

- 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.

| Brands | Archetype | Helps People |
|------------------------------|------------------|----------------------------------|
| Coca-Cola, Disney | Innocent | be wholesome, good, safe |
| Starbucks, Levi's | Explorer | feel free, expand horizons Oprah |
| Winfrey, 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 |