

## Free Agents Inc

• Professional Services

Key people to solve you business issue

### Contact Information

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### TARGET MARKET

Companies of 5 to 250 employees

### CURRENT NEEDS

Connections

### Partnership Opportunities (30)

**1 Jazzi's Creations**  
Events & Gifts

85%

<-> Bidirectional

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

Jazzi's Creations and Free Agents Inc could work together by combining their services for team-building activities. Jazzi's craft workshops can be tailored for Free Agents' corporate clients, enhancing employee engagement and creativity.

**VALUE:** Jazzi's can generate an additional \$500 per workshop while Free Agents enhances their service offerings, potentially increasing client retention and attracting new clients.

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

Free Agents Inc can refer clients to Jazzi's Creations for corporate gifting solutions, enhancing their service portfolio without directly competing.

**VALUE:** Free Agents can earn referral fees or commissions while providing their clients with unique gifting options, strengthening client relationships.

**[!] PARTNERSHIP SCENARIO**

*Next week, Jazzi's Creations could organize a hands-on craft workshop for a corporate client of Free Agents Inc. During the session, employees make personalized gift items that they can take home, fostering team bonding. Free Agents promotes this unique offering to their client base, splitting the revenue from the workshop fees, which could amount to \$1,000 for a group of 20 employees, benefiting both businesses.*

**[\*] UNIQUE SYNERGY**

The unique synergy lies in Jazz's ability to provide creative experiences that complement Free Agents' focus on solving business challenges, creating a holistic approach to team building and employee satisfaction that neither could achieve alone.

#### NEXT STEPS:

- 1 Schedule a strategy meeting between Jasmyne and James to discuss potential corporate clients.
- 2 Develop a joint marketing plan highlighting the team-building workshop to Free Agents' existing clients.
- 3 Create a promotional package including workshop details, pricing, and testimonials from previous clients.

## 2 Genuines Coaching & Consulting

Technology

85%

<-> Bidirectional

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

Genuines Coaching & Consulting specializes in coaching and training for business leaders, while Free Agents Inc focuses on providing key personnel to solve business issues. Their complementary services can create a robust offering for clients seeking comprehensive business solutions.

**VALUE:** By partnering, they can offer a combined package that provides businesses with both strategic coaching and immediate operational support, potentially increasing client retention and attracting new customers.

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

Both businesses target similar clientele-business owners and corporate executives-though their services differ. Free Agents can refer clients who need coaching to Genuines, enhancing their service offering without direct competition.

**VALUE:** This referral relationship can lead to increased leads for Genuines, which could translate into additional revenue as they tap into Free Agents' established client base.

#### [!] PARTNERSHIP SCENARIO

*Genuines Coaching & Consulting and Free Agents Inc could create a 'Business Resiliency Program' that combines coaching sessions with access to expert consultants from Free Agents. For example, a company struggling with employee engagement could receive coaching from Reden on leadership skills, while simultaneously having access to James's team to implement immediate changes, generating a joint revenue of \$10,000 per program launched.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely blends strategic coaching with actionable solutions, making it a one-stop-shop for businesses looking to improve their operations while receiving guidance from seasoned professionals. This integrated approach is less common in the Jacksonville market.

#### NEXT STEPS:

- 1 Schedule a joint workshop to outline the 'Business Resiliency Program'.
- 2 Create marketing materials that highlight the benefits of the partnership.
- 3 Identify 5 target clients who would benefit from this combined service and reach out to them.

## 3 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

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

Celebrate & Smile International Steppers specializes in enhancing community and employee relations through dance, which aligns well with Free Agents Inc's focus on solving business issues. By combining their strengths, they can create a unique program that boosts employee morale and productivity.

**VALUE:** By collaborating on employee wellness programs, both businesses can tap into the corporate wellness market, potentially increasing revenues by 20% through joint offerings and workshops.

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

Free Agents Inc works with companies looking to enhance employee relations, a target market that overlaps with Celebrate & Smile's services. They can refer clients seeking creative engagement solutions to each other.

**VALUE:**

By referring clients to Celebrate & Smile, Free Agents can offer additional value to their clients, potentially increasing their service offerings and enhancing client satisfaction.

#### [!] PARTNERSHIP SCENARIO

Next week, Tiffany from Celebrate & Smile could host an interactive dance workshop at a corporate retreat organized by James at Free Agents Inc. Employees will engage in team-building exercises through dance, enhancing camaraderie and workplace dynamics. They could charge the company \$1,500 for the session, split the revenue, and gain testimonials for future marketing.

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines the art of dance with professional development, creating a memorable and enjoyable experience for employees that traditional workshops lack.

#### NEXT STEPS:

- 1 Schedule a meeting between Tiffany and James to discuss potential corporate clients.
- 2 Develop a joint marketing flyer highlighting the benefits of dance workshops for employee engagement.
- 3 Pilot a workshop at a local company to gather feedback and refine the program.

### 4 Bluebird Health Partners

Technology

80%

<-> Bidirectional

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

Bluebird Health Partners specializes in healthcare strategy execution consulting, targeting healthcare solution providers. Free Agents Inc serves companies of 5 to 250 employees, many of which may need healthcare strategies. Referring clients between them can strengthen their service offerings without competing.

**VALUE:** By referring clients, both businesses can tap into each other's customer base, potentially increasing revenue by 15-20% through shared leads.

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

Free Agents Inc can identify companies that require healthcare strategy consulting and refer them to Bluebird Health Partners, expanding Bluebird's client base while benefiting from Free Agents' established connections.

**VALUE:** Free Agents Inc can earn referral fees while enhancing their service offerings, potentially increasing revenue by 10-15% through successful client referrals.

#### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners refers a healthcare startup needing operational guidance to Free Agents Inc. In turn, Free Agents Inc refers a small healthcare provider needing a strategic overhaul to Bluebird. This cross-referral model allows both to earn referral fees while ensuring clients receive tailored solutions from experts.

#### [\*] UNIQUE SYNERGY

This pairing is unique because Bluebird's focus on healthcare aligns with Free Agents Inc's diverse business solutions, allowing them to provide comprehensive services to underserved markets, specifically in health tech.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss mutual referral opportunities and set up a referral fee structure.
- 2 Develop a shared marketing piece highlighting the strengths of both businesses for potential clients.
- 3 Create a joint webinar aimed at small companies in the healthcare sector, showcasing how both services can be integrated.

## 5 Tosh's Urban Garden

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Tosh's Urban Garden targets health-conscious individuals, while Free Agents Inc serves companies that may prioritize employee wellness. Each business can refer clients to the other, creating a mutually beneficial referral network.

**VALUE:** By referring clients, both businesses can expand their customer base and increase sales, potentially generating an additional 10-15% in revenue from new clients.

### -> WHAT YOU PROVIDE (Collaboration)

Free Agents Inc can help Tosh's Urban Garden enhance their marketing strategies and connect with local businesses, which aligns with Tosh's current needs for marketing and capital.

**VALUE:** By collaborating, Tosh's can receive marketing expertise that could lead to a 20% increase in customer outreach and sales, while Free Agents can showcase their marketing services.

### [!] PARTNERSHIP SCENARIO

*Tosh's Urban Garden could provide Free Agents Inc with a selection of herbal teas for their corporate wellness workshops. During these workshops, Free Agents could promote Tosh's products as part of their employee health initiatives, providing a unique experience that enhances both companies' offerings.*

### [\*] UNIQUE SYNERGY

This pairing is unique because it combines health and wellness with professional services, allowing both parties to address holistic employee health in corporate settings, which is a growing trend in the business world.

### NEXT STEPS:

- 1 Set up a meeting between Latachia and James to discuss mutual referral opportunities.
- 2 Create a referral agreement outlining the terms and benefits for both businesses.
- 3 Develop a marketing plan to promote the collaboration, highlighting wellness workshops and product offerings.

## 6 Communicate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Communicate Design & Marketing targets service businesses and non-profits that could benefit from the professional services offered by Free Agents Inc. In turn, Free Agents can connect with founders and solo entrepreneurs who need marketing and branding support, creating a symbiotic referral relationship.

**VALUE:** By referring clients to each other, both businesses can expand their customer bases, potentially increasing their revenue by 20% through shared leads.

### -> WHAT YOU PROVIDE (Vendor)

Free Agents Inc could benefit from partnering with Communicate Design & Marketing to enhance their branding and marketing strategies for their own offerings. By leveraging Communicate's expertise, Free Agents can present a more polished brand image.

**VALUE:** By utilizing Communicate's services, Free Agents can improve their marketing materials and online presence, potentially boosting their client conversion rates by up to 15%.

### [!] PARTNERSHIP SCENARIO

*Imagine Communicate Design refers a local non-profit that needs a marketing strategy to Free Agents Inc. In return, Free Agents connects a startup founder looking for branding help to Communicate. Both businesses gain a new client, with Communicate earning \$3,000 for the branding project and Free Agents charging the non-profit \$2,500 for their services.*

### [\*] UNIQUE SYNERGY

This pairing is unique because Communicate's focus on creative branding aligns perfectly with Free Agents' expertise in solving business issues, providing a seamless experience for clients who need both marketing and strategic guidance.

### NEXT STEPS:

- 1 Set up a monthly referral meeting to discuss potential leads and client needs.
- 2 Create a joint marketing flyer that outlines the services provided by both businesses for distribution to their respective client bases.
- 3 Track and measure referral success to adjust strategies and improve the partnership.

## 7 Grayland

Real Estate

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Grayland and Free Agents Inc serve overlapping target markets, particularly commercial clients and small to medium-sized businesses. Both parties can refer clients needing appraisal services or business solutions, enhancing their respective service offerings without competing.

**VALUE:** By referring clients to each other, both businesses could generate new leads that can result in increased revenues, potentially adding up to a 15% increase in monthly revenue through cross-referrals.

### -> WHAT YOU PROVIDE (Referral)

Free Agents Inc's focus on solving business issues aligns well with the need for commercial appraisals among their client base. They can effectively refer clients to Grayland who need appraisal services when addressing business transactions.

**VALUE:** By establishing a referral system, Free Agents Inc can enhance their service offering and increase client satisfaction, potentially leading to a 10% increase in client retention and referral business.

### [!] PARTNERSHIP SCENARIO

*Grayland can refer clients who need business consultancy to Free Agents Inc when they discover businesses struggling with operational issues during property appraisals. Conversely, Free Agents Inc can recommend Grayland for clients looking to appraise their properties before selling or securing loans. For instance, if Free Agents Inc is working with a client needing to sell a commercial property, they can refer them to Grayland for a comprehensive appraisal, ensuring the client gets the best market value.*

### [\*] UNIQUE SYNERGY

This partnership is unique as both businesses cater to the same clientele within the commercial sector yet address different aspects of their needs, allowing for a complete service package that enhances client satisfaction.

### NEXT STEPS:

- 1 Set up an introductory meeting to discuss mutual referral opportunities and establish a referral protocol.
- 2 Create a joint marketing piece highlighting both services for mutual clients.
- 3 Implement a referral tracking system to measure the success of the partnership.

## 8 Be Present Detalles

Professional Services

80%

-> One-way

### <- WHAT THEY PROVIDE (Collaboration)

Both businesses can collaborate on events that cater to their respective target markets. Be Present Detalles can offer event planning services for Free Agents Inc's corporate clients, enhancing their business offerings.

**VALUE:** This collaboration can lead to generating substantial revenue through event contracts, while also providing Free Agents Inc with unique employee engagement experiences for their clients.

### [!] PARTNERSHIP SCENARIO

*Be Present Detalles could organize a 'Leadership Retreat' for Free Agents Inc's clients, where they handle all logistics, including venue selection, catering, and activities. This could be a two-day event for 50 attendees, priced at \$10,000, with both companies earning a share of the profits while enhancing client relationships.*

### [\*] UNIQUE SYNERGY

This partnership is unique because it merges the personal touch of experiential services with professional development, appealing to clients seeking holistic growth.

#### NEXT STEPS:

- 1 Brainstorm potential retreat themes that align with both businesses' missions.
- 2 Draft a budget and pricing structure for the proposed retreat.
- 3 Schedule a planning session to outline responsibilities and timelines for the event.

### 9 Aspirations Behavioral Health Inc.

Health & Wellness

80%

-> One-way

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

Both businesses serve similar-sized companies, particularly in the realm of employee wellness and mental health support. Free Agents Inc. can refer clients needing mental health support to Aspirations Behavioral Health, while Aspirations can direct companies seeking business solutions to Free Agents.

**VALUE:** Increased client referrals could lead to a potential 15-20% increase in new clients for both businesses in the next quarter.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc. identifies a client with a high-stress workplace environment and refers them directly to Aspirations Behavioral Health for comprehensive mental health support. In return, Aspirations recommends Free Agents to a corporate client needing management consulting, resulting in a \$10,000 contract for Free Agents and a solid client relationship for Aspirations.*

#### [\*] UNIQUE SYNERGY

Both businesses focus on enhancing employee well-being and performance, creating a unique opportunity to help clients address both operational and mental health challenges holistically.

#### NEXT STEPS:

- 1 Schedule a meeting between James Higbe and Kristian Wilson to discuss referral frameworks.
- 2 Create a joint marketing piece highlighting both services for distribution to their respective clients.
- 3 Establish a referral tracking system to measure the success of their partnership.

### 10 Relax Relate & Release

Health & Wellness

80%

<-> Bidirectional

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

Relax Relate & Release could provide massage therapy services for Free Agents Inc's corporate clients as part of wellness packages aimed at improving employee productivity and morale.

**VALUE:** This partnership could enhance Free Agents Inc's service offerings, allowing them to market comprehensive wellness packages to their clients, potentially increasing revenue by 15-25% from existing clients seeking new employee benefits.

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

Free Agents Inc specializes in solving business issues for companies with 5 to 250 employees, which could include helping veterans transition into civilian jobs. Relax Relate & Release targets veterans specifically, creating a unique intersection where both businesses can refer clients to one another.

**VALUE:** By referring clients to each other, both businesses can gain an additional revenue stream without incurring marketing costs, potentially increasing their client base by 10-20%.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc can refer veteran clients to Relax Relate & Release for stress relief services, while Relax Relate & Release can direct veteran clients needing career support to Free Agents Inc for business coaching. For instance, a veteran might receive a massage and afterward be referred to Free Agents for resume help, creating a seamless support network.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because Free Agents Inc can directly enhance the well-being of veterans through Relax Relate & Release's services, while also addressing their professional transition needs, creating a holistic support system.

#### NEXT STEPS:

- 1 Schedule an introductory meeting between James Higbe and Hazel Lee to discuss referral strategies.
- 2 Develop a referral program that includes benefits for clients who are referred between the two businesses.
- 3 Create promotional materials that highlight the partnership and distribute them in both businesses' locations.

## 11 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting's focus on C-suite executives and business owners aligns well with the target market of Free Agents Inc, allowing for mutual client referrals.

**VALUE:** Each business could see a 10% increase in clientele through structured referrals, enhancing service offerings for their existing clients.

### -> WHAT YOU PROVIDE (Referral)

Free Agents Inc focuses on solving business issues for companies with 5 to 250 employees, which often includes C-suite executives and small business owners targeted by Genuines Coaching & Consulting. They can refer clients to each other without competing directly.

**VALUE:** Increased client base for both businesses; potential for each to gain 5-10 new clients per month through referrals.

### [!] PARTNERSHIP SCENARIO

*Free Agents Inc encounters a mid-sized client needing executive coaching after a merger. They refer this client to Genuines Coaching & Consulting, who then provides a tailored coaching program. In return, Genuines refers a small business client needing strategic issue resolution back to Free Agents, creating a reciprocal flow of business.*

### [\*] UNIQUE SYNERGY

The synergy lies in their complementary services targeting different aspects of business growth: operational problem-solving and executive coaching, making their referrals particularly impactful for mutual clients.

#### NEXT STEPS:

- 1 Schedule a joint meeting to discuss referral processes and establish clear criteria for client referrals.
- 2 Create a referral agreement outlining the terms, benefits, and tracking for referred clients.
- 3 Launch a co-branded marketing campaign highlighting both services to attract new clients.

## 12 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

### <- WHAT THEY 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.

### -> WHAT YOU 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.

### [!] 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.

### 13 Noseniorleftbehindfl.org

Professional Services

80%

-> One-way

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

Both businesses target similar demographics but serve different needs. Free Agents Inc focuses on business solutions while Noseniorleftbehindfl.org caters to seniors needing assistance, creating a complementary service opportunity.

**VALUE:** By referring clients, Free Agents Inc can expand its service offerings and potentially earn referral fees, while Noseniorleftbehindfl.org gains access to a broader audience.

#### [!] PARTNERSHIP SCENARIO

Free Agents Inc can refer local businesses that employ seniors or interact with them, such as healthcare providers or community centers, to Noseniorleftbehindfl.org. For example, if a local business seeks to improve its employee benefits for older workers, Free Agents could direct them to Noseniorleftbehindfl.org's services, resulting in a referral fee for Free Agents and increased clientele for Noseniorleftbehindfl.org.

#### [\*] UNIQUE SYNERGY

This pairing is unique because it merges business service expertise with a niche senior care focus, allowing both businesses to leverage their strengths for mutual growth.

#### NEXT STEPS:

- 1 Schedule a meeting between James Higbe and Wanda K Jackson to discuss referral arrangements.
- 2 Create a referral agreement outlining commission structures for successful client referrals.
- 3 Develop marketing materials highlighting the partnership to share with their respective client bases.

### 14 Complete Renewal LLC

Health & Wellness

80%

<-> Bidirectional

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

Complete Renewal's focus on holistic wellness education can be enhanced through Free Agents' professional services, especially in addressing business challenges faced in the health and wellness sector. They can collaborate to deliver workshops that benefit both their target markets.

**VALUE:** This collaboration could generate additional revenue through workshops, potentially earning \$5,000 in the first quarter from participants interested in both business and wellness education.

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

Free Agents Inc specializes in solving business issues for companies with 5 to 250 employees, which could include health and wellness firms like Complete Renewal. Since Complete Renewal targets health-conscious minority women, and Free Agents is looking to expand its connections, they can refer clients to each other without competing directly.

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

#### [!] PARTNERSHIP SCENARIO



*Free Agents could refer healthcare businesses that need skincare solutions to Complete Renewal. For example, if a local gym owner seeks natural skincare products for their clients, Free Agents can connect them to Complete Renewal, earning a referral fee of 10% on any sales made through this introduction.*

#### [\*] UNIQUE SYNERGY

This pairing uniquely combines professional services with health and wellness, allowing Free Agents to tap into a niche market of health-conscious women while providing Complete Renewal access to business clients who can enhance their offerings.

#### NEXT STEPS:

- 1 Set up a meeting between James Higbe and Nadege Dolsaint to discuss referral terms.
- 2 Develop a referral agreement that outlines the commission structure.
- 3 Create joint marketing content to promote the referral partnership on social media.

### 15 Connections to the Nations Llc

Professional Services

80%

<-> Bidirectional

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

Connections to the Nations serves a similar clientele focused on local businesses, making them a suitable referral source for Free Agents, who could provide the consulting services these businesses might need.

**VALUE:** Connections can refer their business clients to Free Agents for consulting services, potentially increasing Free Agents' client base by 20%. In return, Free Agents can offer a referral fee or discounted services to Connections, incentivizing the partnership.

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

Both businesses focus on community engagement and support local enterprises, making them strong candidates for collaborative events that enhance brand visibility and outreach. Free Agents Inc can provide consulting expertise to help Connections to the Nations enhance their community fairs.

**VALUE:** By collaborating, Free Agents can access a broader network of businesses at the fairs, potentially increasing client engagement by 30%. Connections can leverage Free Agents' expertise to enhance their event offerings, driving ticket sales and sponsorship revenue.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc partners with Connections to the Nations to host a 'Business Solutions Fair' next month, where they will provide free consultations to local businesses. In this event, Free Agents can set up a booth offering on-the-spot business advice while Connections manages the event logistics and promotion. Together, they will attract 100 local businesses, leading to potential new clients for Free Agents and increased engagement for Connections.*

#### [\*] UNIQUE SYNERGY

This partnership is unique because it combines Free Agents' professional services with Connections' community focus, allowing them to create an impactful event that not only serves local businesses but also positions both organizations as leaders in business support and community development.

#### NEXT STEPS:

- 1 Schedule a planning meeting to outline event goals and logistics for the Business Solutions Fair.
- 2 Develop a joint marketing strategy to promote the event across both businesses' networks.
- 3 Create a follow-up plan to engage participants post-event for potential consulting opportunities.

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

JPO Logistics and Free Agents serve overlapping target markets, with JPO Logistics targeting shippers and owner operators while Free Agents works with companies of 5 to 250 employees, which often include shipping and logistics needs. By referring clients to each other, they can enhance their service offerings without competing directly.

**VALUE:** Increasing client base by 15% across both businesses through mutual referrals, leading to an estimated additional \$50,000 in revenue over the next year.

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

Free Agents can enhance their service portfolio by introducing logistics solutions through JPO Logistics. They might encounter clients needing freight services, thus providing a comprehensive solution to their business challenges.

**VALUE:** Free Agents can offer JPO's logistics services to their clients, potentially increasing overall service value by 20% and generating an additional \$30,000 in revenue by integrating logistics solutions into their consulting packages.

#### [!] PARTNERSHIP SCENARIO

*JPO Logistics can refer its clients who need business consultancy or operational optimization to Free Agents. For instance, if a shipping client struggles to streamline their operations, JPO will send them to Free Agents, who can provide expert advice. In return, Free Agents will refer clients needing logistics services back to JPO, ensuring both businesses grow their clientele effectively.*

#### [\*] UNIQUE SYNERGY

This partnership leverages JPO's logistics expertise and Free Agents' consultancy capabilities, creating a streamlined support system for businesses that require both logistics and business optimization, which is not commonly found in the Jacksonville market.

#### NEXT STEPS:

- 1 Set up a referral agreement outlining the terms of client referrals between both businesses.
- 2 Create joint marketing materials that highlight the complementary services offered by JPO and Free Agents.
- 3 Schedule a monthly meeting to discuss referral leads and client feedback to improve the collaboration.

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

Both businesses operate in the professional services sector and serve companies. Flow's coaching services could complement Free Agents Inc's offerings by providing additional support to businesses seeking to improve their teams. Since Free Agents focuses on solving business issues, they may frequently encounter clients who could benefit from coaching.

**VALUE:** Flow can generate additional revenue through referrals, while Free Agents can enhance their client solutions, potentially increasing their service fees due to added value.

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

Free Agents Inc can refer clients to Flow for coaching services, enhancing their own value proposition. Many businesses looking to solve operational issues may also require coaching to improve team performance and leadership.

**VALUE:** Free Agents can deepen client relationships and enhance service offerings by including coaching referrals, while Flow can expand its client base without significant marketing costs.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc encounters a client struggling with team dynamics and leadership. They refer the client to Flow for specialized coaching sessions that help improve leadership skills and team collaboration. Flow conducts a series of tailored workshops for the client, billed at \$3,000, which earns Free Agents a referral fee of \$300. Both businesses benefit from a satisfied client and improved reputations.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because Flow provides a specialized coaching service that adds depth to Free Agents' offerings, enabling them to tackle business issues more comprehensively, rather than just providing personnel solutions.

#### NEXT STEPS:

- 1 Set up an initial meeting between Miguel and James to discuss potential referral processes.
- 2 Create a referral agreement outlining commissions and client engagement strategies.
- 3 Develop co-branded marketing materials that highlight both services for use in client presentations.

### 18 We buy any house

Professional Services

75%

<-> Bidirectional

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

Both businesses target clients who require assistance, but in different capacities. We Buy Any House caters to homeowners in distress, while Free Agents Inc helps companies solve broader business issues, potentially including financial troubles that may lead to property sales.

**VALUE:** By referring distressed homeowners to Free Agents Inc, We Buy Any House can facilitate broader financial solutions for its clients, while Free Agents Inc can gain access to new leads in the property market.

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

Free Agents Inc serves companies that may be financially strapped, leading to potential property sales. By referring these clients to We Buy Any House, they can assist in resolving property issues, creating a beneficial referral chain.

**VALUE:** Free Agents can offer their clients a pathway to quickly liquidate real estate assets while earning a referral fee, thereby enhancing their service offering and client satisfaction.

#### [!] PARTNERSHIP SCENARIO

*When We Buy Any House encounters a client who is not only struggling to sell their property but also has business-related issues, they can refer them directly to Free Agents Inc. For example, a client who inherited a home and is unsure how to manage their family business can be directed to Free Agents. Both companies agree on a referral fee of 10% of the service fee, which could translate into an additional \$1,000 for We Buy Any House if Free Agents earns \$10,000 from the client.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary services-one addresses immediate property needs while the other provides long-term business solutions, allowing them to effectively serve a shared clientele experiencing multifaceted challenges.

#### NEXT STEPS:

- 1 Set up a formal referral agreement outlining commission rates.
- 2 Create marketing materials that highlight the referral process.
- 3 Schedule a joint meeting to discuss and identify cross-referral opportunities.

### 19 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

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

Jamz Trainings targets middle-age recreational athletes, a demographic that may also need business consulting services to manage work-life balance and stress. On the other hand, Free Agents Inc serves companies that might have employees interested in health and wellness services.

**VALUE:** Increased client referrals for both businesses, potentially generating an additional \$10,000 in revenue over the next year through mutual referrals.

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

Free Agents Inc interacts with various companies that may have employees looking to enhance their physical health and well-being, which aligns with the services provided by Jamz Trainings.

**VALUE:**

Potential to drive 15 new clients to Jamz Trainings through targeted referrals from Free Agents Inc, equating to approximately \$15,000 in revenue from personal training and massage therapy.

#### [!] PARTNERSHIP SCENARIO

*Jamz Trainings can offer Free Agents Inc's clients a 10% discount on personal training sessions as part of an employee wellness program. In return, Free Agents can provide Jamz with leads from their business clients needing fitness solutions, creating a structured referral system that benefits both.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in the shared target demographic of health-conscious middle-aged professionals who may also be seeking business development solutions, making the referral relationship highly relevant.

#### NEXT STEPS:

- 1 Develop a referral agreement outlining mutual benefits and commission structures.
- 2 Create a promotional flyer for Free Agents Inc to distribute to their clients highlighting the wellness discount.
- 3 Schedule a joint webinar on work-life balance and wellness, featuring both businesses to reach a wider audience.

### 20 MyahnArt LLC

Marketing & Design

75%

-> One-way

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

MyahnArt LLC and Free Agents Inc serve similar clientele, as both target businesses looking to enhance their branding and customer experience. MyahnArt can refer clients who need professional consulting services to Free Agents, while Free Agents can recommend MyahnArt's creative services to their clients seeking beautification.

**VALUE:** Increased customer referrals can lead to a potential revenue boost of 15-20% for both businesses, enhancing their service offerings without additional marketing costs.

#### [!] PARTNERSHIP SCENARIO

*If a local restaurant hires Free Agents Inc to improve its operational efficiency, they could suggest MyahnArt to create a vibrant mural in the dining area to enhance the ambiance. MyahnArt would earn \$2,000 from the mural project, while Free Agents could justify their strategy with improved customer feedback and increased foot traffic.*

#### [\*] UNIQUE SYNERGY

The unique combination of creative arts and professional consulting allows them to offer a holistic approach to business improvement, setting them apart from typical referral relationships.

#### NEXT STEPS:

- 1 Set up an introductory meeting to discuss mutual referral opportunities and identify client needs.
- 2 Create a referral agreement that outlines the process and incentives for referrals between both businesses.
- 3 Develop marketing materials showcasing each other's services to share with clients.

### 21 WhitBits Cookies

Professional Services

75%

<-> Bidirectional

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

WhitBits Cookies can provide catering services to Free Agents Inc when they host meetings or events for their clients. This relationship allows Free Agents to offer a unique refreshment option and enhance their value proposition.

**VALUE:** By utilizing WhitBits Cookies for corporate events, Free Agents could elevate client satisfaction, potentially leading to higher retention rates and additional project opportunities.

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

Free Agents Inc specializes in solving business issues for companies with 5 to 250 employees, which likely includes corporate professionals and event planners who are also the target market for WhitBits Cookies. By referring clients to each other, both businesses can expand their customer base without competing directly.

**VALUE:**

Increased customer referrals could lead to a 20% growth in client acquisition for both businesses, enhancing their market presence.

### [!] PARTNERSHIP SCENARIO

*Free Agents Inc can refer its corporate clients, such as office managers planning meetings, to WhitBits Cookies for catering homemade cookies. For example, if an office manager needs refreshments for a team meeting, Free Agents can suggest WhitBits Cookies, earning a referral fee for each order placed, while WhitBits gains a consistent stream of corporate clients.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in Free Agents' established corporate relationships and WhitBits' specialized offerings for corporate events, creating a seamless referral process that enhances both brands without overlapping services.

#### NEXT STEPS:

- 1 Establish a referral agreement where Free Agents Inc receives a commission for every client referred to WhitBits Cookies.
- 2 Create a joint marketing piece highlighting the benefits of corporate catering with homemade cookies for clients.
- 3 Schedule an introductory meeting between James Higbe and Whitney Branch to discuss mutual clients and referral processes.

## 22 The P-Way Solutions LLC

Real Estate

75%

<-> Bidirectional

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

The P-Way Solutions can utilize the consulting services of Free Agents Inc to better understand and target their market. By improving their business strategy with Free Agents' insights, they can enhance their marketing efforts.

**VALUE:** The P-Way could improve its market reach and operational efficiency, potentially increasing their sales by 20%, which could translate to an additional \$50,000 in revenue from new contracts.

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

Free Agents Inc specializes in providing consulting services to companies, many of which may require janitorial services from The P-Way Solutions. By referring clients who need cleaning services, Free Agents can add value to their offerings and help The P-Way Solutions gain new clients.

**VALUE:** Free Agents could potentially earn a referral fee for each client they send to The P-Way, increasing their revenue stream while helping The P-Way expand its customer base.

### [!] PARTNERSHIP SCENARIO

*Free Agents Inc identifies a client in need of improved office cleanliness and refers them to The P-Way Solutions. In return, they negotiate a 10% referral fee on the first contract signed, which could amount to \$500 if the contract is for \$5,000. This not only enhances Free Agents' service portfolio but also generates immediate revenue.*

### [\*] UNIQUE SYNERGY

The unique pairing lies in their complementary services. Free Agents offers strategic consulting, while The P-Way provides essential janitorial services, allowing them to target the same set of business clients in Jacksonville but from different service angles.

#### NEXT STEPS:

- 1 Set up a meeting between James Higbe and Pervis Lowman to discuss referral terms.
- 2 Create a co-branded promotional brochure highlighting the benefits of their services together.
- 3 Develop a tracking system for referrals to measure success and adjust strategies.

<- WHAT THEY PROVIDE (Referral)

Soulfitness Studio's clients often include employees from local businesses who might be facing various business challenges. Referring these clients to Free Agents Inc can provide comprehensive solutions that enhance workplace culture.

**VALUE:** Soulfitness can add value to their health services by providing clients access to business consulting, which can lead to improved workplace health and morale, creating a holistic approach to employee wellness.

-> WHAT YOU PROVIDE (Referral)

Free Agents Inc specializes in solving business issues for companies, which can include enhancing employee wellness programs. Soulfitness Studio targets individuals looking to improve their health, including employees of the companies Free Agents serves.

**VALUE:** By referring clients to each other, both businesses can expand their customer bases and enhance service offerings, potentially increasing client retention and satisfaction.

[!] PARTNERSHIP SCENARIO

*Free Agents Inc identifies a client struggling with employee retention due to low morale and health issues. They refer this client to Soulfitness Studio for tailored corporate wellness programs. In return, Soulfitness Studio promotes Free Agents' consulting services to their clients, creating a win-win scenario where both businesses gain new clients.*

[\*] UNIQUE SYNERGY

This partnership is unique because it combines professional services with health and wellness, addressing both business efficiency and employee well-being, which is increasingly important in today's work environment.

NEXT STEPS:

- 1 Create a joint marketing flyer outlining referral benefits and services.
- 2 Schedule a meeting to discuss referral terms and establish clear communication channels.
- 3 Develop a referral tracking system to ensure both parties can monitor leads and follow-ups.

<- WHAT THEY PROVIDE (Vendor)

Simple Creations By T can provide customized promotional items for Free Agents Inc to use as corporate gifts or branding tools, enhancing their service offerings.

**VALUE:** This relationship allows Free Agents Inc to enhance their client engagement strategies with unique, branded gifts, while Simple Creations By T gains consistent business from Free Agents Inc's projects.

-> WHAT YOU PROVIDE (Referral)

Free Agents Inc serves companies that may require personalized gifts for their employees and clients, which aligns with Simple Creations By T's offerings. They can refer clients needing custom gifts for corporate events or employee recognition.

**VALUE:** By referring clients, Free Agents Inc can earn a commission on sales, while Simple Creations By T gains access to a new customer base in the corporate sector.

[!] PARTNERSHIP SCENARIO

*Free Agents Inc could refer their corporate clients to Simple Creations By T when those companies are looking for personalized gifts for employee milestones or client appreciation events. For example, if Free Agents Inc assists a tech company with a team-building event, they would recommend Simple Creations for custom team apparel, earning a 15% commission on each order placed through the referral.*

[\*] UNIQUE SYNERGY

The unique synergy lies in Free Agents Inc's established corporate relationships and Simple Creations By T's specialized offerings in personalized gifts, creating a powerful referral channel that other partnerships may lack.

#### NEXT STEPS:

- 1 Arrange a meeting between James Higbe and Tiana Harris to discuss referral agreement terms.
- 2 Create a referral brochure that Free Agents Inc can distribute to their clients highlighting Simple Creations By T's services.
- 3 Set up a tracking system to monitor the referrals and sales generated from this partnership.

### 25 ALYS Always Love Yourself

Professional Services

75%

<-> Bidirectional

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

ALYS Always Love Yourself can refer business clients to Free Agents Inc for professional services, especially those needing support in operational efficiency or employee wellness, fitting both companies' target markets.

**VALUE:** By referring their business clients that need operational help, ALYS can strengthen relationships while earning a referral fee, and Free Agents gains new clients looking for business solutions.

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

Free Agents Inc specializes in solving business issues for companies, while ALYS Always Love Yourself targets mature women with skincare products. They both serve businesses and consumers, but do not directly compete, making referrals feasible.

**VALUE:** By referring clients to ALYS, Free Agents can enhance their service offerings and potentially earn commission on referred sales, while ALYS gains access to small- to medium-sized businesses that may purchase their products.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc could refer their business clients, particularly those in the wellness and beauty sectors, to ALYS for skincare products tailored to their employees. For example, if a local spa seeks to improve employee wellness, Free Agents could connect them with ALYS, leading to a potential \$1,000 order. In return, Free Agents could negotiate a 15% referral fee on sales generated from these leads.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their complementary services-Free Agents focuses on business solutions, while ALYS enhances employee wellness and client offerings through skincare, creating a holistic approach to business health.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Free Agents and ALYS to discuss referral structures.
- 2 Develop a co-branded brochure detailing the benefits of ALYS products for businesses.
- 3 Create a referral program where Free Agents earns commission for every successful sale made through their referrals.

### 26 Big Rig Compliance Pros

Professional Services

75%

<-> Bidirectional

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

Big Rig Compliance Pros can refer their clients who face broader business issues to Free Agents Inc, thus providing additional value to their clients while fostering a beneficial relationship.

**VALUE:** By referring clients to Free Agents Inc, Big Rig Compliance Pros can enhance customer satisfaction and potentially earn a referral fee for each client that engages Free Agents Inc's services.

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

Free Agents Inc specializes in providing solutions for business issues, making them well-positioned to refer clients needing compliance services to Big Rig Compliance Pros. Both companies target similar clientele, specifically small to medium-sized businesses.

**VALUE:**

By referring clients, Free Agents Inc could earn a 10% referral fee on each new client sent to Big Rig Compliance Pros, while Big Rig Compliance Pros expands its client base.

#### [!] PARTNERSHIP SCENARIO

*Free Agents Inc identifies a client struggling with regulatory compliance in their trucking operations and refers them to Big Rig Compliance Pros. In return, Big Rig Compliance Pros provides Free Agents Inc with a referral fee for each new contract signed, enhancing both companies' revenue streams.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because Free Agents Inc can leverage its existing network of business clients to funnel new customers directly to Big Rig Compliance Pros, creating a streamlined referral process that benefits both parties.

#### NEXT STEPS:

- 1 Set up an introductory meeting between James Higbe and Sherika Carter to discuss referral specifics.
- 2 Establish a referral agreement outlining commission rates and client tracking processes.
- 3 Create joint marketing materials highlighting the benefits of compliance services for small to medium-sized businesses.

### 27 JAX AI Agency

Technology

70%

<-> Bidirectional

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

JAX AI Agency targets small and mid-sized businesses that may require professional services to solve their business issues, which aligns well with Free Agents Inc.'s offerings. By referring clients to each other, they can enhance their service portfolios without competing directly.

**VALUE:** Increased client acquisition for both businesses, potentially generating an additional \$10,000 in referral fees per quarter based on expected client volume.

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

Free Agents Inc. provides solutions to small and mid-sized companies that could greatly benefit from JAX AI's AI consulting services. By referring their clients to JAX AI, they can enhance the range of solutions they offer without competing.

**VALUE:** Potentially increase service offerings for Free Agents Inc. leading to a projected \$5,000 in additional revenue per quarter through strategic referrals.

#### [!] PARTNERSHIP SCENARIO

*JAX AI Agency could refer its clients in real estate and logistics who are struggling with operational challenges to Free Agents Inc. For example, if a logistics client is facing staffing issues, they would connect them with Free Agents Inc. for tailored solutions, earning a referral fee for every successful engagement.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in JAX AI's technology focus and Free Agents Inc.'s expertise in solving business issues, creating a comprehensive service network that enhances value for their clients.

#### NEXT STEPS:

- 1 Schedule an introductory meeting between JAX AI and Free Agents to discuss potential referral agreements.
- 2 Develop a shared referral framework outlining benefits and fees for both parties.
- 3 Create co-branded marketing materials to promote the referral partnership.



<- WHAT THEY PROVIDE (Referral)

IV Creative specializes in content creation, which could be beneficial for Free Agents Inc's clients looking for marketing support. They both target local businesses, allowing for a natural referral relationship where IV Creative can send clients needing professional services to Free Agents Inc.

**VALUE:** Increased client base for both businesses, potentially resulting in 5-10 new referred clients per month, translating to an estimated \$10,000 in added revenue for each business.

-> WHAT YOU PROVIDE (Referral)

Free Agents Inc can refer clients who need marketing services to IV Creative, providing a comprehensive solution to their clients' business issues. This creates a win-win scenario as Free Agents can enhance their service offerings while helping IV Creative reach more clients.

**VALUE:** By referring clients needing marketing support, Free Agents Inc can add value to their service and potentially earn a referral fee, while IV Creative can gain 5-10 new clients monthly, increasing its revenue by an estimated \$8,000.

[!] **PARTNERSHIP SCENARIO**

*IV Creative could refer its clients who need business consulting to Free Agents Inc. For example, if a local retail shop struggles with social media strategy, IV Creative can recommend Free Agents Inc to help optimize their business operations, earning a referral fee for each client successfully onboarded.*

[\*] **UNIQUE SYNERGY**

Both businesses focus on nurturing and growing local companies, making their collaboration not only strategic but also deeply rooted in community support. This shared mission enhances their credibility and appeal to local business owners.

**NEXT STEPS:**

- 1 Schedule a meeting between Iliana and James to discuss referral terms.
- 2 Create a referral agreement outlining benefits for both parties.
- 3 Develop a co-branded marketing piece to promote the referral relationship.

<- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics targets individuals looking for skincare solutions, which could include employees from the companies serviced by Free Agents Inc. As Free Agents aids businesses with staffing solutions, they may encounter clients needing aesthetic services for employee wellness.

**VALUE:** By referring clients to each other, both businesses can increase their customer bases, leading to a potential revenue growth of 15-20% for both over the next quarter.

-> WHAT YOU PROVIDE (Referral)

Free Agents Inc. works with companies that may have employees suffering from chronic skin conditions or seeking quality skincare, providing a natural referral opportunity to Enriquez Aesthetics.

**VALUE:** Free Agents can enhance their client offerings by referring clients to Enriquez Aesthetics, potentially increasing their service value and creating an additional revenue stream from commissions on referred clients.

[!] **PARTNERSHIP SCENARIO**

*Free Agents Inc. could refer their clients to Enriquez Aesthetics for employee wellness programs, suggesting a monthly facial treatment package. For every referral that converts, Enriquez could offer Free Agents a 10% commission on the treatment package sales, while Free Agents can enhance their value proposition to clients looking to improve employee wellness.*

[\*] **UNIQUE SYNERGY**

The unique synergy lies in enhancing employee wellness through aesthetic services, creating a holistic approach to workplace

satisfaction that is not commonly offered by staffing agencies.

#### NEXT STEPS:

- 1 Set up a meeting between Bianca Enriquez and James Higbe to discuss referral terms.
- 2 Develop a referral brochure that outlines the benefits of aesthetic services for employee wellness.
- 3 Launch a pilot referral program with promotional discounts for the first three clients referred.

### 30 The Collective Om

Health & Wellness

70%

<-> Bidirectional

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

Both businesses target clients focused on growth and improvement, but from different angles. The Collective Om can refer clients seeking holistic health solutions to Free Agents Inc, especially small businesses aiming to improve their internal processes.

**VALUE:** Increased client base for Free Agents Inc by gaining referrals from The Collective Om, potentially translating into a 10-20% increase in new business engagements.

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

Free Agents Inc serves small businesses that may benefit from wellness services offered by The Collective Om, allowing for a referral exchange that enhances both businesses' client offerings.

**VALUE:** Free Agents Inc can enhance their service portfolio by recommending holistic health services to their clients, potentially increasing client satisfaction and retention by 15%.

#### [!] PARTNERSHIP SCENARIO

*The Collective Om can share Free Agents Inc's services with their clients during wellness workshops, directing interested small business owners towards Free Agents for business problem-solving. For example, if a client expresses difficulty in managing team dynamics, The Collective Om could facilitate an introduction to Free Agents, leading to a consulting project worth \$2,000.*

#### [\*] UNIQUE SYNERGY

The wellness focus of The Collective Om enhances the professional services angle of Free Agents Inc, creating a holistic approach to business improvement that is rare in the marketplace.

#### NEXT STEPS:

- 1 The Collective Om to create a promotional flyer detailing Free Agents Inc's services to distribute at their workshops.
- 2 Schedule a joint event where both businesses can showcase their services to a common audience, such as a 'Wellness and Business Growth' seminar.
- 3 Establish a formal referral agreement, outlining incentives for each referral made.