



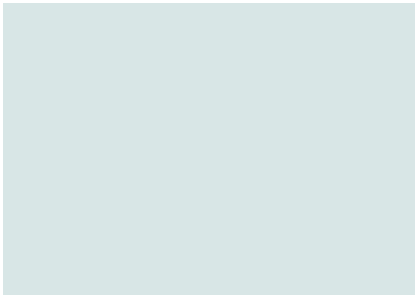
PATRICIA | THE BRAND



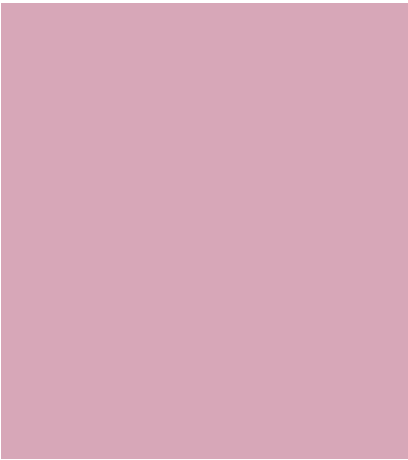
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True Beauty Rituals



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true beauty





True Beauty Rituals

Helping women with low self-worth
overcome perfectionism and believe she's
truly beautiful on the inside and out.



THE TRUTH WILL understanding SET YOU FREE IT CAN HAPPEN power

STRATEGY

Education Is The Path To
Wisdom And Wisdom Is
Where The Answers Lie.

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

MYSTICAL
INFORMED
REASSURING
KNOWLEDGEABLE
ASSURED
GUIDING

DRIVE

Wisdom
Intelligence
Expertise
Information
Influence
Transformation
Knowledge
Vision
Belief
Discovery

FEAR

Ignorance
Insanity
Powerlessness
Misinformation
Inaccuracy
Consequences
Stagnation
Doubt
Uncertainty

Show The Path To Wisdom
Celebrate Life-Long Learning
Develop A Vision & Live By It
Transformation



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 TRUTH WILL SET YOU FREE

**KNOWLEDGEABLE
ASSURED
GUIDING**

**Education Is The Path To
Wisdom And Wisdom Is Where
The Answers Lie.**

The Sage is a seeker of truth, knowledge and wisdom. Their drive comes from the desire to not only understand the world, but to then share that understanding with others. They are life-long learners and enjoy expressing their knowledge with philosophical conversations. They are more likely to pass on their wisdom to someone who can use it to change the world, rather than change the world with it themselves.

To appeal to a sage you need to pay homage to their intelligence as you communicate. Higher level vocabulary with layered or philosophical meaning will be acknowledged and appreciated while over simplified or dumbed down messages will not. They expect factual and well-researched information, which should be watertight to avoid challenges.

DRIVE

Wisdom
Intelligence
Expertise
Information
Influence

FEAR

Ignorance
Insanity
Powerlessness
Misinformation
Inaccuracy

STRATEGY

**Show The Path To Wisdom
Celebrate Life-Long Learning**

