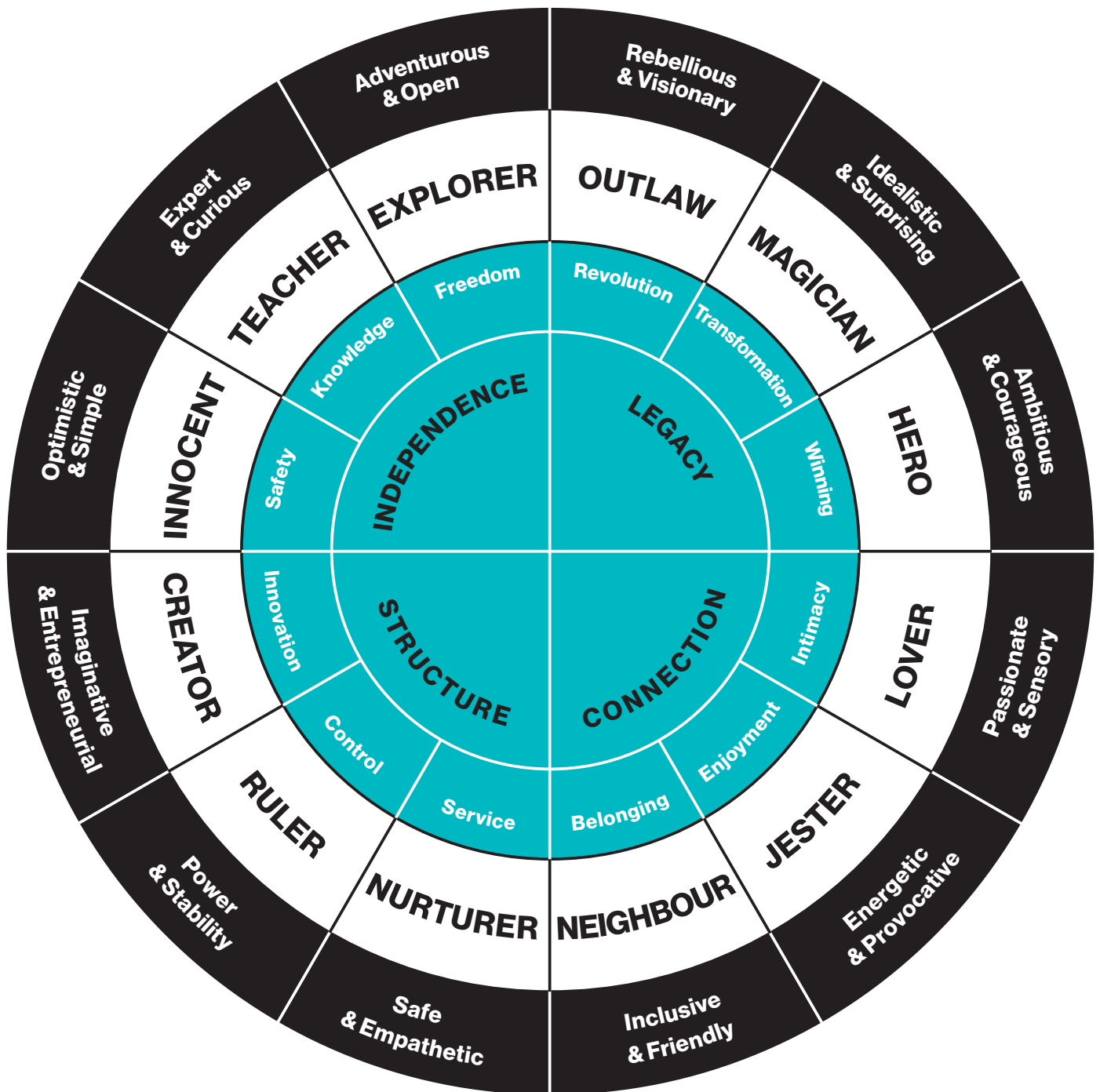


////// BRAND ARCHETYPE FINDER



Teal areas: Desires
White areas: Archetypes
Black areas: Personality

How to use it:

1. Discover what your audience wants: Start in the middle. Identify the desires of your audience. Work outwards to find the corresponding archetype(s) and the personality characteristics they will best respond to.
2. Discover what you naturally offer: Then start at the outside. Identify your natural personality and the corresponding archetype(s).
3. Compare the two results: How can you adopt more of what they want while bringing them closer to your natural style?
4. Adopt: Bring your selected personality into all your communications.