

A 4x6 grid of 24 diverse images. The images include: a woman in a red dress, a bright sunburst, a purple rose, hands holding a red heart, a person in a blue dress, a green water droplet, a group of people on horseback, a red and orange flame, a blue river, a pile of colorful balloons, a knight in armor, a sunflower with sunglasses, a woman in a blue dress, a purple abstract shape, a black and white spiral, a woman's profile with a colorful swirl, a woman reading a book, a purple orchid, a sailboat, a pocket watch, a brown leather bag, a colorful abstract shape, a white flower in water, a group of people, a colorful abstract shape, a field of daisies, a golden crown, a woman in a blue dress, a peacock, a group of people, a colorful abstract shape, a peacock feather, a group of people, a blue abstract shape, and a red and orange flame.

Branding with Archetypes® • Copyright © Kendall SummerHawk • All Rights Reserved

Branding with Archetypes®

GROUP 1

	1	2	3
I love the idea of transforming something _____	<input type="checkbox"/>		
I believe rules are meant to be broken _____		<input type="checkbox"/>	
I believe in fairness and equality _____			<input type="checkbox"/>
My product/service offers lots of choices and variety _____	<input type="checkbox"/>		
I often feel isolated from other people _____		<input type="checkbox"/>	
People's rights are important to me _____			<input type="checkbox"/>
Spirituality is a vital connection for me in my work and life _____	<input type="checkbox"/>		
I would rather do something my own way than be popular _____		<input type="checkbox"/>	
My friends are a very important part of my life _____			<input type="checkbox"/>
I love to reframe a situation or offer a new perspective _____	<input type="checkbox"/>		
My product/service stands for something radical or different instead of blending in _____		<input type="checkbox"/>	
I value creating connection and community _____			<input type="checkbox"/>
I believe in serendipity _____	<input type="checkbox"/>		
My product/service makes people feel rebellious _____		<input type="checkbox"/>	
I would much rather work together than alone _____			<input type="checkbox"/>
TOTAL COLUMN 1	<input type="checkbox"/>		
TOTAL COLUMN 2		<input type="checkbox"/>	
TOTAL COLUMN 3			<input type="checkbox"/>

GROUP 2

	4	5	6
I often feel inspired and have an active imagination _____	<input type="checkbox"/>		
Creating a feeling of family or community is important to me _____		<input type="checkbox"/>	
I believe people need to lighten up _____			<input type="checkbox"/>
I believe form and function go hand-in-hand _____	<input type="checkbox"/>		
I value giving to others _____		<input type="checkbox"/>	
My product/service helps people feel playful _____			<input type="checkbox"/>
I enjoy the creative process _____	<input type="checkbox"/>		
I find it hard to say no to clients _____		<input type="checkbox"/>	
I like to help people have a good time _____			<input type="checkbox"/>
I do not like to compromise on my standards _____	<input type="checkbox"/>		
Kindness, caring and compassion are key values for me _____		<input type="checkbox"/>	
I laugh at the idea of following the rules _____			<input type="checkbox"/>
My product/service helps clients express themselves in a creative way _____	<input type="checkbox"/>		
My product/service provides comfort or security for my clients _____		<input type="checkbox"/>	
I value creativity and innovation _____			<input type="checkbox"/>
TOTAL COLUMN 4	<input type="checkbox"/>		
TOTAL COLUMN 5		<input type="checkbox"/>	
TOTAL COLUMN 6			<input type="checkbox"/>

Branding with Archetypes®

GROUP 3

	7	8	9
I like appealing to people's finer tastes _____	<input type="checkbox"/>		
I believe in happy endings _____		<input type="checkbox"/>	
I like feeling victorious _____			<input type="checkbox"/>
Creating intimate client, employee or vendor relationships is important to me _____	<input type="checkbox"/>		
My product/service is healthy or good for you _____		<input type="checkbox"/>	
I value hard work and perseverance _____			<input type="checkbox"/>
I see my clients as people to be loved or feel close to _____	<input type="checkbox"/>		
I like things to be simple, cheerful or upbeat _____		<input type="checkbox"/>	
Overcoming challenges is motivating to me _____			<input type="checkbox"/>
I value working with people on a heart-to-heart level _____	<input type="checkbox"/>		
My product/service creates a feeling of safety and predictability _____		<input type="checkbox"/>	
I believe in standing up for the underdog _____			<input type="checkbox"/>
I enjoy helping people feel special and appreciated _____	<input type="checkbox"/>		
Freshness, cleanliness and wholesomeness are important to me _____		<input type="checkbox"/>	
Anything can be accomplished with discipline and focus _____			<input type="checkbox"/>
TOTAL COLUMN 7	<input type="checkbox"/>		
TOTAL COLUMN 8		<input type="checkbox"/>	
TOTAL COLUMN 9			<input type="checkbox"/>

GROUP 4

	10	11	12
I value being in control _____	<input type="checkbox"/>		
I value self discovery _____		<input type="checkbox"/>	
It's important to seek the truth _____			<input type="checkbox"/>
Systems and structure are important for getting things done _____	<input type="checkbox"/>		
My product/service helps people find their way or learn more about themselves _____		<input type="checkbox"/>	
I believe that knowledge and wisdom are important _____			<input type="checkbox"/>
My product/service helps clients feel powerful or in charge _____	<input type="checkbox"/>		
Individuality, choice and uniqueness are key values for me _____		<input type="checkbox"/>	
I like to make people think _____			<input type="checkbox"/>
My product/service is seen as a step above the competition _____	<input type="checkbox"/>		
I love exploring new possibilities _____		<input type="checkbox"/>	
My product/service helps people investigate different viewpoints _____			<input type="checkbox"/>
I value doing the right thing even if it's not popular _____	<input type="checkbox"/>		
I tend to be a loner and prefer not to be part of a group for any length of time _____		<input type="checkbox"/>	
I respect objectivity _____			<input type="checkbox"/>
TOTAL COLUMN 10	<input type="checkbox"/>		
TOTAL COLUMN 11		<input type="checkbox"/>	
TOTAL COLUMN 12			<input type="checkbox"/>

Branding with Archetypes®

GROUP 5

13 14 15

- I know that each of us has the power to transform our lives _____ ☐
- If I don't like something I'll stand up against it _____ ☐
- I like people to know I can be counted on _____ ☐
- I love to see people come together and make something happen _____ ☐
- I value honesty above the law _____ ☐
- I believe rules are best if they apply to everyone _____ ☐
- I believe dreams can (and do) come true _____ ☐
- I'd rather stand up for what I believe in than compromise _____ ☐
- My product/service is good for everybody _____ ☐
- Communicating thoughts and ideas is really important to me _____ ☐
- I know I'm different from most people _____ ☐
- I expect people to do (and be) their best _____ ☐
- I prefer to see what happens rather than get too structured _____ ☐
- My product/service helps people look or act differently than others _____ ☐
- I like to help other people _____ ☐

TOTAL COLUMN 13

TOTAL COLUMN 14

TOTAL COLUMN 15

GROUP 6

16 17 18

- I often "see" how something can be made better or more beautiful _____ ☐
- Taking care of other people's needs is important to me _____ ☐
- I believe innovation happens at unexpected moments _____ ☐
- I like things that are custom, one-of-a-kind or innovative _____ ☐
- It's important to me that people feel safe and protected _____ ☐
- I enjoy helping clients see situations in a new way _____ ☐
- I rely more on inspiration and ideas than facts and figures _____ ☐
- Being in the limelight is not as important to me as being of service _____ ☐
- I like surprising people _____ ☐
- Innovating new solutions is exciting for me _____ ☐
- I don't mind making personal sacrifices for my clients or the people I work with _____ ☐
- I value living for the moment _____ ☐
- My product/service makes the world more beautiful _____ ☐
- Clients know they can always depend on me (or my product/service) to be there for them _____ ☐
- I am at times seen as provocative or off-color _____ ☐

TOTAL COLUMN 16

TOTAL COLUMN 17

TOTAL COLUMN 18

Branding with Archetypes®

GROUP 7

	19	20	21
Creating an elegant ambiance is important to me _____	<input type="checkbox"/>		
I take a playful approach to my product/service _____		<input type="checkbox"/>	
Facing obstacles is not a reason to quit _____			<input type="checkbox"/>
Beauty and style are very important to me _____	<input type="checkbox"/>		
I am hopeful and optimistic _____		<input type="checkbox"/>	
It's important to champion what's right _____			<input type="checkbox"/>
My product/service helps people feel indulged or special _____	<input type="checkbox"/>		
I value friendliness and positive work habits _____		<input type="checkbox"/>	
My product/service helps people go beyond their ordinary abilities _____			<input type="checkbox"/>
I believe in living the good life _____	<input type="checkbox"/>		
I appreciate knowing what is expected of me _____		<input type="checkbox"/>	
My product/service creates a feeling of competition and winning _____			<input type="checkbox"/>
Loyalty and commitment are key values for me _____	<input type="checkbox"/>		
I like being taught what to do _____		<input type="checkbox"/>	
I don't believe in compromise _____			<input type="checkbox"/>
TOTAL COLUMN 19	<input type="checkbox"/>		
TOTAL COLUMN 20	<input type="checkbox"/>		
TOTAL COLUMN 21	<input type="checkbox"/>		

GROUP 8

	22	23	24
It's important to be organized and efficient _____	<input type="checkbox"/>		
I often feel bored or restless _____		<input type="checkbox"/>	
People use my product/service as a resource or source of information _____			<input type="checkbox"/>
I often feel responsible for the well-being of others _____	<input type="checkbox"/>		
My product/service is innovative or helps people do something in a new way _____		<input type="checkbox"/>	
I enjoy a healthy or spirited debate _____			<input type="checkbox"/>
I deliver assurance and confidence _____	<input type="checkbox"/>		
I have a strongly independent nature _____		<input type="checkbox"/>	
I value understanding the way things work _____			<input type="checkbox"/>
I value leadership and respect _____	<input type="checkbox"/>		
I don't like boundaries or limits _____		<input type="checkbox"/>	
I believe most problems can be solved with the right information _____			<input type="checkbox"/>
I'm comfortable establishing rules and order so that things run smoothly _____	<input type="checkbox"/>		
Others see me as leading the way _____		<input type="checkbox"/>	
I seek out multiple points of view _____			<input type="checkbox"/>
TOTAL COLUMN 22	<input type="checkbox"/>		
TOTAL COLUMN 23	<input type="checkbox"/>		
TOTAL COLUMN 24	<input type="checkbox"/>		

Branding with Archetypes®

PLEASE TOTAL YOUR SCORES FOR EACH COLUMN AND ENTER THEM IN THE MATCHING SPACES BELOW:

COLUMN TOTAL			COLUMN TOTAL			GRAND TOTAL	ARCHETYPE
1.	<input type="text"/>	+	13.	<input type="text"/>	=	<input type="text"/>	Alchemist
2.	<input type="text"/>	+	14.	<input type="text"/>	=	<input type="text"/>	Maverick
3.	<input type="text"/>	+	15.	<input type="text"/>	=	<input type="text"/>	Humanitarian
4.	<input type="text"/>	+	16.	<input type="text"/>	=	<input type="text"/>	Artist
5.	<input type="text"/>	+	17.	<input type="text"/>	=	<input type="text"/>	Nurturer
6.	<input type="text"/>	+	18.	<input type="text"/>	=	<input type="text"/>	Jester
7.	<input type="text"/>	+	19.	<input type="text"/>	=	<input type="text"/>	Romantic
8.	<input type="text"/>	+	20.	<input type="text"/>	=	<input type="text"/>	Innocent
9.	<input type="text"/>	+	21.	<input type="text"/>	=	<input type="text"/>	Hero
10.	<input type="text"/>	+	22.	<input type="text"/>	=	<input type="text"/>	Ruler
11.	<input type="text"/>	+	23.	<input type="text"/>	=	<input type="text"/>	Explorer
12.	<input type="text"/>	+	24.	<input type="text"/>	=	<input type="text"/>	Sage

Congratulations!

YOUR SIGNATURE ARCHETYPE:

YOUR INFLUENCING ARCHETYPE: