients. Conversely, Organize Design Create can benefit from a unique service offering that enriches their portfolio, appealing to their clientele looking for premium wellness experiences.

**VALUE:** This partnership could generate an additional \$10,000 in revenue for Enriquez Aesthetics through enhanced marketing efforts, while Organize Design Create can leverage the partnership to attract new clients and expand their service offerings.

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

Organize Design Create serves clients looking to enhance their social footprint, which includes wellness and beauty businesses. Referring these clients to Enriquez Aesthetics can provide their clients with quality skincare services while helping Enriquez expand its customer base.

**VALUE:** For every successful referral, Enriquez Aesthetics could offer a 10% commission to Organize Design Create, potentially generating an additional \$5,000 in revenue based on expected referrals.

#### [!] PARTNERSHIP SCENARIO

*Organize Design Create launches a targeted social media campaign for Enriquez Aesthetics showcasing luxury facial experiences. They create visually stunning ads that highlight customer testimonials and before-and-after photos. Together, they host a promotional event where attendees receive mini-facials and are entered to win a full luxury treatment. This event could draw 50 new customers, generating \$5,000 in immediate revenue for Enriquez Aesthetics and providing Organize Design Create with case studies for future marketing efforts.*

#### [\*] UNIQUE SYNERGY

The unique pairing of a luxury aesthetic service with strategic marketing expertise allows for a compelling narrative that can resonate with both businesses' target markets, creating a cohesive brand story that neither could achieve alone.

#### NEXT STEPS:

- 1 Organize Design Create develops a marketing plan for Enriquez Aesthetics focusing on a special promotional event.
- 2 Both businesses schedule a joint brainstorming session to develop event details and promotional materials.
- 3 Enriquez Aesthetics provides Organize Design Create with exclusive packages to showcase in their marketing campaigns.

## 5 Tosh's Urban Garden

Health & Wellness

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Tosh's Urban Garden could benefit significantly from the marketing expertise of Organize Design Create, while the latter can gain unique content and case studies from a health-focused brand. This partnership allows both businesses to leverage each other's strengths for mutual growth.

**VALUE:** By collaborating on a marketing campaign, Tosh's Urban Garden could see a 30% increase in sales, while Organize Design Create could expand their portfolio, attracting more health and wellness clients, potentially increasing revenues by \$10,000 from new clients.

### -> WHAT YOU PROVIDE (Referral)

Organize Design Create serves a target market that includes health-conscious entrepreneurs and businesses, which aligns with Tosh's Urban Garden's customer profile. This creates a natural referral flow where both can benefit from shared clientele.

**VALUE:** Referring clients between the two businesses could lead to a 15% increase in customer acquisition for Tosh's Urban Garden, while Organize Design Create could gain a 20% commission on referred sales, potentially increasing their revenue by \$3,000.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden and Organize Design Create could co-host a health and wellness fair at a local community center. Tosh would set up a booth offering free samples of their herbal products, while Organize would manage the event's marketing and branding. Both businesses would share the event costs and profits from product sales. This could generate \$2,000 in sales for Tosh and showcase Organize's capabilities to potential new clients in attendance.*

### [\*] UNIQUE SYNERGY

The unique synergy here lies in the fusion of health and wellness with marketing design, allowing both businesses to access a niche audience that values natural living and professional branding. This collaboration could position both as leaders in a growing market segment.

### NEXT STEPS:

- 1 Schedule a meeting to discuss potential event logistics and marketing strategies.
- 2 Identify a local venue for the health and wellness fair within the next week.
- 3 Develop a marketing plan that includes social media, email campaigns, and local outreach by the end of the week.

## 6 Communicate Design & Marketing

Marketing & Design

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Both businesses operate in the marketing and design industry and target similar customer bases, specifically entrepreneurs and non-profits. Collaborating on a targeted marketing campaign can enhance their service offerings and client reach.

**VALUE:** By combining resources, they can potentially attract a larger client base, leading to an estimated revenue boost of 20% through shared projects.

### -> WHAT YOU PROVIDE (Referral)

Both businesses cater to entrepreneurs and non-profits, but their services are complementary rather than competitive. They can refer clients to each other based on specific needs.

**VALUE:** By creating a referral system, they can increase their client acquisition rates, potentially driving an additional 15% in revenue from referrals.

### [!] PARTNERSHIP SCENARIO

*Communicate Design & Marketing could partner with Organize Design Create to launch a 'Startup Success Package.' This package will include a comprehensive branding kit and a marketing strategy session for new businesses. For instance, they*

could host a workshop where they co-create brand identities for five local startups, charging \$1,500 per startup. Each business would earn \$7,500 in total while providing crucial support to emerging entrepreneurs.

#### [\*] UNIQUE SYNERGY

This partnership combines Communicate's strength in design and web services with Organize's focus on marketing strategy, creating a unique offering that covers both foundational branding and actionable marketing tactics.

#### NEXT STEPS:

- 1 Schedule a brainstorming session to outline the 'Startup Success Package' details.
- 2 Develop a joint marketing plan to promote the workshop through social media and local business networks.
- 3 Identify and reach out to local startups to gauge interest and secure participants for the workshop.

### 7 Jamz Trainings

Health & Wellness

85%

<-> Bidirectional

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

Jamz Trainings can leverage Organize Design Create's marketing expertise to reach more middle-age recreational athletes. In return, Organize Design Create can enhance their portfolio by showcasing their work with a health and wellness business, which is increasingly relevant in today's market.

**VALUE:** By collaborating, Jamz Trainings could potentially increase their client base by 30% through effective marketing strategies, while Organize Design Create could earn \$2,000 in fees for marketing services.

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

Organize Design Create can refer their clients who are entrepreneurs looking to improve their health and wellness. This creates a reciprocal relationship where Jamz Trainings can also refer clients needing marketing help.

**VALUE:** This referral relationship could generate up to 10 new clients per month for Jamz Trainings, potentially increasing revenue by \$5,000, while Organize Design Create enhances their service offerings to clients.

#### [!] PARTNERSHIP SCENARIO

Jamz Trainings collaborates with Organize Design Create to launch a 'Health & Wellness Month' campaign. They create a series of social media posts and video content showcasing fitness tips and client testimonials. The campaign leads to a special 'bring a friend' event at Jamz, generating \$3,000 in new client sign-ups, while Organize Design Create gains exposure and a case study for future clients.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the alignment of both businesses' target markets; they can create tailored content that resonates deeply with middle-age recreational athletes, making the marketing efforts more effective than generic campaigns.

#### NEXT STEPS:

- 1 Schedule a brainstorming session to outline specific marketing goals and target demographics.
- 2 Develop a content calendar for the Health & Wellness Month campaign, including key dates and promotional materials.
- 3 Launch a joint promotional offer for new clients that includes a discount on personal training sessions when they engage with the marketing campaign.

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

Both businesses operate in the marketing and design space, and they can enhance each other's service offerings. MyahnArt's unique creative services could complement Organize Design Create's marketing strategies, providing visually engaging content for clients.

**VALUE:** By collaborating, they can attract larger clients looking for comprehensive marketing solutions, potentially increasing revenue by 25% through joint projects.

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

Both businesses target similar customer segments, particularly those in need of enhancing their brand presence. Organize Design Create can refer clients needing custom artwork to MyahnArt, while MyahnArt can recommend Organize Design Create for clients needing marketing strategies.

**VALUE:** This referral relationship could lead to a steady stream of clients for both businesses, potentially increasing monthly revenue by 15% through successful client conversions.

#### [!] PARTNERSHIP SCENARIO

*MyahnArt could create a stunning mural for Organize Design Create's new office space, which they then use as a backdrop for client meetings and video content. In return, Organize Design Create could promote MyahnArt's services in their marketing campaigns, generating exposure to new clients. Together, they could host an open house event showcasing the mural while offering marketing workshops, attracting local businesses and generating an estimated \$2,000 in revenue from new client contracts.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because MyahnArt's artistic flair can visually elevate Organize Design Create's marketing strategies, providing a distinctive edge that combines creativity and structure, appealing to clients seeking innovative branding.

#### NEXT STEPS:

- 1 Schedule a meeting to brainstorm potential joint projects and define roles.
- 2 Develop a co-marketing strategy that includes social media shoutouts and cross-promotional campaigns.
- 3 Plan a collaborative event, such as a workshop or open house, to showcase their combined services.

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

Be Present Detalles specializes in creating tailored events for busy professionals and romantic couples, while Organize Design Create offers marketing services that could enhance the visibility of these events. By collaborating, they can create unique marketing campaigns that showcase Be Present Detalles' events to a broader audience.

**VALUE:** Together, they can increase event attendance by 30% through targeted marketing efforts, translating to an estimated additional \$10,000 in revenue for Be Present Detalles per event.

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

Organize Design Create serves a similar target market of busy professionals and entrepreneurs looking to enhance their brand's visibility, which aligns with the clientele of Be Present Detalles. They can refer clients who need event planning services, thus creating a mutually beneficial referral network.

**VALUE:** Organize Design Create could refer at least 5 clients to Be Present Detalles quarterly, potentially generating \$15,000 in revenue for Be Present Detalles through these referrals.

#### [!] PARTNERSHIP SCENARIO

*Be Present Detalles and Organize Design Create could launch a 'Romantic Experience Package' event series where Be Present Detalles designs exclusive romantic getaways and Organize Design Create develops a comprehensive marketing campaign. This includes promotional materials, social media ads, and an influencer partnership that generates buzz. They set*

*a target of hosting at least three events in the next quarter, aiming for an attendance of 100 couples at each, with ticket sales split between them.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining Be Present Detalles' event expertise with Organize Design Create's marketing prowess to create not just events, but memorable experiences that are well-promoted, enhancing customer engagement and satisfaction.

#### NEXT STEPS:

- 1 Schedule a kickoff meeting to brainstorm ideas for the 'Romantic Experience Package.'
- 2 Develop a marketing strategy outlining target demographics and promotional channels for the event series.
- 3 Create a timeline for event execution and establish metrics for success, such as ticket sales and social media engagement.

### 10 WhitBits Cookies

Professional Services

85%

<-> Bidirectional

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

WhitBits Cookies can supply homemade cookies for events organized by Organize Design Create, which caters to corporate clients and entrepreneurs. This collaboration enhances the event experience for attendees and provides additional revenue to WhitBits.

**VALUE:** By partnering with Organize Design Create for events, WhitBits can increase sales by approximately 20% during event months due to bulk orders, while Organize Design Create can enhance their service offering, attracting more clients.

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

Organize Design Create can refer clients who are planning events to WhitBits Cookies for catering their dessert needs. This referral enhances client satisfaction and builds a network of reliable vendors.

**VALUE:** For every referral made to WhitBits, Organize Design Create could establish a commission structure, potentially earning 10% on cookie sales, while WhitBits gains access to a steady stream of corporate clients.

#### [!] PARTNERSHIP SCENARIO

*WhitBits Cookies provides a selection of their best-selling cookies for a marketing launch event organized by Organize Design Create for a local startup. Attendees enjoy the cookies while networking, promoting a memorable experience that the startup can use in its marketing efforts. WhitBits earns \$600 from a bulk order and gains exposure through the event's social media posts.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines the personal touch of homemade cookies with high-impact marketing events, creating a delightful atmosphere that encourages networking and client engagement.

#### NEXT STEPS:

- 1 Schedule a meeting between Whitney Branch and Victoria Price to discuss event dates and cookie options.
- 2 Create a promotional package that includes cookie samples for upcoming events.
- 3 Develop a co-branded social media campaign to promote the events featuring WhitBits cookies.

## 11 Simple Creations By T

Professional Services

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Simple Creations By T's target market overlaps with Organize Design Create's client base, as both serve entrepreneurs and organizations looking for personalized solutions. They can refer clients to each other without competing.

**VALUE:** This referral partnership could lead to a 15% increase in new client acquisitions for both businesses, enhancing their service offerings.

### -> WHAT YOU PROVIDE (Collaboration)

Organize Design Create specializes in marketing and design, which can enhance the visibility of Simple Creations By T's custom gift offerings. By collaborating, they can create co-branded marketing campaigns targeting organizations celebrating milestones, benefiting both businesses.

**VALUE:** This partnership could generate an additional 20% in revenue for both businesses through improved marketing outreach and combined customer bases.

### [!] PARTNERSHIP SCENARIO

*Organize Design Create designs a promotional campaign for Simple Creations By T's new line of personalized graduation gifts. They create social media graphics, email templates, and a targeted Facebook ad campaign. For every graduation package sold through this campaign, they agree to split profits, potentially earning \$2,000 in total revenue during peak graduation season.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in the combination of personalized gifts with professional marketing, allowing both businesses to tap into emotional buying triggers while leveraging each other's strengths.

### NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline the specific details of the promotional campaign.
- 2 Develop a timeline for the marketing rollout to coincide with graduation season.
- 3 Create a shared online platform to track sales and profits from the collaboration.

## 12 Connections to the Nations Llc

Professional Services

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Connections to the Nations serves businesses that may need marketing assistance, allowing them to refer clients to Organize Design Create for tailored marketing services.

**VALUE:** Connections can earn referral fees or commissions for each client they send to Organize Design Create, potentially generating \$2,000 annually from a few referrals. Organize Design Create gains access to new clients who fit their target market.

### -> WHAT YOU PROVIDE (Collaboration)

Organize Design Create can help Connections to the Nations enhance their marketing efforts for their community fairs, while Connections can provide a platform for Organize Design Create to showcase their services directly to local businesses and nonprofits.

**VALUE:** By collaborating, Organize Design Create can increase their client base by accessing Connections' network, potentially leading to an additional \$10,000 in revenue from new clients. Connections benefits from improved marketing materials, leading to higher event attendance and sponsorship income.

### [!] PARTNERSHIP SCENARIO

*Organize Design Create designs a series of promotional materials for Connections' upcoming community fair, including flyers, social media posts, and a video advertisement. In return, Connections features Organize Design Create prominently at the fair, allowing them to set up a booth and network with 50+ local businesses and nonprofits, generating immediate leads and interest.*

### [\*] UNIQUE SYNERGY



This partnership uniquely combines marketing expertise with community engagement, allowing for targeted outreach that neither could achieve alone. The local focus of both businesses enhances their credibility and appeal within the Jacksonville area.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss the specific marketing materials needed for the next community fair.
- 2 Organize a timeline for deliverables, ensuring all materials are ready at least three weeks before the event.
- 3 Create a joint promotional plan to highlight both businesses during the event, maximizing exposure.

### 13 JPO Logistics LLC

Logistics

80%

<-> Bidirectional

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

JPO Logistics LLC serves shippers and owner operators, who may often need marketing services to promote their logistics and transportation offerings. Organize Design Create specializes in marketing for small businesses, making it a good match for referrals between the two.

**VALUE:** By referring clients to each other, both businesses can increase their client base and potentially generate additional revenue, estimated at a 15-20% increase in customer acquisition for both parties.

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

Organize Design Create can provide marketing services to JPO Logistics, helping them establish a stronger online presence and attract more shippers and owner operators.

**VALUE:** By implementing targeted marketing strategies, JPO Logistics could see a 25% increase in inquiries, translating to approximately \$50,000 in additional revenue from new contracts.

#### [!] PARTNERSHIP SCENARIO

*Whenever JPO Logistics secures a new client in need of logistics services, they can refer them to Organize Design Create for marketing support, such as creating a brand identity or social media strategy. In return, Organize Design Create can refer startups that require logistics support to JPO. This could lead to mutual referrals generating around \$10,000 in additional revenue for each business over the next quarter.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because JPO Logistics can enhance the visibility and market presence of their clientele through Organize Design Create's specialized marketing services, which is a niche that many logistics companies lack.

#### NEXT STEPS:

- 1 Schedule a meeting between Paulette Orr and Victoria Price to discuss referral strategies.
- 2 Create a referral agreement outlining the commission structure for each referred client.
- 3 Develop a joint marketing campaign to promote the referral program on social media.

### 14 flow

Professional Services

80%

<-> Bidirectional

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

Flow specializes in coaching, which is a valuable offering for the entrepreneurs and small business clients that Organize Design Create targets. By collaborating, they can enhance the value proposition for both their client bases.

**VALUE:** By collaborating, both businesses could increase their client acquisition rates by 30%, with Flow gaining access to a larger audience seeking coaching services through Organize Design Create's marketing channels.

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

Both businesses target entrepreneurs and small businesses, but they offer different services, allowing them to refer clients to each other without competition.

**VALUE:**

Organize Design Create can refer its clients who need coaching services to Flow, generating a referral fee of 15% on any coaching package sold, while Flow can recommend Organize Design Create for marketing needs, creating a mutually beneficial referral network.

#### [!] PARTNERSHIP SCENARIO

Flow could offer a monthly workshop series on entrepreneurial mindset and personal development, promoted by Organize Design Create through its marketing channels. For instance, they could co-host a 'Business Growth Bootcamp' where Flow provides coaching sessions and Organize Design Create handles the marketing materials and event logistics. They could charge \$200 per participant, aiming for 20 participants per session, generating \$4,000 per workshop.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining Flow's specialized coaching services with Organize Design Create's marketing expertise, creating a comprehensive package for entrepreneurs that addresses both personal development and brand visibility.

#### NEXT STEPS:

- 1 Schedule a meeting between Miguel and Victoria to outline potential workshop topics and logistics.
- 2 Draft a joint marketing plan to promote the workshop series on social media and email newsletters.
- 3 Create a feedback loop post-workshop to assess participant satisfaction and improve future offerings.

### 15 IV Creative

Marketing & Design

80%

<-> Bidirectional

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

Both businesses operate in the marketing and design sector and target similar customer bases. IV Creative can leverage Organize Design Create's expertise in structure and social footprint to enhance their content creation services, while Organize Design Create can benefit from IV Creative's content generation for their marketing campaigns.

**VALUE:** This collaboration allows both businesses to expand their service offerings, potentially increasing project revenues by 20% and enhancing client satisfaction through comprehensive marketing solutions.

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

Both businesses share a target market of local business owners, but they do not directly compete. Organize Design Create can refer clients needing content creation services to IV Creative, enhancing their service spectrum without straying from their core offerings.

**VALUE:** This referral relationship can lead to a 15% increase in client acquisition for both businesses, as they can cross-recommend services to each other's existing client bases.

#### [!] PARTNERSHIP SCENARIO

IV Creative and Organize Design Create could co-develop a 'Startup Launch Package' that combines content creation and structured marketing strategies. For example, IV Creative would provide high-quality content for a new startup's website and social media, while Organize Design Create would design the marketing strategy and implement it across platforms. They could split the \$3,000 fee, resulting in a win-win situation for both.

#### [\*] UNIQUE SYNERGY

The unique synergy lies in blending IV Creative's content expertise with Organize Design Create's strategic marketing approach, creating a comprehensive service that neither can offer alone. This would provide a more holistic solution to clients looking to establish a strong market presence.

#### NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline potential packages for startups.
- 2 Develop a marketing plan to promote the Startup Launch Package through social media and local networking events.
- 3 Create a shared online workspace to manage tasks and timelines effectively.

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

Both Bluebird Health Partners and Organize Design Create target similar markets, particularly startups and entrepreneurs. Bluebird's clients in healthcare may need marketing services that Organize Design Create offers, and vice versa.

**VALUE:** By referring clients to each other, both businesses can expand their customer base, potentially increasing their revenue by 10-20% through cross-referrals.

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

Organize Design Create can provide marketing services to Bluebird Health Partners, helping them enhance their visibility and outreach to healthcare solution providers.

**VALUE:** Utilizing Organize's marketing expertise could help Bluebird reach a wider audience, potentially increasing client acquisition by 15% and boosting revenues by \$10,000 annually.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could refer a healthcare startup client seeking branding assistance to Organize Design Create. In return, if Organize Design Create has a client looking to enter the healthcare space, they would direct them to Bluebird. This could lead to a \$5,000 marketing project for Organize and a \$3,000 consulting contract for Bluebird.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on startups; Bluebird adds healthcare expertise while Organize enhances marketing capabilities, creating a powerful referral loop between distinct yet overlapping sectors.

#### NEXT STEPS:

- 1 Set up a meeting to discuss and formalize a referral agreement.
- 2 Create a shared document to track referrals and outcomes for accountability.
- 3 Develop a co-branded marketing piece highlighting each other's services for distribution to both client lists.

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

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, while Organize Design Create serves small businesses looking to build their social footprint. Both businesses can refer clients to each other, enhancing their service offerings without competing.

**VALUE:** By referring clients, Celebrate & Smile can enhance their service portfolio with marketing support from Organize Design Create, potentially leading to a revenue increase of 15% from new client acquisitions.

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

Organize Design Create can collaborate with Celebrate & Smile to offer joint workshops that combine creative arts with marketing strategies. This partnership would enhance both businesses' offerings and attract a broader audience.

**VALUE:** This collaboration could lead to a series of workshops generating \$3,000 in joint revenue, with each business receiving 50% of the profits from ticket sales, thereby expanding their client base.

#### [!] PARTNERSHIP SCENARIO

*Celebrate & Smile refers a local startup to Organize Design Create for marketing support. In turn, Organize Design Create recommends Celebrate & Smile to a corporate client for team-building dance workshops. This referral relationship generates an additional \$1,000 in revenue for Celebrate & Smile from the startup's marketing package and \$800 from the corporate workshop.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines the arts and marketing, where Celebrate & Smile enhances employee engagement through

dance, while Organize Design Create amplifies their visibility with effective marketing strategies-together creating a holistic approach to employee satisfaction.

#### NEXT STEPS:

- 1 Schedule an introductory meeting to discuss referral structures and mutual target clients.
- 2 Create a referral agreement outlining commission or revenue-sharing terms.
- 3 Develop joint marketing materials to promote the referral partnership.

### 18 The Collective Om

Health & Wellness

80%

<-> Bidirectional

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

Both businesses target small businesses, but from different angles. The Collective Om focuses on holistic health services, while Organize Design Create specializes in marketing. They can refer clients to each other without competing, enhancing service offerings.

**VALUE:** Increased client base for both businesses, potentially adding 10-15 new clients per month through referrals.

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

Both businesses can benefit from a partnership where Organize Design Create provides marketing services for The Collective Om's health programs, enhancing visibility while The Collective Om can offer wellness packages to Organize Design Create's clients.

**VALUE:** Potential to generate an additional \$5,000 in revenue for The Collective Om through marketing efforts, while Organize Design Create gains new service offerings to sell to their clients.

#### [!] PARTNERSHIP SCENARIO

*The Collective Om could refer clients needing marketing support for their wellness initiatives to Organize Design Create. For instance, if a client wants to promote a new wellness retreat, The Collective Om sends them to Victoria, who then creates a tailored marketing plan, and they split the earnings from any new clients gained from this marketing effort.*

#### [\*] UNIQUE SYNERGY

The pairing is unique because The Collective Om's wellness clients often seek ways to market their services, while Organize Design Create's clients may benefit from holistic health offerings, creating a seamless referral loop.

#### NEXT STEPS:

- 1 Set up a referral agreement outlining how referrals will work and any commission structure.
- 2 Create co-branded marketing materials showcasing both services to distribute to clients.
- 3 Schedule a quarterly meeting to review referrals and explore additional collaborative opportunities.

### 19 We buy any house

Professional Services

80%

<-> Bidirectional

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

Both businesses serve clients in financial distress or looking to improve their circumstances. Business A targets homeowners needing to sell distressed properties, while Business B targets entrepreneurs and small businesses who could benefit from property solutions, especially in financial trouble.

**VALUE:** By referring clients to each other, both businesses can increase their customer base and revenue. Business A can help B's clients with property solutions, while B can enhance A's visibility in the entrepreneurial community.

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

Organize Design Create can provide marketing services to We Buy Any House, enhancing its visibility and client acquisition efforts in a competitive market.

**VALUE:** Organize Design Create can help We Buy Any House increase its brand presence, potentially leading to a higher

volume of property purchases and increased sales.

### [!] PARTNERSHIP SCENARIO

*When Organize Design Create works with a startup that needs to relocate due to cash flow issues, they can refer the client to We Buy Any House to quickly sell their current property. In return, We Buy Any House can refer any clients needing marketing assistance for their newly acquired properties to Organize Design Create, creating a symbiotic relationship.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in their overlapping target markets-one focuses on real estate solutions while the other elevates the profiles of small businesses. This partnership allows each to provide comprehensive support to clients navigating financial challenges.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss specific referral processes and establish mutual trust.
- 2 Create a co-branded flyer outlining the referral services each business offers to help clients.
- 3 Implement a tracking system to monitor referral outcomes and adjust strategies as necessary.

## 20 Free Agents Inc

Professional Services

80%

<-> Bidirectional

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

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

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

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:** 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.

### [!] PARTNERSHIP SCENARIO

*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.*

### [\*] UNIQUE SYNERGY

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

#### NEXT STEPS:

- 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.

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions LLC provides commercial janitorial services to businesses, while Organize Design Create focuses on marketing for small businesses. They both target small to medium-sized enterprises, which positions them well for cross-referrals without competing directly.

**VALUE:** Increased client acquisition through referrals, potentially generating an additional \$10,000 in revenue for each business over the next quarter.

-> WHAT YOU PROVIDE (Vendor)

Organize Design Create could benefit from utilizing The P-Way Solutions for their own office cleaning needs, ensuring a clean and professional environment which is critical for their branding.

**VALUE:** By hiring The P-Way Solutions, Organize Design Create can ensure a pristine office, enhancing client impressions and potentially increasing client retention by 15%.

[!] PARTNERSHIP SCENARIO

*After a successful referral, The P-Way Solutions receives a referral from Organize Design Create for a startup needing janitorial services. The startup, having just partnered with Organize Design Create, hires The P-Way Solutions for a bi-weekly cleaning service. In return, The P-Way Solutions refers the startup back to Organize Design Create for their marketing needs, facilitating a mutual flow of clients.*

[\*] UNIQUE SYNERGY

This partnership uniquely leverages their overlapping target market of small businesses, allowing them to create a robust referral network that enhances service accessibility for clients.

NEXT STEPS:

- 1 Develop a referral agreement outlining compensation for each referral made.
- 2 Host a joint networking event targeting local businesses to promote both services.
- 3 Create a co-branded marketing campaign highlighting the benefits of using both services for small business efficiency.

<- WHAT THEY PROVIDE (Collaboration)

Relax Relate & Release could collaborate with Organize Design Create to enhance their marketing presence. Given both businesses seek capital and serve overlapping target markets, a joint marketing initiative could drive more clients to each other's services.

**VALUE:** By working together, both businesses could potentially increase their client base by 30% through shared marketing efforts, leading to higher revenue.

-> WHAT YOU PROVIDE (Referral)

Organize Design Create works with a variety of clients, including non-profits and startups, which could include veterans' organizations that may need massage therapy services. Referring clients from these organizations could enhance the service offerings of Relax Relate & Release.

**VALUE:** By referring veteran-focused organizations to Relax Relate & Release, Organize Design Create can build goodwill and potentially earn a referral fee, while Relax Relate & Release gains new clients.

[!] PARTNERSHIP SCENARIO

*Relax Relate & Release could host a wellness event in partnership with Organize Design Create. For example, they might organize a 'Veterans Wellness Day' where veterans receive free mini-massages and learn about personal branding strategies. Organize Design Create would promote the event on social media, and in return, they could offer discounted marketing packages to attendees. This could generate significant leads for both businesses.*

[\*] UNIQUE SYNERGY

This pairing uniquely combines health and wellness with marketing, targeting a specific community (veterans) that may benefit from both services, creating a niche market that neither could access alone.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss potential joint events targeting veterans.
- 2 Create a detailed plan for the 'Veterans Wellness Day' including budget, marketing strategies, and deliverables.
- 3 Develop a social media campaign to promote the event, including shared content on both businesses' platforms.

### 23 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

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

Genuines Coaching & Consulting focuses on coaching and training for executive leaders, while Organize Design Create specializes in marketing for small businesses. They can collaborate to provide comprehensive packages that include marketing strategies along with executive coaching, enhancing the value offered to clients.

**VALUE:** By collaborating, they can create a bundled service that attracts higher-tier clients, potentially increasing revenue by 20% from joint projects.

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

Both businesses target small business owners but in different service areas. While Organize Design Create focuses on marketing, Genuines Coaching & Consulting offers coaching. They can refer clients to each other when they identify a need for the other's services.

**VALUE:** Each referral could lead to new clients, potentially increasing revenue streams by 15% for both businesses as they tap into each other's networks.

#### [!] PARTNERSHIP SCENARIO

*Genuines Coaching could host a workshop for small businesses that combines executive coaching with marketing strategy development led by Organize Design Create. For instance, they could organize a half-day event where participants receive coaching on leadership followed by hands-on sessions on developing their marketing plans. Each business could charge \$300 per attendee, and with 20 attendees, they could generate \$6,000 in total revenue, splitting the profits.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining high-level coaching with practical marketing tactics, offering a holistic service that addresses both leadership and market visibility, which is particularly attractive to small business owners looking for dual support.

#### NEXT STEPS:

- 1 Schedule a meeting between Reden Dionisio and Victoria Price to outline potential workshop topics.
- 2 Develop a marketing plan for the collaborative event, targeting their shared audience.
- 3 Create promotional materials that highlight the benefits of the combined coaching and marketing services.

### 24 Soulfitness Studio Health and wellness center

Health & Wellness

80%

<-> Bidirectional

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

Soulfitness Studio targets health-conscious individuals, many of whom are entrepreneurs or involved with small businesses. They can refer their clients to Organize Design Create for marketing assistance, which aligns with both businesses' target markets.

**VALUE:** Soulfitness could generate referral fees, potentially earning \$1,000 for every 10 clients they refer to Organize Design Create who subsequently sign up for services.

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

Organize Design Create can provide marketing services to Soulfitness Studio, helping them attract more clients and



enhance their brand presence. Given that Soulfitness needs marketing assistance, this relationship is highly applicable.

**VALUE:** By engaging Organize Design Create, Soulfitness can expect a 20% increase in client inquiries, potentially translating into an additional \$10,000 in monthly revenue.

#### [!] PARTNERSHIP SCENARIO

*Organize Design Create develops a targeted social media campaign for Soulfitness Studio, showcasing their unique health programs. They create a series of engaging posts and ads that highlight client success stories, driving traffic to Soulfitness's website. This campaign is estimated to bring in 50 new clients over three months, generating an additional \$15,000 in revenue.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because Organize Design Create specializes in marketing for small businesses, which aligns perfectly with Soulfitness's entrepreneurial spirit and their need for targeted outreach.

#### NEXT STEPS:

- 1 Set up an initial meeting to discuss specific marketing needs and goals.
- 2 Create a draft proposal for a 3-month marketing campaign targeting local residents interested in health and wellness.
- 3 Outline a pricing structure and expected ROI based on previous successful campaigns.

### 25 ALYS Always Love Yourself

Professional Services

80%

<-> Bidirectional

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

ALYS Always Love Yourself targets a specific demographic of mature women, many of whom may be entrepreneurs or professionals needing marketing services. This creates an opportunity for ALYS to refer clients seeking to establish or enhance their business presence.

**VALUE:** By referring clients needing marketing services to Organize Design Create, ALYS can offer added value to her customers while potentially earning referral commissions, thus increasing revenue.

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

Both businesses target different segments of the market but can benefit from each other's networks. Organize Design Create focuses on helping entrepreneurs and small businesses, while ALYS Always Love Yourself caters specifically to mature women. This alignment allows for effective cross-referrals without competition.

**VALUE:** Organize Design Create could refer clients to ALYS for skincare solutions, enhancing customer satisfaction, while ALYS can refer her customers who are starting businesses to Organize Design Create for marketing services, creating a steady stream of referrals.

#### [!] PARTNERSHIP SCENARIO

*Organize Design Create can create a marketing campaign targeting their existing clients about ALYS's skincare products, emphasizing the importance of self-care and branding for personal and professional success. In return, ALYS can provide exclusive discounts to Organize Design Create's clients, incentivizing them to purchase and enhancing customer loyalty.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the complementary nature of their services; while Organize Design Create focuses on business growth, ALYS offers personal enhancement, creating a holistic approach to professional women's empowerment.

#### NEXT STEPS:

- 1 Organize Design Create to develop a marketing pitch that includes ALYS's products.
- 2 ALYS to prepare exclusive offers for clients referred by Organize Design Create.
- 3 Schedule a joint networking event to introduce both client bases.



<- WHAT THEY PROVIDE (Vendor)

Big Rig Compliance Pros may need marketing services to promote their compliance offerings to truck drivers and trucking companies. They could benefit from Organize Design Create's expertise in marketing to enhance their visibility and outreach.

**VALUE:** By hiring Organize Design Create, Big Rig Compliance Pros can expect to increase their client inquiries by at least 15% within the first quarter through targeted marketing campaigns.

-> WHAT YOU PROVIDE (Referral)

Both businesses target small to medium-sized companies, with Business A focusing on marketing and Business B on compliance. They can refer clients to each other, as those needing marketing services may also require assistance in compliance, particularly in the trucking industry.

**VALUE:** By establishing a referral network, both businesses can increase their client base by 20-30%, generating additional revenue without overlapping services.

[!] PARTNERSHIP SCENARIO

*Organize Design Create could refer its clients in the trucking sector to Big Rig Compliance Pros for compliance support. For example, if a new trucking startup approaches Organize Design Create for branding and marketing, they could also point them to Big Rig for compliance services, earning a referral fee for every successful client engagement.*

[\*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on supporting small businesses and startups; their services complement each other, making them trusted partners for clients who need both marketing and compliance assistance.

NEXT STEPS:

- 1 Set up an introductory meeting between Victoria Price and Sherika Carter to discuss specific referral arrangements.
- 2 Create a referral agreement outlining fees and expectations for both parties.
- 3 Develop a joint marketing piece that highlights both services, targeting small businesses and startups.

<- WHAT THEY PROVIDE (Referral)

Complete Renewal serves a demographic that overlaps with Organize Design Create's target market. By referring clients who need branding and marketing support to Organize Design Create, Complete Renewal can enhance the value it offers to its customers while earning referral fees.

**VALUE:** Complete Renewal could earn a referral fee of 10% on projects it sends to Organize Design Create, which could translate to an additional \$2,000 in revenue if they refer \$20,000 worth of projects over the next year.

-> WHAT YOU PROVIDE (Collaboration)

Organize Design Create can leverage its marketing expertise to promote Complete Renewal's products, specifically targeting health-conscious minority women. This partnership can enhance Complete Renewal's visibility and sales while providing Organize Design Create with a platform to showcase its marketing capabilities.

**VALUE:** By increasing Complete Renewal's online visibility and sales through effective marketing strategies, Organize Design Create could potentially earn \$10,000 in service fees while helping Complete Renewal increase its revenue by 20% over the next quarter.

[!] PARTNERSHIP SCENARIO

*Organize Design Create organizes an online marketing campaign featuring Complete Renewal's latest skincare line. They create visually appealing content, manage social media ads, and run a targeted email campaign. For instance, they host a live webinar demonstrating the skincare products, offering exclusive discounts to attendees. This campaign could generate \$25,000 in sales for Complete Renewal while earning Organize Design Create a \$5,000 fee for their marketing services.*

[\*] UNIQUE SYNERGY

The unique combination of health and wellness with targeted marketing creates a powerful narrative that resonates with minority women, making their partnership not just beneficial but essential for reaching an underserved market.

#### NEXT STEPS:

- 1 Schedule an initial meeting to outline the marketing strategy and goals.
- 2 Develop a calendar of planned content and promotional events for the next three months.
- 3 Create a joint branding guide to ensure cohesive messaging across all platforms.

### 28 Grayland Real Estate

75%

<-> Bidirectional

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

Grayland serves commercial lenders and property owners who may require marketing assistance, which aligns with Organize Design Create's target market of entrepreneurs and small businesses. Both businesses can refer clients to each other without competing in the same space.

**VALUE:** By referring clients to each other, both businesses could tap into new revenue streams, potentially increasing their client base by 20% within a year.

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

Organize Design Create can provide marketing services to Grayland, helping them enhance their brand presence. Given that Grayland primarily deals with commercial real estate, a strong marketing strategy could help them reach more clients effectively.

**VALUE:** By utilizing Organize Design Create's marketing services, Grayland could potentially increase their client inquiries by up to 30%, leading to higher appraisal contracts and revenue.

#### [!] PARTNERSHIP SCENARIO

*Grayland could refer its commercial property owners to Organize Design Create for marketing their properties effectively. For instance, if a property owner is looking to attract tenants, Grayland could connect them with Victoria, who would then create a tailored marketing campaign, resulting in faster leasing and increased visibility for the property. In return, Organize Design Create could refer startups needing real estate consultancy to Grayland, creating a reciprocal flow of clients.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their overlapping target markets where both businesses can enhance each other's service offerings, thus elevating client satisfaction and retention rates. Grayland's clients often need marketing strategies, while Organize Design Create's clients may need real estate insights.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Lauren and Victoria to discuss referral opportunities.
- 2 Create a referral agreement outlining the specifics of the referral process and commission structure.
- 3 Develop co-branded marketing materials to promote the partnership to their respective clients.

### 29 Noseniorleftbehindfl.org Professional Services

75%

-> One-way

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

Both businesses target different segments of the community but serve clients who may benefit from each other's offerings. Organize Design Create can refer clients needing marketing services to Noseniorleftbehindfl.org, while Noseniorleftbehindfl.org can direct seniors looking to start businesses to Organize Design Create.

**VALUE:** By establishing a referral relationship, both businesses can expand their client bases without direct competition, potentially increasing leads by 20-30%.

#### [!] PARTNERSHIP SCENARIO

*Organize Design Create can create a marketing campaign targeted at seniors who want to start new ventures, using*

*Noseniorleftbehindfl.org's client base. For example, they could host a free workshop on social media marketing specifically for seniors, where 30 participants each pay \$50 to attend. Both businesses can split the revenue, and Organize Design Create gains new clients.*

#### [\*] UNIQUE SYNERGY

This pairing is unique as it combines the expertise of marketing for young entrepreneurs with the growing demographic of seniors seeking to innovate and maintain independence. Their combined efforts can address both new ventures and essential services for seniors.

#### NEXT STEPS:

- 1 Schedule a meeting between Victoria Price and Wanda K Jackson to discuss mutual referrals.
- 2 Develop a referral agreement outlining the specifics of client exchanges.
- 3 Create marketing materials highlighting success stories from each business to share with clients.

### 30 Aspirations Behavioral Health Inc.

Health & Wellness

70%

<-> Bidirectional

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

Aspirations Behavioral Health Inc. specializes in mental health and holistic wellness, targeting individuals who may also need marketing support for their personal brands or businesses. Organize Design Create serves entrepreneurs and small businesses who could benefit from mental health resources, creating a strong referral relationship without competition.

**VALUE:** Increased client base for both businesses; Aspirations can refer clients who need marketing and Organize Design can refer clients needing mental health services, potentially increasing client acquisition by 20%.

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

Organize Design Create works with entrepreneurs and small businesses who may experience stress or mental health challenges, making them ideal candidates to refer to Aspirations Behavioral Health. This relationship allows both businesses to enhance their offerings without overlapping services.

**VALUE:** Organize Design can enhance its service package by providing mental health resources to its clients, potentially increasing client retention and satisfaction by 15%.

#### [!] PARTNERSHIP SCENARIO

*Aspirations Behavioral Health can create a monthly wellness newsletter that includes marketing tips from Organize Design Create. For example, each month could feature a case study of a client who improved their business through mental health support, alongside marketing strategies. This shared content could lead to referrals, boosting both firms' visibility.*

#### [\*] UNIQUE SYNERGY

The unique pairing lies in the dual focus on mental health and entrepreneurship, which allows both businesses to cater to a population that values holistic well-being along with professional growth, enhancing their services mutually.

#### NEXT STEPS:

- 1 Set up a meeting to discuss mutual referral agreements and establish a shared contact list.
- 2 Create a joint marketing campaign that highlights the importance of mental health for entrepreneurs.
- 3 Develop a series of workshops where Aspirations offers mental health tips and Organize Design offers marketing advice.