













12 COMMON ARCHETYPES

<p>Caregiver – maternal, comforting, trusted, generous</p>  <ul style="list-style-type: none"> - Dove, Amnesty International, Allstate - Princess Lady Diana, Denzel Washington 	<p>Creator – inventor, artist, designer inventive, unique, maker, vibrant</p>  <ul style="list-style-type: none"> - Pinterest, Lego, YouTube - Rihanna, Marc Jacobs 	<p>Every person – girl/guy next door, hardworking, friendly, down-to-earth, loyal</p>  <ul style="list-style-type: none"> - Toms Shoes, Habitat for Humanity, Craig's List - Julia Roberts, Matt Damon
<p>Explorer – adventurous, innovative, pioneer, investigator, trailblazer</p>  <ul style="list-style-type: none"> - NASA, Starbucks, National Geographic, Jeep, - Indiana Jones, Amelia Earhart 	<p>Hero – disciplined, inspiring, strong/brave, warrior, champion</p>  <ul style="list-style-type: none"> - Nike, US Army, Médecins Sans Frontières - Ripley from Aliens, Luke Skywalker, Nelson Mandela 	<p>Innocent – optimist, kind, simple, pure</p>  <ul style="list-style-type: none"> - Coca-Cola, Tumblr, Dove - Taylor Swift, Forrest Gump
<p>Jester – humorous, comedic, an entertainer, playful, light-hearted</p>  <ul style="list-style-type: none"> - Geico, Mailchimp, Doritos - Chris Rock, Ellen DeGeneres 	<p>Lover – focused on sense, relationships, memories, passionate, devoted</p>  <ul style="list-style-type: none"> - Häagen-Dazs, Tiffany & Co, Zagat guide, - Adam Levine, Sofia Vergara 	<p>Magician – transformer, visionary, inventor, spiritual guide</p>  <ul style="list-style-type: none"> - Disney, Apple, Dyson, TEDTalks, Talk About Talk - Oprah, Morpheus in The Matrix
<p>Revolutionary / Rebel – radically distinct, bold, unapologetic</p>  <ul style="list-style-type: none"> - Uber, Greenpeace, e*trade, Virgin (& Richard Branson!) - Elon Musk, Lady Gaga 	<p>Ruler / Royalty – influential, political, sophisticated, ambitious</p>  <ul style="list-style-type: none"> - Moody's, Mercedes Benz, Rolex - Beyoncé, Prince Harry 	<p>Sage – learner, teacher, academic, analytical, wise</p>  <ul style="list-style-type: none"> - Harvard, Smithsonian, Mayo Clinic, Google - Einstein, Hermione, Andrea Wojnicki