



THE SOUL *Collective*

a process to dive into
your true vision *& create*
from a place of alignment
& intention.

BY RACHEL PESSO

DEAR YOU,

First thing I want to say is that I see you. Your voice matters and the work that you are doing in this world is going to impact so many others.

Please remember as you are going through this all your worries and fear will be present but in those moments, remember WHY you decided to create this and WHO you are going to serve by sharing it.

I am truly excited to gift this experience to you as I know you will FEEL immense clarity and change when you complete this. You may not have all the answers just yet, but in the work, you are doing now and the work we do together many things will shift and change.

This all begins with you and ends with us and others rising higher together. I can't wait to see the magic that starts to unfold here.

Xo
Rachel

P.S. Feel free to share these answers with your entire creative team, and anyone else involved in the creation as it will help them fully understand where you are, what your dreams and goals are and the areas that you can zone in on to grow.

www.rachelpesso.com/contact



PART 1

What Makes You Special ?

1. Why did you go into this field?
2. What is the thing that excites you the most about what you do?
3. Why do people come to you for help?
4. What is your ideal client struggling with?
5. How do people find you usually?
6. Who do you LOVE to work with and why?
7. What is the biggest problem you are facing in your business right now?
8. Where do you see your business heading in the next 2 years?

PART 2

What You Do ?

1. What is your big WHY? What drives you daily to grow your business?
2. Who is your ideal reader or customer? Give specifics about their background, who they are, and why they might be seeking your help.
3. If you think about your ideal customers, what are their first impressions when encountering a business like yours? Do they have any misconceptions about what you do?
4. What products, packages, or content do you offer? How do these solve your ideal clients' problems?
5. What kind of benefits do people get by working with you? What results do you help people see?
6. What are some of your key messaging phrases?
7. What makes you stand out from others in your field?

pause...

Because everyone
needs the space and
time to dive deep &
go into the juiciness
of their brand*.

*These are the bones of your brand. *Stay with it.*

PART 3

Creating Your Brand

1. How do you want your brand to feel? What are your Core Desired Feelings? (should we describe what that is here?)
 2. How do you want people to feel when they first visit your website?
 3. Describe your business with 5 words.
 4. What are 3 colors that you feel connected to?
 5. List 3 magazines you love and share why.
 6. What are some brands that you admire the most and why?
 7. What are 3 websites you like and why?
 8. List some ideas for photos that may convey the feeling you're trying to achieve with your website.
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PART 4

Vision & Launching

1. What goals are you looking to achieve by launching this brand? If your brand already exists; what is the goal you are looking to achieve with a rebrand?

2. What other support do you need in order to hit these goals?

3. Do you have any marketing strategy in place after you launch the website. Social media, blog posting, podcasting, email campaign (What are the things you are planning to do after launch?)

PART 5

What's Next?

Get Personal Feedback On Your Soul Collective Insights

Many people fill out the Soul Collective and ask what's next? This! As a gift, I offer personal feedback to everyone who fills out the Soul Collective. Feedback helps you focus on your next best step and release the unproductive tasks dragging down your impact.

If you want feedback:

1. Send me your completed Soul Collective to rachel@rachelpesso.com.
2. Please use the subject line "Soul Collective Inquiry" so that I see it.
3. You will then get a personal response via email with feedback.

Create Your NEW Brand and Impact

Are you looking to create a new brand that showcases the real you and uplifts your impact for all to see? Perfect. Let's talk. Please email me at rachel@rachelpesso.com

Celebrate

Yourself!!

& the gift you just
gave yourself by *taking*
the time to fill out
The Soul Collective.



Meet *Rachel*

Creator of The Soul Collective:

I'm a storyteller, art director and big-hearted humanitarian. I design beautiful websites (like this one) to showcase your big vision. With 10+ years experience, I blend high-level strategy, collaboration, and deep love to design who you are online. I believe passion should lead every step of our lives.

Have questions or want to connect?

You can email me here: rachel@rachelpesso.com

Want to work together on a project?

Please use my contact form on my website: rachelpesso.com/contact

Other ways to connect with me:

[Instagram](#) | [Facebook](#)