

## **BRANDHOUSE®: JUROR ARCHETYPES FOR SELLING**

<b>ARCHETYPE &amp; SYMBOL</b>	<i><b>MOTTO</b></i>	<b>CORE DESIRE</b>	<b>GOAL</b>	<b>GREATEST FEAR</b>
<b>INNOCENT</b>  Statue of the Madonna	<i>Free to be you and me</i>	<b>To get to paradise</b>	<b>To be happy</b>	To be punished for doing something bad or wrong
<b>REGULAR GUY/GIRL</b>  Welcome Mat	<i>All men and women are created equal</i>	<b>Connecting with others</b>	<b>To belong</b>	To be left out, or to stand out from the crowd
<b>EXPLORER</b>  Compass	<i>Don't fence me in</i>	<b>The freedom to find out who you are through exploring the world</b>	<b>To experience a better, more authentic, more fulfilling life</b>	Getting trapped, conformity, and inner emptiness
<b>SAGE</b>  Book	<i>The truth will set you free</i>	<b>To find the truth</b>	<b>To use intelligence and analysis to understand the world</b>	Being duped, misled—or, ignorance
<b>HERO</b>  Medal	<i>Where there's a will, there's a way</i>	<b>To prove one's worth through courageous acts</b>	<b>Expert mastery in a way that can improve the world</b>	Weakness, vulnerability, being a "chicken"
<b>OUTLAW</b>  Rock	<i>Rules were made to be broken</i>	<b>Revenge or revolution</b>	<b>To overturn what isn't working</b>	To be powerless or ineffectual

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<b>MAGICIAN</b>  Wand	<i>I make things happen</i>	<b>Understanding the fundamental laws of the Universe</b>	<b>To make dreams come true</b>	Unintended negative consequences
<b>LOVER</b>  Rose	<i>You're the only one</i>	<b>Intimacy and experience</b>	<b>Being in a relationship with the people, work and surroundings they love</b>	Being alone, a wallflower, unwanted, unloved
<b>JESTER</b>  Microphone	<i>You only live once</i>	<b>To live in the moment with full enjoyment</b>	<b>To have a great time and lighten up the world</b>	Being bored or boring others
<b>CAREGIVER</b>  Heart	<i>Love your neighbor as yourself</i>	<b>To protect and care for others</b>	<b>To help others</b>	Selfishness and ingratitude
<b>CREATOR</b>  Trowel	<i>If you can imagine it, it can be done</i>	<b>To create things of enduring value</b>	<b>To realize a vision; to create culture, express own vision</b>	Mediocre vision or execution
<b>RULER</b>  Crown	<i>Power isn't everything, it's the only thing</i>	<b>Control</b>	<b>Create a prosperous, successful family or community</b>	Chaos, being overthrown

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STRATEGY	WEAKNESS	TALENT	ALSO KNOWN AS	PROVIDES IDENTITY FOR A THEORY THAT...
To do things right	Boring for all their naive innocence	Faith and Optimism	Utopian, Naive, Mystic, Saint, Traditionalist, Romantic, Dreamer	<ul style="list-style-type: none"> <li>* Offers simple solutions to an identifiable problem</li> <li>* Is associated with goodness, morality, simplicity nostalgia, or childhood.</li> <li>* Is differentiated from a theory based on poor rep or badness</li> </ul>
Develop ordinary solid virtues; be down to earth, the common touch	Losing one's self to blend in, or for the sake of super superficial relationships	Realism, Empathy, Lack of Pretense	Good old boy, Realist, Everyman, Person next door, Working stiff, Solid citizen, Neighbor, Silent Majority	<ul style="list-style-type: none"> <li>* Gives jury sense of belonging</li> <li>* Is differentiated in a <u>positive</u> way from the other side's theory</li> <li>* Is low cost: <i>(requires least in terms of spillover decisions)</i></li> </ul>
Journey, seeking out, experience new things, escape from boredom	Aimless wandering, becoming a misfit	Autonomy, ambition, being true to one's soul	Seeker, Pilgrim, Wanderer, Individualist, Iconoclast	<ul style="list-style-type: none"> <li>* Helps people be free or nonconformist or pioneering</li> <li>* Is easily grasped/understood</li> <li>* Allows for an expression of individuality</li> </ul>
Seeking out information and knowledge; self-reflection and understanding thought process	Can study details forever and never act	Wisdom, intelligence	Expert, Scholar, Detective, Advisor, Thinker, Academic, Philosopher, Mentor Planner, Teacher, Researcher, Professional	<ul style="list-style-type: none"> <li>* Is based upon expertise or on specialized information</li> <li>* Encourages thinking</li> <li>* Is based on scientific knowledge</li> <li>* Is supported by research-based facts</li> </ul>
To be as strong and competent as possible	Arrogance, always to battle another fight	Competence and courage	Warrior, Crusader, Rescuer, Superhero, Soldier, Dragon Slayer, Winner, Team Player	<ul style="list-style-type: none"> <li>* Results in a major impact on the world</li> <li>* Helps someone be all they can</li> <li>* Solves a major social problem or encourages others to do so</li> <li>* Is advanced by an underdog</li> <li>* Is advanced by side with people with tough jobs done exceptionally well</li> <li>* Is advanced through witnesses that are good, upstanding citizens</li> </ul>

<b>Disrupt, destroy or shock</b>	<b>Crossing over to the dark side; crime</b>	<b>Outrageousness, radical freedom</b>	<b>Rebel, Wild Man, Iconoclast, Misfit, Revolutionary</b>	<ul style="list-style-type: none"> <li>* Is advanced by side that is disenfranchised from society</li> <li>* Retains old values which are threatened by emerging ones</li> <li>* Paves the way for new attitudes which are revolutionary</li> <li>* Breaks with convention</li> </ul>
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<b>Develop a vision and live by it</b>	<b>Becoming manipulative</b>	<b>Finding win-win solutions</b>	<b>Visionary, Leader, Catalyst, Inventor, Charismatic, Shaman, Healer, Medicine Man</b>	<ul style="list-style-type: none"> <li>* Promises or implies some kind of transformation</li> <li>* Has a New Age quality</li> <li>* Expands consciousness</li> <li>* Has spiritual connotations</li> </ul>
<b>To become more and more physically and emotionally attractive</b>	<b>Outward-directed desire to please others at risk of losing own identity</b>	<b>Passion, gratitude, appreciation, commitment</b>	<b>Partner, Friend, Intimate, Enthusiast, Sensualist, Spouse, Team-Builder</b>	<ul style="list-style-type: none"> <li>* Helps people keep friends or partners</li> <li>* Is freewheeling</li> <li>* Does not rely on self-important or overconfident witnesses</li> </ul>
<b>Play, make jokes, be funny</b>	<b>Frivolity, wasting time</b>	<b>Joy</b>	<b>Fool, Trickster, Joker, Practical Joker, Comedian</b>	<ul style="list-style-type: none"> <li>* Is advanced by fun-loving or irreverent witnesses</li> <li>* Is not advanced by self-important or overconfident witnesses</li> <li>* Is simple or easy to understand</li> </ul>
<b>Doings things for others</b>	<b>Martyrdom and being exploited</b>	<b>Compassion, generosity</b>	<b>Saint, Altruist, Parent, Helper, Supporter</b>	<ul style="list-style-type: none"> <li>* Supports core family values; from fast-food to minivans</li> <li>* Is associated with nurturing</li> <li>* Serves a public sector</li> <li>* Shows caring for others</li> </ul>
<b>Develop artistic control and skill</b>	<b>Perfectionism, bad solutions</b>	<b>Creativity and imagination</b>	<b>Artist, Inventor, Innovator, Musician, Writer, Dreamer</b>	<ul style="list-style-type: none"> <li>* Provides choice and avenues for self-expression</li> <li>* Is supported by creative or innovative arts and technology</li> <li>* Promotes self-reliance</li> </ul>

<b>Exercise power</b>	<b>Being authoritarian, unable to delegate</b>	<b>Responsibility, leadership</b>	<b>Boss, Leader, Aristocrat, King, Queen, Politician, Role Model, Manager, Administrator</b>	<ul style="list-style-type: none"><li><b>* Is offered by, or on behalf of the powerful</b></li><li><b>* Is organized and systematic</b></li><li><b>* Empowers people or enhances their grip on power</b></li><li><b>* Is regulatory or protective</b></li><li><b>* Is not populist</b></li></ul>
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