

Collaboration Proposal

**SOUL-LETTER<sup>©</sup>**

**SOUL-TRAIT<sup>©</sup>**

For communication that connects and inspires

## SOUL-LETTER©

**Have you ever thought about turning your newsletter into an even more personal and engaging space?**

This newsletter model is designed to **promote your brand by creating an emotional connection and real interaction with your customers**—hence the name Soul-Letter©.

It is primarily conceived for freelancers, small to mid-sized businesses, agencies, and start-ups. However, in a larger corporate setting, it could be adapted into an intranet-style platform for exchange and collaboration. Moreover, the model is highly versatile and can be customized to fit different needs.

Case study:

Here's the story of Soul-Letter©, which I developed for my own brand: **it has an 80% open rate**—it's effective, sparks curiosity, and generates engagement!

<https://www.mimi-diciaula.com/soul-letters>

(Soul-Letters© are in progress for - at the moment - 2 clients!)





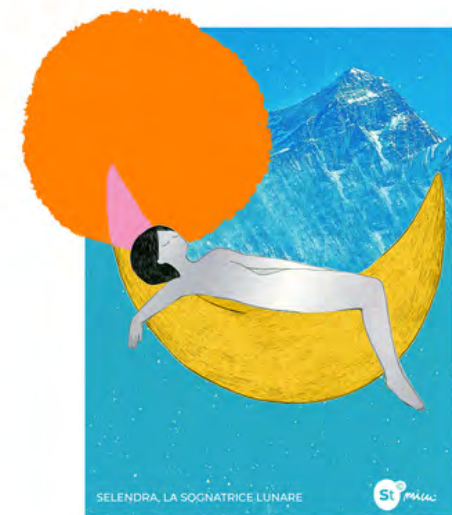


## SOUL-TRAIT©



From the same desire for 'shared intimacy', Soul-trait© was born: a personalized portrait, a creative representation of your essence and your values. **A fusion of graphics, storytelling and brand identity.**

/ Examples: Soul-traits <https://www.mimi-diciaula.com/soul-traits>



Digital Portrait Series: 'The Incredible Travelers' for Eden Viaggi Alpitour

Left, Soul-trait© produced for Lebenscafe.de.

mimi-diciaula.com

## OFFER

### SOUL-LETTER© & SOUL-TRAIT©

#### 1. Package of 12 Soul-Letters©

(approximately 6 or 12 months, depending on the frequency required)  
Each Soul-Letter© requires reflection, research, graphic customization and creation of interactive content.

#### 2. Package of 4 Soul-traits©

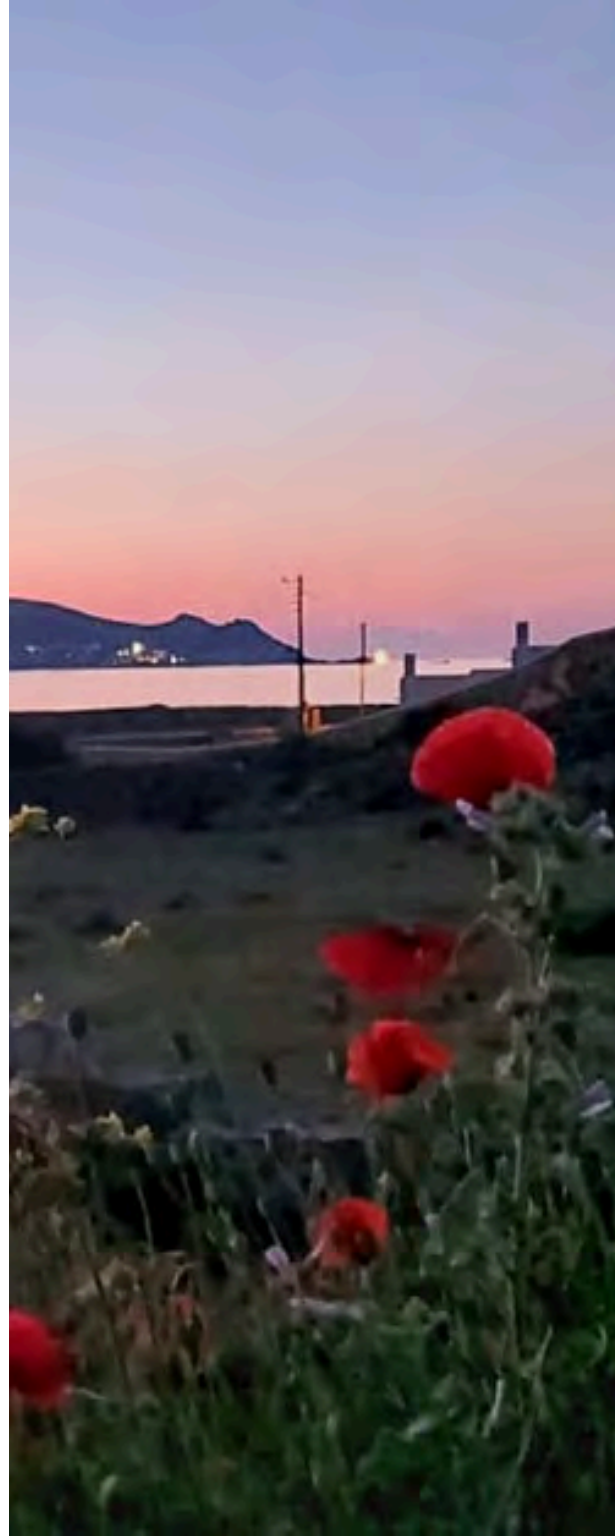
Soul-trait© is a creative and unique product that requires a complex creative process and includes the time required to gather information, create the concept, and create the portrait.

#### 3. 15% discount for Soul-Letters© + Soul-traits© combo package.

#### 4. Your Soul-trait©

Personal and/or business portrait, a sort of narrated logo.

Costs on request!



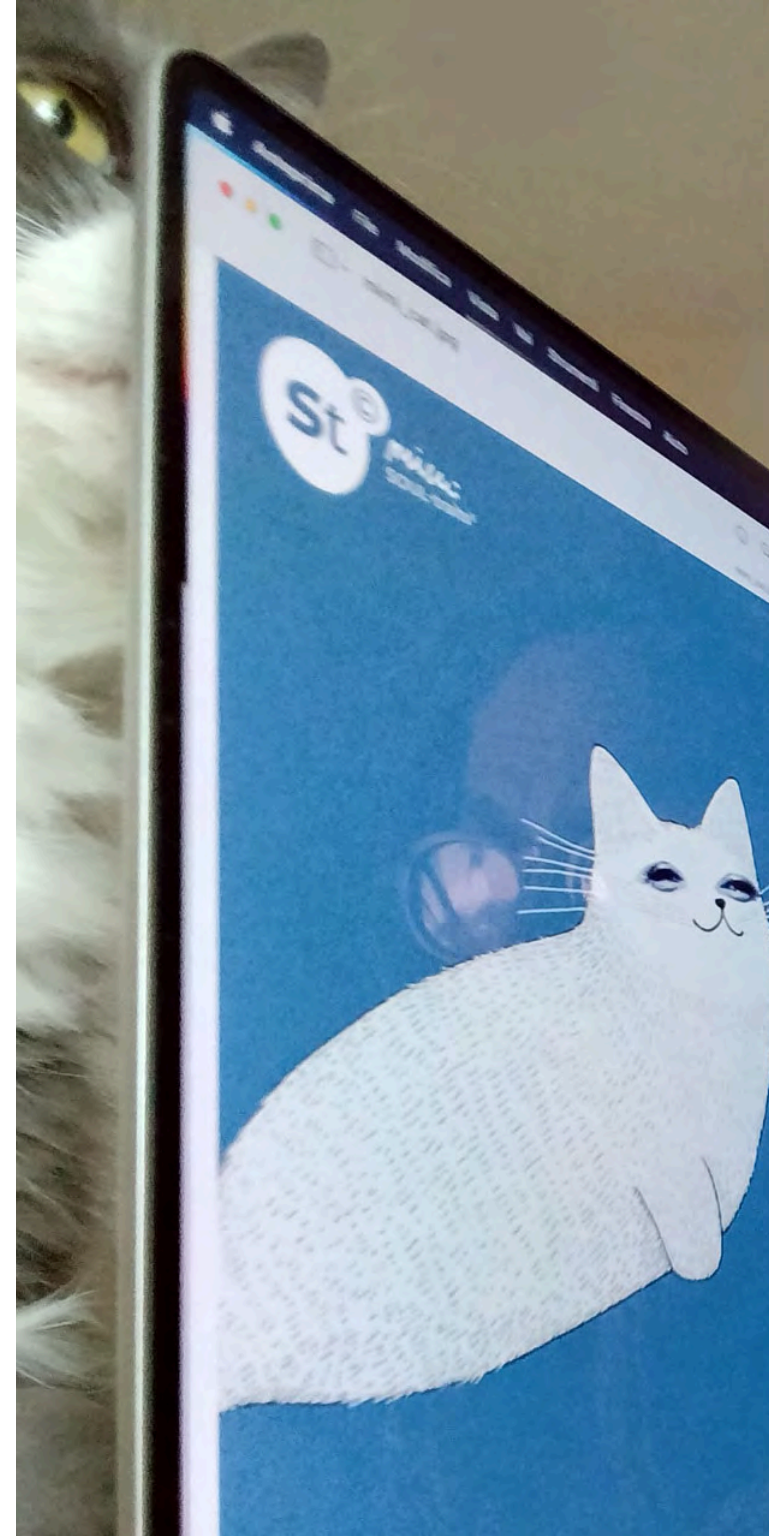
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## COMMENTS

/ Among the many newsletters received '.... there is only one that arrives on tiptoe. **It brings with it the desire to share and not to teach or determine a thought.** If anything, more to compare and, even, listen to what you have to say. It may be a coincidence that Mimi di Ciaula calls them 'Soul-Letters©'.

/ 'I was captured by that small **moment of thinking outside the box that drags you away from human affairs and gives you an intimate, profound and surprising space.** As well as offering a bath of intelligent and refined creativity.'

/ 'Mimi manages to **interpret the essence of people in the most intimate and empathetic way**'.







[mimi-diciaula.com](http://mimi-diciaula.com)

## INFO & CONTACTS

I am a passionate Art Director & Graphic Designer:  
I love beauty in communication and the connection  
with the brands that create it.

After several experiences in important design  
and graphics studios in Milan, including Matteo Thun & Partners,  
Design Continuum, Virgilio Matrix Communications, in 2008  
I founded my brand 'mimi graphic design' and since then I have  
been working as a freelancer.

In recent years I have felt the desire and the need to follow  
a more delicate and reciprocal path in communication.

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THANK YOU

