

JAX Bridges

Business Relationship Analysis

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flow

- Professional Services

Coaching

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CURRENT NEEDS

Marketing

Partnership Opportunities (25)

1 JAX AI Agency

Technology

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency can leverage flow's coaching services to enhance its AI consulting offerings, creating a more holistic approach for clients. As flow focuses on personal and professional growth, integrating AI solutions could streamline their coaching processes, making them more efficient and impactful.

VALUE: By integrating AI tools into flow's coaching sessions, both businesses could see a 20% increase in client retention and satisfaction, leading to higher revenue from repeat clients and referrals.

> WHAT YOU PROVIDE (Referral)

Flow may encounter clients who are interested in modernizing their operations through AI, making them a valuable referral source for JAX AI Agency. Both businesses target small and mid-sized enterprises, creating an overlapping customer base.

VALUE: Flow can enhance its service offerings by referring clients to JAX AI Agency, potentially increasing its own revenue through referral fees or commission structures.

[!] PARTNERSHIP SCENARIO

JAX AI Agency could develop a personalized AI-driven coaching assistant for flow's clients, which would help track progress, set reminders for coaching sessions, and provide tailored resources. For example, if a client is working on improving public speaking, the AI could suggest practice sessions, track performance, and send motivational messages. Flow would pay JAX AI \$3,000 for this project, while also gaining a unique selling point for their services.

[*] UNIQUE SYNERGY

The unique synergy lies in combining cutting-edge AI technology with personalized coaching, creating a distinctive value proposition that neither could achieve alone. This partnership can pioneer a new approach in the coaching industry.

NEXT STEPS:

- 1 Schedule a meeting between Vic Bushe and Miguel Camargo to discuss specific coaching needs that could be augmented with AI.
- 2 Identify two pilot coaching clients from flow who would benefit from AI integration for initial testing.
- 3 Develop a project timeline for the AI-driven coaching assistant and outline deliverables within two weeks.

2 Celebrate & Smile International Steppers

Arts & Creative

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Celebrate & Smile's target market includes companies looking to enhance employee relations, which often aligns with businesses seeking coaching services for personal and professional development. They can refer clients to flow when they identify a need for coaching.

VALUE: Celebrate & Smile could earn a referral fee for every client they send to flow, while flow gains access to a new client base looking for coaching services, potentially increasing revenue by 15%.

> WHAT YOU PROVIDE (Collaboration)

Flow, specializing in coaching, can enhance Celebrate & Smile's dance workshops by integrating personal development sessions focused on team dynamics and employee relations. This collaboration would provide a well-rounded experience to clients looking to improve workplace culture through art and coaching.

VALUE: Both businesses can attract new clients; flow can gain exposure to Celebrate & Smile's clientele, while Celebrate & Smile can offer a more comprehensive service, increasing their client retention and workshop pricing by 20%.

[!] PARTNERSHIP SCENARIO

Flow and Celebrate & Smile organize a 'Corporate Wellness Day' where employees from local companies participate in a full day of dance and coaching workshops. For example, a local tech firm sends 30 employees to improve teamwork and morale. Employees engage in a dance class followed by a coaching session on effective communication. Flow charges a fee of \$3,000 for the coaching sessions, while Celebrate & Smile earns \$2,000 from the dance workshops, creating a total revenue of \$5,000 for the event.

[*] UNIQUE SYNERGY

The combination of coaching and dance uniquely addresses both mental and physical wellness, making the offering particularly attractive to companies focused on holistic employee development.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and Tiffany to discuss the potential Corporate Wellness Day event.
- 2 Create a joint marketing strategy to promote the event to local businesses in Jacksonville.
- 3 Develop a package deal that includes both coaching and dance services to offer to prospective corporate clients.

3 The Collective Om

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The Collective Om and flow cater to similar demographics focused on self-growth, making referrals beneficial. They can refer clients who need specialized coaching that complements holistic health services.

VALUE: This referral relationship could potentially yield a 15% increase in client engagement for both businesses, as clients seeking holistic health may also value coaching services.

> WHAT YOU PROVIDE (Collaboration)

Both businesses target individuals focused on self-growth and wellness, making a partnership sensible. flow could provide coaching services as part of The Collective Om's holistic health offerings, enhancing the value for clients.

VALUE: By collaborating, flow can increase its client base through referrals from The Collective Om, while The Collective Om can enhance its service portfolio, potentially increasing revenue by 20% as clients seek comprehensive wellness solutions.

[!] PARTNERSHIP SCENARIO

flow could design a 'Holistic Wellness Workshop' alongside The Collective Om, where participants engage in both coaching sessions and holistic health practices. For instance, they could host a Saturday retreat with 20 attendees, charging \$150 each, splitting the \$3,000 revenue and marketing the event through both businesses' networks.

[*] UNIQUE SYNERGY

The unique synergy lies in the complementary nature of coaching and holistic health services, allowing clients to experience a well-rounded approach to self-improvement that neither could provide alone.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and Ashlyn to outline potential workshop topics.
- 2 Create joint marketing materials to promote the Holistic Wellness Workshop.
- 3 Set a timeline for the workshop and establish roles for each business in its execution.

4 IV Creative Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

IV Creative can provide marketing services to Flow, helping to enhance their visibility and attract more clients. As Flow currently has a need for marketing, this relationship makes sense directionally.

VALUE: IV Creative can help Flow increase its reach through targeted marketing campaigns, potentially increasing Flow's client base by up to 30%, translating into significant revenue growth.

-> WHAT YOU PROVIDE (Referral)

Flow specializes in coaching, which can benefit local business owners looking to improve their leadership and team dynamics. IV Creative targets local business owners in Jacksonville, making them a suitable referral partner for Flow's coaching services.

VALUE: Flow can tap into IV Creative's local client base, potentially generating new coaching clients, while IV Creative can offer additional value to their clients by referring them to Flow.

[!] PARTNERSHIP SCENARIO

IV Creative could include a quarterly coaching workshop by Flow as part of their service offerings to local businesses. For example, they could market a 'Business Growth Workshop' where Flow provides strategic coaching tips and tools to help local business owners enhance their operations, leading to an additional \$2,000 in revenue from 20 participating businesses.

[*] UNIQUE SYNERGY

The unique synergy lies in Flow's coaching expertise paired with IV Creative's marketing skills, providing a holistic improvement approach for local businesses that improves both leadership and brand presence.

NEXT STEPS:

- 1 Arrange an introductory meeting between Miguel and Iliana to discuss potential referral strategies.
- 2 Develop a co-branded marketing flyer highlighting the benefits of coaching for business owners.
- 3 Set up a feedback loop to share insights on referred clients to continuously improve the referral process.

5 Genuines Coaching & Consulting Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting can leverage Flow's coaching expertise to enhance their training workshops. By collaborating on sessions that combine personal coaching techniques with corporate training, they can offer a more comprehensive service to their clients.

VALUE: By integrating Flow's coaching methods into Genuines' training programs, they can potentially increase their package prices by 20%, leading to an estimated additional \$10,000 revenue per quarter.

-> WHAT YOU PROVIDE (Referral)

Both businesses operate in the coaching industry but cater to slightly different audiences. Flow specializes in coaching, while Genuines Coaching & Consulting provides a broader range of services including training and speaking to business owners and corporate executives. They can refer clients to each other based on specific needs.

VALUE: Increased client base for both businesses through targeted referrals, potentially generating an additional \$5,000 in revenue per quarter from new client engagements.

[!] PARTNERSHIP SCENARIO

Flow can refer small business owners seeking personal coaching to Genuines Coaching & Consulting for their corporate training programs. For instance, if a client at Flow expresses the need for team training, Flow would introduce them to Reden, who could then conduct a tailored workshop for that client's team, generating \$1,500 for Genuines while maintaining a good relationship with the referral source.

[*] UNIQUE SYNERGY

This pairing is unique as Flow's personal coaching can complement Genuines' corporate training, providing a holistic approach to client development that addresses both individual and team needs.

NEXT STEPS:

- 1 Establish a referral agreement outlining the terms and conditions of client referrals.
- 2 Create a shared resource document detailing the services offered by both businesses to facilitate easier referrals.
- 3 Schedule a monthly meeting to review referral successes and discuss additional collaboration opportunities.

6 Communikate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Communikate Design & Marketing serves clients in need of branding and marketing strategies, many of whom could benefit from the coaching services offered by flow. This creates an opportunity for mutual referrals without direct competition.

VALUE: By referring clients to flow, Communikate can enhance their service offerings, potentially increasing their revenue by 20% through referral commissions or shared project fees.

-> WHAT YOU PROVIDE (Vendor)

Flow, as a coaching business, can benefit from the marketing services of Communikate Design & Marketing. Since flow currently needs marketing assistance, they could utilize B's expertise in creating a strong online presence and branding to attract more clients.

VALUE: By engaging Communikate, flow could increase its client base by 30% through enhanced marketing efforts, leading to potential additional revenue of \$15,000 over the next quarter.

[!] PARTNERSHIP SCENARIO

Flow hires Communikate to develop a comprehensive marketing campaign, including a new website and social media branding. This campaign targets local entrepreneurs looking for coaching services. For instance, they create a series of engaging posts and a targeted ad campaign, leading to 50 new inquiries within three months, which flow converts into 10 new coaching clients.

[*] UNIQUE SYNERGY

The unique blend of flow's coaching services and Communikate's marketing expertise creates a powerful synergy. Flow can provide testimonials and case studies to enhance Communikate's portfolio while Communikate's marketing efforts directly elevate flow's visibility in the local market.

NEXT STEPS:

- 1 Schedule an introductory meeting between Miguel and Kate to discuss flow's specific marketing needs.
- 2 Develop a proposal for a tailored marketing strategy that focuses on digital outreach to local entrepreneurs.
- 3 Set measurable goals for the campaign, such as target number of leads and conversion rates, to ensure accountability.

7 We buy any house

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

We Buy Any House can utilize flow's coaching services to equip their team with skills to handle emotionally charged interactions with sellers. This could improve their customer service and streamline the sale process.

VALUE: Investing in coaching could result in better negotiation outcomes, potentially increasing sales prices, which could yield an additional \$25,000 in net revenue over the next year.

> WHAT YOU PROVIDE (Referral)

Flow specializes in coaching and personal development, which can greatly benefit individuals facing financial distress, such as those looking to sell distressed properties. By referring clients to We Buy Any House, flow can support their clients through emotional and mental challenges during stressful selling processes.

VALUE: By referring clients, flow can generate a 10% referral fee on any sales made by We Buy Any House, increasing their revenue while providing valuable assistance to their clients.

!! PARTNERSHIP SCENARIO

Flow could create a workshop titled 'Navigating Financial Challenges' aimed at homeowners struggling with payments. During this workshop, they would introduce We Buy Any House as a trusted option for selling homes quickly. If 20 attendees refer their properties, and 5 end up selling, flow earns \$5,000 in referral fees.

[*] UNIQUE SYNERGY

This partnership uniquely combines emotional support through coaching with practical solutions for distressed homeowners, creating a comprehensive service that not only addresses financial issues but also the psychological toll they take.

NEXT STEPS:

- 1 Develop a co-branded marketing flyer that outlines the benefits of both services.
- 2 Schedule a meeting to discuss referral agreements and commission structures.
- 3 Host an initial workshop to introduce both brands to a target audience.

8 Jamz Trainings

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY 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.

> WHAT YOU 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.

!! 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.

9 MyahnArt LLC

Marketing & Design

80%

<-> Bidirectional

-> WHAT THEY PROVIDE (Collaboration)

MyahnArt's services can provide visual enhancement that can be marketed as part of flow's coaching offerings. Joint projects can elevate both brands by creating immersive experiences for clients.

VALUE: Collaborative events can attract new clients and generate up to \$5,000 per event, significantly enhancing brand visibility and customer engagement.

-> WHAT YOU PROVIDE (Referral)

Both businesses target clients who seek to enhance personal or professional experiences. flow's coaching services could attract clients looking for aesthetic improvements in their environments, which MyahnArt specializes in. This creates a scenario where they can refer clients to each other without direct competition.

VALUE: By exchanging referrals, both businesses can increase their client bases significantly, with potential revenue growth of 20-30% each quarter.

[!] PARTNERSHIP SCENARIO

During a coaching session, flow identifies a client struggling with office aesthetics. Miguel refers them to Myah, who then provides a custom mural for the client's office, generating \$2,000 in revenue for MyahnArt. In return, Myah refers her clients in need of personal development to flow, enhancing both businesses' service offerings.

[*] UNIQUE SYNERGY

The unique synergy lies in how flow's coaching can provide the emotional and motivational support that complements MyahnArt's aesthetic enhancements, creating a holistic improvement for clients' environments and mindsets.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and Myah to discuss mutual referral processes.
- 2 Create a co-branded marketing flyer showcasing each other's services for joint distribution.
- 3 Establish a referral tracking system to monitor leads and conversions from each business.

10 Be Present Detalles

Professional Services

80%

<-> Bidirectional

-> WHAT THEY PROVIDE (Referral)

Be Present Detalles serves busy professionals and couples, who are often ideal clients for coaching services. Referring clients who may benefit from coaching can enhance the overall client experience for both businesses.

VALUE: By referring clients to each other, both businesses can increase their customer retention rates and potentially generate new revenue streams through shared clientele, estimated at 15% of their respective client bases.

-> WHAT YOU PROVIDE (partner)

Flow's coaching services can complement Be Present Detalles' event experiences by providing personal development workshops or coaching sessions during events. This partnership can enhance the value of events for clients, making them more appealing to busy professionals and couples.

VALUE:

By collaborating on events, both businesses can increase their client base and offer higher value packages, potentially generating additional revenue of 20% per event.

[I] PARTNERSHIP SCENARIO

Flow could provide a 90-minute stress management workshop at Be Present Detalles' upcoming romantic couples retreat. Participants would learn practical techniques to improve their relationships while enjoying a luxurious weekend getaway. Flow charges a fee for the workshop, enhancing the overall experience for attendees, while Be Present Detalles increases the value proposition of the retreat package.

[*] UNIQUE SYNERGY

The unique synergy lies in combining coaching with experiential events, fostering personal growth and relationship enhancement simultaneously. This dual focus on development creates a niche offering that neither can provide alone.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and De'Ana to brainstorm potential workshop topics that align with upcoming events.
- 2 Create a marketing strategy to promote the combined offering, highlighting the added value for clients.
- 3 Develop a feedback mechanism post-events to assess participant satisfaction and areas for improvement.

11 WhitBits Cookies

Professional Services

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

WhitBits can supply cookies for Flow's coaching sessions or corporate events. This vendor relationship can provide Flow with a sweet treat option that enhances their service offering.

VALUE: WhitBits could provide bulk cookie orders to Flow at a discounted rate, potentially leading to a 15% increase in Flow's event revenue as they can now offer a more appealing coaching experience.

-> WHAT YOU PROVIDE (Referral)

Both businesses target professionals, albeit in different capacities. Flow's coaching services can appeal to corporate professionals who might also enjoy WhitBits' homemade cookies during team meetings or events. This creates a natural referral opportunity.

VALUE: By referring clients to each other, both businesses can enhance their service offerings, potentially increasing their customer bases by 20-30%.

[I] PARTNERSHIP SCENARIO

Flow can recommend WhitBits cookies as a go-to treat during its coaching sessions for corporate clients. For instance, during a workshop with a local company, Flow suggests providing WhitBits cookies for a mid-session refreshment, leading to a direct referral and a potential order of \$200 worth of cookies.

[*] UNIQUE SYNERGY

The combination of coaching and gourmet cookies creates a unique offering that enhances workplace environments, making employee engagement more enjoyable. This pairing is special because it combines personal development with tangible rewards, creating a more holistic approach to corporate wellness.

NEXT STEPS:

- 1 Flow should create a curated list of local vendors, including WhitBits, to provide value to clients.
- 2 WhitBits should offer a special discount for referrals from Flow to encourage new orders.
- 3 Both businesses can host a joint event where Flow conducts a free coaching session and WhitBits supplies cookies, showcasing both services.

12 Aspirations Behavioral Health Inc.

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health can refer clients to Flow for coaching services, especially when clients are ready to work on personal development after mental health counseling, thus enhancing the client journey.

VALUE: Both businesses can boost client retention rates and satisfaction by offering a seamless transition from mental health support to coaching; potentially increasing total revenue by 15-25%.

-> WHAT YOU PROVIDE (Referral)

Flow provides coaching services that could enhance the mental well-being of individuals seeking mental health support from Aspirations Behavioral Health. Since both aim to improve client wellness, they can refer clients to each other without competing directly, creating a supportive network.

VALUE: Increased client base through cross-referrals; estimated 20% growth in clientele for both businesses as they tap into each other's market.

[!] PARTNERSHIP SCENARIO

Flow can refer clients who are looking for mental health support to Aspirations. For example, if a client expresses anxiety about their professional life, Flow would direct them to Aspirations for mental health counseling. In return, Aspirations can refer clients who may benefit from coaching to Flow, creating a steady stream of shared clients.

[*] UNIQUE SYNERGY

The unique synergy lies in the holistic approach to wellness that both businesses promote; together, they can create a more comprehensive support system for clients, addressing both mental health and personal development.

NEXT STEPS:

- 1 Establish a referral agreement outlining mutual benefits and processes.
- 2 Create promotional materials highlighting the partnership to share with clients.
- 3 Schedule a joint workshop to introduce both services to a wider audience.

13 The P-Way Solutions LLC

Real Estate

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions can refer its clients to Flow for coaching services, particularly those looking to enhance their employee engagement and efficiency. This is particularly relevant for small businesses that may require both cleaning and coaching services.

VALUE: Through this referral system, The P-Way Solutions can enhance client relationships and add value, potentially increasing their service package sales by 15%.

-> WHAT YOU PROVIDE (Referral)

Flow's coaching services can complement The P-Way Solutions' janitorial services, as both businesses target commercial clients. Businesses that require janitorial services often seek coaching for employee performance and workplace culture, creating a natural referral channel.

VALUE: By referring clients to each other, both businesses can increase their customer bases by 20%, as they serve overlapping market segments looking for comprehensive service solutions.

[!] PARTNERSHIP SCENARIO

Flow refers its commercial clients who are looking to enhance workplace culture through coaching to The P-Way Solutions for improved employee morale and cleanliness. Conversely, The P-Way Solutions can recommend Flow to their clients who want to improve operational efficiency. For instance, after a successful cleaning, a client might express interest in team development, allowing Flow to step in with a tailored coaching program.

[*] UNIQUE SYNERGY

This partnership uniquely combines employee well-being and workplace environment, addressing both morale and cleanliness, which are essential for productivity in commercial settings.

NEXT STEPS:

- 1 Schedule a meeting to discuss referral processes and how to introduce each other's services.
- 2 Create co-branded marketing materials highlighting the benefits of using both services together.
- 3 Host a joint webinar targeting local businesses on improving workplace productivity through coaching and cleanliness.

14 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting serves C-suite executives and small business owners, who may also benefit from flow's specialized coaching services. Genuines can refer clients who need more personalized coaching.

VALUE: Through referral arrangements, Genuines could earn referral fees or commissions, increasing their revenue by 10% while providing added value to their clients.

-> WHAT YOU PROVIDE (Collaboration)

Both flow and Genuines Coaching & Consulting operate in the coaching space but focus on different aspects. Flow provides coaching services and could gain from Genuines' expertise in technology and training, while Genuines could enhance their offerings with flow's personalized coaching approach.

VALUE: By collaborating, flow could increase its market reach by tapping into Genuines' established client base, potentially increasing revenue by 20% through shared workshops and co-branded services.

[!] PARTNERSHIP SCENARIO

Flow and Genuines could co-host a series of workshops targeting small business owners looking to leverage technology in their operations. For example, they could organize a workshop titled 'Tech-Driven Leadership: Elevate Your Business with Coaching and Tools,' where flow provides leadership coaching while Genuines showcases tech solutions. They can charge \$500 per participant and aim for 30 participants, generating \$15,000 in revenue, split equally.

[*] UNIQUE SYNERGY

This partnership uniquely combines flow's personalized coaching with Genuines' tech solutions, creating a comprehensive service that addresses both leadership and technological advancement, which is rare in the Jacksonville market.

NEXT STEPS:

- 1 Schedule a meeting to discuss potential workshop themes and logistics.
- 2 Draft a joint marketing plan to promote the workshops through social media and email newsletters.
- 3 Set a timeline for the first workshop, aiming to launch within the next month.

15 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Organize Design Create can provide marketing services to Flow, helping them enhance their visibility and attract more clients. This is particularly relevant as Flow has a current need for marketing.

VALUE: By investing in tailored marketing services, Flow could see a 20% increase in new coaching clients within the first quarter, translating into a potential revenue increase of \$5,000.

-> WHAT YOU PROVIDE (Referral)

Flow provides coaching services which can be valuable for entrepreneurs and small businesses, the exact target market of Organize Design Create. By referring clients to one another, both businesses can expand their client base without competing directly.

VALUE:

Increased client acquisition potential for both businesses, leading to an estimated revenue increase of 15% through mutual referrals.

[!] PARTNERSHIP SCENARIO

Miguel from Flow can refer his coaching clients who need marketing support to Victoria at Organize Design Create. For instance, a startup client of Flow looking to establish their brand identity could be referred to Victoria, who can then create a tailored marketing plan. If this referral leads to a \$3,000 project, both businesses could agree on a referral fee structure that provides Miguel with a 10% commission.

[*] UNIQUE SYNERGY

The unique synergy lies in the shared focus on entrepreneurs and small businesses, creating a seamless support system where clients can receive comprehensive coaching and marketing services, making their growth journey smoother.

NEXT STEPS:

- 1 Set up a referral agreement outlining commission structures for mutual referrals.
- 2 Host a joint webinar targeting entrepreneurs, showcasing coaching and marketing strategies.
- 3 Create a shared marketing flyer detailing both services to hand out at local networking events.

16 Jazzi's Creations

Events & Gifts

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Jazzi's Creations serves a target market that includes busy women and families, which aligns well with Flow's coaching services. Referring clients to each other can expand their customer base without direct competition.

VALUE: By referring clients, both businesses can tap into new markets, potentially increasing customer acquisition by 20% through cross-marketing efforts.

-> WHAT YOU PROVIDE (partner)

Flow's coaching services can enhance Jazzi's Creations' team-building workshops, creating a unique offering that combines creativity with personal development. This partnership allows both businesses to target corporate clients looking for comprehensive team engagement solutions.

VALUE: By integrating coaching sessions into Jazzi's team-building workshops, they could potentially increase workshop revenue by 30% while providing companies with a more valuable and holistic experience.

[!] PARTNERSHIP SCENARIO

Flow facilitates a two-hour coaching session during one of Jazzi's team-building workshops where participants create personalized gifts. After crafting, Flow leads a discussion on teamwork and communication, helping employees reflect on their collaboration skills. This event could attract up to 20 employees from a local corporation, generating \$1,500 in revenue and enhancing both businesses' visibility in the corporate sector.

[*] UNIQUE SYNERGY

This partnership stands out because it merges personal and professional development with creative expression, appealing to companies seeking to invest in their workforce's interpersonal skills through an engaging, hands-on approach.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and Jasmyne to brainstorm workshop themes that incorporate coaching.
- 2 Develop a marketing strategy targeting local businesses that emphasizes the unique value of combined coaching and crafting.
- 3 Pilot a workshop in the next month to gather feedback and refine the offering.

17

Bluebird Health Partners

Technology

75%

-> One-way

-> WHAT YOU PROVIDE (Referral)

Both flow and Bluebird Health Partners target professionals and organizations within the healthcare industry, albeit in different capacities. flow's coaching services can benefit healthcare solution providers that Bluebird works with, making referrals a natural fit.

VALUE: By referring clients to each other, both businesses can increase their customer base, potentially adding revenue streams of 10-20% from new clientele.

[!] PARTNERSHIP SCENARIO

flow could refer healthcare startups that are struggling with team dynamics to its coaching services, helping them build stronger internal communication. In return, Bluebird Health Partners could introduce flow to their clients who are seeking professional development resources, leading to mutual referrals and a revenue-sharing model of 15% on coaching fees.

[*] UNIQUE SYNERGY

The unique synergy lies in the intersection of personal development and healthcare strategy; as organizations in healthcare improve their internal dynamics through coaching, they can execute better strategies, creating a holistic improvement in their operations.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and Cary to discuss the potential referral framework.
- 2 Create a joint marketing brochure that outlines the benefits of coaching for healthcare providers.
- 3 Develop a tracking system to monitor referrals and shared clients for ongoing evaluation.

18

Enriquez Aesthetics

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Enriquez Aesthetics targets clients who may benefit from coaching services, particularly those dealing with chronic skin conditions that can be linked to stress or self-esteem issues. Referring clients to flow could enhance their treatment outcomes.

VALUE: Enriquez Aesthetics can provide clients with a more comprehensive approach to their skin concerns, while flow can gain new clients looking for coaching services amidst their skincare journey.

-> WHAT YOU PROVIDE (Referral)

Both businesses serve individuals looking to improve their well-being, though they target slightly different needs. Flow's coaching services could refer clients to Enriquez Aesthetics for skincare treatments, particularly those seeking holistic self-improvement.

VALUE: By referring clients, flow can enhance its service offerings, potentially increasing customer loyalty and satisfaction, while Enriquez Aesthetics gains new clients looking to improve their skin health.

[!] PARTNERSHIP SCENARIO

Flow could develop a specialized coaching program focused on self-care, which includes a referral to Enriquez Aesthetics for a discounted facial treatment. For every 10 coaching clients referred, flow receives a commission on the treatments booked, enhancing client retention and generating additional revenue for both parties.

[*] UNIQUE SYNERGY

The unique synergy lies in the holistic approach to well-being; flow focuses on mental health coaching, while Enriquez Aesthetics addresses physical skin health, creating a comprehensive self-care pathway for clients.

NEXT STEPS:

- 1 Develop a referral agreement outlining commission rates and referral procedures.
- 2 Create a joint marketing campaign promoting the self-care program to both client bases.

- 3 Host a wellness workshop where flow provides coaching tips and Enriquez offers skincare consultations.

19 Tosh's Urban Garden

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Tosh's Urban Garden serves a target market that values holistic health and well-being, which aligns with the coaching services flow provides. By referring clients seeking overall wellness and lifestyle improvements, they can enhance each other's customer experiences.

VALUE: Mutual referrals could drive a combined increase in clientele by 20%, with potential revenue generation of \$500 per month from shared clients.

-> WHAT YOU PROVIDE (Referral)

Both businesses target health-conscious individuals, albeit in different ways. Flow focuses on coaching which can complement the holistic health approach of Tosh's Urban Garden. Referrals can be exchanged as clients of flow may benefit from natural products offered by Tosh's.

VALUE: Increased customer base and enhanced service offerings for both businesses, leading to potential revenue growth of up to 30% through cross-referrals.

[!] PARTNERSHIP SCENARIO

Flow can refer clients seeking stress relief and wellness support to Tosh's Urban Garden for herbal teas and tinctures, while Tosh can refer customers interested in personal development and wellness coaching to Flow. For example, during a wellness workshop, Flow can introduce Tosh's products as part of a holistic approach, boosting sales for Tosh's by around \$1,000 in product sales at the event.

[*] UNIQUE SYNERGY

The unique blend of coaching and natural health products creates a comprehensive wellness ecosystem that addresses both mental and physical health, making this partnership especially appealing to health-conscious consumers.

NEXT STEPS:

- 1 Set up a referral agreement outlining the terms of referrals between flow and Tosh's Urban Garden.
- 2 Host a joint wellness event where both businesses present their services to a shared audience.
- 3 Create co-branded promotional materials that highlight the benefits of both coaching and natural health products.

20 Free Agents Inc

Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Free Agents Inc could potentially leverage flow's coaching services to enhance their internal operations or offer to their clients, thus becoming a vendor for flow's coaching.

VALUE: By integrating flow's coaching services into their offering, Free Agents could see an additional revenue stream of approximately 15% from upselling coaching to their clients, while flow gains access to Free Agents' client base.

-> WHAT YOU PROVIDE (Referral)

Both businesses operate in the professional services sector, with flow focusing on coaching and Free Agents Inc providing key personnel to solve business issues. They can refer clients to each other, especially if flow encounters businesses needing broader solutions beyond coaching.

VALUE: Increased client referrals could lead to a 20% increase in new clients for both businesses, creating a stronger client base without the need for additional marketing costs.

[!] PARTNERSHIP SCENARIO

When flow has a client struggling with team dynamics, they can refer that client to Free Agents Inc for specialized personnel who can help resolve specific business issues. In return, if Free Agents identifies a company needing leadership coaching, they

can direct them to flow, creating a seamless referral loop.

[*] UNIQUE SYNERGY

The unique synergy lies in their complementary services-flow's coaching can enhance the effectiveness of Free Agents' personnel solutions, creating a holistic approach to client challenges. This is not just about referrals, but about enhancing each other's service offerings.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and James to discuss mutual referral opportunities.
- 2 Create a simple referral agreement outlining the benefits and incentives for both parties.
- 3 Develop joint marketing materials that highlight both companies' services to share with referred clients.

21 Relax Relate & Release

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release serves veterans who may benefit from coaching services, especially for mental health and life transitions. Referring clients for coaching can enhance their overall wellness.

VALUE: Relax Relate & Release could see a boost in client retention as they provide additional wellness options, while flow could acquire new clients from the veteran community, potentially increasing revenue by 15%.

-> WHAT YOU PROVIDE (Referral)

Both businesses cater to wellness and self-improvement, with flow focusing on coaching and Relax Relate & Release on massage therapy. They can refer clients to each other, enhancing customer satisfaction without competing.

VALUE: By referring clients, flow could see an increased client base by 20%, while Relax Relate & Release could gain access to a segment seeking both coaching and massage services.

[!] PARTNERSHIP SCENARIO

Miguel at flow can provide coaching sessions to veterans who frequent Relax Relate & Release for massage therapy, creating a referral program where veterans receive a discount on coaching after their massage session. For every client flow brings to Relax, Hazel could offer a small commission or discounted services to Miguel, fostering a steady stream of referrals.

[*] UNIQUE SYNERGY

This partnership uniquely targets veterans in Jacksonville, combining mental wellness with physical relaxation, which is particularly beneficial for this demographic.

NEXT STEPS:

- 1 Develop a referral agreement outlining commission structures and discount offers.
- 2 Create promotional materials that highlight the combined services for veterans.
- 3 Host a joint open house event to introduce both services to the community.

22 Soulfitness Studio Health and wellness center

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Vendor)

Soulfitness could hire Flow to enhance their team's performance and motivation, aiding in the development of their staff. This relationship is beneficial as Soulfitness is seeking employees and can use coaching to improve internal culture.

VALUE: Soulfitness could see a 15% increase in employee productivity and client satisfaction by integrating coaching sessions, leading to improved retention and potentially \$5,000 in additional revenue per month.

-> WHAT YOU PROVIDE (Referral)

Both businesses target individuals focused on health and wellness, although from different angles. Flow's coaching services can complement Soulfitness Studio's offerings by providing clients with mental and motivational support in their

fitness journeys.

VALUE: Flow can gain access to Soulfitness's client base, potentially increasing coaching sessions by 20%. Soulfitness can enhance their service offerings, making them more appealing to clients looking for holistic health solutions.

[!] PARTNERSHIP SCENARIO

Flow could provide a free introductory coaching session to Soulfitness members each month. For instance, during a 'Wellness Weekend' event at the studio, Miguel hosts a 30-minute session on mental resilience, attracting 15 participants. If 3 of those individuals sign up for Flow's coaching, that leads to \$600 in revenue for Miguel.

[*] UNIQUE SYNERGY

This partnership uniquely combines physical wellness and mental coaching, creating a comprehensive health solution that neither business could offer alone. The collaboration strengthens both brands in the health community.

NEXT STEPS:

- 1 Set up a meeting between Miguel and Janice to discuss referral incentives.
- 2 Create a promotional flyer highlighting the benefits of coaching services to be distributed at Soulfitness.
- 3 Plan the 'Wellness Weekend' event to kick off the collaboration, including logistics and marketing.

23 JPO Logistics LLC

Logistics

70%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

JPO Logistics serves shippers and owner-operators, which may include businesses in need of coaching for operational efficiency. Flow, offering coaching services, could benefit from referrals from JPO Logistics to enhance their client base. Conversely, JPO could refer clients who might benefit from coaching to improve their logistics operations.

VALUE: By referring clients to each other, both businesses could increase their customer base by approximately 10-15% over the next quarter.

-> WHAT YOU PROVIDE (Vendor)

Flow could provide coaching services to JPO Logistics to enhance their operational effectiveness, which would help them better serve their clients. This could include training sessions on customer service or efficiency that can directly impact JPO's logistics operations.

VALUE: By utilizing Flow's coaching services, JPO Logistics could improve their client satisfaction scores by 20%, leading to better retention and potential upsells.

[!] PARTNERSHIP SCENARIO

JPO Logistics identifies a client struggling with operational challenges and refers them to Flow for coaching. In return, Flow promotes JPO's logistics services to clients needing reliable freight solutions. They could set up a quarterly referral meeting to discuss potential leads, boosting both businesses' revenues.

[*] UNIQUE SYNERGY

This pairing uniquely leverages JPO's industry contacts to enhance Flow's clientele while providing shippers with tools for better operational management. Their combined expertise allows for a more holistic service offering, benefiting clients in logistics and coaching.

NEXT STEPS:

- 1 Set up an introductory meeting to discuss referral opportunities.
- 2 Create a referral agreement outlining specific terms and client types for referrals.
- 3 Develop co-branded marketing materials to promote the referral relationship.

<- WHAT THEY PROVIDE (Vendor)

Grayland could benefit from coaching services provided by Flow for its employees, enhancing team dynamics and improving client interactions. This could lead to better appraisal results and customer satisfaction.

VALUE: Investing in Flow's coaching could boost Grayland's employee productivity by 10%, leading to higher client satisfaction and potential revenue growth of \$50,000 annually through improved service delivery.

> WHAT YOU PROVIDE (Referral)

Flow specializes in coaching, which can attract commercial property owners and legal professionals seeking personal and business growth. Conversely, Grayland serves commercial lenders and property owners who may benefit from coaching services. Their customer bases overlap in the realm of professional development.

VALUE: By referring clients to each other, Flow could see a revenue increase of 15% through new coaching clients, while Grayland could expand its service offerings, enhancing its value to existing clients.

[!] PARTNERSHIP SCENARIO

Miguel from Flow could create a specialized coaching program for Grayland's clients, focusing on business strategy for property development. In return, Lauren could refer her clients who are looking for personal growth or transformation, potentially bringing Flow three new clients a month, each worth \$1,000.

[*] UNIQUE SYNERGY

This partnership is unique because it blends professional coaching with real estate expertise, offering a holistic approach to business growth that neither can achieve alone.

NEXT STEPS:

- 1 Flow creates a tailored coaching package for Grayland's clients.
- 2 Grayland promotes Flow's services to clients during appraisal meetings.
- 3 Set up a quarterly networking event for both client bases to share insights and opportunities.

<- WHAT THEY PROVIDE (Referral)

As Simple Creations By T targets individuals and organizations celebrating milestones, they can refer these clients to flow for coaching services that help them achieve their goals post-celebration. This creates a complementary relationship where both businesses can enhance the client experience.

VALUE: By integrating referral incentives, Simple Creations could not only help their clients find coaching support but also earn a commission for each successful referral, increasing revenue.

> WHAT YOU PROVIDE (Referral)

Both businesses operate within the professional services sector but target different customer needs. flow focuses on coaching, which could appeal to individuals and organizations looking for personal development, while Simple Creations By T offers custom gifts for milestone celebrations, which could be ideal for clients of flow seeking to commemorate their achievements.

VALUE: Increased client acquisition for both businesses-flow could refer clients needing personalized gifts for coaching milestones, while Simple Creations could refer clients needing coaching services after receiving gifts.

[!] PARTNERSHIP SCENARIO

After a successful coaching session, flow's clients receive a referral card for Simple Creations that offers a discount on personalized gifts. Conversely, Simple Creations can hand out flow's business cards with their gift orders, promoting coaching as a way to maximize the significance of the gifts they provide.

[*] UNIQUE SYNERGY

This partnership leverages the emotional connection clients have with both coaching and personalized gifts, creating a powerful referral network that enhances customer experiences in both businesses.

NEXT STEPS:

- 1 Set up a referral program where flow clients get discounts on Simple Creations products.
- 2 Create a co-branded marketing flyer highlighting how coaching and personalized gifts can enhance personal milestones.
- 3 Schedule a meeting to discuss how both businesses can promote each other at local events targeting their respective audiences.