

BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” flow

2 Relationships Identified

BUSINESS PROFILES

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

COLLABORATION 1/2

75% conf

flow !” MyahnArt LLC

Reasoning:

Flow specializes in coaching, which can significantly benefit from enhanced marketing services provided by MyahnArt. By collaborating, Flow can leverage MyahnArt's creative expertise to develop visually appealing marketing materials that attract clients seeking coaching services.

Value Proposition:

By creating targeted marketing campaigns featuring custom artwork, Flow could increase client inquiries by at least 30%, resulting in an estimated \$15,000 increase in revenue over the next quarter.

Collaboration Example:

Flow partners with MyahnArt to create a promotional campaign for an upcoming coaching workshop. MyahnArt designs vibrant, eye-catching flyers and social media graphics that resonate with Flow's target audience. The campaign generates a buzz, leading to a sold-out workshop with 20 new participants, earning Flow \$2,000 in workshop fees.

Synergy Potential:

This partnership is unique because it combines Flow's coaching expertise with MyahnArt's artistic flair, resulting in a visually stunning marketing approach that appeals to clients seeking personal development through engaging and artistic channels.

Action Items:

1. Schedule an initial meeting to discuss the coaching workshop and identify key marketing goals.
2. Collaboratively design the promotional materials, focusing on unique art styles that represent Flow's coaching philosophy.
3. Launch the marketing campaign across social media and local community boards, tracking engagement metrics for evaluation.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

MyahnArt LLC! flow

Reasoning:

MyahnArt's target market includes corporate event planners and businesses looking for creativity to enhance customer experience. Flow's coaching services can align with the needs of these clients, making it beneficial for MyahnArt to refer them to Flow for professional development.

Value Proposition:

MyahnArt can earn referral fees from Flow for each client they send over, potentially generating an additional \$5,000 in revenue through referrals over the next six months.

Collaboration Example:

During a corporate event where MyahnArt is providing live painting, they meet a corporate planner interested in team-building activities. MyahnArt refers this planner to Flow, who offers a coaching package tailored for corporate teams. Flow successfully converts this lead, resulting in a \$3,000 contract.

Synergy Potential:

This referral relationship is distinctive as it merges creative services with professional development, allowing both businesses to provide comprehensive solutions that enhance client offerings and experiences.

Action Items:

1. Develop a referral agreement outlining commission structures for successful leads.
2. Create joint marketing materials highlighting the benefits of combining creative services with coaching.
3. Host a combined event showcasing both services, allowing potential clients to experience both art and coaching first-hand.

Value: MEDIUM

MUTUAL BENEFIT