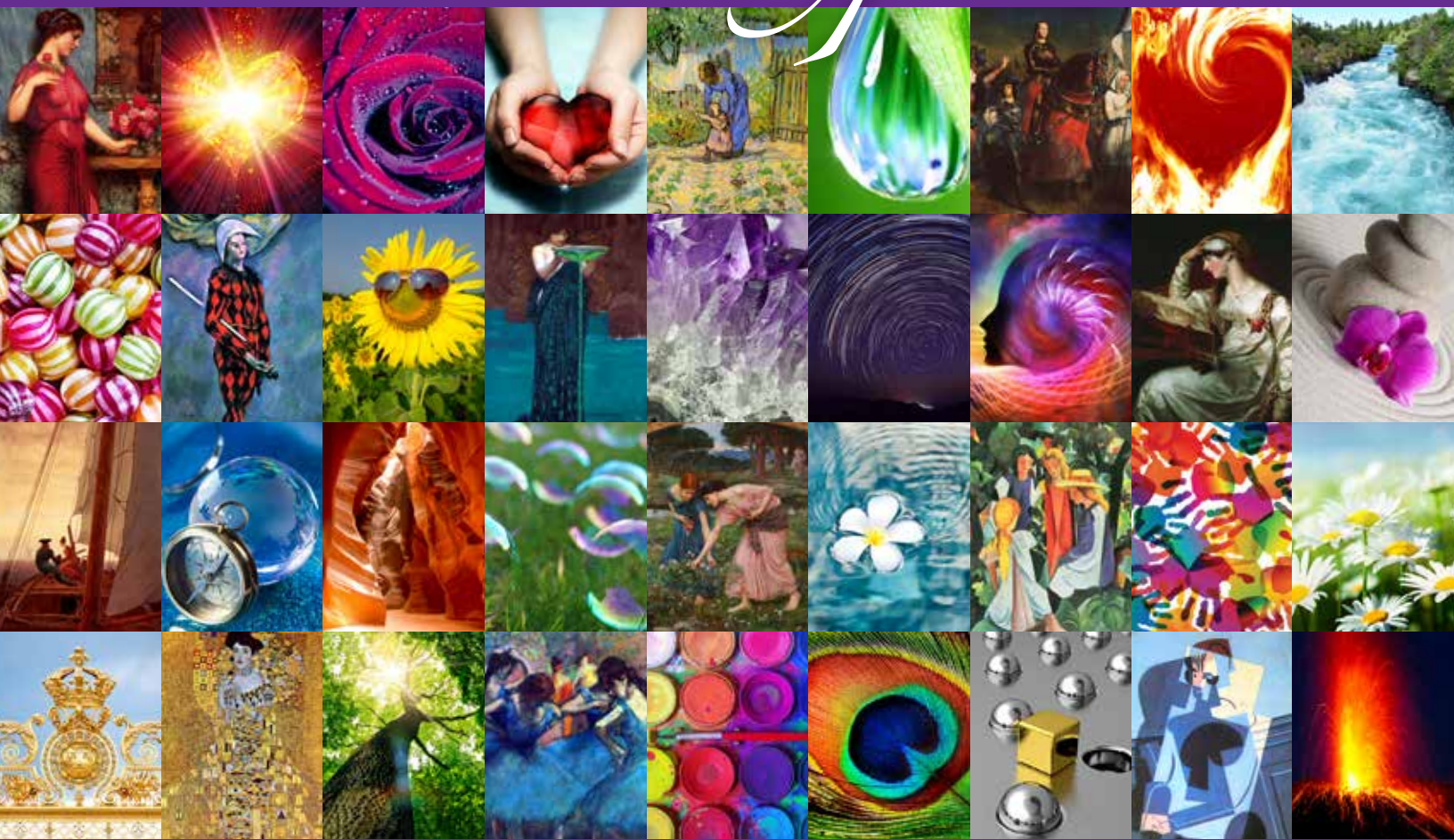


Branding with Archetypes®



DIRECTIONS:

Please use the rating scale to the right to complete the boxes on each page. Choose the rating that is closest for you. Be honest and go with the first answer that comes to you!

RATING SCALE:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

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GROUP 1

	1	2	3
I love the idea of transforming something _____	<input type="checkbox"/>		
I believe rules are meant to be broken _____		<input type="checkbox"/>	
I believe in fairness and equality _____			<input type="checkbox"/>
My product/service offers lots of choices and variety _____	<input type="checkbox"/>		
I often feel isolated from other people _____		<input type="checkbox"/>	
People's rights are important to me _____			<input type="checkbox"/>
Spirituality is a vital connection for me in my work and life _____	<input type="checkbox"/>		
I would rather do something my own way than be popular _____		<input type="checkbox"/>	
My friends are a very important part of my life _____			<input type="checkbox"/>
I love to reframe a situation or offer a new perspective _____	<input type="checkbox"/>		
My product/service stands for something radical or different instead of blending in _____		<input type="checkbox"/>	
I value creating connection and community _____			<input type="checkbox"/>
I believe in serendipity _____	<input type="checkbox"/>		
My product/service makes people feel rebellious _____		<input type="checkbox"/>	
I would much rather work together than alone _____			<input type="checkbox"/>
TOTAL COLUMN 1	<input type="checkbox"/>		
TOTAL COLUMN 2	<input type="checkbox"/>		
TOTAL COLUMN 3	<input type="checkbox"/>		

GROUP 2

	4	5	6
I often feel inspired and have an active imagination _____	<input type="checkbox"/>		
Creating a feeling of family or community is important to me _____		<input type="checkbox"/>	
I believe people need to lighten up _____			<input type="checkbox"/>
I believe form and function go hand-in-hand _____	<input type="checkbox"/>		
I value giving to others _____		<input type="checkbox"/>	
My product/service helps people feel playful _____			<input type="checkbox"/>
I enjoy the creative process _____	<input type="checkbox"/>		
I find it hard to say no to clients _____		<input type="checkbox"/>	
I like to help people have a good time _____			<input type="checkbox"/>
I do not like to compromise on my standards _____	<input type="checkbox"/>		
Kindness, caring and compassion are key values for me _____		<input type="checkbox"/>	
I laugh at the idea of following the rules _____			<input type="checkbox"/>
My product/service helps clients express themselves in a creative way _____	<input type="checkbox"/>		
My product/service provides comfort or security for my clients _____		<input type="checkbox"/>	
I value creativity and innovation _____			<input type="checkbox"/>
TOTAL COLUMN 4	<input type="checkbox"/>		
TOTAL COLUMN 5	<input type="checkbox"/>		
TOTAL COLUMN 6	<input type="checkbox"/>		

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GROUP 3

	7	8	9
I like appealing to people's finer tastes _____	<input type="checkbox"/>		
I believe in happy endings _____		<input type="checkbox"/>	
I like feeling victorious _____			<input type="checkbox"/>
Creating intimate client, employee or vendor relationships is important to me _____	<input type="checkbox"/>		
My product/service is healthy or good for you _____		<input type="checkbox"/>	
I value hard work and perseverance _____			<input type="checkbox"/>
I see my clients as people to be loved or feel close to _____	<input type="checkbox"/>		
I like things to be simple, cheerful or upbeat _____		<input type="checkbox"/>	
Overcoming challenges is motivating to me _____			<input type="checkbox"/>
I value working with people on a heart-to-heart level _____	<input type="checkbox"/>		
My product/service creates a feeling of safety and predictability _____		<input type="checkbox"/>	
I believe in standing up for the underdog _____			<input type="checkbox"/>
I enjoy helping people feel special and appreciated _____	<input type="checkbox"/>		
Freshness, cleanliness and wholesomeness are important to me _____		<input type="checkbox"/>	
Anything can be accomplished with discipline and focus _____			<input type="checkbox"/>
TOTAL COLUMN 7	<input type="checkbox"/>		
TOTAL COLUMN 8		<input type="checkbox"/>	
TOTAL COLUMN 9			<input type="checkbox"/>

GROUP 4

	10	11	12
I value being in control _____	<input type="checkbox"/>		
I value self discovery _____		<input type="checkbox"/>	
It's important to seek the truth _____			<input type="checkbox"/>
Systems and structure are important for getting things done _____	<input type="checkbox"/>		
My product/service helps people find their way or learn more about themselves _____		<input type="checkbox"/>	
I believe that knowledge and wisdom are important _____			<input type="checkbox"/>
My product/service helps clients feel powerful or in charge _____	<input type="checkbox"/>		
Individuality, choice and uniqueness are key values for me _____		<input type="checkbox"/>	
I like to make people think _____			<input type="checkbox"/>
My product/service is seen as a step above the competition _____	<input type="checkbox"/>		
I love exploring new possibilities _____		<input type="checkbox"/>	
My product/service helps people investigate different viewpoints _____			<input type="checkbox"/>
I value doing the right thing even if it's not popular _____	<input type="checkbox"/>		
I tend to be a loner and prefer not to be part of a group for any length of time _____		<input type="checkbox"/>	
I respect objectivity _____			<input type="checkbox"/>
TOTAL COLUMN 10	<input type="checkbox"/>		
TOTAL COLUMN 11		<input type="checkbox"/>	
TOTAL COLUMN 12			<input type="checkbox"/>

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GROUP 5

13 14 15

- I know that each of us has the power to transform our lives _____ ☐
- If I don't like something I'll stand up against it _____ ☐
- I like people to know I can be counted on _____ ☐
- I love to see people come together and make something happen _____ ☐
- I value honesty above the law _____ ☐
- I believe rules are best if they apply to everyone _____ ☐
- I believe dreams can (and do) come true _____ ☐
- I'd rather stand up for what I believe in than compromise _____ ☐
- My product/service is good for everybody _____ ☐
- Communicating thoughts and ideas is really important to me _____ ☐
- I know I'm different from most people _____ ☐
- I expect people to do (and be) their best _____ ☐
- I prefer to see what happens rather than get too structured _____ ☐
- My product/service helps people look or act differently than others _____ ☐
- I like to help other people _____ ☐

TOTAL COLUMN 13

TOTAL COLUMN 14

TOTAL COLUMN 15

GROUP 6

16 17 18

- I often "see" how something can be made better or more beautiful _____ ☐
- Taking care of other people's needs is important to me _____ ☐
- I believe innovation happens at unexpected moments _____ ☐
- I like things that are custom, one-of-a-kind or innovative _____ ☐
- It's important to me that people feel safe and protected _____ ☐
- I enjoy helping clients see situations in a new way _____ ☐
- I rely more on inspiration and ideas than facts and figures _____ ☐
- Being in the limelight is not as important to me as being of service _____ ☐
- I like surprising people _____ ☐
- Innovating new solutions is exciting for me _____ ☐
- I don't mind making personal sacrifices for my clients or the people I work with _____ ☐
- I value living for the moment _____ ☐
- My product/service makes the world more beautiful _____ ☐
- Clients know they can always depend on me (or my product/service) to be there for them _____ ☐
- I am at times seen as provocative or off-color _____ ☐

TOTAL COLUMN 16

TOTAL COLUMN 17

TOTAL COLUMN 18

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GROUP 7

	19	20	21
Creating an elegant ambiance is important to me _____	<input type="checkbox"/>		
I take a playful approach to my product/service _____		<input type="checkbox"/>	
Facing obstacles is not a reason to quit _____			<input type="checkbox"/>
Beauty and style are very important to me _____	<input type="checkbox"/>		
I am hopeful and optimistic _____		<input type="checkbox"/>	
It's important to champion what's right _____			<input type="checkbox"/>
My product/service helps people feel indulged or special _____	<input type="checkbox"/>		
I value friendliness and positive work habits _____		<input type="checkbox"/>	
My product/service helps people go beyond their ordinary abilities _____			<input type="checkbox"/>
I believe in living the good life _____	<input type="checkbox"/>		
I appreciate knowing what is expected of me _____		<input type="checkbox"/>	
My product/service creates a feeling of competition and winning _____			<input type="checkbox"/>
Loyalty and commitment are key values for me _____	<input type="checkbox"/>		
I like being taught what to do _____		<input type="checkbox"/>	
I don't believe in compromise _____			<input type="checkbox"/>
TOTAL COLUMN 19	<input type="checkbox"/>		
TOTAL COLUMN 20	<input type="checkbox"/>		
TOTAL COLUMN 21	<input type="checkbox"/>		

GROUP 8

	22	23	24
It's important to be organized and efficient _____	<input type="checkbox"/>		
I often feel bored or restless _____		<input type="checkbox"/>	
People use my product/service as a resource or source of information _____			<input type="checkbox"/>
I often feel responsible for the well-being of others _____	<input type="checkbox"/>		
My product/service is innovative or helps people do something in a new way _____		<input type="checkbox"/>	
I enjoy a healthy or spirited debate _____			<input type="checkbox"/>
I deliver assurance and confidence _____	<input type="checkbox"/>		
I have a strongly independent nature _____		<input type="checkbox"/>	
I value understanding the way things work _____			<input type="checkbox"/>
I value leadership and respect _____	<input type="checkbox"/>		
I don't like boundaries or limits _____		<input type="checkbox"/>	
I believe most problems can be solved with the right information _____			<input type="checkbox"/>
I'm comfortable establishing rules and order so that things run smoothly _____	<input type="checkbox"/>		
Others see me as leading the way _____		<input type="checkbox"/>	
I seek out multiple points of view _____			<input type="checkbox"/>
TOTAL COLUMN 22	<input type="checkbox"/>		
TOTAL COLUMN 23	<input type="checkbox"/>		
TOTAL COLUMN 24	<input type="checkbox"/>		

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PLEASE TOTAL YOUR SCORES FOR EACH COLUMN AND ENTER THEM IN THE MATCHING SPACES BELOW:

COLUMN TOTAL			COLUMN TOTAL			GRAND TOTAL	ARCHETYPE
1.	<input type="text"/>	+	13.	<input type="text"/>	=	<input type="text"/>	Alchemist
2.	<input type="text"/>	+	14.	<input type="text"/>	=	<input type="text"/>	Maverick
3.	<input type="text"/>	+	15.	<input type="text"/>	=	<input type="text"/>	Humanitarian
4.	<input type="text"/>	+	16.	<input type="text"/>	=	<input type="text"/>	Artist
5.	<input type="text"/>	+	17.	<input type="text"/>	=	<input type="text"/>	Nurturer
6.	<input type="text"/>	+	18.	<input type="text"/>	=	<input type="text"/>	Jester
7.	<input type="text"/>	+	19.	<input type="text"/>	=	<input type="text"/>	Romantic
8.	<input type="text"/>	+	20.	<input type="text"/>	=	<input type="text"/>	Innocent
9.	<input type="text"/>	+	21.	<input type="text"/>	=	<input type="text"/>	Hero
10.	<input type="text"/>	+	22.	<input type="text"/>	=	<input type="text"/>	Ruler
11.	<input type="text"/>	+	23.	<input type="text"/>	=	<input type="text"/>	Explorer
12.	<input type="text"/>	+	24.	<input type="text"/>	=	<input type="text"/>	Sage

Congratulations!

YOUR SIGNATURE ARCHETYPE:

YOUR INFLUENCING ARCHETYPE: