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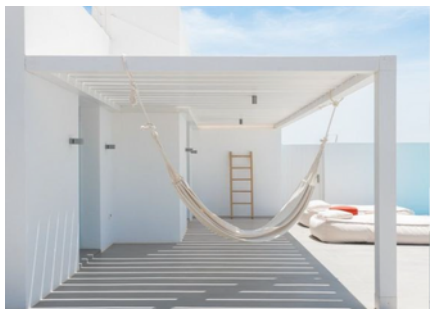

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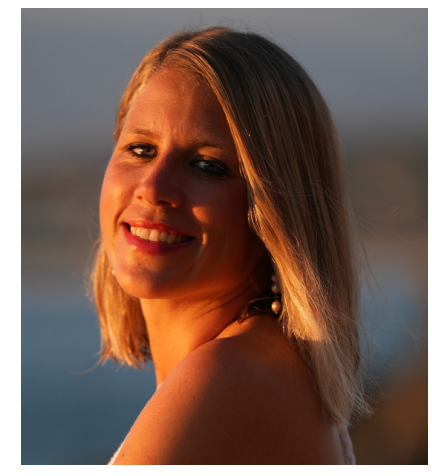

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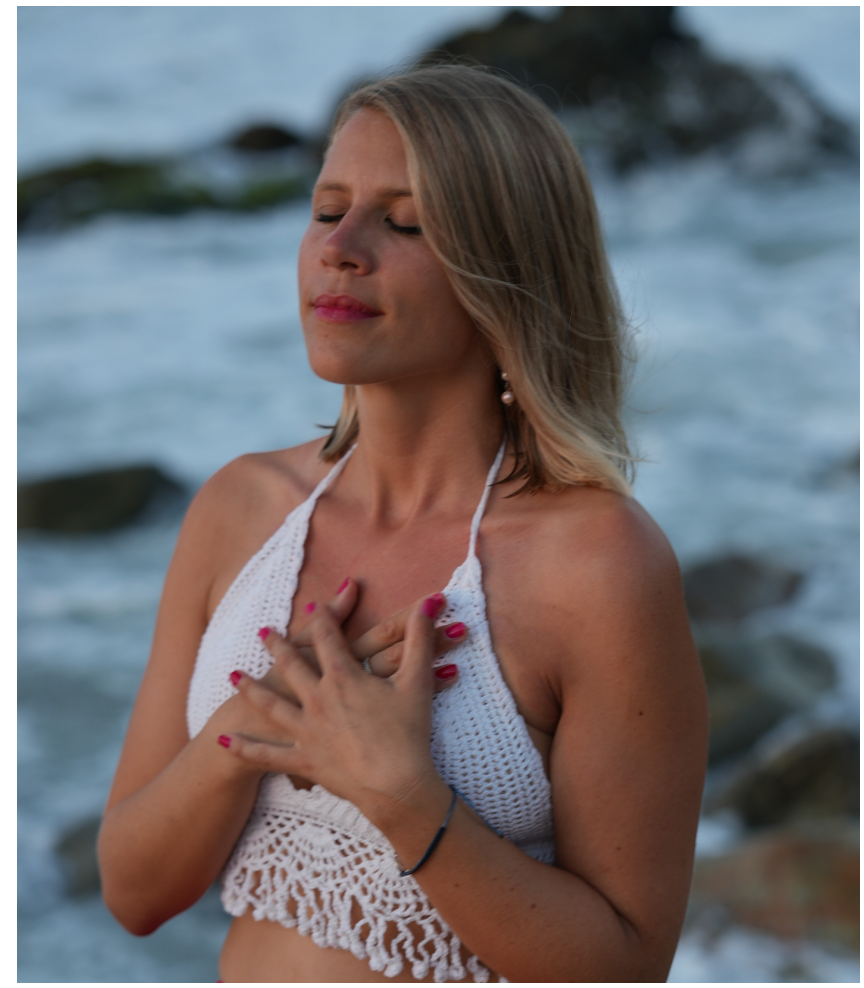

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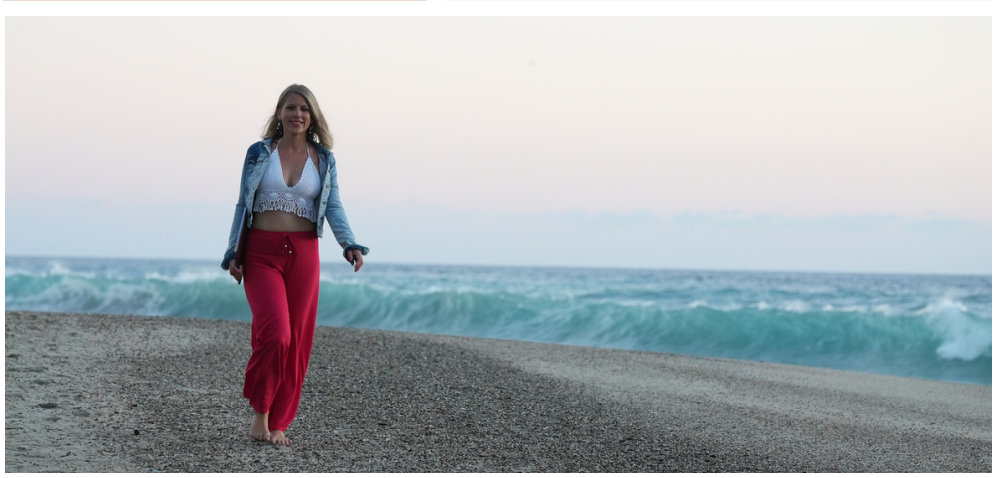
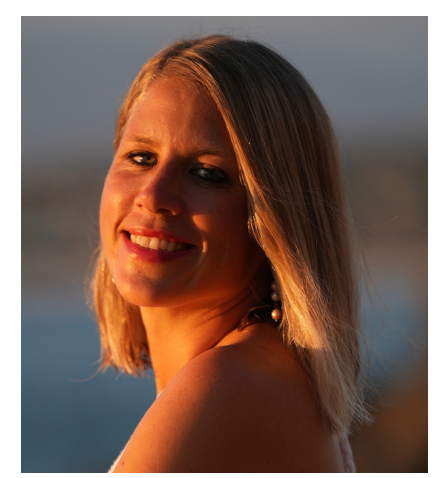
Alex Zuber





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alex zuber

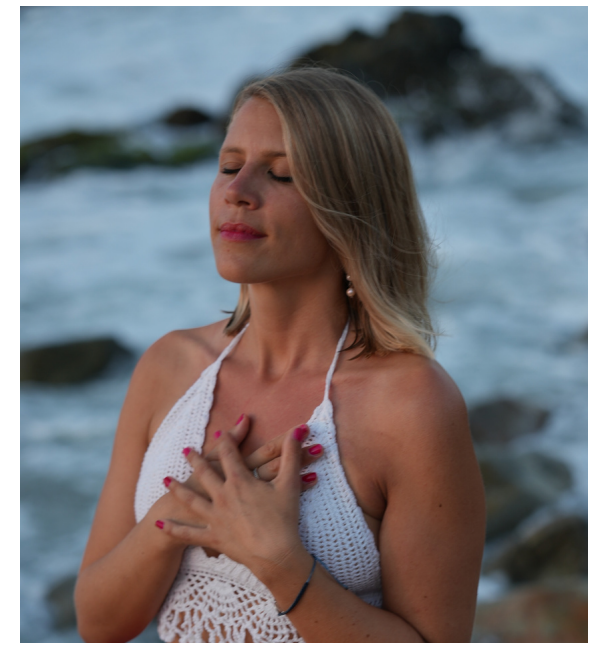
# ALEX ZUBER

ALEX
ZUBER

# ALEX ZUBER

Identify the self sabotaging behaviours keeping you from living up to your fullest potential and transform your subconcious mind into a leading a life of impact and confidence.

ALEX
ZUBER



# IT CAN HAPPEN!

# RULES ARE MEANT TO BE BROKEN!

**REBELLIOUS**

Tomorrow is brighter than today and all your dreams can come true if you believe.

You don't have to settle for status quo. First demand more, second, go out and get it.

*informed*

*combative*

**LIBERATION**

**CHANGE**

**VISION**

**BELIEF**

**ACCEPTANCE**

**DOUBT**

**CONFORMITY**

**INDEPENDENCE**

**LIBERATION**

**Denounce Status Quo**

**Develop A Vision & Live By It**

**Disprupt + Shock**

**Ability to transform**

| DRIVE | FEAR |
| --- | --- |
| Liberation | Consequences |
| Change | Doubt |
| Righteousness | Entrapment |
| Revenge | Stagnation |
| Independence | Uncertainty |
| Transformation | Servitude |
| Knowledge | Conformity |
| Vision | Complacency |
| Belief | Acceptance |
| Discovery | Dependence |

# IT CAN HAPPEN.

**MYSTICAL**
**INFORMED**
**REASSURING**

Tomorrow is brighter than today and all your dreams can come true if you believe.

The Magician strives to make dreams come true through somewhat mystical ways. They have the ability to take people on a journey of transformation through the experience of a magical moment. They believe that we are limited only by imagination and defy the common belief of the laws of reality to lead us to a better future. Magicians have a thirst for knowledge though they don't willingly share it, rather they use it to show their vision.

The Magician archetype rarely fits a buyer persona but appeals to different personas with their ability to transform. Brands that provide a product or service that take their customers on a transformational journey (Lost to found, Insecurity to security, Worn out to refreshed), could well consider the Magician Archetype as the personality to connect with their audience.

**DRIVE**

Transformation
Knowledge
Vision
Belief
Discovery

**FEAR**

Consequences
Stagnation
Doubt
Uncertainty

**STRATEGY**

**Develop A Vision & Live By It**

**Transformation**

# The Outlaw

REVOLUTION

*Rules are made to be broken*

## RULES ARE MEANT TO BE BROKEN.

**DISRUPTIVE**
**REBELLIOUS**
**COMBATIVE**

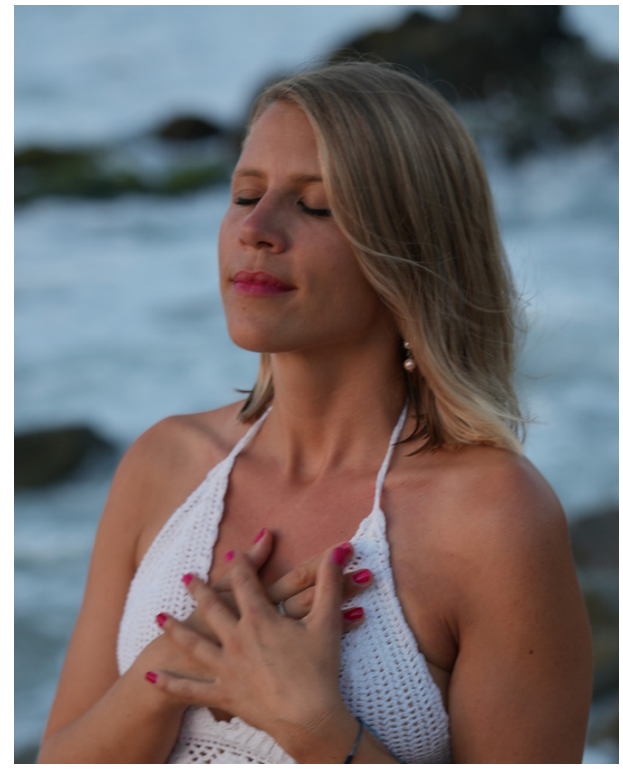
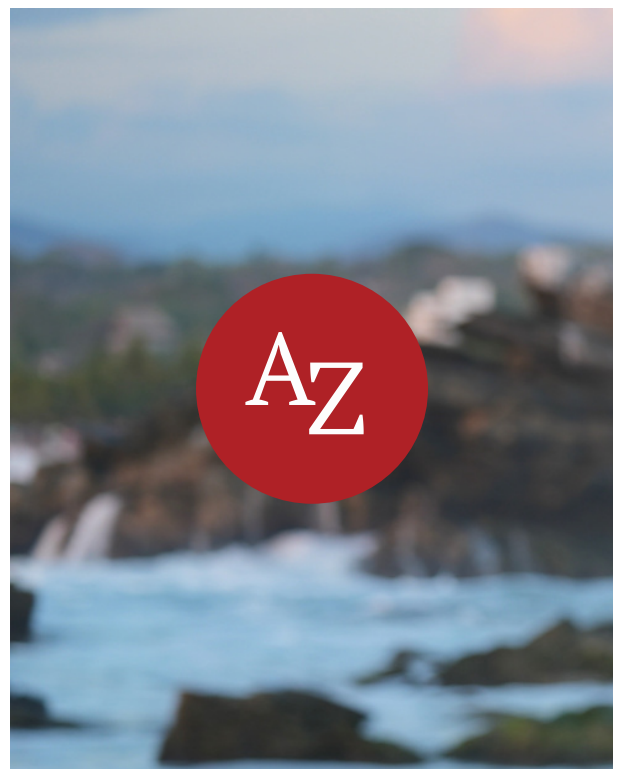
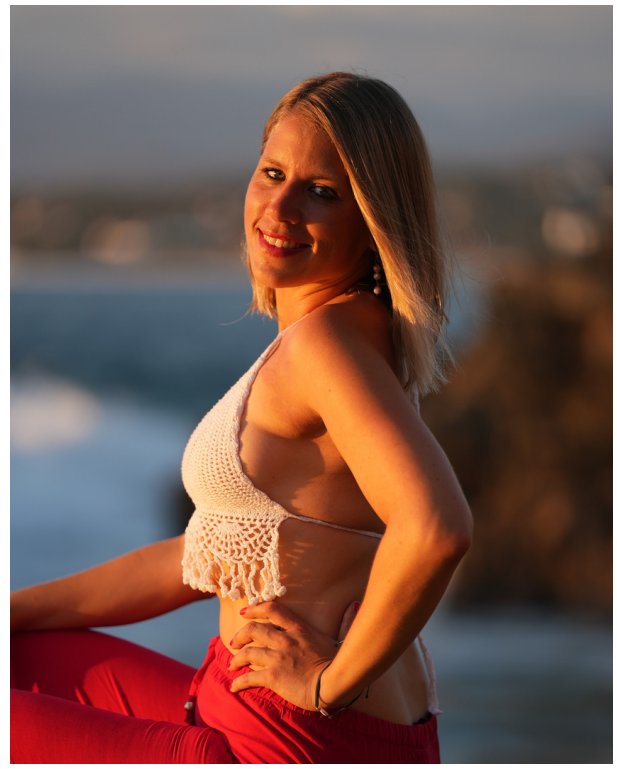
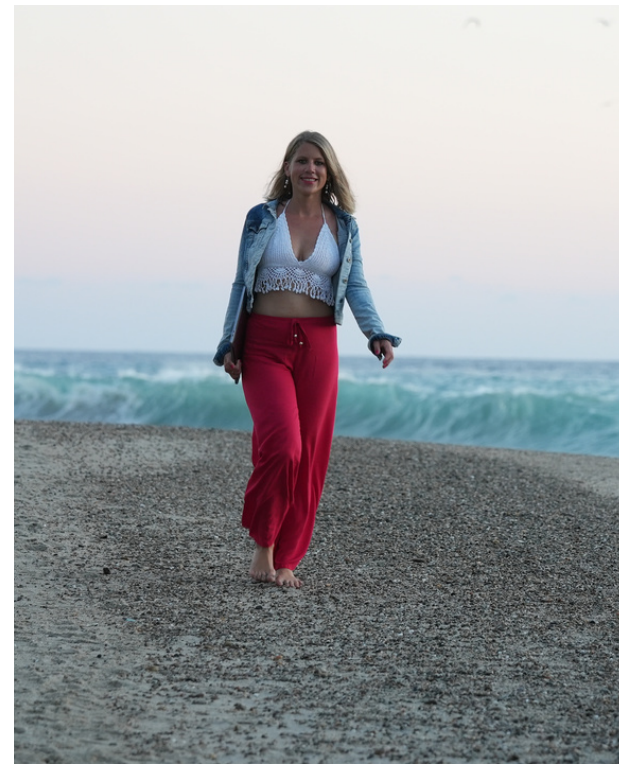
You don't have to settle for status quo. First demand more, second, go out and get it.

The Outlaw has a desire for revolution partly to change the world for the better and partly for the anarchy involved. They have a disdain for rules, regulation and conformity that would remove any form of their freedom of choice (or anyone else's). They are good at the core but anger is part of their motivation, which can become the dominant force. Without a fight, they are lost.

| DRIVE | FEAR |
|---|---|
| Liberation | Servitude |
| Change | Conformity |
| Righteousness | Complacency |
| Revenge | Acceptance |
| Independence | Dependence |

To appeal to an outlaw you need to prove to them first that you see the world as they do. Status Quo and Conformity are the common enemy and showing disdain for either will go a long way to resonating. Encouraging, facilitating or empowering revolution on the other hand, will make you an instant family (or gang) member. Formal communication should be avoided and your language and tone should be laced with grit and attitude.

**STRATEGY**

**Denounce Status Quo**

**Disprupt + Shock**