

BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting !" MyahnArt

4 Relationships Identified

BUSINESS PROFILES

Genuines Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

COLLABORATION 1/4

85% conf

Genuines Coaching & Consulting !" MyahnArt LLC

Reasoning:

Genuines Coaching & Consulting specializes in coaching business owners and corporate executives, which aligns well with MyahnArt's target market of businesses seeking to enhance their customer experience. By collaborating on events, they can both reach a larger audience and provide added value to their respective clients.

Value Proposition:

By combining forces, both businesses can attract more clients through joint events, potentially increasing their revenue by 20% from shared projects.

Collaboration Example:

Genuines Coaching & Consulting hosts a leadership workshop for local business owners at a venue decorated by MyahnArt with live painting. MyahnArt creates a mural that reflects the workshop's theme, while Genuines provides coaching sessions. They charge \$500 per attendee, expecting 30 participants, splitting the revenue, giving both businesses \$7,500.

Synergy Potential:

The unique synergy lies in the blending of professional development with creative artistry. This collaboration is not just a typical partnership, as it combines practical business coaching with the aesthetic appeal of art, creating a multifaceted experience that stands out to clients.

Action Items:

1. Set a date for a joint event within the next month.
2. Create a marketing plan that highlights both coaching and artistic services.
3. Develop a package that includes coaching sessions and artistic enhancements for corporate clients.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

75% conf

MyahnArt LLC !' Genuines Coaching & Consulting

Reasoning:

MyahnArt's target market includes corporate event planners, who may also require leadership coaching for their corporate clients. By referring clients to Genuines for coaching services, MyahnArt can enhance its service offerings and vice versa.

Value Proposition:

By establishing a referral system, both businesses could increase client acquisition rates by at least 15% over the next quarter.

Collaboration Example:

MyahnArt completes a mural for a corporate client's office and learns they are planning a leadership retreat. MyahnArt refers them to Genuines Coaching & Consulting, who then secure a \$10,000 contract for coaching services. In return, MyahnArt receives a 10% referral fee.

Synergy Potential:

This pairing uniquely combines the visual and experiential aspects of corporate identity with essential leadership skills, ensuring that referrals enhance the overall brand image of both businesses.

Action Items:

1. Draft a referral agreement outlining commission rates.
2. Create a joint promotional flyer showcasing both services.
3. Host a networking event for corporate planners to introduce both services.

Value: MEDIUM

MUTUAL BENEFIT

MyahnArt LLC !' Genuines Coaching & Consulting

Reasoning:

MyahnArt LLC could enhance the aesthetic experience of Genuines Coaching & Consulting's events by providing live painting during their training sessions or speaking engagements. This would not only elevate the event's atmosphere but also position both businesses as innovative leaders in their respective fields.

Value Proposition:

By integrating live art into Genuines' events, they could charge higher fees for a unique experience, potentially increasing revenue by 20-30%. MyahnArt gains exposure to high-level executives who may require their services in the future.

Collaboration Example:

During an upcoming C-suite leadership retreat, MyahnArt LLC could set up a live painting station that visually represents the themes of the retreat. As Reden Dionisio speaks on leadership, Myah Freeman creates a mural that illustrates key takeaways, providing attendees with a unique piece of art that embodies their learning experience. This engagement can be marketed as a premium offering, boosting Genuines' event fees and MyahnArt's portfolio.

Synergy Potential:

This partnership stands out because it uniquely combines artistic expression with executive training, creating a memorable experience that differentiates Genuines' events from competitors.

Action Items:

1. Schedule a meeting to discuss potential upcoming events and outline specific themes for live painting.
2. Develop a pricing structure that reflects the added value of live art at events.
3. Create promotional material highlighting the collaboration to attract potential clients.

Value: HIGH

MUTUAL BENEFIT

Genuines Coaching & Consulting !' MyahnArt LLC

Reasoning:

Genuines Coaching & Consulting frequently works with small business owners and executives who may appreciate unique artistic services for their offices or events. Referring MyahnArt's services can enhance their own offerings and provide clients with valuable creative solutions.

Value Proposition:

By referring clients to MyahnArt, Genuines could potentially earn referral fees or commissions, while also strengthening their client relationships through value-added services.

Collaboration Example:

After a coaching session, Reden Dionisio identifies a client who is launching a new office and needs custom murals to reflect their brand identity. He refers them to MyahnArt, who then creates a vibrant mural that becomes a centerpiece of the new office. Genuines earns a 10% commission on the \$4,000 project, while the client is thrilled with their new workspace.

Synergy Potential:

This relationship leverages Genuines' established trust with executives to introduce them to MyahnArt's creative services, resulting in a win-win scenario that enhances both businesses' reputations.

Action Items:

- 1. Create a referral agreement outlining commission structures and responsibilities.
- 2. Develop a joint marketing campaign to highlight the collaboration and its benefits.
- 3. Host a networking event where both businesses can showcase their services to potential clients.

Value: MEDIUM

MUTUAL BENEFIT

