

caregiver

creator

ENTERTAINER

explorer

everyman

HERO

innocent

lover

MAGICIAN

REBEL

ROYAL

sage

UNLEASH YOUR
SUPERPOWERS

BRAND **ARCHETYPES**

caregiver

AKA Mom, Mother Earth, Healer

- Motto** Love your neighbour as yourself
- Desire** Protect + Care for others
- Goal** To help others
- Fears** Selfishness + Ingratitude
- Strategy** Doing things for others
- Weakness** Martyrdom + being exploited
- Talent** Compassion + Generosity

Voice: Considerate, thoughtful, kind

How customers Feel: Loved, taken care of, safe "I'm not alone in this", secure, thankful.

Live your brand: Volunteer, help others, share the causes you are passionate about

BRANDS

VOLVO

Johnson & Johnson



FAMOUS CAREGIVER



Angelina Jolie

Princess Diana

MINDSET



COLOUR



Want to know how you can use your archetype to attract more clients?

Find out, email me, julia@designerbility.com.au

creator

AKA Artist, Designer, Maker

- Motto** If you can imagine it, it can be done
- Desire** To create things of enduring value
- Goal** To realise a vision
- Fears** Unintended negative consequences
- Strategy** Develop a vision and live by it
- Weakness** Becoming manipulative
- Talent** Finding win-win solutions

Voice: Unique, descriptive, visual and metaphor rich

How customers Feel: "I want to do what s/he can", amazed, inspired

Live your brand: Show your creative process, inspiration, tools and always be creating new things.

BRANDS



SONY



FAMOUS CREATOR



William Shakespeare

Salvador Dalí

MINDSET

If you ask me what I came to do in this world, I, an artist, will answer you: I am here to live out loud.

COLOUR



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ENTERTAINER

AKA Jester, Comedian, Performer

- Motto** You only live once
- Desire** To live in the moment with full enjoyment
- Goal** To have a great time and lighten up the world
- Fears** Being bored or boring others
- Strategy** Play, make jokes, be funny
- Weakness** Frivolity, wasting time
- Talent** Joy

- Voice:** Enthusiastic, expressive, self deprecating, tell jokes
- How customers Feel:** Playful, "I love life" Giddy, Energetic, Entertained, Amused
- Live your brand:** Point out the silly parts of life don't take yourself too seriously

BRANDS



FAMOUS ENTERTAINER



Billy Crystal



Bette Midler

MINDSET

"A day without laughter is a day wasted."

COLOUR



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explorer

AKA Adventurer, Pioneer, Seeker

- Motto** Don't fence me in
- Desire** The freedom to find out who you are through exploring the world
- Goal** To experience a better, more authentic, more fulfilling life
- Fears** Getting trapped, conformity, and inner emptiness
- Strategy** Journey, seeking out and experiencing new things, escape from boredom
- Weakness** Aimless wandering, becoming a misfit
- Talent** Autonomy, ambition, being true to one's soul

Voice: Open-minded, resourceful, tolerant

How customers Feel: Adventurous, cultured, "I have no limits", amazed, alive

Live your brand: Travel often and share your journeys. Share ways that your life is unconventional.

BRANDS



FAMOUS EXPLORER



Indiana Jones

Steve Irwin

MINDSET



COLOUR



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everyman

AKA Good Old Boy, Girl Next Door, Average Joe

Motto	All men and women are created equal
Desire	Connecting with others
Goal	To belong
Fears	To be left out or to stand out from the crowd
Strategy	Develop ordinary solid virtues, be down to earth, the common touch
Weakness	Losing one's own self in an effort to blend in or for the sake of superficial relationships
Talent	Realism, empathy, lack of pretence

Voice: Friendly, humble, honest, practical

How customers Feel: Understood, included. "If she can I can too", warm, trusting

Live your brand: Create real connections and friendships with your audience. Share "normal" parts of your life with them.

BRANDS



COVERGIRL

FAMOUS EVERYMAN



MINDSET



COLOUR



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HERO

AKA Warrior, Champion, Victor

- Motto** Where there's a will, there's a way
- Desire** To prove one's worth through courageous acts
- Goal** Expert mastery in a way that improves the world
- Fears** Weakness, vulnerability, being a "chicken"
- Strategy** To be as strong and competent as possible
- Weakness** Arrogance, always needing another battle to fight
- Talent** Competence and courage

- Voice:** Motivational, self-confident, self disciplined, direct.
- How customers Feel:** Inspired, "I can overcome this challenge with massive action", Empowered, Determined, Motivated.
- Live your brand:** Inspire others by showing the challenges you have overcome. Challenge yourself. Get physical (play sports, work out)

BRANDS



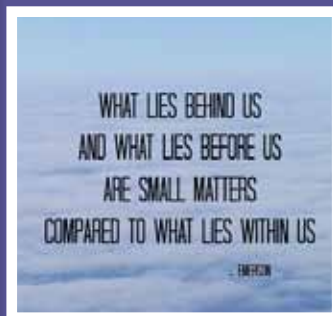
FAMOUS HERO



Hugh Jackman - Wolverine

Jennifer Lawrence, Hunger Games

MINDSET



COLOUR



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innocent

AKA Purist, Idealist, Traditionalist

- Motto** Free to be you and me
- Desire** To get to paradise
- Goal** To be happy
- Fears** To be punished for doing something bad or wrong
- Strategy** To do things right
- Weakness** Boring for all their naive innocence
- Talent** Faith and optimism

Voice: Simple and concise language, cheerful and optimistic

How customers Feel: "I can do this!" encouraged, joy

Live your brand: Guard your reputation - you don't want to shock people by not living up to your image, Share what excited you.

BRANDS



FAMOUS INNOCENT



Forest Gump



Dorothy, Wizard of Oz

MINDSET



COLOUR



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Lover

AKA Seducer, Pleasure Seeker, Sensualist

- Motto** You're the only one
- Desire** Intimacy and experience
- Goal** Being in a relationship with the people, work and surroundings they love
- Fears** Being alone, a wallflower, unwanted, unloved
- Strategy** To become more and more physically and emotionally attractive
- Weakness** Outward-directed desire to please others at risk of losing own identity
- Talent** Passion, gratitude, appreciation, and commitment

Voice: Affectionate, adjective-rich.

How customers Feel: Turned on, "I want what s/he has", Excited, Affection, Spellbound.

Live your brand: Profess your love. Share your passions. Don't turn down the sexy/ beauty - its who you are.

BRANDS



VICTORIA'S SECRET

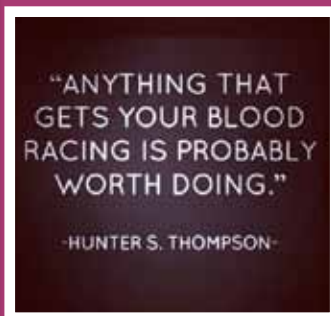
FAMOUS LOVER



Nigella Lawson

John Mayer

MINDSET



COLOUR



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MAGICIAN

AKA Innovator, Transformer, Visionary

- Motto** I make things happen
- Desire** Understanding the fundamental laws of the universe
- Goal** To make dreams come true
- Fears** Unintended negative consequences
- Strategy** Develop a vision and live by it
- Weakness** Becoming manipulative
- Talent** Finding win-win solutions

Voice: Expansive, moving, articulate.

How customers Feel: "I want to experience that", I am on the cutting edge", fascinated, enchanted

Live your brand: Know the latest trends and help define new ones. Transform into the best YOU possible

BRANDS



FAMOUS MAGICIAN



Steven Spielberg

Oprah

MINDSET



COLOUR



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REBEL

AKA Maverick, Revolutionary, Outlaw

- Motto** Rules are made to be broken
- Desire** Revenge or revolution
- Goal** To overturn what isn't working
- Fears** To be powerless or ineffectual
- Strategy** Disrupt, destroy, or shock
- Weakness** Crossing over to the dark side, crime
- Talent** Outrageousness, radical freedom

- Voice:** Candid, raw, honest
- How customers Feel:** Rebellious, "Other people are wrong", stimulated, thrilled, impulsive, uncommon
- Live your brand:** Speak up about things you don't agree with. Take risks, Do 'unpopular' things.

BRANDS



FAMOUS REBEL



Kyle Sandilands



Lady Gaga

MINDSET



COLOUR



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ROYAL



AKA Maverick, Revolutionary, Outlaw

- Motto** Power isn't everything, it's the only thing.
- Desire** Control
- Goal** Create a prosperous, successful family or community
- Fears** To be powerless or ineffectual
- Strategy** Exercise power
- Weakness** Being authoritarian, unable to delegate
- Talent** Responsibility, leadership

Voice: Refined, articulate

How customers Feel: "If I follow them, I'll share their success", "I have good taste" enthralled, admiration.

Live your brand: Show images of you with other "A-listers" in your community, Dress and look the part

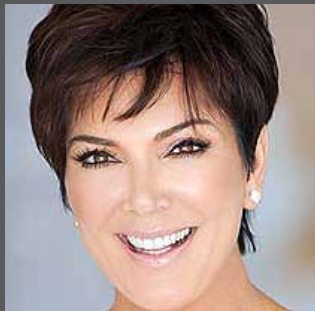
BRANDS



FAMOUS ROYAL



Donald Trump



Kris Jenner

MINDSET



COLOUR



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sage

AKA Teacher, Expert, Thinker

- Motto** The truth will set you free
- Desire** To find the truth
- Goal** To use intelligence and analysis to understand the world
- Fears** Being duped, misled-or ignorance
- Strategy** Seeking out information and knowledge; self-reflection and understanding thought processes
- Weakness** Can study details forever and never act
- Talent** Wisdom, intelligence

Voice: Factual, decisive, authoritative, intelligent, researched.

How customers Feel: Educated, "in the know", wise, "I understand:", engrossed

Live your brand: Read, analyse patterns. test all assumptions, share your research process. share stats

BRANDS



FAMOUS SAGE



Deepak Chopra

Brené Brown

MINDSET



COLOUR



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