

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!' Communicate

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### REFERRAL 1/2

80% conf

Communicate Design & Marketing!' Aspirations Behavioral Health Inc.

#### Reasoning:

Communicate Design & Marketing targets solo entrepreneurs and service businesses, many of whom may need mental health support, especially in high-stress industries. Aspirations Behavioral Health Inc. provides mental health counseling that can benefit these clients, creating a natural referral relationship.

#### Value Proposition:

By referring clients to Aspirations, Communicate can enhance its service portfolio and potentially earn a referral fee, while Aspirations gains access to new clients from a relevant target market.

#### Collaboration Example:

Communicate Design creates a dedicated section on their website highlighting mental health resources, featuring Aspirations Behavioral Health as a partner. They promote this resource in their marketing materials, generating 10-15 referrals per month, which translates to an estimated \$2,000 in referral fees for Communicate annually, while Aspirations sees an increase in new client appointments.

#### Synergy Potential:

This partnership is unique because it combines marketing strategies with mental health resources, creating a holistic support system for entrepreneurs who often face mental health challenges due to work stress.

**Action Items:**

1. Set up an introductory meeting to discuss referral terms and expectations.
2. Create co-branded materials highlighting the partnership for use in both businesses' marketing efforts.
3. Launch a joint social media campaign targeting local entrepreneurs to promote mental health awareness.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Aspirations Behavioral Health Inc.!' Communicate Design & Marketing

**Reasoning:**

Aspirations Behavioral Health is looking for partnerships and referrals to service businesses. They can refer clients who need branding or marketing services to Communicate Design, particularly those seeking to enhance their business presence.

**Value Proposition:**

By referring clients to Communicate, Aspirations can provide added value to their clients while creating a commission opportunity, enhancing their service offerings without incurring additional costs.

**Collaboration Example:**

Aspirations can include Communicate in their client welcome packets as a recommended marketing partner. For instance, if a client expresses a need for better online presence, Aspirations can refer them to Communicate, resulting in 5-10 new projects monthly, generating significant revenue for Communicate.

**Synergy Potential:**

This pairing is unique as it bridges the gap between mental wellness and business growth, providing a comprehensive support system to clients who may not only be struggling with mental health but also seeking professional development.

**Action Items:**

1. Draft a referral agreement outlining commission structures for projects referred.
2. Integrate a feedback loop to ensure clients referred by Aspirations receive quality service from Communicate.
3. Host a joint workshop on the importance of mental health in entrepreneurship to promote both services.

Value: MEDIUM

MUTUAL BENEFIT