Branding with Archetypes®

Directions:

Please use the rating scale to the right to complete the boxes on each page. Choose the rating that is closest for you. Be honest and go with the first answer that comes to you!

Rating Scale:

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

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Group 1

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

TOTAL COLUMN 1 ☐

TOTAL COLUMN 2 ☐

TOTAL COLUMN 3 ☐

Group 2

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

TOTAL COLUMN 4 ☐

TOTAL COLUMN 5 ☐

TOTAL COLUMN 6 ☐

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Group 3

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

TOTAL COLUMN 7 ☐

TOTAL COLUMN 8 ☐

TOTAL COLUMN 9 ☐

Group 4

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

TOTAL COLUMN 10 ☐

TOTAL COLUMN 11 ☐

TOTAL COLUMN 12 ☐

Branding *with* Archetypes

Group 5   13 14 15

I know that each of us has the power to
transform our lives _____ [13]

If I don't like something I'll stand up
against it _____ [14]

I like people to know I can be counted on _____ [15]

I love to see people come together and
make something happen _____ [13]

I value honesty above the law _____ [14]

I believe rules are best if they apply
to everyone _____ [15]

I believe dreams can (and do) come true ___ [13]

I'd rather stand up for what I believe in
than compromise _____ [14]

My product/service is good for everybody _____ [15]

Communicating thoughts and ideas is
really important to me _____ [13]

I know I'm different from most people _____ [14]

I expect people to do (and be) their best _____ [15]

I prefer to see what happens rather than
get too structured _____ [13]

My product/service helps people look or
act differently than others _____ [14]

I like to help other people _____ [15]

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 _____ [16]

Taking care of other people's needs is
important to me _____ [17]

I believe innovation happens at
unexpected moments _____ [18]

I like things that are custom, one-of-a-kind
or innovative _____ [16]

It's important to me that people feel safe
and protected _____ [17]

I enjoy helping clients see situations
in a new way _____ [18]

I rely more on inspiration and ideas than
facts and figures _____ [16]

Being in the limelight is not as important
to me as being of service _____ [17]

I like surprising people _____ [18]

Innovating new solutions is exciting for me ___ [16]

I don't mind making personal sacrifices
for my clients or the people I work with _____ [17]

I value living for the moment _____ [18]

My product/service makes the world
more beautiful _____ [16]

Clients know they can always depend on me
(or my product/service) to be there for them _____ [17]

I am at times seen as provocative or off-color _____ [18]

TOTAL COLUMN 16 [____]

TOTAL COLUMN 17 [____]

TOTAL COLUMN 18 [____]

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Group 7

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

TOTAL COLUMN 19 ⬅

TOTAL COLUMN 20 ⬅

TOTAL COLUMN 21 ⬅

Group 8

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

TOTAL COLUMN 22 ⬅

TOTAL COLUMN 23 ⬅

TOTAL COLUMN 24 ⬅

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. [ ]	+	13. [ ]	=	[ ]	Alchemist
2. [ ]	+	14. [ ]	=	[ ]	Maverick
3. [ ]	+	15. [ ]	=	[ ]	Humanitarian
4. [ ]	+	16. [ ]	=	[ ]	Artist
5. [ ]	+	17. [ ]	=	[ ]	Nurturer
6. [ ]	+	18. [ ]	=	[ ]	Jester
7. [ ]	+	19. [ ]	=	[ ]	Romantic
8. [ ]	+	20. [ ]	=	[ ]	Innocent
9. [ ]	+	21. [ ]	=	[ ]	Hero
10. [ ]	+	22. [ ]	=	[ ]	Ruler
11. [ ]	+	23. [ ]	=	[ ]	Explorer
12. [ ]	+	24. [ ]	=	[ ]	Teacher

Congratulations!

Your Archetypes, Scored From Highest to Lowest, Are:

1. [ ]   7. [ ]

2. [ ]   8. [ ]

3. [ ]   9. [ ]

4. [ ]   10. [ ]

5. [ ]   11. [ ]

6. [ ]   12. [ ]