

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
- Lusciousness
- Love
- Connection
- Special
- Abundant

STRENGTHS

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

CHALLENGES

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

EXAMPLES OF ROMANTIC BRANDS

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

If 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.

Innocent

Idealist • Dreamer • Believer • Child • Optimist

Renewing Our Faith

Purity • Trusting • Wondrous

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
- Passionate
- Imaginative
- Expressive
- Nonconforming
- 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
- Judgment
- Perfectionism
- Obsession
- Procrastination
- Elitism

EXAMPLES OF ARTIST BRANDS

- ◆ Fast Company
- ◆ MAC makeup
- ◆ Crayola crayons
- ◆ Sherwin-Williams
- ◆ Adobe
- ◆ Etsy
- ◆ Mozart
- ◆ Pinterest
- ◆ Movado watches
- ◆ Martha Stewart
- ◆ Lego
- ◆ 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 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 can not 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

If 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
- Superiority
- Perfectionism
- Procrastination
- Unrealistic
- 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.

Maverick

Outlaw • Rebel • Misfit • Wild One • Badass

Break The Rules

Game Changing • Disruptive • Rule Breaker

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.

Jester

Joker • Clown • Entertainer • Comedian • Prankster

Lightening Up Life

Fun • Clever • Lighthearted

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