

THE SPIRITUAL BRAND FRAMEWORK

A WORKBOOK, A JOURNEY



FIND YOUR UNIQUE SPIRITUAL PURPOSE



Reflecting on your narrative and the values that emerge from it.

Ask yourself:

- How can the values and lessons from my story shape the products, services, and experiences my brand offers?
- In what ways can my brand's messaging and communication reflect the essence of my chosen archetype, creating authentic connections with my audience?
- How does my spiritual purpose guide the mission of my business, influencing its impact on the community and the world at large?





EXPLORING THE
12 CLASSIC BRAND
ARCHETYPES



The Innocent:

Brands embodying The Innocent archetype offer simplicity and optimism, appealing to a desire for purity, honesty, and a return to simpler times. They promise safety and evoke nostalgia, ensuring their products or services bring peace and happiness.

Muted colors, natural imagery, and simple messaging are all consistent within Aveeno's branding. Aveeno emphasizes the natural ingredients found in its products to communicate that their skincare can be trusted by the consumer. In their marketing efforts, Aveeno frequently depicts people enjoying simple daily activities and encourages viewers to "Get Skin Happy."



The Everyman:

These brands build a connection through relatability and trust, positioning themselves as approachable, dependable, and reflective of everyday values and experiences, resonating with a sense of belonging and community.

IKEA is a great example of an Everyman Brand. They use everyday imagery and their audience is very wide. Their products are affordable and cater to almost everybody.



The Hero:

Heroic brands inspire and motivate, focusing on overcoming challenges and advocating bravery.

They are committed to making the world a better place, appealing to the customer's inner strength and courage.

Nike is a brand that embodies the Hero archetype by inspiring people to be their best selves.

Their "Just Do It" campaign encourages customers to overcome their fears and pursue their dreams. Nike is associated with strength, perseverance, and victory, making it a perfect example of a Hero brand.



The Outlaw:

Outlaw brands challenge the status quo and rebel against convention.

They cater to those who seek to break free from societal norms, offering liberation and the promise of revolution and change.

Tesla perfectly exhibits the Outlaw brand archetype: its unconventional approach, its challenge against traditional automakers, and its disruption in the entire automotive industry.

The brand's emphasis on cutting-edge technology and a vision for a future free from reliance on fossil fuels exemplifies the Outlaw brand's inherent need to push boundaries and defy the odds.



The Explorer:

These brands are synonymous with adventure, freedom, and discovery. They appeal to the wanderer and the curious, promising new experiences and the opportunity to break new ground.

The National Geographic Society is a global nonprofit organization committed to exploring and protecting the planet. Just a quick glance at their site, their social media platforms, and their magazines instantly qualifies them as an Explorer brand.

The front page of the National Geographic site reads, "EXPLORE TODAY. Through the eyes of our Explorers, photographers, journalists, and filmmakers."



The Creator:

Creator brands foster innovation and imagination, appealing to the artistic and visionary. They encourage self-expression and originality, providing platforms or products that allow customers to make something unique.

YouTube expressly states on their site that “creative freedom leads to new voices, formats, and possibilities”.

This falls perfectly in line with the Creator archetype due to the fact that they foster the creation of new ideas and possibilities through open expression.



Mercedes-Benz

The Ruler:

Ruler brands exude control, stability, and status. They appeal to those who seek power and assurance, offering products or services that bring order and luxury into their lives.

Mercedes Benz includes their tagline “The best or nothing” in almost all their messaging. What Mercedes is implying is that no matter what, they are going to build the best car. They have the goods to back their messaging too. Mercedes Benz has developed an almost soundproof reputation for producing high end, safe, and dependable cars.

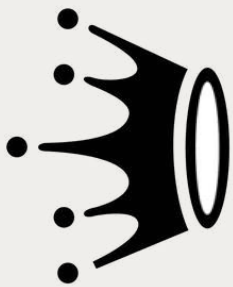


FEEL IT AT **Walt Disney World**. THE MOST MAGICAL PLACE ON EARTH

The Magician:

Brands that embody The Magician archetype focus on transformation and visionary insights, offering experiences that promise a sense of wonder and moments of awe, guiding customers towards a transformative experience.

Disney is known as one of the most magical places on earth “where dreams come true”. This brand has innovated and created an empire that brings a magical feeling to all, ranging from television, movies, amusement parks, and products.



#hallmark

The Lover:

Lover brands prioritise passion, pleasure, and connection, aiming to create intimate and emotional bonds with their customers, promising beauty, love, and sensory fulfillment.

Hallmark's mission is "Dedicated to creating a more emotionally connected world and making a difference in the lives of others." The emphasis on connection and changing lives is a key representation of the lover. This commercial is a prime example of how this archetype emphasizes all types of relationships, including family.



Johnson's[®]

The Caregiver:

These brands are nurturing and compassionate, dedicated to helping and caring for others. They appeal to the altruistic, offering services or products that ensure safety, comfort, and support.

Johnson & Johnson has made a name for themselves as “The family company” and they strive to live up to that every day. As the largest healthcare company in the world, they are an undeniable example of the caregiver. Their commitment to making the world a healthier place can be seen very clearly in their altruistic actions as well as their messaging.



The Jester

Jester brands bring joy, humour, and light-heartedness to their customer's lives. They are all about having fun, not taking life too seriously, and making their customers smile or laugh.

They may have started with the humble “It melts in your mouth, not in your hand” slogan in the 1930s, but now the M&M’s brand is a pillar of the jester community. For years, consumers have come to recognize the entertaining red and yellow M&M’s as the iconic faces of the brand. Constantly enthralled in situational humor and comical exchanges that evolve with the times, M&M’s is the perfect example of the successful jester.

HARVARD UNIVERSITY



The Sage:

Sage brands seek knowledge and truth, appealing to those who value wisdom and understanding. They offer insights and expertise, aiming to educate and enlighten their audience.

From the site: “Harvard University is devoted to excellence in teaching, learning, and research, and to developing leaders in many disciplines who make a difference globally.” Harvard’s dedication to knowledge and analysis makes them a perfect example of the Sage brand archetype.



STEP-BY-STEP GUIDE
TO IDENTIFYING
BRAND ARCHETYPES



1

Familiarise Yourself with the Archetypes: Begin by exploring the 12 classic Brand Archetypes: The Innocent, The Everyman, The Hero, The Outlaw, The Explorer, The Creator, The Ruler, The Magician, The Lover, The Caregiver, The Jester, and The Sage. Each archetype embodies a set of values, desires, and traits that connect on a psychological level with an audience.

2

Reflect on Core Values and Mission: If analysing your brand, consider its core values, mission, and the emotional experience it aims to provide. If focusing on a favourite brand, think about the messages and feelings it evokes in its marketing and product offerings.

3

Examine Marketing and Communication: Look at how the brand communicates with its audience. Is the messaging focused on innovation and creativity (Creator), or does it emphasise joy and happiness (Innocent)? The tone, imagery, and language used in marketing materials can offer clues to the brand's archetype.



4

Consider the Customer Experience: Reflect on the customer experience and the desires the brand fulfills. Does it offer a sense of adventure and discovery (Explorer), or is it about nurturing and care (Caregiver)?

5

Use the Brand Archetype Chart: With your observations in hand, use the Brand Archetype chart to match the brand's characteristics with the corresponding archetype. Don't worry if you find traits from multiple archetypes; brands often embody a primary archetype with elements from others.

A woman with long, wavy brown hair, wearing a white, sleeveless, asymmetrical dress and a gold bracelet, stands against a light background. A semi-transparent white box is overlaid on the left side of the image, containing text.

DISCOVER YOUR BRAND ARCHETYPE:

UNVEIL YOUR BRAND'S
TRUE ESSENCE



1

Who You Serve:

Think about your ideal customer. Who are they? What are their hopes, fears, and dreams? Understanding the people you serve is the first step in identifying your brand's archetype. Are you catering to the adventurous spirit, the luxury-seeker, the comfort-craver, or the knowledge-thirsty? The characteristics of your target audience can mirror the qualities of your brand, leading you to your archetype.

2

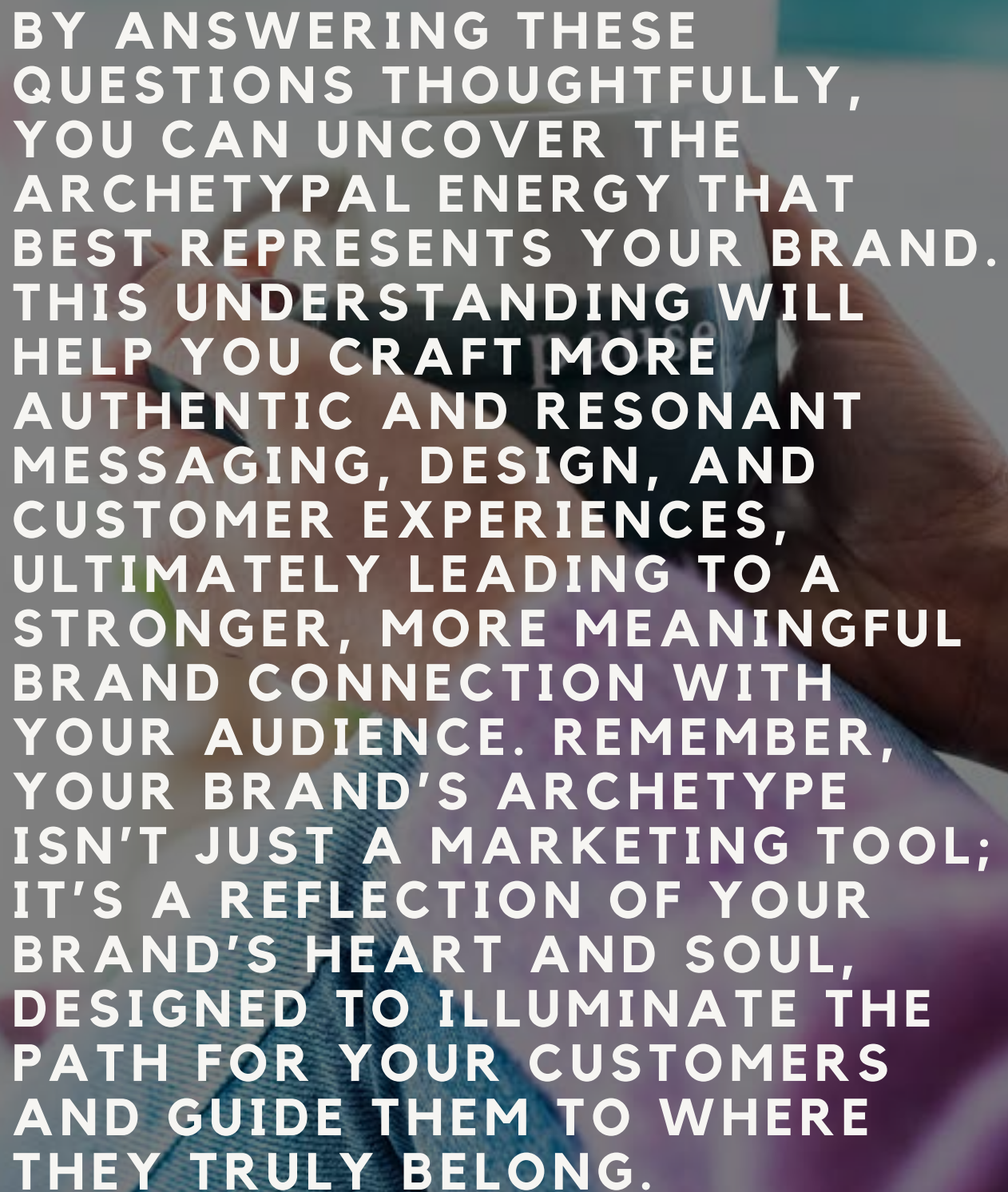
What Problem You Solve:

Every brand exists to solve a problem or fulfil a need. What is the core issue that your brand addresses? Is it a quest for knowledge, a need for security, a desire for belonging, or a journey towards healing? The nature of the problem you solve not only defines your brand's purpose but also aligns with a specific archetype. For instance, if your brand provides protective services or products, you might resonate with the Caregiver archetype.



3 How You Solve It:
Consider how your brand addresses the customer's needs. Is it through nurturing and support, by providing wisdom and guidance, or by encouraging exploration and freedom? The method and approach you take to solve problems highlight the personality and essence of your brand. If your solution empowers customers to find their own path or truth, you might align with the Sage or Explorer archetypes.

4 Your Niche or Unique Spiritual Purpose:
Reflect on the deeper mission behind your brand. Beyond selling products or services, what is the greater purpose or impact you wish to have in the world? This spiritual or unique purpose not only sets your brand apart but also deeply connects with a specific archetype. Whether it's inspiring change (the Rebel), fostering connections (the Lover), or leading with authority (the Ruler), your niche can reveal the underlying archetype that should guide your branding strategy.

A close-up photograph of a person's hands holding a piece of blue fabric, likely a garment, against a blurred background. The text is overlaid on the image in a bold, white, sans-serif font.

BY ANSWERING THESE QUESTIONS THOUGHTFULLY, YOU CAN UNCOVER THE ARCHETYPAL ENERGY THAT BEST REPRESENTS YOUR BRAND. THIS UNDERSTANDING WILL HELP YOU CRAFT MORE AUTHENTIC AND RESONANT MESSAGING, DESIGN, AND CUSTOMER EXPERIENCES, ULTIMATELY LEADING TO A STRONGER, MORE MEANINGFUL BRAND CONNECTION WITH YOUR AUDIENCE. REMEMBER, YOUR BRAND'S ARCHETYPE ISN'T JUST A MARKETING TOOL; IT'S A REFLECTION OF YOUR BRAND'S HEART AND SOUL, DESIGNED TO ILLUMINATE THE PATH FOR YOUR CUSTOMERS AND GUIDE THEM TO WHERE THEY TRULY BELONG.

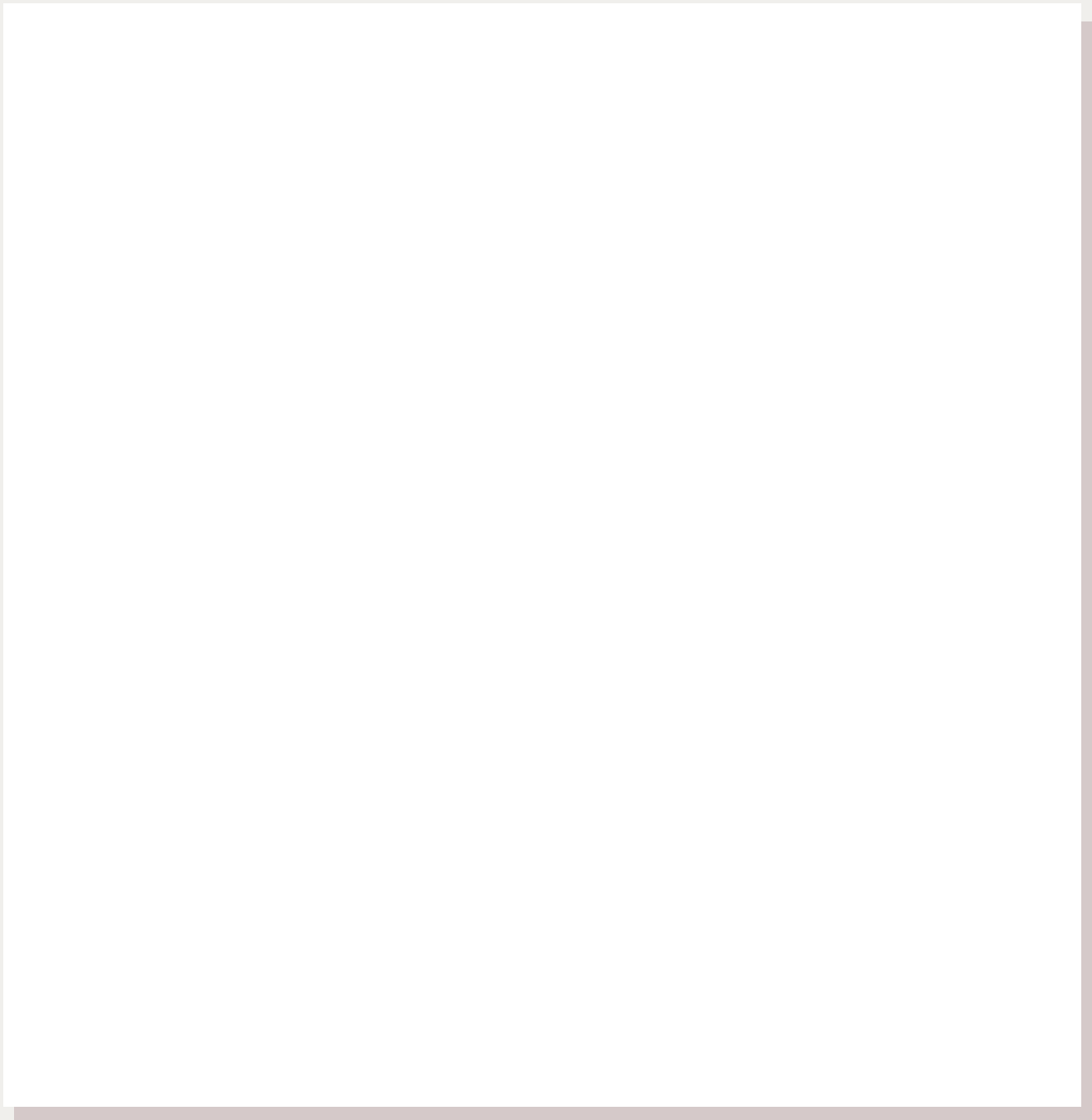


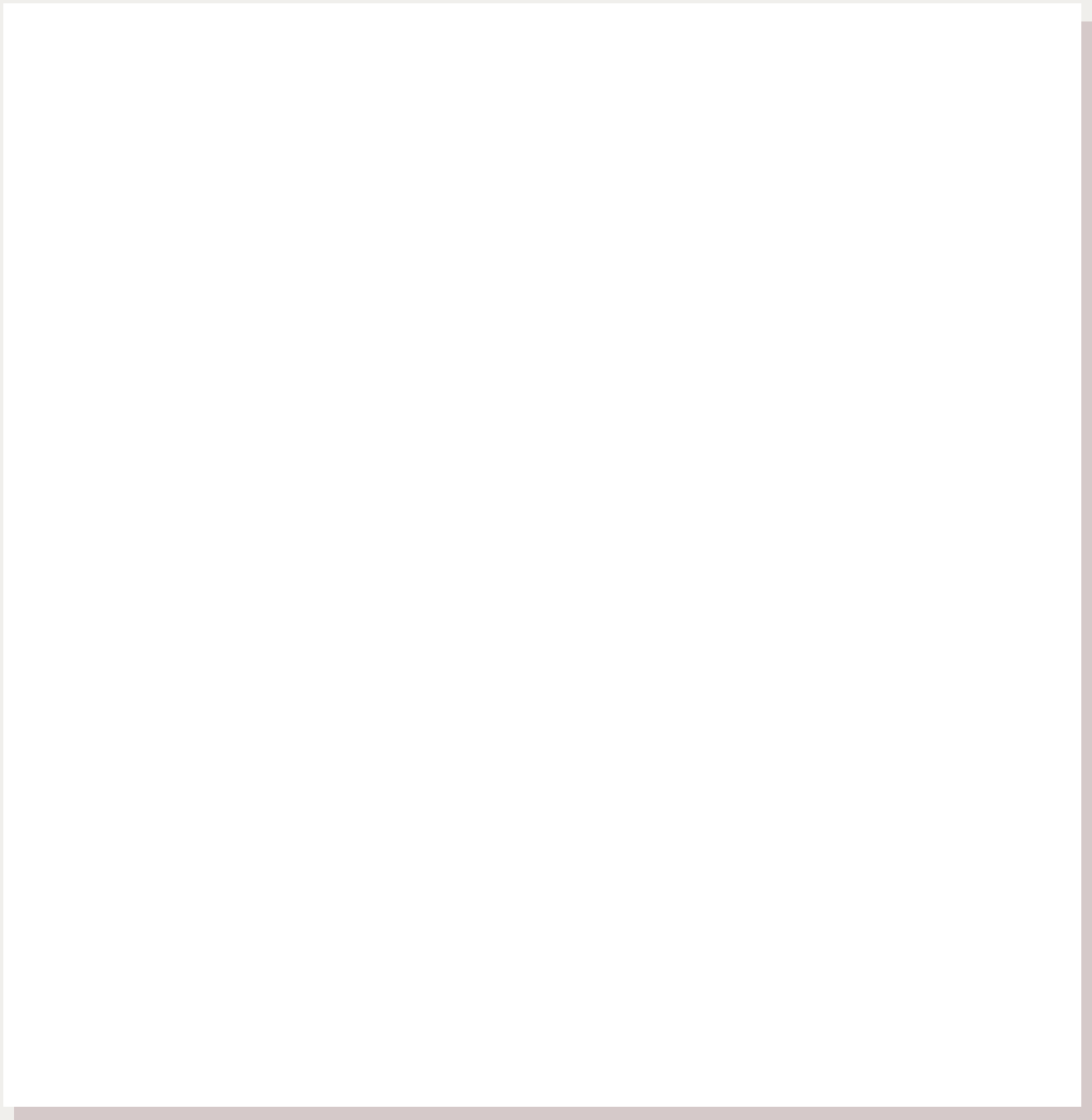
A few pages for reflections, thoughts, and notes on this workbook...

Perhaps you want to write some goals here to conclude your training, think about actionable next steps for you.

I also encourage you to create your GO-TO coach statement.

e.g. I help _____ to achieve _____
through/without/by _____







DAY 3

COMPLETE

What's next?

STAY TUNED FOR AN
EXCITING OPPORTUNITY...