

# What's Your Personal Brand? Let's Find Out in 3 Minutes



**CAREGIVER**  
*Service*



**RULER**  
*Control*



**CREATOR**  
*Innovation*



**HERO**  
*We Can Do It*



**MAGICIAN**  
*Transformation*



**OUTLAW**  
*Liberation*



**EVERYMAN**  
*Regular Guy / Gal*



**JESTER**  
*Fun & Games  
Enjoy!*



**LOVER**  
*Intimacy*



**EXPLORER**  
*Freedom*



**SAGE**  
*Understanding*



**INNOCENT**  
*Safety*



[The 3-Minute, Personal Branding Express –  
How To Brand Yourself 1–2–3!](#)

# 12 BRAND ARCHETYPES

## Provides Structure for the World



### Caregiver

"Service"

- Motto: Love your neighbour as yourself
- Core desire: protect and care for others
- Goal: to help others



### Ruler

"Control"

- Motto: Power isn't everything, it's the only thing.
- Core desire: control
- Goal: create a



### Creator

"Innovation"

- Motto: If you can imagine it, it can be done
- Core desire: to create things of enduring value

- Greatest fear: selfishness and ingratitude
- Strategy: doing for others
- Weakness: martyrdom and being exploited
- Talent: compassion, generosity
- **ALSO KNOWN AS (AKA):** The saint, altruist, parent, helper, supporter.

- prosperous, successful family or community
- Strategy: exercise power
- Greatest fear: chaos, being overthrown
- Weakness: being authoritarian, unable to delegate
- Talent: responsibility, leadership
- AKA: The boss, leader, aristocrat, king, queen, politician, role model, manager or administrator.

- Goal: to realize a vision
- Greatest fear: mediocre vision or execution
- Strategy: develop artistic control and skill
- Task: to create culture, express own vision
- Weakness: perfectionism, bad solutions
- Talent: creativity and imagination
- AKA: The artist, inventor, innovator, musician, writer, or dreamer.

## **Connects with Others**



## **Everyman**

“Service”

- The Orphan/Regular Guy or Gal
- Motto: All men and women are created equal
- Core Desire: connecting with others
- Goal: to belong
- Greatest fear: to be left out or to stand out from the crowd
- Strategy: develop



## **Jester**

“Fun & Games - Enjoyment”

- Motto: You only live once
- Core desire: to live in the moment with full enjoyment
- Goal: to have a great time and lighten up the world
- Greatest fear: being bored or boring others
- Strategy: play, make jokes, be funny
- Weakness: frivolity,



## **Lover**

“Intimacy”

- Motto: You're the only one
- Core desire: intimacy and experience
- Goal: being in a relationship with the people, work and surroundings they love
- Greatest fear: being alone, a wallflower, unwanted, unloved
- Strategy: to become more and more

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 pretense
- AKA: The good old boy, everyman, the person next door, the realist, the working stiff, the solid citizen, the good neighbor, the silent majority.

wasting time

- Talent: joy
- AKA: The fool, trickster, joker, practical joker or comedian.

physically and  
emotionally attractive

- Weakness: outward-directed desire to please others at risk of losing own identity
- Talent: passion, gratitude, appreciation, and commitment
- AKA: The partner, friend, intimate, enthusiast, sensualist, spouse, team-builder.

## **Leaves a Mark on the World**



## **Hero**

**"Mastery"**

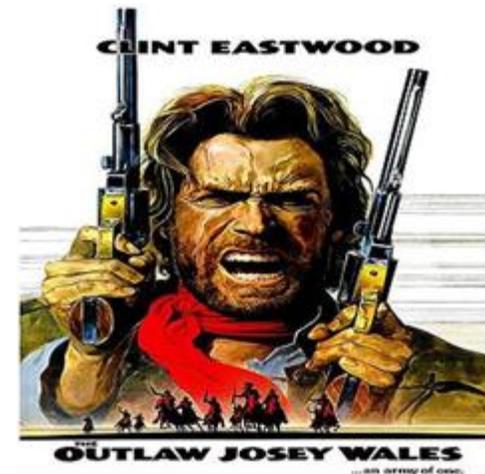
- Motto: Where there's a will, there's a way
- Core desire: to prove one's worth through courageous acts
- Goal: expert mastery in a way that improves the world
- Greatest fear: weakness, vulnerability, being a "chicken"
- Strategy: to be as



## **Magician**

**"Power"**

- Motto: I make things happen.
- Core desire: understanding the fundamental laws of the universe
- Goal: to make dreams come true
- Greatest fear: unintended negative consequences
- Strategy: develop a vision and live by it



## **Outlaw / Rebel**

**"Liberation"**

- Motto: Rules are made to be broken
- Core desire: revenge or revolution
- Goal: to overturn what isn't working
- Greatest fear: to be powerless or ineffectual
- Strategy: disrupt, destroy, or shock
- Weakness: crossing over to the dark side,

strong and competent as possible

- Weakness: arrogance, always needing another battle to fight
- Talent: competence and courage
- AKA: The warrior, crusader, rescuer, superhero, the soldier, dragon slayer, the winner and the team player.

- Weakness: becoming manipulative
- Talent: finding win-win solutions
- AKA: The visionary, catalyst, inventor, charismatic leader, shaman, healer, medicine man.

crime

- Talent: outrageousness, radical freedom
- AKA: The rebel, revolutionary, wild man, the misfit, or iconoclast.

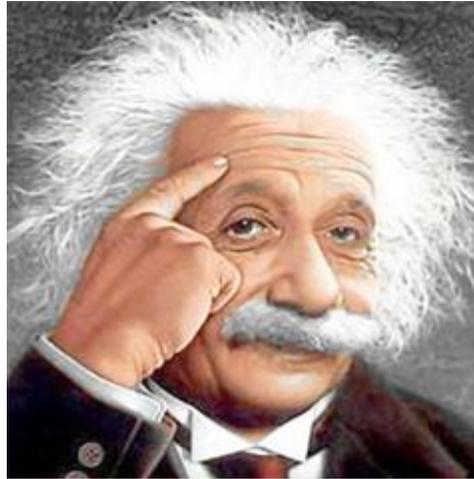
## **Yearning for Paradise**



## **Explorer**

“Freedom”

- Motto: Don't fence me in
- Core desire: the freedom to find out who you are through exploring the world
- Goal: to experience a better, more authentic, more fulfilling life
- Biggest fear: getting trapped, conformity, and inner emptiness



## **Sage**

“Understanding”

- Motto: The truth will set you free
- Core desire: to find the truth.
- Goal: to use intelligence and analysis to understand the world.
- Biggest fear: being duped, misled—or ignorance.
- Strategy: seeking out information and



## **Innocent**

“Safety”

- Motto: Free to be you and me
- Core desire: to get to paradise
- Goal: to be happy
- Greatest fear: to be punished for doing something bad or wrong
- Strategy: to do things right
- Weakness: boring for all their naive

- 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
- AKA: The seeker, iconoclast, wanderer, individualist, pilgrim.

- knowledge; self-reflection and understanding thought processes.
- Weakness: can study details forever and never act.
  - Talent: wisdom, intelligence.
  - AKA: The expert, scholar, detective, advisor, thinker, philosopher, academic, researcher, thinker, planner, professional, mentor, teacher, contemplative.

- innocence
- Talent: faith and optimism
  - AKA: Utopian, traditionalist, naive, mystic, saint, romantic, dreamer.