

JAX Bridges

Business Relationship Analysis

December 12, 2025

Jamz Trainings

- Health & Wellness

Personal Training & Sports Massage Therapy

Contact Information

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TARGET MARKET

Middle-age Recreational Athlete (Golf, Tennis, Pickleball, Soccer Mom) living in HOA communities.

CURRENT NEEDS

Clients & Exposure

Partnership Opportunities (25)

1 Genuines Coaching & Consulting

Technology

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in coaching and training, which can complement Jamz Trainings' personal training services by providing clients with mental resilience and motivational coaching. This partnership can effectively create a holistic approach to fitness and personal development.

VALUE: By integrating coaching sessions with personal training, they can attract a broader client base, potentially increasing revenue by 30% through bundled services.

> WHAT YOU PROVIDE (Referral)

Jamz Trainings' target market consists of middle-aged recreational athletes who may benefit from Genuines' coaching services to enhance their performance and commitment. Since both businesses aim to improve their clients' overall well-being, they can refer clients to each other without competing.

VALUE: By referring clients, both businesses can increase their customer base by 20%, allowing Jamz to enhance client retention and Genuines to tap into a new market segment.

[!] PARTNERSHIP SCENARIO

In the upcoming month, Genuines Coaching & Consulting can organize a 'Mind and Body Bootcamp' at Jamz Trainings' facility, where participants engage in a physical workout followed by a workshop on mental strategies for sports performance. Both businesses will promote the event to their existing clients, aiming for at least 50 participants, splitting the \$2,500 revenue from ticket sales, and gaining exposure through social media.

[*] UNIQUE SYNERGY

This pairing is unique because it combines physical training with mental coaching, targeting the growing trend of holistic health, which is increasingly appealing to middle-aged recreational athletes.

NEXT STEPS:

- 1 Schedule a meeting next week to outline the event logistics and marketing strategies.
- 2 Develop a joint promotional campaign to market the 'Mind and Body Bootcamp' using both businesses' social media platforms.
- 3 Create bundled service packages that combine personal training sessions with coaching workshops.

2 Tosh's Urban Garden

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both Tosh's Urban Garden and Jamz Trainings operate within the health and wellness industry, targeting health-conscious individuals. By collaborating, they can create unique wellness packages that combine herbal products with personal training sessions, appealing to a broader audience.

VALUE: This collaboration could generate an estimated additional \$2,000 in revenue per month by attracting new clients who are interested in comprehensive health solutions.

-> WHAT YOU PROVIDE (Referral)

Jamz Trainings targets middle-aged recreational athletes who may be interested in natural health products to enhance their fitness journey. By referring clients to Tosh's Urban Garden for herbal products, they can provide a holistic solution without competing directly.

VALUE: By referring clients to each other, both businesses could see an increase in client acquisition, potentially adding 10 new clients per month per business, translating to an estimated \$1,000 in additional revenue for each.

[!] PARTNERSHIP SCENARIO

Tosh's Urban Garden could partner with Jamz Trainings to offer a 'Wellness Weekend' event where participants enjoy a personal training session followed by a tasting of herbal teas and tinctures. Each participant pays \$50, and they could target 40 attendees, generating \$2,000 in revenue. Additionally, both businesses promote the event on their social media, increasing exposure.

[*] UNIQUE SYNERGY

The combination of personal training and natural herbal products creates a holistic approach to health that neither business could achieve alone, making their offerings uniquely compelling in a market that increasingly values comprehensive wellness.

NEXT STEPS:

- 1 Schedule a meeting between Latachia and James to brainstorm potential joint offerings.
- 2 Create a joint marketing plan for the 'Wellness Weekend' event, including social media promotions and email newsletters.
- 3 Develop a feedback system post-event to assess customer satisfaction and areas for improvement.

3 MyahnArt LLC

Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

MyahnArt often works with local businesses that cater to similar demographics. Referring clients who are interested in health and wellness services to Jamz Trainings can help both businesses grow their client bases without direct competition.

VALUE: MyahnArt can offer referral discounts to clients who sign up for Jamz's services, increasing Jamz's exposure and client acquisition by potentially 15-20% for each referral made.

-> WHAT YOU PROVIDE (Collaboration)

Jamz Trainings and MyahnArt LLC can create a unique experience that combines personal training sessions with live art. This collaboration targets their mutual audience of middle-aged recreational athletes who may appreciate both physical well-being and aesthetic enhancement in their homes or community spaces.

VALUE: This partnership can potentially generate additional revenue for both businesses by attracting new clients; Jamz could see a 20-30% increase in client sign-ups through events, while MyahnArt could boost their sales by showcasing their work in a live setting.

[!] PARTNERSHIP SCENARIO

Jamz Trainings organizes a 'Wellness Weekend' event at a local HOA community where members can participate in fitness classes led by James, while MyahnArt sets up live painting stations to create custom portraits or murals during the sessions. Attendees pay a fee for the classes, and a portion goes to both businesses, with potential sales of artwork on-site.

[*] UNIQUE SYNERGY

This pairing is unique because it merges health and wellness with creativity, making fitness events more engaging and visually appealing, thus enhancing the community's overall experience.

NEXT STEPS:

- 1 Plan a schedule for the event and secure a venue within the HOA community.
- 2 Market the 'Wellness Weekend' through local social media groups and HOA newsletters.
- 3 Coordinate the logistics for MyahnArt's live painting setup and Jamz's class schedules.

4 Soulfitness Studio Health and wellness center

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Soulfitness Studio targets individuals focused on health and wellness, which overlaps with Jamz Trainings' target market of recreational athletes. They can refer clients to each other without competing.

VALUE: Implementing a referral program could lead to a 15% increase in client bases for both businesses as they share leads and capitalize on each other's strengths.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses operate in the health and wellness space and target health-conscious consumers, making them ideal partners for a collaborative event. Jamz Trainings could enhance Soulfitness Studio's offerings, attracting more clients and increasing exposure.

VALUE: By hosting a joint health and wellness fair, both businesses could potentially increase client acquisition by 20% through cross-promotion and shared marketing efforts.

[!] PARTNERSHIP SCENARIO

Jamz Trainings sets up a personal training and sports massage therapy booth at Soulfitness Studio's upcoming health fair. During the event, they offer free mini-training sessions and sports massage consultations, while Soulfitness provides health food samples and fitness classes. Attendees receive combined discounts on services from both businesses, leading to increased sign-ups and follow-ups post-event.

[*] UNIQUE SYNERGY

The combination of personal training and nutrition-focused wellness is a powerful draw for clients looking to improve their overall health. This partnership leverages their shared commitment to holistic health, positioning both businesses as comprehensive wellness providers.

NEXT STEPS:

- 1 Schedule a meeting between James Robinson and Janice Curry to discuss the event logistics.
- 2 Create promotional materials highlighting both businesses' services for the health fair.
- 3 Establish a follow-up strategy to convert event attendees into long-term clients.

5 JAX AI Agency

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency can enhance Jamz Trainings' service offerings by integrating AI-driven fitness analytics tools for their clients. This collaboration allows Jamz to provide personalized training insights and improvements, attracting more clients seeking advanced fitness solutions.

VALUE: JAX AI Agency can potentially increase its revenue by 20% through the introduction of new AI tools, while Jamz Trainings can increase client retention rates by 30% due to enhanced training results.

-> WHAT YOU PROVIDE (Referral)

Jamz Trainings serves middle-age recreational athletes who are likely to be interested in modernizing their training with AI tools for tracking and improvement. Referring clients to JAX AI Agency can enhance their fitness journey.

VALUE: Jamz can earn referral fees for each client it sends to JAX, potentially increasing revenue by 10%, while JAX gains access to a niche market segment eager for technology integration.

[!] PARTNERSHIP SCENARIO

JAX AI Agency develops a custom app that tracks and analyzes workout data for Jamz's clients. During a six-week program, clients receive personalized feedback and adjustments to their training regimens based on AI insights. This unique offering not only improves client outcomes but also helps Jamz increase its monthly subscriptions by 15% as clients refer friends for the advanced features.

[*] UNIQUE SYNERGY

The combination of JAX AI's technology expertise and Jamz's health and wellness focus creates a unique opportunity to revolutionize the personal training market in Jacksonville, positioning both businesses as leaders in innovative fitness solutions.

NEXT STEPS:

- 1 Schedule a meeting between Vic Bushe and James Robinson to discuss the technical requirements and potential app features.
- 2 Conduct a pilot program with a select group of Jamz clients to test the AI-driven analytics tool over a four-week period.
- 3 Create joint marketing materials highlighting the new app's benefits and promote it to both businesses' customer bases.

6 flow

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Flow's coaching services and Jamz Trainings' personal training can target overlapping demographics, especially those in HOA communities who are interested in improving their physical health and mental well-being. By referring clients to each other, they can enhance customer satisfaction and retention.

VALUE: Both businesses can increase client volume by 20% through reciprocal referrals, leading to higher revenue generation without additional marketing costs.

-> WHAT YOU PROVIDE (Referral)

Jamz Trainings' target market of middle-age recreational athletes often seeks coaching for performance enhancement and motivation, which aligns well with Flow's coaching services. By referring clients to Flow, Jamz can further support their clients' overall fitness journey.

VALUE: Jamz can improve client retention by 15% by offering additional coaching services through Flow, while Flow gains access to a targeted audience that values personal development.

[!] PARTNERSHIP SCENARIO

Flow can refer clients seeking motivation or lifestyle change to Jamz Trainings, while Jamz can recommend clients who need mental coaching for sports performance to Flow. For instance, after a personal training session, a client might express a need for lifestyle coaching, leading Jamz to refer them directly to Flow, ensuring a smooth client transition and increasing both businesses' client bases.

[*] UNIQUE SYNERGY

This relationship is unique due to the integrative approach both businesses can take; combining mental and physical health services can provide a more holistic health offering to the community, differentiating them from other service providers.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and James to discuss referral agreements.
- 2 Create a joint promotional campaign targeting HOA communities emphasizing the benefits of combining coaching and personal training.
- 3 Develop a shared referral tracking system to monitor and analyze the success of the referrals between both businesses.

7 Enriquez Aesthetics

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics and Jamz Trainings target health-conscious individuals, albeit in slightly different niches. Clients seeking luxury facial experiences for skin conditions may also benefit from personal training and wellness services, creating an opportunity for referrals.

VALUE: Increased client base for both businesses through mutual referrals, potentially leading to an additional 15% in monthly revenue.

-> WHAT YOU PROVIDE (Collaboration)

Jamz Trainings' target market overlaps with Enriquez Aesthetics', as middle-age recreational athletes often seek comprehensive wellness services, including skincare. A collaborative event can effectively attract both client bases.

VALUE: Hosting a joint wellness workshop can generate immediate revenue and exposure for both businesses, potentially earning \$2,000 in event registration fees and product sales.

[!] PARTNERSHIP SCENARIO

Bianca from Enriquez Aesthetics could refer her clients who express interest in fitness to James at Jamz Trainings, while James can recommend his clients to explore luxury skincare treatments. For instance, if a client mentions their goal to improve skin health while losing weight, James would direct them to Bianca, and vice versa for athletes with skin conditions.

[*] UNIQUE SYNERGY

Both businesses focus on enhancing personal well-being, making their partnership particularly appealing to clients who prioritize a holistic approach to health and beauty.

NEXT STEPS:

- 1 Create a referral agreement detailing the compensation for each client referred.
- 2 Develop joint marketing materials that highlight both services for a cohesive brand message.
- 3 Schedule a networking event where both businesses can showcase their offerings to each other's client bases.

8 Celebrate & Smile International Steppers

Arts & Creative

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which can complement the physical training offered by Jamz Trainings. By collaborating, they can create a holistic wellness program that addresses both physical fitness and emotional well-being.

VALUE: By bundling dance classes with personal training sessions, both businesses can attract new clients and increase revenue through package deals, boosting overall exposure in the community.

-> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals, though in different capacities. Jamz Trainings can refer their clients who may benefit from dance classes to Celebrate & Smile International Steppers, enhancing overall client engagement.

VALUE:

Referrals can lead to increased client retention for Jamz Trainings and additional revenue streams for Celebrate & Smile International Steppers, creating a win-win situation.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile International Steppers organizes a 'Wellness Weekend' event at a local HOA community where Jamz Trainings offers free fitness assessments. Participants engage in a dance workshop followed by a sports massage demo. Each business promotes the event to their respective clients, with a goal of signing up at least 20 new clients from the event, generating approximately \$1,000 in combined revenue.

[*] UNIQUE SYNERGY

The unique synergy arises from combining artistic expression with physical training, appealing to clients seeking comprehensive wellness that includes emotional and physical health. This partnership offers a distinctive blend of services not typically found together in Jacksonville.

NEXT STEPS:

- 1 Schedule a brainstorming meeting between Tiffany and James to discuss potential event ideas.
- 2 Develop a promotional plan for the Wellness Weekend, including social media outreach and flyers in HOA communities.
- 3 Create a special package deal for attendees that includes a discount for signing up for both dance classes and personal training sessions.

9 The Collective Om Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY 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.

-> WHAT YOU 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.

[!] 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.

10 Communikate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Communikate Design & Marketing targets service businesses and entrepreneurs, while Jamz Trainings focuses on middle-age recreational athletes. They can refer clients to each other, as founders seeking marketing services may also need personal training services to maintain health.

VALUE: By referring clients, Communikate could increase its client base by 15%, while Jamz could gain 10 new clients per month through referrals.

-> WHAT YOU PROVIDE (Vendor)

Jamz Trainings could benefit from marketing services to enhance their brand visibility and attract more clients from HOA communities. Communikate could provide tailored marketing strategies that target the specific demographics of Jamz's clientele.

VALUE: Jamz could see a 25% increase in client inquiries with a refreshed marketing strategy, leading to a potential revenue boost of \$15,000 in the next quarter.

[!] PARTNERSHIP SCENARIO

Communikate could feature Jamz Trainings in a monthly newsletter sent to their clients, highlighting special offers or success stories from current clients. In return, Jamz could provide a free introductory personal training session to any Communikate client who signs up for a website package, fostering dual engagement.

[*] UNIQUE SYNERGY

This partnership uniquely combines health and marketing, which is increasingly relevant as entrepreneurs prioritize wellness in their busy lives. The pairing leverages the holistic approach to client wellness and business success.

NEXT STEPS:

- 1 Set up a referral agreement outlining mutual benefits and processes.
- 2 Create a joint marketing campaign to promote the referral offer.
- 3 Schedule an introductory meeting to brainstorm promotional content for both businesses.

11 We buy any house

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Both businesses target individuals in need of support during significant life transitions. Business A focuses on distressed property sales, while Business B caters to middle-aged individuals, likely experiencing lifestyle changes or seeking wellness solutions. Referring clients between the two can enhance service offerings.

VALUE: By referring clients, both businesses can increase their customer base by approximately 20%, as clients looking to sell their homes often require wellness services during stressful transitions.

-> WHAT YOU PROVIDE (Referral)

Jamz Trainings serves a demographic that may include individuals facing life transitions, such as selling a home. By referring clients to We Buy Any House, they can assist those needing to sell properties while also promoting their own services to those who may need wellness support.

VALUE: Through cross-referrals, both businesses can expect a 15-25% increase in clientele, as individuals in transition often seek both home solutions and personal wellness.

[!] PARTNERSHIP SCENARIO

Chris Moore could set up an arrangement where he refers clients needing wellness services to Jamz Trainings, offering a discount for first-time sessions. In return, James Robinson can promote We Buy Any House in his training sessions, providing flyers and offering special rates for his clients who need to sell their homes, creating a steady referral loop.

[*] UNIQUE SYNERGY

This partnership is unique because it combines real estate and wellness, addressing both physical and emotional needs during stressful life changes, thereby enhancing customer experiences in both fields.

NEXT STEPS:

- 1 Draft a referral agreement outlining the terms of client referrals between both businesses.
- 2 Create promotional materials highlighting the partnership for both businesses to distribute.
- 3 Schedule a joint meeting to brainstorm additional ways to support each other's client base.

12 Grayland

Real Estate

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Grayland's clientele, which includes property owners and commercial lenders, often have an interest in health and wellness services, particularly in managing stress and maintaining health. Referring these clients to Jamz Trainings can enhance their well-being, while also providing Jamz with more exposure.

VALUE: By establishing a referral relationship, Grayland can offer added value to their clients, while Jamz can gain a steady influx of new leads, potentially increasing their client base by 20% over the next six months.

-> WHAT YOU PROVIDE (Referral)

Jamz Trainings targets middle-age recreational athletes who may own or be interested in commercial properties, making them potential clients for Grayland's real estate services. Conversely, Grayland's clients, such as property owners, may benefit from wellness services to maintain their health, creating a natural referral channel.

VALUE: By referring clients to each other, both businesses can increase their customer base significantly, potentially increasing revenue by up to 30% in the next quarter.

[!] PARTNERSHIP SCENARIO

Jamz Trainings can provide Grayland with a brochure offering free personal training sessions for property owners who engage in a new commercial appraisal. In return, Grayland hands out Jamz's promotional materials during property evaluations, ensuring both businesses tap into each other's client networks effectively. For instance, if Grayland appraises a community center, they can suggest their clients attend a free training session at Jamz, driving new customers.

[*] UNIQUE SYNERGY

The unique synergy lies in their overlapping target markets; recreational athletes often have a vested interest in real estate as property owners or renters, which is not typically addressed by either industry alone.

NEXT STEPS:

- 1 Create a co-branded flyer that highlights referral benefits for both businesses.
- 2 Set up a meeting to discuss client profiles and identify specific referral opportunities.
- 3 Launch a referral program where each successful referral earns a discount on services for both parties.

13 Be Present Detalles

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Both businesses serve clients that value health and wellness, and they can create unique events that combine fitness and social experiences, enhancing exposure and client engagement for both.

VALUE: By collaborating on events, they can increase attendance and engagement, potentially driving revenue growth by 30% through ticket sales and service upsells.

-> WHAT YOU PROVIDE (Referral)

Jamz Trainings targets middle-age recreational athletes who may also be interested in wellness events or experiences, which Be Present Detalles specializes in. Likewise, Be Present Detalles caters to busy professionals who might benefit from personal training and massage therapy services.

VALUE:

Both businesses can expand their client base by leveraging each other's networks, potentially increasing client referrals by 20-30%.

[!] PARTNERSHIP SCENARIO

Jamz Trainings could refer clients who are looking for unique date ideas or corporate events to Be Present Detalles. For instance, if a client is seeking a wellness retreat for a group of friends, Jamz could recommend Be Present to organize the event, earning a referral fee for each booking made through them.

[*] UNIQUE SYNERGY

The unique synergy comes from aligning health and wellness with experiential events, creating a comprehensive lifestyle offering that appeals to their overlapping target markets in a way that neither can achieve alone.

NEXT STEPS:

- 1 Set up a referral agreement outlining commission terms for each client referred.
- 2 Create a combined marketing flyer showcasing both services to be distributed to their respective client bases.
- 3 Schedule a joint networking event targeting both of their audiences to promote both services.

14 Aspirations Behavioral Health Inc.

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health can refer clients who may benefit from physical activity as part of their mental health improvement plan. This can lead to a significant increase in client engagement and adherence to wellness goals.

VALUE: Aspirations can enhance the effectiveness of their mental health programs by providing clients with physical activity options through Jamz Trainings, potentially increasing retention rates by 15%.

> WHAT YOU PROVIDE (Referral)

Both Jamz Trainings and Aspirations Behavioral Health Inc. target health-conscious individuals, albeit from different angles. Personal training clients may also benefit from mental health services, creating a strong referral opportunity.

VALUE: By referring clients to each other, both businesses can tap into a shared customer base, potentially increasing client acquisitions by 20% for both parties.

[!] PARTNERSHIP SCENARIO

Jamz Trainings could provide a flyer about Aspirations Behavioral Health's services in their training sessions, while Aspirations could include referral cards for Jamz Trainings in their follow-up emails to clients. For example, a client struggling with motivation in their fitness journey might receive a referral to Jamz after a counseling session, resulting in a direct transformation in both their physical and mental health.

[*] UNIQUE SYNERGY

This partnership uniquely combines physical wellness with mental health, offering a holistic approach that enhances client satisfaction and retention for both businesses.

NEXT STEPS:

- 1 Schedule a meeting between James and Kristian to discuss referral processes and mutual client needs.
- 2 Create and print co-branded referral cards to distribute at each business.
- 3 Develop a combined wellness workshop that includes both personal training and mental health tips to be held quarterly.

15 JPO Logistics LLC

Logistics

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner operators, while Jamz Trainings targets middle-age recreational athletes who may also require logistics for transporting sports equipment or attending events. They can refer clients to each other without competing for the same market.

VALUE: Increased client base for both businesses through targeted referrals, potentially generating an additional \$10,000 in combined revenue over six months.

-> WHAT YOU PROVIDE (Referral)

Jamz Trainings' target market includes recreational athletes who may require logistics services for traveling to tournaments or training camps. Referring these athletes to JPO Logistics can provide valuable services without direct competition.

VALUE: Access to a new customer segment for JPO Logistics, potentially leading to an additional \$5,000 in revenue from logistics services over the next quarter.

[!] PARTNERSHIP SCENARIO

When Jamz Trainings hosts a community sports event, JPO Logistics can provide transportation services for participants' gear. In return, Jamz can refer attendees to JPO for any logistics needs related to upcoming sports events, creating a mutually beneficial referral network.

[*] UNIQUE SYNERGY

Both businesses target active community members, making them uniquely positioned to cross-promote their services to a similar clientele, enhancing community engagement.

NEXT STEPS:

- 1 Organize a meeting between Paulette and James to discuss referral strategies.
- 2 Create a referral program where each business offers discounts to referred clients.
- 3 Develop co-branded marketing materials highlighting both businesses' services.

16 Jazzi's Creations

Events & Gifts

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can offer personalized gift items for Jamz Trainings' clients, especially for special occasions like birthdays or achievements. This collaboration allows Jamz to enhance their client experience while providing Jazzi with a steady stream of orders.

VALUE: Jazzi's Creations could generate an additional \$1,000 per month from personalized gifts, while Jamz strengthens client retention through added value.

-> WHAT YOU PROVIDE (Referral)

Jamz Trainings serves a demographic that seeks wellness and community, which can also benefit from the workshops and gifts provided by Jazzi's Creations. Referring clients who may want to engage in team-building activities or personalized gifts creates a natural referral relationship.

VALUE: By referring clients to Jazzi, Jamz can enhance their service offering and potentially increase client loyalty, while Jazzi gains access to a new customer base.

[!] PARTNERSHIP SCENARIO

Jazzi's Creations partners with Jamz Trainings to provide personalized fitness achievement medals or trophies for clients who complete their training programs. When a client completes a 12-week transformation, Jamz awards them a custom medal designed by Jazzi. This collaboration not only costs Jamz \$30 per medal but also adds a special touch that increases client satisfaction and encourages referrals.

[*] UNIQUE SYNERGY

The unique synergy lies in Jazzi's ability to create personalized, meaningful gifts that complement Jamz's focus on personal achievement, enhancing the emotional connection clients feel towards their fitness journey.

NEXT STEPS:

- 1 Schedule a meeting between Jasmyne and James to discuss potential designs and pricing of personalized fitness awards.
- 2 Develop a marketing strategy to promote the new offering to Jamz's current clients.
- 3 Create a social media campaign showcasing clients receiving their personalized medals to attract new clients to both businesses.

17 IV Creative

Marketing & Design

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

IV Creative focuses on content creation for local businesses, which aligns with Jamz Trainings' target market of middle-age recreational athletes. By referring clients to each other, they can enhance their service offerings without direct competition.

VALUE: Increased client acquisition through mutual referrals could lead to a 20% increase in clientele for both businesses within a quarter.

-> WHAT YOU PROVIDE (Vendor)

Jamz Trainings could benefit from IV Creative's content creation services to enhance their marketing efforts, particularly in reaching their target market more effectively.

VALUE: By utilizing IV Creative's services, Jamz Trainings could see a 30% increase in engagement on their marketing materials, leading to higher conversion rates and an estimated additional \$10,000 in revenue from new clients.

[!] PARTNERSHIP SCENARIO

IV Creative could create promotional materials, such as social media posts and flyers, for Jamz Trainings targeting HOA communities. In return, Jamz Trainings could offer an exclusive discount on personal training sessions to IV Creative's clients, leading to increased visibility and clientele for both parties.

[*] UNIQUE SYNERGY

The unique synergy lies in the shared focus on local community engagement; both businesses can leverage their networks to provide added value to each other's clientele, enhancing local brand loyalty.

NEXT STEPS:

- 1 Schedule a meeting between Iliana and James to discuss potential referral agreement terms.
- 2 Develop a co-branded marketing campaign targeting HOA communities in Jacksonville.
- 3 Create a tracking system for referrals to monitor the effectiveness of the partnership.

18 Bluebird Health Partners

Technology

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy execution consulting, which aligns with the wellness aspect of Jamz Trainings. Both target health-conscious individuals, and while they don't compete, they can refer clients to each other.

VALUE: By referring clients, both businesses can increase their customer base, potentially adding 20% more clients through mutual referrals.

-> WHAT YOU PROVIDE (Vendor)

Jamz Trainings can provide wellness programs or personal training sessions that Bluebird Health Partners can offer as value-added services to their healthcare clients, enhancing their consulting offerings.

VALUE:

Bluebird can enhance their consulting packages with wellness solutions, potentially increasing project fees by 15% by offering comprehensive health solutions to their clients.

[!] PARTNERSHIP SCENARIO

Bluebird Health Partners can introduce Jamz Trainings in their healthcare strategy workshops where clients are looking to improve employee wellness. For example, if a healthcare startup is developing a new health program, Bluebird could recommend Jamz for personal training sessions, earning a referral fee for each client they send, while Jamz gains access to new clients.

[*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on health, allowing them to create a robust referral network that emphasizes the importance of physical wellness as part of overall healthcare strategy.

NEXT STEPS:

- 1 Set up a meeting between Cary and James to discuss referral terms.
- 2 Create a referral agreement that outlines commission for each referred client.
- 3 Develop joint marketing materials highlighting the benefits of combining healthcare strategy with personal training.

19 Free Agents Inc

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Free Agents Inc. serves small to medium-sized businesses that could greatly benefit from health and wellness programs for their employees, which Jamz Trainings specializes in. Referrals can enhance employee productivity and morale.

VALUE: Free Agents Inc. could refer 5-8 clients a month to Jamz Trainings, resulting in increased client engagement and potential revenue through corporate wellness packages.

-> WHAT YOU PROVIDE (Referral)

Both businesses cater to clients who are looking for improvement in their respective areas; Health & Wellness for Jamz Trainings and business solutions for Free Agents Inc. They can refer clients to each other without competing for the same customer base.

VALUE: Jamz Trainings can potentially gain 10-15 new clients a month from referrals, while Free Agents Inc can enhance their service offerings by providing fitness-related solutions to their clients.

[!] PARTNERSHIP SCENARIO

Jamz Trainings could refer clients to Free Agents Inc. when they identify small business owners looking to enhance their team's performance through better wellness programs. For instance, if a local golf club owner trains with Jamz and expresses interest in improving staff productivity, Jamz can send them to Free Agents, who can then propose a business strategy to enhance team dynamics. This leads to both businesses gaining exposure and credibility in their respective fields.

[*] UNIQUE SYNERGY

The unique synergy lies in combining wellness with professional development; by referring clients to each other, they create a holistic approach to business success and personal well-being.

NEXT STEPS:

- 1 Set up an introductory meeting between James Robinson and James Higbe to explore referral frameworks.
- 2 Create a brochure detailing referral benefits that both businesses can distribute to clients.
- 3 Establish a tracking system to measure the number of referrals and resulting business generated from each partnership.

20 WhitBits Cookies

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies could supply cookies for events hosted by Jamz Trainings, such as health workshops or fitness classes, enhancing the experience for attendees and providing a unique snack option.

VALUE: By incorporating WhitBits Cookies into their events, Jamz Trainings could attract more clients to their workshops, potentially increasing attendance by 30% and creating additional revenue opportunities.

> WHAT YOU PROVIDE (Referral)

Both Jamz Trainings and WhitBits Cookies target professionals within the Jacksonville area, though they cater to different segments. By referring clients to each other, they can expand their reach and enhance their service offerings without direct competition.

VALUE: This could lead to an estimated 20% increase in client referrals for both businesses, enhancing exposure and potentially generating additional revenue streams.

[!] PARTNERSHIP SCENARIO

Jamz Trainings could provide a 'Post-Workout Refuel' package that includes a voucher for WhitBits Cookies, promoting their cookies as a nutritious post-training snack. In return, WhitBits could include a flyer about Jamz Trainings in their cookie delivery to corporate clients. This dual referral system would create a network of health-conscious cookie lovers and increase both businesses' customer bases.

[*] UNIQUE SYNERGY

The unique synergy lies in the health angle; promoting healthy eating habits post-exercise while indulging in homemade cookies creates a balanced offering that appeals to health-conscious consumers.

NEXT STEPS:

- 1 Set up a referral agreement outlining the terms of client referrals and promotional strategies.
- 2 Design a co-branded flyer that emphasizes the benefits of both businesses and includes special offers.
- 3 Schedule a joint marketing campaign to launch the referral program within the next month.

21 The P-Way Solutions LLC

Real Estate

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions LLC has a clientele made up of small businesses and commercial spaces that may benefit from personal training services for their employees, contributing to a healthier workplace environment. Referring clients to Jamz Trainings can enhance their service offerings.

VALUE: The P-Way Solutions could offer a health and wellness package that includes referrals to Jamz Trainings, leading to increased employee satisfaction and productivity while potentially earning a referral fee.

> WHAT YOU PROVIDE (Referral)

Jamz Trainings targets middle-age recreational athletes who may also be business owners or decision-makers within their HOA communities, while The P-Way Solutions serves small businesses that require janitorial services. By referring clients to one another, both businesses can tap into a shared customer base without competing directly.

VALUE: By referring clients, Jamz Trainings could potentially earn a commission on referrals, while The P-Way Solutions gains new contracts from a broader audience, increasing their customer base by 20%.

[!] PARTNERSHIP SCENARIO

Jamz Trainings can set up a referral program where each client that hires The P-Way Solutions after a recommendation receives a discount on their next training session. Conversely, The P-Way Solutions can offer a free month of janitorial services to clients who sign up for a package at Jamz Trainings, thus creating a win-win scenario that fosters client loyalty and retention.

[*] UNIQUE SYNERGY

Both businesses cater to the same demographic, with health-conscious individuals who also value clean and professional environments for their homes or businesses, creating a unique cross-promotion opportunity.

NEXT STEPS:

- 1 Establish a referral discount structure for clients that use both services.
- 2 Create joint marketing materials highlighting the benefits of both services.
- 3 Host a community event where both businesses can showcase their offerings to potential clients.

22 Relax Relate & Release

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release can refer clients who are veterans but may also be interested in personal training to Jamz Trainings. This referral can help veterans maintain their physical health, while Jamz can benefit from new clientele.

VALUE: Enhanced service offerings for veterans, leading to increased client referrals for Jamz, potentially resulting in 10 additional clients per month.

-> WHAT YOU PROVIDE (Referral)

Both businesses operate within the health and wellness industry, targeting different market segments. Jamz Trainings focuses on recreational athletes, while Relax Relate & Release targets veterans. They can refer clients to each other when they identify needs outside their primary offerings.

VALUE: Increased client base and revenue potential from cross-referrals, potentially generating an additional 20 clients per month for each business.

[!] PARTNERSHIP SCENARIO

During a community wellness fair, Jamz Trainings can set up a booth promoting their personal training services, while Relax Relate & Release can offer free 10-minute massage consultations. They hand out each other's business cards, leading to a measurable uptick in client inquiries; for example, Jamz might gain 15 new clients who want to improve their fitness, while Relax Relate & Release could attract 10 veterans interested in therapeutic massage.

[*] UNIQUE SYNERGY

This partnership is unique because it combines two distinct health-focused markets, allowing both businesses to tap into a wider audience while maintaining their specialized services.

NEXT STEPS:

- 1 Create a referral program that incentivizes both businesses with discounts for clients who come through referrals.
- 2 Coordinate attendance at local health and wellness fairs to promote each other's services.
- 3 Develop a joint marketing flyer that highlights the benefits of fitness for veterans and the importance of recovery for athletes.

23 Genuines Coaching & Consulting

Technology

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching can help Jamz Trainings enhance its business strategies and leadership skills, while Jamz can provide wellness workshops for Genuines' clients, creating value for both parties.

VALUE: By collaborating on workshops, both businesses can attract new clients and enhance their service offerings, potentially increasing revenue by 30% through cross-promotion.

-> WHAT YOU PROVIDE (Referral)

Jamz Trainings targets middle-age recreational athletes who may be looking to improve their performance, while Genuines Coaching & Consulting focuses on C-suite and small business owners who may have an interest in physical fitness and wellness for better performance. They can refer clients to each other without competing for the same

market.

VALUE: Increased client referrals can lead to a potential revenue boost of 20% for both businesses as they tap into each other's networks.

[!] PARTNERSHIP SCENARIO

Jamz Trainings could refer middle-aged executives from Genuines Coaching to its personal training sessions, while Genuines might recommend their clients to Jamz for sports massage therapy to enhance recovery and wellness. This referral could lead to at least 10 new clients for Jamz within a month, generating an additional \$2,500 in revenue.

[*] UNIQUE SYNERGY

The unique synergy lies in the shared emphasis on performance enhancement; both businesses can elevate their clients' physical and mental capabilities, creating a holistic approach to wellness.

NEXT STEPS:

- 1 Set up a referral program with clear incentives for both businesses.
- 2 Create co-branded marketing materials that highlight the referral relationship.
- 3 Schedule monthly check-ins to discuss client feedback and referral success.

24 Organize Design Create

Marketing & Design

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Organize Design Create serves small businesses and entrepreneurs who may need health and wellness services for their employees, making Jamz Trainings a complementary service.

VALUE: By referring clients to Jamz, Organize Design Create can enhance its service offerings, potentially increasing client retention and satisfaction.

-> WHAT YOU PROVIDE (Collaboration)

Jamz Trainings could leverage Organize Design Create's marketing expertise to reach more clients in their target market. In turn, Organize Design Create can showcase their marketing effectiveness through real results with Jamz's clientele.

VALUE: By collaborating, Jamz could increase its client base by at least 20%, leading to an additional \$10,000 in revenue over the next quarter, while Organize Design Create enhances its portfolio with successful marketing campaigns.

[!] PARTNERSHIP SCENARIO

Jamz Trainings partners with Organize Design Create to launch a 'Fitness and Wellness Month' promotion. They create a series of engaging social media campaigns and local workshops focused on sports massage and personal training, attracting HOA communities. For example, they could host a free community golf fitness workshop that draws in 50 local athletes, resulting in 10 new clients for Jamz valued at \$5,000 in revenue, while Organize Design Create showcases their marketing prowess.

[*] UNIQUE SYNERGY

This partnership uniquely combines health and wellness with creative marketing, providing a holistic approach to attracting and retaining clients in the recreational sports sector, which both businesses are passionate about.

NEXT STEPS:

- 1 Schedule a meeting to brainstorm workshop topics and marketing strategies.
- 2 Develop a joint promotional calendar for social media and community events.
- 3 Create a feedback loop to measure the success of the community workshop and adjust marketing strategies accordingly.

25

Simple Creations By T

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Simple Creations By T serves individuals celebrating milestones, such as fitness achievements. Referring clients to Jamz Trainings for personal training services can enhance the value of the gifts they offer.

VALUE: Mutual referrals can create a steady stream of clients for both businesses, with Jamz Trainings benefiting from clients seeking gifts for fitness milestones and Simple Creations By T enhancing their product offerings.

-> WHAT YOU PROVIDE (Collaboration)

Jamz Trainings can offer personalized training packages that include custom apparel from Simple Creations By T. This would enhance the training experience for clients and provide Simple Creations an opportunity to reach health-conscious consumers.

VALUE: Increased revenue for both businesses through bundled offerings; potential to attract new clients in HOA communities and capitalize on event promotions.

[!] PARTNERSHIP SCENARIO

Jamz Trainings organizes a 'Health and Wellness Day' at a local community center where they provide free workshops on fitness and nutrition. Simple Creations By T sets up a booth offering personalized workout gear and custom water bottles. They agree to split the proceeds from any apparel sold at the event, while both businesses promote the workshops through their social media channels, effectively reaching a larger audience.

[*] UNIQUE SYNERGY

The unique synergy lies in the focus on health and personalization; combining fitness and custom merchandise creates a cohesive experience that appeals directly to the target market of middle-age recreational athletes who appreciate tailored solutions.

NEXT STEPS:

- 1 Schedule a meeting between Jamz Trainings and Simple Creations By T to discuss potential event dates and logistics.
- 2 Develop a marketing strategy that includes social media promotions and flyers targeting local HOA communities.
- 3 Design a custom apparel line that reflects the branding of both businesses for use at the event.