

Personal Branding Archetypes

Note: The content in this article is an excerpt from an article written by Genece Hamby.

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Archetypes are forms or images of a collective nature that naturally establish meaning and relevance at a subconscious level. Archetypes are authentic, genuine, compelling, credible, universal, and deeply moving.

Personal brand archetypes go beyond merely stating our features and benefits to connect with others in a deep and profoundly meaningful way.

12 Personal Branding Archetypes

Read the descriptions below and identify your own primary and secondary personal brand archetype.

1. The Boss

A dynamic personal brand that has time for nothing but work. You might have been born to lead, or perhaps you conquered your way to the top, but either way, you're tough, decisive, goal-oriented. You are a "take charge" personal brand who accepts nothing but respect.

- Manager, organizer, take-charge attitude
- Efficient, productive
- Confident, responsible, role model

Popular personal brands that are the boss: Donald Trump, Martha Stewart, Billy Graham

Famous "boss" tagline -- Timex's "Takes a licking and keeps on ticking."

2. The Enigma

Gutsy and true, this personal brand is loyal to the end. Others can't help but root for you. You're a personal brand with moxie. You're not looking to be at the top of the heap; you just want to be in your own little niche. A team player, you're the one who is always ready to lend a hand. You represent the universal messages of mystery, suspense and uncertainty.

- Clown, jester, trickster
- Playful, take things lightly, create a little fun/chaos
- Impulsive, spontaneous, lives in the moment

Popular personal brands that are the enigma: Meryl Streep, Jack Nicholson, Marilyn Monroe

Famous "enigma" tagline – Braniff Airlines, "When you've got it, flaunt it!"

3. The Best Friend

Sweet and safe, this personal brand will never let anyone down. You are kind, responsible, decent, a regular Mr. Nice Guy or Ms. Nice Gal. You don't enjoy confrontation and can sometimes be unassertive because you don't want to hurt anyone's feelings. But you'll always be there.

- Not pretentious, straight shooter, people-oriented
- Reliable, dependable, practical, down to earth
- Value routines, predictability, the status quo, tradition

Popular personal brands that are best friends: Bill Cosby, Tipper Gore, Dr. Phil

Famous "best friend" tagline -- Hallmark, "When you care to send the very best."

4. The Charmer

This personal brand creates fantasies. You are fun and irresistible, and have a need to attract and be attracted to others. You are accustomed to sizing up everyone in a room the minute you enter. You enjoy having fans everywhere you. You have a unique ability to hold and transfix your audience

- Seeks true love, intimacy, sensuality
- Passionate and seductive
- Seek pleasure, to indulge, follow emotions

Popular personal brands that are charmers: President Bill Clinton, OJ Simpson, Halle Berry

Famous "charmer" tagline – L'Oreal, "Because I'm worth it!"

5. The Nurturer

A sensitive being, this personal brand understands. You are vulnerable and altruistic. You are able always there when someone needs nurturing. Others can count on you to be supportive and generous.

- Altruistic, selfless
- Nurturing, compassionate, empathetic
- Supportive, generous

Popular personal brands that are nurturers: Mother Teresa, Phil Donahue, Doris Day

Famous "nurturer" tagline – Campbell Soup's, "Mmmm, mmmm Good!"



6. *The Philosopher & Sage*

Coolly analytical, this personal brand knows the answers. You are genuine about your feelings. You like to maintain a neutral perspective and you are very good at seeing all sides of an issue. You are a natural student with a high level of curiosity and a great willingness to risk in order to satisfy your thirst for new knowledge. You love to experiment with things to find out what would happen 'if...'

- Thinker, philosopher, reflective
- Expert, advisor, teacher
- Confident, in-control, self-contained, credible

Popular personal brands that are philosophers: Dr.

Ruth, Thomas Edison, Stephen Covey

Famous “philosopher” tagline – Haig Scotch Whiskey, “Don’t be vague, ask for Haig.”

7. *The Adventurer*

Mr. or Ms. Excitement, you’re about adventure. You are about action, action, and more action. You’re physical and daring. Fearless, you’re a daredevil, or an explorer. You need thrills and chills to keep you happy. You stand for independence and value freedom.

- Searcher, seeker, adventurous, restless, desire excitement Independent, self-directed, self-sufficient
- Value freedom

Popular personal brands that are adventurers: Tom Cruise, Clint Eastwood, Angelina Jolie

Famous “adventurer” tagline – The Independent, “It is. Are you?”

8. *The Warrior*

A noble champion, you act with honor. You are the reluctant rescuer that’s noble, tenacious, and relentless. You’re a natural protector. You don’t buckle under to rules, and don’t go along just to get along. You are the representative of everyone's struggle to overcome adversity and challenges

- Warrior, competitive, aggressive, winner
- Principled, idealist, challenge “wrongs,” improve the world
- Proud, brave, courageous, sacrifice for greater good

Popular personal brands that are warriors: Robert Redford, Hilary Clinton, Mary Kay Ash

Famous “warrior” tagline – Merrill Lynch, “Merrill Lynch is bullish on America.”

9. *The Free Spirit*

Eternal optimist, you dance to unheard tunes. Playful and fun loving, you travel through life with a hop, skip and a jump. You are creative and known to act on a whim, following your heart instead of your head. You always try to translate authenticity through your communication.

9. *The Free Spirit (continued)*

- Innovative, imaginative, artistic, creative
- Experimental, willing to take risks
- Ambitious, desire to turn ideas into reality

Popular personal brands that are free spirits: Michael Jackson, Elizabeth Taylor, Albert Einstein

Famous “free spirit” tagline – Pepsi’s “Come alive, you’re in the Pepsi Generation.”

10. *The Change Master*

You are strongly intuitive and holistic. You are charismatic in a mysterious way. You are self-contained and dedicated to making a difference through change. You represent the desire to be the master of our own destiny and having control over our lives.

- Shaman, healer, spiritual, holistic, intuitive
- Value magical moments and special rituals
- Catalyst for change, charismatic – uplifting and inspiring

Popular personal brands that are change masters:

Tom Brokaw, Stephen Hawking, Oprah Winfrey

Famous “change master” tagline – Audi’s “Advancement Through Technology”

11. *The Purist*

Serene and capable, you nourish the spirit. You are wholesome and a joy to have around. You are optimistic and trusting. Forgiving, you enjoy simple things and have a childlike innocence about you.

- Wholesome, pure
- Forgiving, trusting, honest
- Happy, optimistic, enjoy simple pleasures

Popular personal brands that are purists: Princess Diana, Audrey Hepburn, Celine Dion

Famous “purists” tagline – Ivory Soap, “Pure clean, pure ivory.”

12. *The Rebel*

You tend to be a bit dangerous because you walk on the wild side. You are generally a crushed idealist -- charismatic and street smart. You are dramatic and fearless with an interest in being liberated from social conditioning.

Rebellious, shocking, outrageous, disruptive

Feared, powerful

Counter cultural, revolutionary, liberated

Popular personal brands that are rebels: Martin Luther King, Jack Welch, Madonna

Famous “rebel” tagline – Seven Up, “The Uncola.”