

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings!" Organize Design Create

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

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

COLLABORATION 1/2

85% conf

Jamz Trainings!" Organize Design Create

Reasoning:

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

Value Proposition:

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

Collaboration Example:

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

Synergy Potential:

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

Action Items:

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

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Organize Design Create !' Jamz Trainings

Reasoning:

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

Value Proposition:

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

Collaboration Example:

During a client consultation, Organize Design Create identifies a startup owner who is keen on improving their health. They refer them to Jamz Trainings for personal training services. In return, Jamz sends potential clients needing marketing strategies back to Organize Design Create, creating a continuous referral loop.

Synergy Potential:

Both businesses target clientele who understand the importance of health and wellness alongside professional success, creating a holistic approach to client development.

Action Items:

1. Create a referral program that offers discounts or incentives for clients who are referred to either business.
2. Develop a joint flyer detailing both services to distribute to existing clients.
3. Establish monthly check-in meetings to discuss referral successes and strategize on improving outcomes.

Value: MEDIUM

MUTUAL BENEFIT