

# Romantic



## SPIRITUAL CONTRACT

*“To deepen intimate connections”*

The Romantic archetype's deep desire is for intimacy, connection and feeling singled out as special. The Romantic covers the spectrum from pure sexuality to enduring love to deep friendship. The Romantic is attentive, often elegant and promises a feeling of being loved, desired, indulged or decadent. The Romantic appeals to our core need to be loved and appreciated. The enduring quality of the Romantic appeals to our deep longing for the ideal relationship.

# Romantic

Companion • Lover • Hedonist • Partner • Goddess

## Finding And Giving Love

Sensual • Sensory • Intimate

### BRAND SOUL

- Belonging
- Love
- Special
- Lusciousness
- Connection
- Abundant

### STRENGTHS

- ▲ Being openhearted
- ▲ Creating partnerships
- ▲ Enjoying pleasures
- ▲ Appreciating beauty
- ▲ Creating intimacy
- ▲ Focusing on the senses
- ▲ Following your bliss
- ▲ Cultivating specialness

### CHALLENGES

- Envy
- Rivalry
- Over-pleasing
- Shallowness
- Heartbreak
- Over-preciousness

### EXAMPLES OF ROMANTIC BRANDS

- ◆ Hallmark
- ◆ Haagen-Dazs
- ◆ Opium perfume
- ◆ Godiva chocolate
- ◆ Jaguar
- ◆ Pasta Barilla
- ◆ Caress
- ◆ Dior
- ◆ Cinderella
- ◆ Victoria's Secret
- ◆ Sophia Loren
- ◆ eHarmony

### YOUR ROMANTIC CLIENTS

It doesn't matter what industry you are in, your Romantic brand appeals to those who are craving a deeper sensory experience and heartfelt connection. They desire to feel loved and special and they want to be romanced. They love secrets, flirting and attention. They crave feeling they are the center of your world and are often willing to pay a premium for this type of specialness. Give your branding a high touch feel, and be sure to include surprises that will delight their senses. Everyone wants to feel loved and if your Romantic brand treats your clients as a cherished friend or lover they will appreciate your caring with loyalty and commitment!

### BRANDING WORDS

Romance  
Heart  
Sex  
Desire  
Friendship  
Beauty  
Connection  
Adored  
Magnetism  
Resist  
Attract  
Seduction  
Deep  
Elegant  
Tantalize  
Envy  
Tempting  
Power  
Allure  
Appeal  
Guilty  
Emotion  
Erotic  
Pleasures  
Animal  
Love  
Moonlight  
Relationship  
Intimacy  
Luscious  
Indulge  
Caring  
Passion  
Quality  
Secrets  
Forever  
Appreciated  
Commitment  
Attention  
Special  
Thoughtful



# Nurturer



## SPIRITUAL CONTRACT

*“To care for, nourish and protect our  
mind, body and soul”*

The Nurturer's compassion, generosity and caring envelopes us in the feeling that we are home. They care for our health, happiness and well-being by soothing our hurts and comforting our hearts. The Nurturer's deep desire is to take care of the people and things in their world, keeping them safe and protected. While often associated with women ("Mother Earth") men too, can claim this role. Although they are not typically the center of attention, the Nurturer's influence can be felt throughout our society and its social programs. The Nurturer appeals to our need for comfort and acceptance, no matter what.

# Nurturer

Supporter • Care Giver • Angel • Guardian • Protector

*Creating Meaning By  
Caring For Others*

Heart-centered • Giving • Trustworthy

## BRAND SOUL

- Caring
- Compassion
- Empathy
- Generous
- Protective
- Thoughtful

## STRENGTHS

- ▲ Moved by compassion
- ▲ Helping others
- ▲ Being positive
- ▲ Highly intuitive
- ▲ Protecting others
- ▲ Extreme generosity
- ▲ Believing in second chances
- ▲ Sensitive to other's needs

## CHALLENGES

- Martyrdom
- Resentment
- Smothering
- Exhaustion
- Enabling
- Guilt

## EXAMPLES OF NURTURER BRANDS

- ◆ Princess Diana
- ◆ Campbell's soup
- ◆ Habitat for Humanity
- ◆ Dr. Scholl's
- ◆ Airbags
- ◆ Ace hardware
- ◆ General Electric
- ◆ Stouffer's
- ◆ Volvo
- ◆ Dove soap
- ◆ Nordstrom
- ◆ Allstate insurance

## YOUR NURTURER CLIENTS

It doesn't matter what industry you are in, your Nurturer brand appeals to those who desire feeling cared for, protected or comforted. They crave safety, both physical and emotional. They want to feel valued, appreciated and accepted as they are. Establish in your branding that you are a safe haven, making sure your clients feel your caring, compassion and generosity in every aspect of your business. Everyone wants to feel secure and loved, and your Nurturer brand can easily create an environment where clients feel their needs and feelings are important. When you make them the center of your world, they will love you for life!

## BRANDING WORDS

Care  
Others  
Protect  
Stewardship  
Soothe  
Cherish  
Benefit  
Compassion  
Support  
Attentive  
Sacrifice  
Mother Nature  
Connecting  
Touch  
Compelled  
Dependable  
Empathy  
Safety  
Health  
Happiness  
Devoted  
Giving  
Generous  
Helpful  
Intuitive  
Kind  
Good  
Worry  
Constancy  
Love  
Trust  
Provide  
Listening  
Positive  
Sensitive  
Nourish  
Comfort  
Reliable  
Hope  
Satisfy  
Unconditional  
Understanding  
Grow  
Thoughtful  
Family

# *Innocent*



## SPIRITUAL CONTRACT

*“To make us new again”*

The promise of the Innocent is we can be happy. The Innocent’s child-like appeal touches our heart and holds out hope that somehow, we can escape the hectic life around us and instead find ourselves in our own version of Utopia. The Innocent’s unwavering faith and optimism speaks to our need for simpler times, wholesomeness and honest values. Innocent brands create long-lasting loyalty because there is always some part of us that wants to either be a kid again, or feel taken care of in at least one corner of our lives. No matter how practical the product, when created by the Innocent archetype it becomes something that makes us smile, feeling good and hopeful about the world again.



### BRAND SOUL

- Simple
- Paradise
- Naivety
- Believe
- Idyllic
- Gentle

### STRENGTHS

- ▲ Embracing simplicity
- ▲ Creating paradise
- ▲ Unwavering optimism
- ▲ Relying on faith
- ▲ Seeing the good
- ▲ Providing relief
- ▲ Highly trusting
- ▲ Being happy

### CHALLENGES

- Unrealistic
- Denial
- Disempowered
- Naive
- Irresponsible
- Dependent

### EXAMPLES OF INNOCENT BRANDS

- ◆ Real Simple magazine
- ◆ Chicken Soup for the Soul
- ◆ Pillsbury Doughboy
- ◆ Ronald McDonald
- ◆ Disney
- ◆ Coca Cola
- ◆ Tom Hanks
- ◆ Ivory soap
- ◆ Organic foods
- ◆ Hawaii
- ◆ Cotton
- ◆ Volkswagen

### YOUR INNOCENT CLIENTS

It doesn't matter what industry you are in, your Innocent brand appeals to those who desire an escape to something simpler, better or gentler. They love feeling a childlike wonder. They love feeling sentimental or even wistful for days gone by. They desire relinquishing all responsibility for at least a brief period of time. They crave feeling fresh, renewed and made new again. Create in your branding a feeling of escape, simplicity and ease. Include a sense of happiness, dreaminess or childlike optimism. Everyone wants to feel rejuvenated and your Innocent brand can easily be positioned as a sanctuary where peace and simplicity are abundant!

### BRANDING WORDS

Wonder  
Child  
Pure  
Dreamy  
White  
New  
Fresh  
Clear  
Faith  
Simple  
Uncomplicated  
Good  
Organic  
Nature  
Happiness  
Eden  
Tender  
Clean  
Wholesome  
Real  
Harmony  
Heaven-sent  
Renew  
Safe  
Ideal  
Honesty  
Authenticity  
Upbeat  
Optimistic  
Perfect  
Supported  
Promise  
Protected  
Paradise  
Idyllic  
Cute  
Playful

# Explorer



## SPIRITUAL CONTRACT

*“To discover deep fulfillment, freedom and authenticity”*

The Explorer's drive is to seek new experiences. They have a foot in both the physical and the spiritual world, as they see both as landscapes of possibilities and self-expression. Restless and often ambitious, the Explorer's quest is for individuality and uniqueness. They often feel alone (since they are usually out in front, blazing a trail) and shy away from depending on others. Their intense need for wide-open vistas and what is new or different keeps them on the move. For this reason, Explorers comfortably embrace different cultures and ideas. Their deeply rooted need for self-expression and individuality gives us a positive role model for discovering our own unique brilliance and originality.

### BRAND SOUL

- Restless
- Driven
- Accepting
- Independent
- Motivated
- Achieving

### STRENGTHS

- ▲ High achieving
- ▲ Willing to take risks
- ▲ Staying true to core values
- ▲ Driven and ambitious
- ▲ Pushing limits
- ▲ Discovering the deeper meaning
- ▲ Never giving up
- ▲ Unwavering optimism

### CHALLENGES

- Striving
- Dissatisfaction
- Isolation
- Aloofness
- Exhaustion
- Perfectionism

### EXAMPLES OF EXPLORER BRANDS

- ◆ REI
- ◆ Dorothy in The Wizard of Oz
- ◆ Declaration of Independence
- ◆ National Geographic
- ◆ Levi jeans
- ◆ Jeep
- ◆ Chico clothing
- ◆ PBS television
- ◆ NASA
- ◆ Starbucks
- ◆ Rockport shoes
- ◆ Amazon

### YOUR EXPLORER CLIENTS

It doesn't matter what industry you are in, your Explorer brand appeals to those who want to feel free and true to themselves. They crave creating their unique mark on the world and look to you for tools and solutions to help them reach this highly personal goal. They want to feel unique and special. You appeal to a time in their life when they desire to express their authentic individuality. Give your branding a positive, ambitious, goal-achieving orientation and let it reflect that the journey is just as important as the destination. Everyone has a desire to discover new insights about themselves and live by their values, making your Explorer brand the perfect catalyst for creating freedom, self-expression and independence!

### BRANDING WORDS

Unique  
Individual  
Signature  
Travel  
Genuine  
Inspire  
Spirit  
Explore  
Quest  
Seek  
Find  
Innovate  
Create  
Meet  
Independent  
Freedom  
Authentic  
Identity  
Non-conforming  
Personal  
New  
Beauty  
Pioneer  
Soul  
Journey  
Destination  
Lead  
Express  
Fantasy  
Bold  
Original  
Restless  
Custom  
Expression  
Different  
Depth  
Discovery  
Choice  
Your Way  
Unusual



# Artist



## SPIRITUAL CONTRACT

*“To confidently honor self-expression”*

The Artist's drive to re-imagine the ordinary and turn it into the extraordinary is fueled by a deep desire to make things different than they are. Their imagination and unwillingness to conform is the catalyst for innovation and a never-ending stream of possibility. What we see as simply lumps of clay, bits of paint and canvas, bricks and mortar or untapped potential, the Artist sees as unlimited potential to transform our human experience. Their love of beauty, design and creativity can be expressed in any form, from great art to redesigning everyday tasks, objects and recreating our lives. The Artist lifts us up and gives us permission to create not only how we see our world but who we are in it as well.

# Artist

Originator • Creator • Dreamer • Inventor • Innovator

## Craving Self-Expression

Creative • Imaginative • Non-Conformist

### BRAND SOUL

- Creative
- Imaginative
- Nonconforming
- Passionate
- Expressive
- Beauty

### STRENGTHS

- ▲ Highly sensitive
- ▲ Creative problem solving
- ▲ Seeing opportunities
- ▲ Valuing self-expression
- ▲ Ability to re-imagine something new
- ▲ Turning ordinary into extraordinary
- ▲ Love of complexity
- ▲ Bursts of inspiration

### CHALLENGES

- Distraction
- Perfectionism
- Procrastination
- Judgment
- Obsession
- Elitism

### EXAMPLES OF ARTIST BRANDS

- ◆ Fast Company
- ◆ Adobe
- ◆ Movado watches
- ◆ MAC makeup
- ◆ Etsy
- ◆ Martha Stewart
- ◆ Crayola crayons
- ◆ Mozart
- ◆ Lego
- ◆ Sherwin-Williams
- ◆ Pinterest
- ◆ Apple

### YOUR ARTIST CLIENTS

It doesn't matter what industry you are in, your Artist brand appeals to those who are looking for their inner Creator to be awakened. They desire reinvention and want to feel the thrill of putting their unique stamp on something. They desire to feel self-expressed and valued as an individual. Your clients may not have your inventive skills or abilities but they want to be involved in the process of creating or customizing something just for them. Give your branding a self-expressive design feel, with lots of emotionally evocative imagery and encouraging, imaginative language. Everyone has an inner artist in them and your Artist brand is the perfect catalyst for helping your clients express something personal and meaningful!

### BRANDING WORDS

Beauty  
Art  
Spirit  
Portrait  
Design  
Craft  
Elegant  
Taste  
Inspire  
Timeless  
Creativity  
Imaginative  
Different  
Quality  
Talent  
Inspiration  
Expression  
Valued  
Priceless  
Treasured  
Express  
Unusual  
Innovate  
Authentic  
Curiosity  
Transformative  
Fantasy  
Vision  
Do-it-yourself  
Personal  
Fine  
Unique  
Custom  
Option  
Daydream  
Different



# Sage



## SPIRITUAL CONTRACT

*“To discover the truth and share wisdom”*

The Sage archetype is driven to search for information, wisdom and insight, and share these with the rest of the world. The Sage is a natural skeptic and seeks to find proof or evidence to validate their discoveries, insights or hypothesis. At their best the Sage integrates information and insight to uplift our spirit and advance our lives. When expressing their gifts they are able to uncover true wisdom from the merely factual. The Sage values experience, advice and a legacy. The Sage appeals to our desire for rationale, logic and explanations to support their insights.



### BRAND SOUL

- Learning
- Curiosity
- Knowledge
- Expertise
- Enlightenment
- Insight

### STRENGTHS

- ▲ Original thinking
- ▲ Seeking information
- ▲ Discovering the truth
- ▲ Enlightening others
- ▲ Being objective
- ▲ Encourages independent thinking
- ▲ Sharing wisdom
- ▲ Solving a mystery

### CHALLENGES

- Detachment
- Opinionated
- Uncommitted
- Indecisive
- Over-analysis
- Inaction

### EXAMPLES OF SAGE BRANDS

- ◆ Oprah
- ◆ T.E.D. talks
- ◆ Discovery channel
- ◆ Procter & Gamble
- ◆ Consumer Reports
- ◆ Deepak Chopra
- ◆ Smithsonian
- ◆ Wall Street Journal
- ◆ Sherlock Holmes
- ◆ Walter Cronkite
- ◆ Mayo Clinic
- ◆ Google

### YOUR SAGE CLIENTS

It doesn't matter what industry you are in, your Sage brand appeals to those who desire information they can trust and believe. They crave receiving information, then making up their own mind. They want to feel validated and that their opinions are respected. They value empathy and want to know you've been in their shoes so they can learn the steps you took to go from struggle to success. Establish in your branding that you are an expert, giving plenty of proof that your information can be trusted and always show the pros and cons of working with you. Use knowledge-based tools such as writing a book or creating a course to show your expertise. Everyone is hungry to increase their knowledge and abilities, and your Sage brand can easily be positioned as a trusted source that your ideal clients respect and admire!

### BRANDING WORDS

Establish  
Mastery  
Wisdom  
Knowledge  
Study  
Learn  
Academic  
Proof  
Lesson  
Expert  
Data  
Contemplate  
Elite  
Information  
Objectivity  
Analyze  
Intelligence  
Plan  
Reliable  
Investigate  
Research  
Believe  
Independence  
Think  
Respect  
Experience  
Mentor  
Harmony  
Tutorial  
Understanding  
Advice  
Trust  
Honor  
Curiosity

# Hero



## SPIRITUAL CONTRACT

*“To achieve grace by triumphing over adversity”*

The Hero's bravery and courage can take many forms, from toughness, conquest and the drive to battle, to championing those who cannot stand up for themselves. The Hero finds strength in adversity and values resilience, honor and ambition. The Hero's journey may be a physical one or may instead be an interior quest of proving worth, facing fear and overcoming great obstacles. While the Hero's power and strength is often channeled into extreme competitiveness, when directed toward a higher good the Hero's perseverance, grit and determination inspires us with the courage to achieve more than we thought possible. No matter what, the Hero helps us tap into our own sense of honor, values and conviction.

# Hero

Heroine • Warrior • Rescuer • Protector • Champion

## Taking Courageous Action

Courageous • Unwavering • Inspiring

### BRAND SOUL

- Brave
- Passionate
- Strong
- Honorable
- Sensitive
- Determined

### STRENGTHS

- ▲ Courageous action
- ▲ Setting boundaries
- ▲ Overcoming adversity
- ▲ Defending integrity
- ▲ Protecting the vulnerable
- ▲ Braving fear
- ▲ Inspiring mental or physical toughness
- ▲ Highly sensitive

### CHALLENGES

- Obsession
- Pride
- Isolation
- Cynical
- Secretive
- Reactionary

### EXAMPLES OF HERO BRANDS

- ◆ Nike
- ◆ Doctors Without Borders
- ◆ American Red Cross
- ◆ Firefighter
- ◆ Federal Express
- ◆ Dodge Ram trucks
- ◆ Rocky
- ◆ Nelson Mandela
- ◆ Under Armour
- ◆ Joan of Arc
- ◆ Robin Hood
- ◆ Malala Yousafzai

### YOUR HERO CLIENTS

It doesn't matter what industry you are in, your Hero brand appeals to those who want to be championed to better their best. They want to be saved from struggle or difficulties and will often seek you out when they feel most vulnerable. They crave feeling protected by your strength and toughness. They want to feel the thrill of victory and achievement. Give your branding a feeling of durability, power and winning, and include a dose of humility and vulnerability. Everyone wants to feel like a winner and your Hero brand is ideal for helping your clients break through limits and champion them to achieve more than they previously thought possible!

### BRANDING WORDS

Heroic  
Destiny  
Ambitious  
Conquer  
Courage  
Victim  
Skill  
Purpose  
Challenge  
Struggle  
Overcome  
Triumph  
Decisive  
Mission  
Champion  
Winner  
Obstacle  
Victory  
Loyal  
Fortitude  
Ambition  
Tough  
Strength  
Discipline  
Focus  
Determination  
Respect  
Rescue  
Honor  
Humility  
Powerful  
Spirit  
Resilience  
Sacrifice  
Conviction  
Brave  
Sustain  
Energy  
Mastery  
Value  
Journey  
Surrender  
Achieve



# Humanitarian



## SPIRITUAL CONTRACT

*“To speak up for the common man/woman”*

The Humanitarian archetype is the unsung hero. Their preference is to work behind the scenes for what they believe is fair and just, though they are willing to take center stage for a cause that is important enough to them. The Humanitarian wants to be sure the common person feels heard, recognized and valued. In their "I'm just like you" style, they are often the driving force behind great social change. They lead from the trenches, often inspiring others by their simple, forthright character. The Humanitarian archetype taps into our desire to know that we all count, and we each have a voice, no matter what our status is in life.

# Humanitarian

Advocate • Citizen • Neighbor • Friend • Everyman/woman

*Being Okay Just As You Are*

Equality • Belonging • Everyone Matters

## BRAND SOUL

- Friendly
- Approachable
- Accepting
- Supportive
- Faithful
- Genuine

## STRENGTHS

- ▲ Creating community
- ▲ Embracing diversity
- ▲ Easily approachable
- ▲ Fighting for equality
- ▲ Being unpretentious
- ▲ Supporting the underdog
- ▲ Representing simplicity
- ▲ Seeing magic in the ordinary

## CHALLENGES

- Invisibility
- Cynicism
- Disregarded
- Unappreciated
- Resentment
- Victimized

## EXAMPLES OF HUMANITARIAN BRANDS

- ◆ Ebay
- ◆ Wrangler jeans
- ◆ State Farm
- ◆ Budweiser
- ◆ Paul Newman
- ◆ Just My Size
- ◆ Humane Society
- ◆ Labor unions
- ◆ H&R Block
- ◆ Rosa Parks
- ◆ Michael Moore
- ◆ Country music

## YOUR HUMANITARIAN CLIENTS

It doesn't matter what industry you are in, your Humanitarian brand appeals to those who desire feeling a sense of belonging, just as they are. They crave friendship, connection and value everyday honest qualities over elite status. They want to feel allegiance and love showing their affiliation by wearing clothes or symbols that represent their association with a brand or team. Establish in your branding you are a friend, sharing common down-to-earth values of goodness, friendliness and neighborly caring, being sure to never put on airs. Give them something they can wear to show their connection with you. Everyone wants to feel they belong and your Humanitarian brand can easily create a long-lasting bond of loyalty and friendship with your clients!

## BRANDING WORDS

Fairness  
Equal  
Old fashioned  
Fit in  
Diversity  
Common  
Acceptance  
Ordinary  
Reliable  
Crowd  
Everyday  
Friendly  
Inclusive  
Connection  
Folk  
Genuine  
Community  
Alliance  
Utilitarian  
Honest  
No-nonsense  
Real  
Unassuming  
Integrity  
Character  
Simple  
Regular  
Same  
Earthy  
Good  
Neighbor  
Underdog  
Group  
Belong  
Support  
Union  
Average  
Frugal  
Everybody  
Like



# Ruler



## SPIRITUAL CONTRACT

*“To create order, peace and prosperity”*

The Ruler's mission is to create structure so others can prosper. Though often quiet, they are commanding, authoritative and have little patience for ambiguity. The Ruler archetype appeals to our desire to feel important, in control and in charge. Ruler brands help us become the King, Queen or Goddess of our domain. While the Ruler can seem domineering or autocratic, their true gift is in empowering leadership, prosperity and success in others.



# Ruler

Leader • Boss • Queen • Director • Role Model

*Empowering  
Themselves And Others*

In-charge • Confident • Inspiring

## BRAND SOUL

- Integrity
- Power
- Confidence
- Leadership
- Structure
- Status

## STRENGTHS

- ▲ Taking charge
- ▲ Inspiring confidence
- ▲ Being responsible
- ▲ Generosity
- ▲ Demonstrating integrity
- ▲ Creating order out of chaos
- ▲ Creating ideal morals and standards
- ▲ Empowering others

## CHALLENGES

- Dominating
- Controlling
- Rigidity
- Snobbiness
- Assuming
- Overruling

## EXAMPLES OF RULER BRANDS

- ◆ Mercedes Benz
- ◆ American Express
- ◆ Arianna Huffington
- ◆ Winston Churchill
- ◆ Tiffany
- ◆ Fortune magazine
- ◆ Pantene
- ◆ Microsoft
- ◆ Rolex
- ◆ First class
- ◆ Chanel
- ◆ Louis Vuitton

## YOUR RULER CLIENTS

It doesn't matter what industry you are in, your Ruler brand appeals to those who want to feel secure, get organized and feel what they need has already been thought out for them – by you. They want things to get under control and to feel a sense of mastery. You appeal to their desire to feel significant and important, and they want a leader who is someone they can trust, admire and be inspired by. Give your branding a feeling of grace and power. Turn loose your natural ability to organize into systems that make your clients feel appreciated, valued and important. Everyone wants to feel successful and your Ruler brand is ideal for inspiring confidence, creating clients who will be loyal to you for life!

## BRANDING WORDS

Power  
Decision  
Strength  
Ideal  
Command  
Confidence  
Trust  
Sacred  
Order  
Chaos  
Authority  
Established  
Focus  
Organized  
Should  
Super  
High powered  
Privileged  
Exclusive  
Elite  
Harmony  
Important  
Limit  
Security  
Priority  
Prestige  
First class  
Control  
Impressive  
Mastery  
Influence  
Wealth  
Dominate  
Lead  
Image  
Success  
Safety  
Flawless  
Law  
Rule/Rules  
Prosperity  
Build  
Timeless  
Status  
Protect  
Benevolence  
All  
Empire  
Money

# Alchemist



## SPIRITUAL CONTRACT

*“To make dreams come true”*

The Alchemist is the visionary, catalyst, innovator, charismatic leader, mediator, shaman, healer, or medicine man or woman. They inspire people to commit to a higher vision of what they can be or do. Their service promises transformation and often has the allure of an instant change. Although Alchemist brands like Weight Watchers produce slower transformation, there is still a marked contrast between where a person starts and where they end up. They love synchronicity, are unconventional, hopeful and value the link between magic and practical outcomes. The Alchemist appeals to our desire to snap our fingers and experience a sense of magic, transforming ourselves or our situation into what we dream it can be.

# Alchemist

Visionary • Catalyst • Magician • Illuminator • Scientist

*Creating Amazing Change*

Magical • Transformational • Intuitive

## BRAND SOUL

- Dream
- Enchant
- Wow
- Illuminate
- Transform
- Miracle

## STRENGTHS

- ▲ Highly innovative
- ▲ Creating change
- ▲ Producing ideas
- ▲ Highly intuitive
- ▲ Inventing new solutions
- ▲ Transforming situations
- ▲ Accessing unseen powers
- ▲ Inspiring possibility

## CHALLENGES

- Ungrounded
- Perfectionism
- Unrealistic
- Superiority
- Procrastination
- Trickery

## EXAMPLES OF ALCHEMIST BRANDS

- ◆ Mastercard
- ◆ Harry Potter
- ◆ Weight Watchers
- ◆ Dog Whisperer
- ◆ Pharmaceuticals
- ◆ Oil of Olay
- ◆ Swiss Army knives
- ◆ Xbox
- ◆ Axe
- ◆ Las Vegas
- ◆ Spanx
- ◆ Pandora

## YOUR ALCHEMIST CLIENTS

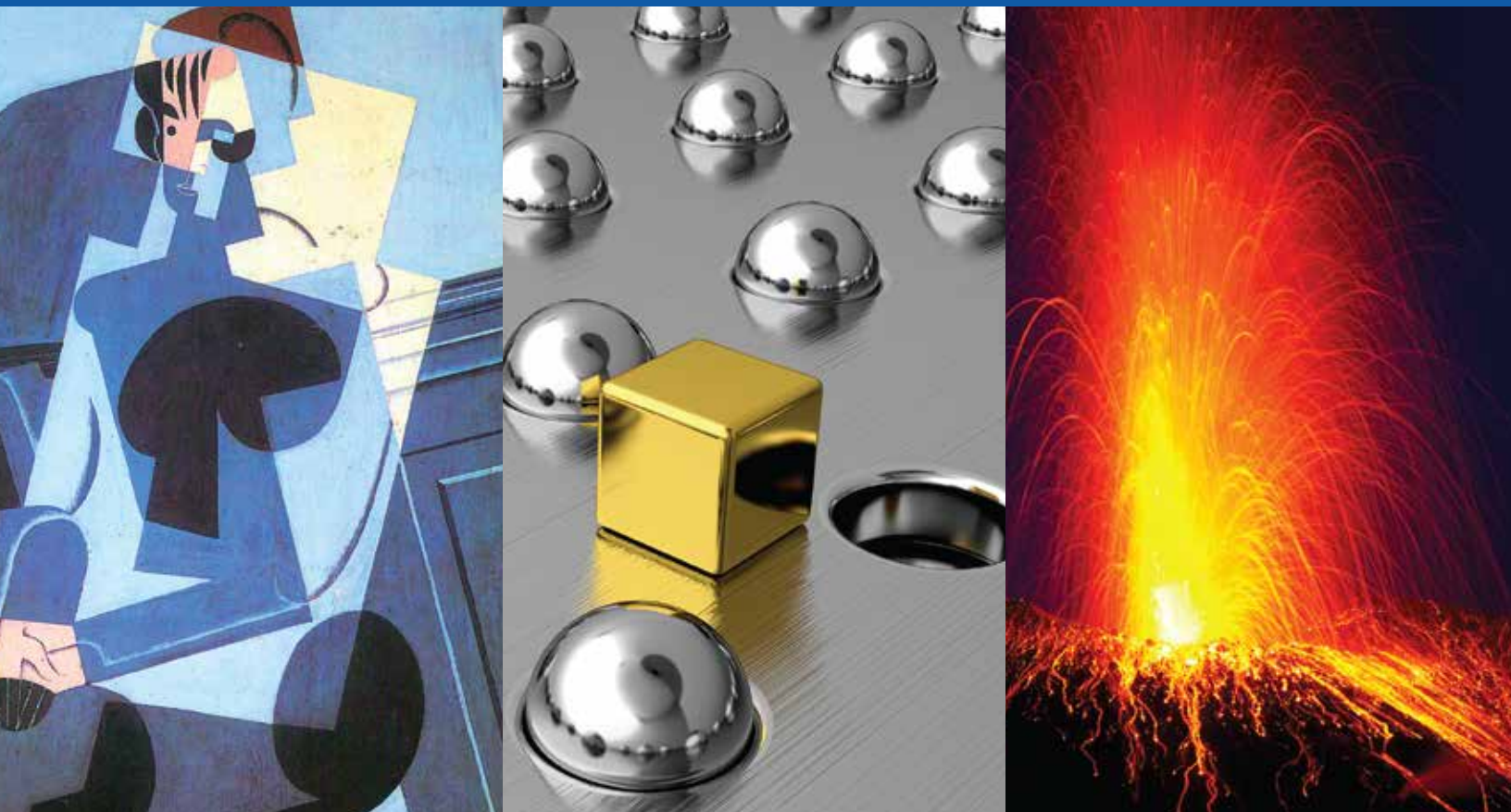
It doesn't matter what industry you are in, your Alchemist brand appeals to those who desire something in their lives be magically transformed. They crave change in areas important to them and want you to make it easy for them to reach their goal. This is the essence of making change feel magical. They love anything that feels new or amazing, and are attracted to things mystical or ancient in origin. They will look to you to help them realize their dream, give them a clear vision or help them see a new possibility. Make sure your branding takes a specific desire and presents it in a way that feels transformational. Everyone wants to feel wowed by something magical and your Alchemist brand is ideal for helping people feel that what they want is possible!

## BRANDING WORDS

Magic  
Transformation  
Visionary  
Mystery  
Fascinating  
Dream  
Ritual  
Mind/Body  
Change  
Essence  
Manifestation  
Power  
Catalyst  
Enlightening  
Hunch  
Disguise  
Miracle  
Manifest  
Intuition  
Universe  
Instant  
Chemistry  
Synchronicity  
Flow  
Influence  
Charisma  
Before/After  
Spirit  
Breakthrough  
Change  
Appear  
Energy  
Simple/Complex  
Wisdom  
Fantasy  
Transform  
Play  
Escape  
Potential



# Maverick



## SPIRITUAL CONTRACT

*“Challenging the world as we know it”*

The Maverick is driven to shake things up. They are the rebel, outlaw, daredevil or revolutionary. They feel like an alienated outsider yet often possess a romantic “bad boy” identity that is highly charismatic. The Maverick’s power to transform is by disruption, breaking the rules and challenging authority. Their need to revolt is a powerful force behind important social change, yet can also swing to lawlessness and even the victimizing of others. Mavericks such as the mythic Bonnie and Clyde or Butch Cassidy and the Sundance Kid give the rest of us permission to express our dark side that yearns to break loose, challenge limits or participate in forbidden behavior.

### BRAND SOUL

- Dangerous
- Unstoppable
- Edgy
- Rebellious
- Innovative
- Gutsy

### STRENGTHS

- ▲ Challenging authority
- ▲ Not caring what others think
- ▲ Instigating change
- ▲ Representing the underdog
- ▲ Creating something new
- ▲ Starting a revolution
- ▲ Breaking the rules
- ▲ Challenging limits

### CHALLENGES

- Lawlessness
- Negativity
- Isolation
- Anger
- Loneliness
- Reactionary

### EXAMPLES OF MAVERICK BRANDS

- ◆ Hard Candy lipstick
- ◆ Heavy metal music
- ◆ Jolt Cola
- ◆ Thelma and Louise
- ◆ Jack Nicholson
- ◆ Madonna
- ◆ Harley Davidson
- ◆ MTV
- ◆ Rap music
- ◆ 1960's counter-culture
- ◆ Pirates
- ◆ James Dean

### YOUR MAVERICK CLIENTS

It doesn't matter what industry you are in, your Maverick brand appeals to those who want to feel free, rebellious or bad – even if just temporarily. They desire to stand out from the crowd or to be part of a cause in a revolutionary way. They want to leave responsibility behind (even if just for the weekend). You appeal to their desire to stop conforming. They want to feel different than others or from what is traditionally done in their life. Give your branding edgy images and copy writing that describes feeling liberated, rebellious or fighting for a cause. Everyone has a wild side and your Maverick brand is the catalyst to bring out their inner rebel!

### BRANDING WORDS

Break  
Rebel  
Adolescent  
Danger  
Attention  
Revolutionary  
Shock  
Struggle  
Silver Tongued Devil  
Authority  
Edgy  
Contrary  
Wild  
Defiance  
Vicarious  
Misfit  
Sexuality  
Bold  
Freedom  
Thrill  
Challenge  
Counter  
Daring  
Fight  
Outlaw  
Forbidden  
Rights  
Outrageous  
Defy  
Different  
Injustice  
Attitude  
Disregard  
Extreme  
Against



# Jester



## SPIRITUAL CONTRACT

*“To offer a different perspective”*

Never satisfied with the status quo, the Jester uses their cleverness to help us see the world from a new perspective. The Jester's love of the unexpected jars us out of complacency and reminds us not to take life too seriously. The Jester's disrespect for what is proper often puts them at odds with the “powers that be.” Yet by doing so, the Jester creates the possibility for a variety of new ideas and innovations to be expressed. The Jester gives us permission to, at times, be a little naughty, have fun and escape from our daily cares and responsibilities. By making fun of anything and everything the Jester helps us relax and add fun, spontaneity and enjoyment into the predictability of our lives.



### BRAND SOUL

- Happy
- Comical
- Playful
- Imaginative
- Energetic
- Carefree

### STRENGTHS

- ▲ Highly creative
- ▲ Fast thinking
- ▲ Being clever
- ▲ Lots of energy
- ▲ Breaking stereotypes
- ▲ Sparking laughter
- ▲ Changing the mood
- ▲ Being irreverent

### CHALLENGES

- Irresponsibility
- Meanness
- Insensitivity
- Loneliness
- Childishness
- Needy

### EXAMPLES OF JESTER BRANDS

- ◆ Harlem Globetrotters
- ◆ Shakespeare comedies
- ◆ Saturday Night Live
- ◆ Aflac insurance
- ◆ Steve Martin
- ◆ Ben and Jerry's
- ◆ M&M candy
- ◆ Got Milk?
- ◆ Pepsi
- ◆ Almond Joy
- ◆ Robin Williams
- ◆ Geico insurance

### YOUR JESTER CLIENTS

It doesn't matter what industry you are in, your Jester brand appeals to those who desire to have fun and escape everyday issues. They love to laugh, desire variety and are always looking for novelty. They want to be surprised and love seeing how silly others can be. They want you to help them tap into their youthful, playful side and love to feel a little naughty. Make sure your branding is fresh, colorful and takes a playful approach. Everyone wants to have more fun and your Jester brand is ideal for helping people lighten up and laugh, no matter how difficult their challenges may be!

### BRANDING WORDS

Clown  
Laugh  
Childlike  
Audience  
Crazy  
Tickle  
Serious  
Rule breaker  
Fool  
Creative  
Game  
Impulsive  
Joke  
Enjoy  
Good Time  
Attention  
Entertain  
Mischievous  
Party  
Playful  
Spontaneous  
Easy  
Ridiculous  
Fun  
Prank  
Refreshing  
Clever  
Trickster  
Brainstorm  
Zany  
Antics  
Unpredictable  
Change  
Possibility  
Why Not