

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.