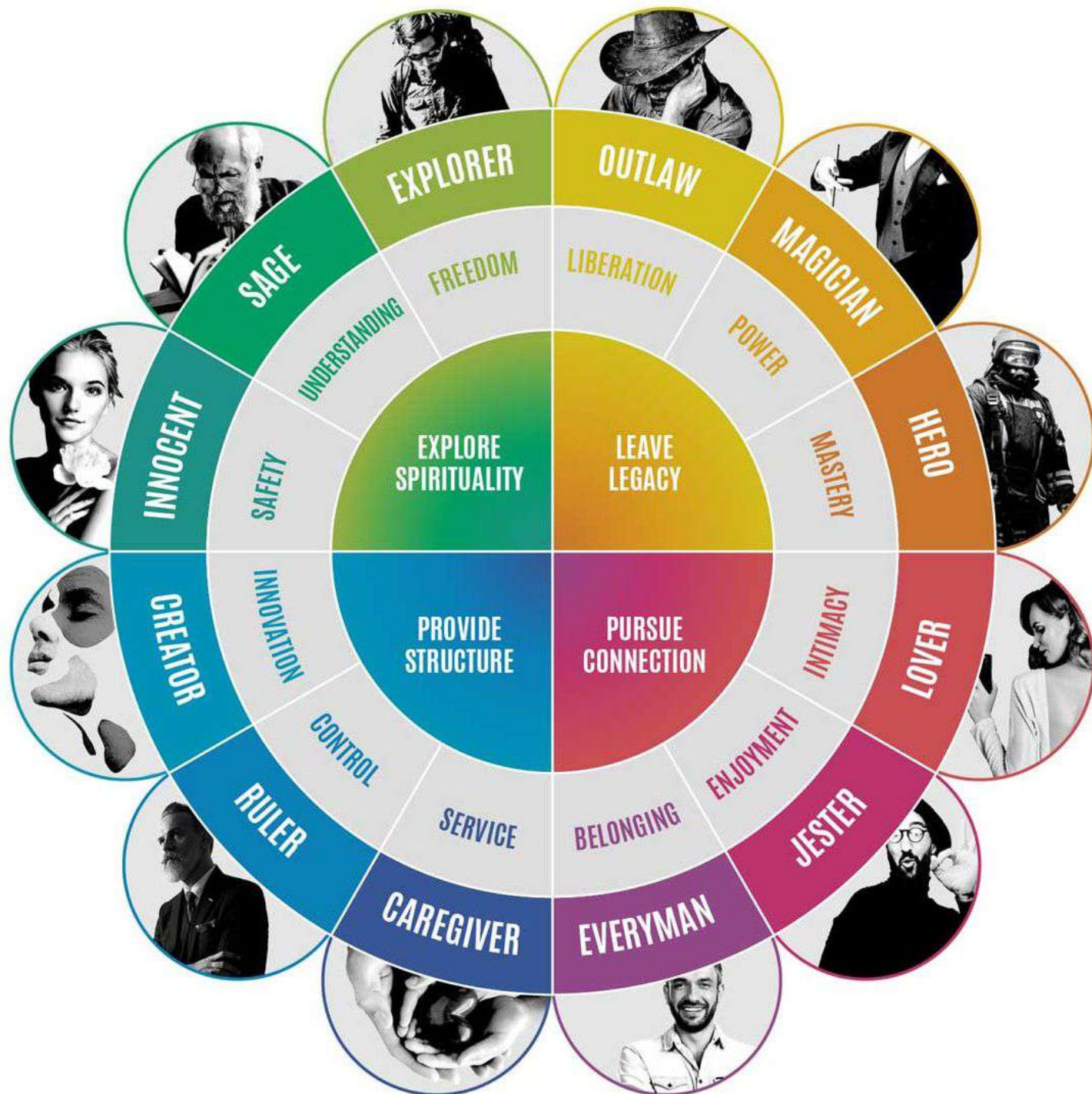


12 Persona Archetypes



1. The Outlaw

Often unconventional thinkers who can develop new, cutting edge approaches.

The Outlaw's purpose in life is to shake up the status quo.

The Outlaw makes others uncomfortable with the status quo in hopes of evoking change, whether personally or for a greater community. The Outlaw is a countercultural force capable of releasing society's taboos (think sex, drugs, and rock 'n' roll) and does so by tapping into the shadowy part of human nature.

YOUR DESIRE

being revolutionary

YOUR GOAL

to overturn what isn't working

YOUR STRATEGY

shake things up

YOUR MOTTO

rules are made to be broken

YOUR FEAR

to be powerless or ineffectual

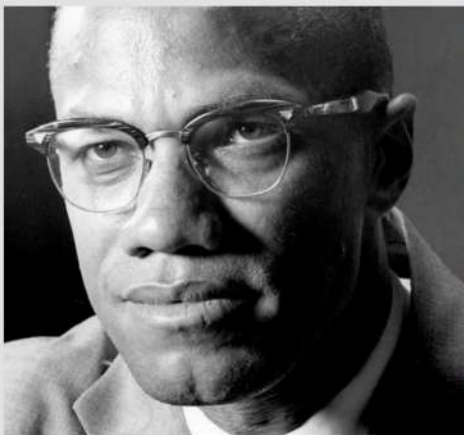
YOUR ACHILLES HEEL

crossing over to the dark side, crime

Marketing tips:

If you want to attract The Outlaw, you should demonstrate that your brand is an alternative to the mainstream. Your Tone of Voice should be direct, blatant, fearless, liberating and exciting.

Personal Brand Examples



MALCOLM X



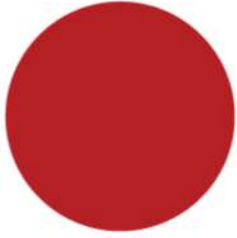
MILEY CYRUS



JAMES DEAN

“I know all the rules, but the rules do not know me.”

The Outlaw Brand Colours:



CRIMSON



PETROL



ASH



SCHIAPARELLI



GREASE

HELLO
STALKER.



2. The Magician

Intuitive, insightful and inspiring

The Magicians purpose in life is to transform the ordinary into the extraordinary.

Magicians are often very successful as catalysts for change; turning problems into opportunities; reframing difficulties; empowering people, teams, and networks; and creating flexible, win/win solutions for all involved in a situation. The outcome of The Magician Brand Personality is amazement and wonder. They uncover solutions to create something from nothing – or turn a mess into a miracle.

YOUR DESIRE

make the impossible, possible

YOUR GOAL

to make dreams come true

YOUR STRATEGY

create a vision and live by it

YOUR MOTTO

turning dreams into reality

YOUR FEAR

unintended negative consequences

YOUR ACHILLES HEEL

becoming manipulative

Marketing Tips

If you want to attract the Magician your content should be imaginative and inspiring, aimed at making dreams come true and turning problems into opportunities. Your Tone of Voice should be visionary and inspiring.

Personal Brand Examples



STEVE JOBS



SETH GODIN



MARTIN LUTHER KING

“Nothing is impossible, the word itself says 'I'm possible.'”

The Magician Brand Colours



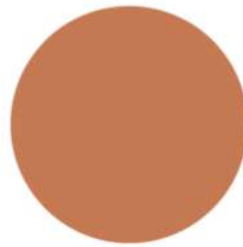
RUSSIAN VIOLET



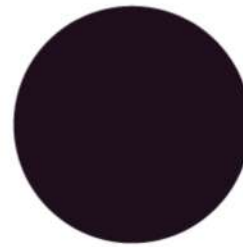
WINTERGREEN



TYRIAN



COPPER



RAVEN



3. The Hero

Naturally determined, achievement-oriented and focused

The Hero's purpose in life is to improve the world.

They inspire others to believe in themselves as much as The Hero believes in them. They inspire, motivate and cheerlead their customers to do more, be more and have more. The Hero wants to leave a legacy and doesn't mind sacrificing for it. This makes the Hero quick on its feet, making fast and smart decisions to save the world.

YOUR DESIRE

to prove your worth through courageous acts

YOUR GOAL

to improve the world

YOUR STRATEGY

do things for others

YOUR MOTTO

where there's a will, there's a way

YOUR FEAR

weakness, vulnerability, being scared

YOUR ACHILLES HEEL

arrogant and challenging

Marketing Tips

Brands or content creators who want to attract this archetype promote themselves as being superior to their competitors, often creating loud and bold marketing campaigns. Your Tone of Voice should be proud, encouraging, competitive and achievement oriented.

Personal Brand Examples



WONDER WOMAN



NELSON MANDELA



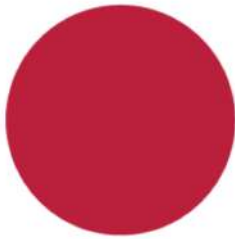
KATNISS EVERDEEN

“When life puts you in a tough situation, don't say ‘why me’ say ‘try me’.”

The Hero Brand Colours



ACAI



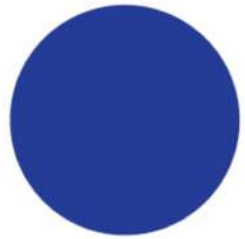
CARDINAL



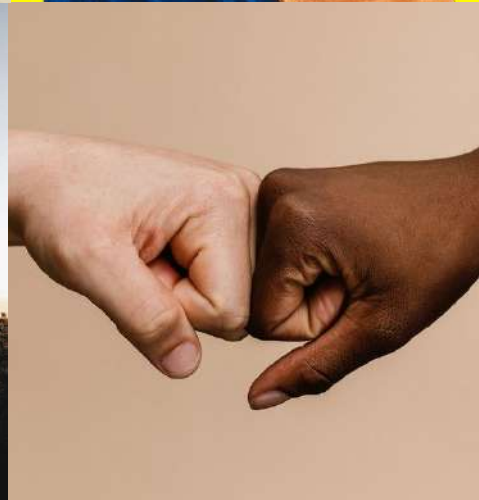
SUNRAY



TIGER



AZURE



4. The Lover

Naturally appreciative, passionate and committed

The Lover's purpose in life is to make people feel special.

The Lover is all about intimacy and connection, and to make their customers feel special. The name might imply that The Lover is only about romance, sensuality and seductiveness however, the main focus of The Lover is to create close and lasting relationships, to achieve intimacy, luxury or indulgence. The Lover encompasses all 5 states of love, which include; parental, familial, friendships, spiritual, and romantic.

YOUR DESIRE

to have connected relationships

YOUR GOAL

to have loving and committed relationships

YOUR STRATEGY

to be desired

YOUR MOTTO

all you need is love

YOUR FEAR

being alone, unwanted and unloved

YOUR ACHILLES HEEL

the desire to please others, whether it's good for you or not

Marketing Tips

Successful brands tap into The Lover's feel-good attitude by creating compelling content and marketing strategies that is all about pleasuring the senses. Your Tone of Voice should be gentle, nurturing and descriptive.

Personal Brand Examples



BEYONCE



PAVAROTTI



MARILYN MONROE

“You don't need someone to complete you. You only need someone to accept you completely.”

The Lover Brand Colours:



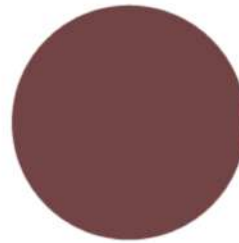
PLUM



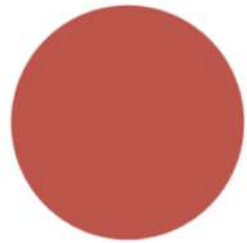
CHERRY



ROSE



CAFE NOIR



BLUSH



"YOU ARE THE
LOVE THAT CAME
WITHOUT
WARNING; YOU
HAD MY HEART
BEFORE I COULD
SAY NO."



5. The Jester

Playful, spontaneous and humorous

The Jester's purpose in life is to make people feel good, lighten the mood and enjoy themselves.

Jesters bring out the playful attributes of the inner child encouraging impulsive and unrestrained behaviour. Jesters enjoy standing out and encourage people to laugh with them. They have the ability to diffuse situations by using their quick wit and humour.

YOUR DESIRE

to enjoy life and have fun doing it

YOUR GOAL

to bring laughter, fun and joy to the world

YOUR STRATEGY

to be curious, playful and funny

YOUR MOTTO

life is too short to be serious

YOUR FEAR

boredom

YOUR ACHILLES HEEL

staying on task and being frivolous

Marketing Tips

Fun-filled creative content that creates an emotional response works best. These archetypes are attracted to fun-loving brands that encourage people to have a good time. Your Tone of Voice should be witty, humorous and entertaining. Don't take yourself too seriously.

Personal Brand Examples



ROBIN WILLIAMS



ELLEN DEGENERES



CHARLIE CHAPLIN

“Laughter is an instant vacation.”

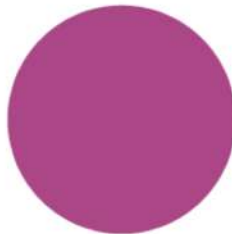
The Jester Brand Colours:



FUSCIA



BUMBLEBEE



MYSTIC MAROON



PARAKEET



AQUA



6. The Everyman

Empathetic, unpretentious and resilient

The Everyman's purpose in life is to be accepted and belong.

This also results in The Everyman / Everywoman accepting and embracing others. They like being around people who know and accept them and enjoy good-natured humour and laidback charm. Welcoming and inviting, The Everyman is often family focused and generally serves a basic need that is not extravagant or over the top.

YOUR DESIRE

to be dependable and trustworthy

YOUR GOAL

to belong

YOUR STRATEGY

to be down to earth and a straight shooter

YOUR MOTTO

community and family are everything

YOUR FEAR

to be left out

YOUR ACHILLES HEEL

losing one's own self in an effort to blend in

Marketing Tips

This is the story archetype for brands or content creators that wish to be known for their reliability and quality. Trust is central to this archetype, along with a feeling of belonging. Your Tone of Voice should be laid back, unpretentious and make people feel included.

Personal Brand Examples



MATT DAMON



JULIA ROBERTS



SCOTTY CAM

“Worrying = waste of time. Good and bad things will happen in life. You just have to keep living and not stress over what you can’t control.”

The Everyman Brand Colours:



SKY BLUE



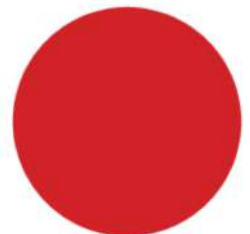
DENIM



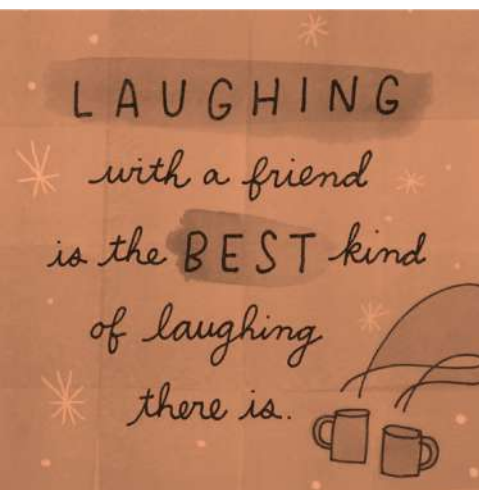
SUNFLOWER



EMERALD



CANDY



7. The Caregiver

Compassionate, dedicated and nurturing.

The Caregiver's purpose in life is to help others

This Caregiver aims to make people feel secure or nurtured and is focused on generosity and compassion. Caregivers would do anything to make sure others are taken care of.

YOUR DESIRE

to care, protect and nurture

YOUR GOAL

to help others

YOUR STRATEGY

do things for others

YOUR MOTTO

treat others the way you want to be treated

YOUR FEAR

neglect, instability and ingratitude

YOUR ACHILLES HEEL

martyrdom and being exploited

Marketing Tips

Brands that align with this story archetype offer protection, safety and support for their customers, and often includes healthcare, education, resorts, and baby care brands. Emotionally driven digital marketing strategies tend to appeal best to this archetype. Your Tone of Voice should be gentle, caring and nurturing.

Personal Brand Examples



MOTHER TERESA



DALAI LAMA



MARY POPPINS

“be good to people for no reason”

The Caregiver Brand Colours



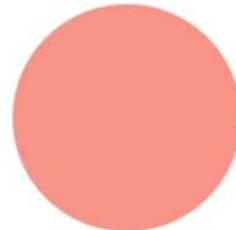
PISTACHIO



BALLET SLIPPER



LATTE



PEACH



DOVE EGG



8. The Ruler

Confident, responsible and competent.

The Ruler's purpose in life is to be a role model.

The Ruler takes control and is motivated by maintaining high standards and priding themselves on being a leader in their industry. They want to create an environment of prosperity, security and stability. They are a big believer that rules are meant to be kept and that policy and procedures are necessary to maintain order.

YOUR DESIRE

having full control

YOUR GOAL

create a prosperous, successful family or community

YOUR STRATEGY

exercise power and influence

YOUR MOTTO

power isn't everything, it's the only thing

YOUR FEAR

chaos, being overthrown

YOUR ACHILLES HEEL

being authoritarian, unable to delegate

Marketing Tips

The content for people that align with The Ruler Archetype needs to be leadership focused, well structured and very professional. Your Tone of Voice should be authoritative, infused with a sense of wealth and success.

Personal Brand Examples



BARACK OBAMA



HARVEY SPECTRE



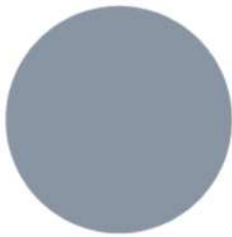
QUEEN VICTORIA

“I never lose. Either I win or I learn.”

The Ruler Brand Colours



MIDNIGHT



SLATE



ARMY GREEN



MULBERRY



OBSIDIAN



9. The Creator

Expressive, imaginative and original.

The Creator's purpose in life is to see new ideas take shape and to see visions realised.

The Creator personality loves anything unique or unusual. They are attracted to clever innovation and visionary creations. They strive to demonstrate their unconventional thinking, innovation and individuality.

YOUR DESIRE

to create the perfect product or service

YOUR GOAL

turn ideas into reality

YOUR STRATEGY

brainstorm and use creative thinking to problem solve

YOUR MOTTO

your only limitation is your imagination

YOUR FEAR

creative block

YOUR ACHILLES HEEL

perfectionism

Marketing Tips

This is the ideal story archetype for brands and content creators who believe that anything is possible and that ideas should not be stifled. Novel and experimental marketing strategies tend to work best with this archetype, with content creators often focusing on their creative and innovative ideas. Your Tone of Voice should be unique, expressive and poetic.

Personal Brand Examples



IRIS APFEL



LADY GAGA



JOHNNY DEPP

“You can’t use up creativity. The more you use, the more you have.”

The Creator Brand Colours



ARCTIC



FERN



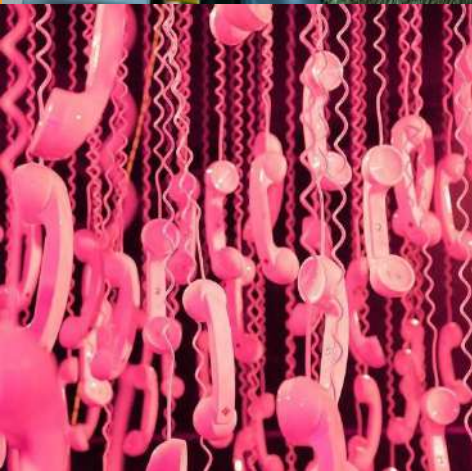
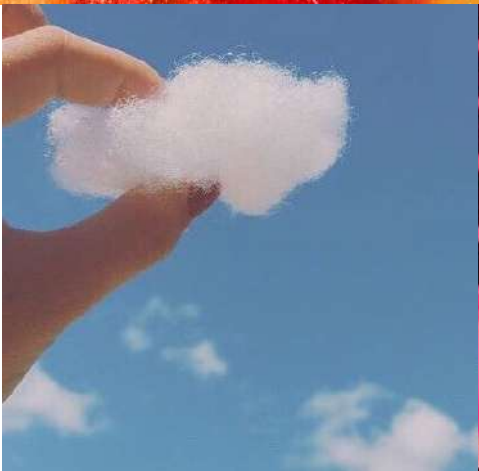
MACAROON



FIRE



PUNCH PINK



10. The Innocent

Idealistic, optimistic and hopeful.

The Innocent's purpose in life is to live in harmony

The Innocent is an optimist who can only see the good in people and life. They enjoy the simple things – stop to smell the roses and smile at strangers. They are pure at heart and in action, so are slow to judge and quick to forgive. Free of corruption, the Innocent seeks harmony in the world.

YOUR DESIRE

for the world to live in love, peace and happiness

YOUR GOAL

to help others

YOUR STRATEGY

to do the right thing and be optimistic

YOUR MOTTO

the glass is half full (not empty)

YOUR FEAR

to be punished for doing something wrong

YOUR ACHILLES HEEL

being naive or gullible

Marketing Tips

Idealistic, optimistic and hopeful, the Innocent wishes to live life in harmony and is the archetype for content creators that offer wholesome fun, promoting wellness, or for brands that sell natural products. Simple, yet cheerful marketing campaigns tend to appeal best to this archetype. Your Tone of Voice should be gentle, nurturing and kind.

Personal Brand Examples



SNOW WHITE



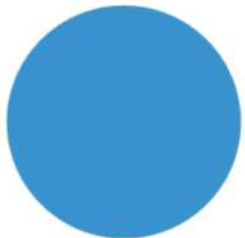
ELMO



FORREST GUMP

“be good to people for no reason.”

The Innocent Brand Colours:



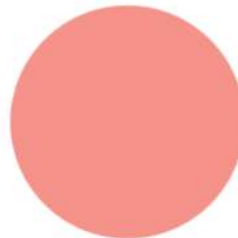
CELESTIAL



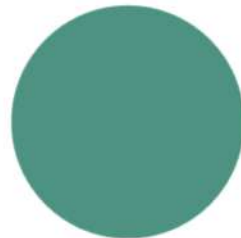
STEELE



DANDELION



WATERMELON



BASIL



11. The Sage

Intelligent, knowledgeable and reflective.

The Sage's purpose in life is to find the answers to their questions

The Sage Brand Personality is constantly seeking the truth. They tend to be perfectionist, don't settle for anything but what is right and true. They thrive on knowledge and being in the know, and they enjoy sharing their findings with others to help benefit everyone.

YOUR DESIRE

to find the truth

YOUR GOAL

to use intelligence and analysis to understand the world

YOUR STRATEGY

seeking out information and knowledge

YOUR MOTTO

The truth will come out

YOUR FEAR

being duped, misled or appearing ignorant

YOUR ACHILLES HEEL

can study details forever and never act

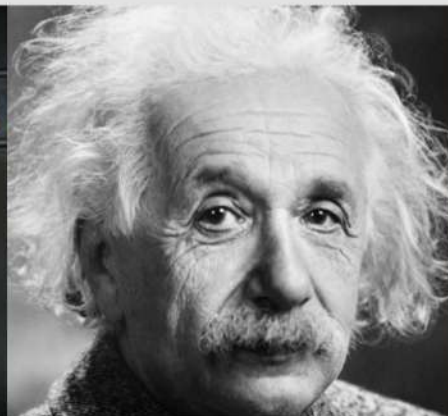
Marketing Tips

This story archetype is a great fit for educational or research-based brands, as well as news outlets. Factual digital marketing strategies that challenge the audience to think differently and discover more about the world will work best with this archetype. Your Tone of Voice should be sophisticated and insightful with extensive vocabulary.

Personal Brand Examples



SHERLOCK HOLMES



EINSTEIN



OPRAH

“The wisest mind has something yet to learn.”

The Sage Brand Colours



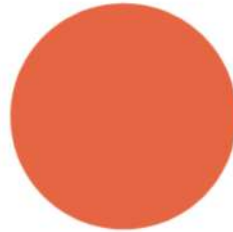
PEACOCK



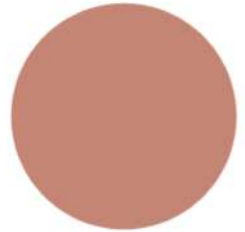
LIGHT MOSS



NAVY



KOI



ROSE TAUPE



12. The Explorer

independent, authentic and curious.

The Explorer's purpose in life is to enjoy freedom, adventure and discovery.

The Explorer is constantly seeking self-realisation. They want to discover, explore and be themselves. They yearn for freedom, being able to be who they want to be without boundaries. Explorers need to have purpose or meaning in their life. By exploring and learning from the world around it, The Explorer strives to answer the big life questions such as "Why am I here? What is my purpose?" The Explorer is focused on self-discovery and self-sufficiency and achieves this through being curious, adventurous and intrepid.

YOUR DESIRE

the freedom to explore and discover

YOUR GOAL

to enjoy an exciting and fulfilling life

YOUR STRATEGY

discover the road less travelled

YOUR MOTTO

blaze your own trail

YOUR FEAR

feeling trapped

YOUR ACHILLES HEEL

aimless wandering, not able to commit

Marketing Tips

Successful content creators tap into this archetype's desire for adventure by focusing on risk taking, travel and discovery. Ambitious and innovative, Explorer aims to push the boundaries and embrace anything is possible attitude. The Tone of Voice should be enthusiastic and fun, but also kind and nurturing.

Personal Brand Examples



SIR RICHARD BRANSON



STEVE IRWIN



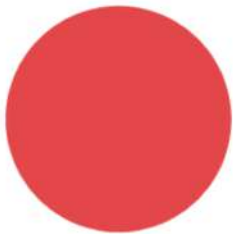
INDIANA JONES

“It's better to know and be disappointed than to never know and always wonder.”

The Explorer Brand Colours



SPRING BUD



STRAWBERRY



SAPPHIRE



PINE



DEER

