

**What Archetypes Are Calling You?** A self-test to help you identify the archetypes that are calling to you through advertising and the media.

In each of the three sections, rate each of 12 items (A-L) using the following scale:

**0** = has little effect on you      **1** = gets your attention in a minor way  
**2** = will often draw you in      **3** = is a surefire way to attract your attention

**Section I** *When you are watching television or a movie or reading a magazine, what advertisements or stories most draw you in and capture your attention?*

- A. sweet people in pure, natural environments-
- B. a person leaving the city behind, going out into the wild -e. research findings, just the facts-
- D. everyday people hanging out, without putting on any airs
- E. romantic or intimate scenes
- F. funny or even zany situations
- G. images or stories of human courage and fortitude
- H. rebellious or wild images that may be a bit shocking, but liberating
- I. situations where someone causes a miraculous change, healing . or transformation to occur
- J. situations where a person is kind and generous to another
- K. strategies and tools to help you express your creativity or imagination
- L. stories of the rich, powerful and famous

**Section II** *What feelings are you most likely to experience (even if you are experiencing them vicariously) when an ad, show, or image captures your attention?*

- A. a sense of hopefulness and peace
- B. a longing for adventure and to get away from it ail-e. a feeling of curiosity and of being smart
- D. feeling O.K. just as you are
- E. being moved by some intimate or romantic moment
- F. enjoyment and laughter
- G. a feeling of courage, power and ambition
- H. a feeling of being wild and free
- I. the reassurance that miracles really can happen
- J. compassion for someone in need
- K. imaginative and talented
- L. responsible, important, and in control

**Section III** *Think about a time recently that you bought something that you just had to have, but now you find you do not use it. What attractions did it have for you?*

- A. It reminded you of times you have felt hopeful and safe
- B. It seemed to call you to adventure
- C. You felt that it would be a smart move to buy it
- D. It was too good a buy to pass it up.
- E. You imagined it helping you have a romantic or sensuous time with someone.
- F. It made you laugh.
- G. It made you feel like you could conquer the world.
- H. It brought out your wilder side
- I. It felt magical or transformative
- J. You bought it to help someone else out
- K. You thought it would help you express yourself in a creative way
- L. It would help you meet your obligations and keep your life in control

**Scoring** Add up your three scores for each letter (A, B, C, etc.) and write that number in the space in the list. Fill in all 12 boxes, circle your 3 highest scores. These are the archetypes that are calling to you right now. You can use this information to make educated decisions about what the archetype really wants, and whether satisfying it requires you to purchase anything. Often, when we have the genuine experience the archetype craves, we find we do not have to buy so much.

- A \_\_\_ Innocent.** You have a desire for purity, peace, and simplicity, perhaps even the innocence you might associate with a small child or mystic. Take time to watch a sunrise, walk on the beach or in nature, and play with a small child.
- B \_\_\_ Explorer.** You want to get away from the complexity and conformity of everyday life and take off to have an adventure. Get away from it all and seek out some time to explore who you are, what you want, and what is possible for you.
- C \_\_\_ Sage.** You have a curious, critical mind that wants to be stretched and disciplined. Devote time to study, discussion, debate; test out the limits of your thinking.
- D \_\_\_ Every person.** You appreciate the way that everyone matters, just as they are. This is not a time to put on airs, but to roll up your sleeves, do your part, and fit in with the crowd. You do not have to be special to matter.
- E \_\_\_ Lover.** You are attracted by romance, sensuality, intimacy, and love. Time to dress beautifully, get together with someone you love, and have a beautiful experience. Go out for an elegant dinner, or stay in & make your own. Escape to a spa or have a long intimate talk with a close friend or lover.
- F \_\_\_ Jester.** You want to lighten up. In fact, you are tired of being overly serious. Time to laugh, play, even spend some time making fun of people who are just too hung up to enjoy their lives.
- G \_\_\_ Hero.** You want to face and overcome a real challenge. You are drawn to test what you are made of. This is not a time to dilly-dally. It is a time to stand up and be counted. Pick a cause and fight for it. Or, find a competitive sport or other activity, and do your best to win.
- H \_\_\_ Revolutionary.** You are tired of playing by the rules. In fact, you may be ready to take this job/relationship/habit/way of thinking & shove it. Or, just find a way to express that wild child in you.
- I \_\_\_ Magician.** You have a strong desire to heal or transform people or situations. Now is the time to develop your power. Explore the art of changing your own consciousness in order to influence others. Be the future you want to see.
- J \_\_\_ Caregiver.** You are drawn to being altruistic and helping others. Now is the time to identify who of the many needy people you most want to help. Donate some money. Volunteer. Spend time with children or the elderly or someone sick or otherwise in need. Lend a hand.
- K \_\_\_ Creator.** You have a strong need now to express your creativity and imaginative potential. Find an art form and practice getting good at it. You may not be Picasso, but you do have a vision. Now is the time to encapsulate it in tangible form.
- L \_\_\_ Ruler.** You are drawn to power and responsibility and want to be respected and admired. Now is the time to claim your authority & be willing to take on, and fulfill, important responsibilities.

### **Branding Yourself: What Companies Own Your Story**

A rancher branding a cow makes an obvious statement about ownership. But when we "brand" ourselves with our purchases, we are often unconscious of the archetypes, so the companies own us. Here are powerful examples of companies who own the stories we live by.

<b>Brands</b>	<b>Archetype</b>	<b>Helps People</b>
Coca-Cola, Disney	Innocent	be wholesome, good, safe
Starbucks, Levi's	Explorer	feel free, expand horizons
MIT	Sage	understand their world
Nike, March of Dimes	Hero	act courageously
Harley-Davidson, Apple	Outlaw	break the rules
MasterCard, Calgon	Magician	effect transformation
Wendy's, Snapple	Regular Person	be OK just as they are
Hallmark, Victoria's Secret	Lover	find love or romance
Ben & Jerry's, Miller Lite	Jester	have a good time
AT&T, Campbell's Soups	Caregiver	care for others
Martha Stewart, Palm Pilot	Creator	be artistic & creative
Day Timers, American Express	Ruler	take control, be responsible