

# Brand Archetypes

Please refer to the additional lists of brand archetypes in the Module 2 Toolbox

**The Hero** highly regarded, performs with courage and bravery

**The Patriarch/ Matriarch** male/female head of the family or tribe, founder of community

**The Helper** makes things easy or less difficult

**The Sage** venerated for the possession of wisdom, judgment, and experience

**The Shaman** intermediary between the natural and supernatural worlds

**The Interpreter** makes things easier to understand

**The Teacher** imparts knowledge, helps with understanding

**The Magician** has extraordinary or mystical influence, makes things happen as if by magic

**The Guru** intellectual or spiritual guide or leader who counsels or advises

**The Warrior** shows great courage or aggressiveness against the enemy; a fighter

**The Mentor** wise and influential sponsor or supporter, teaches and gives counsel

**The Savior** rescues from danger, keeps safe

**The Guide** assists in traveling through unfamiliar areas, gives direction, meaning, and significance

Your brand may, at any point in time, appear to your clients in ANY of these roles. However, you very often have 2-3 dominant roles that you play more often. These are the go-to "characters" that you most often rely on when communicating to your clients.

**The power of Archetypes is that they are intuitively recognized.** That means your client doesn't have to think about it before they begin to identify or feel resonance with you. Remember, as Resonance increases, Resistance decreases, so when it's possible for you to utilize/play up your brand archetypes, it makes it easier to do business with your clients.

Each hero archetype fills a specific need. When a client needs nurturing and support, the Helper or Warrior may be a better choice than the Shaman. Likewise, when a client needs to be rescued, you may opt to use language that positions you as the Hero, or The Savior.

When you think of you or your brand/business, which of the Archetypes seem to be your dominant roles? Why?