

What Brand Archetype are you?

Unlock the essence of your Personal Brand identity and Leadership personality with the Archetypal Thought Leadership Profile and align your brand from the "Inside Out"

Lets explore your Personal Brand Archetype: What type of a Brand Hero are you?

Looking at the core characteristics of your personal Brand Archetype is the first step in defining your personal brand identity. This one of a kind personality test unlocks the promise of your natural leadership capacity as an entrepreneur, business leader and change maker in the world.

You will discover how to leverage the power of your archetypal personality make-up in order to build a personal brand identity that is:

purposeful in impact, pure in essence, and magnetic in presence to tell a story that solves the problems of your audience, attracts the right profile of clients and gets your brand to stand out in a way that makes competition irrelevant.

This Archetypal profiling system aligns your brand personality from the inside out by unlocking your personal Identity at a deep down level. Taking the test will allow you to unlock the power of your personal identity to develop a personal brand that is unique, authentic and relevant in the eyes of your audience. When you take the test you will:

- Know yourself beyond a title, status or ego or label.
- Learn about your distinct value as an entrepreneurial leader in the marketplace
- Hone in on your unique leadership qualities talents and skills
- Step into the purpose you were literally hardwired for.
- Align your personal and professional identity
- Make right decisions in alignment with your inner most values.
- Improve your ability to communicate in your personal and professional relationships.

So who do you think you are?

Are you a Warrior and rise to the challenge and will always get the job done? Are you a King and strive for mastery and are a natural leader? Are you a Scholar your curiosity will take you anywhere for knowledge? Are you a Server and happiness lies in helping others? Are you a Sage and want to have fun and entertain your audience? Are you a Artisan and is your personality is fluid and uniquely creative? Are you a Priest and do you have a mission to make the world a better place?

How does knowing my Archetype help the building of my brand identity?

Looking at your Archetypal qualities will shed light on how you can deliver your brand wisdom to your audience using your unique style of communication and voice as a Thought Leader. By discovering your Archetypal personality you will gain deep insight into your own personal and professional behaviour. You will come home to your unique style of showing up as a Thought Leading Brand and realise that whatever you are motivated by in life is in fact what you are hardwired for to be most successful in.

- Understand the real drivers behind your missions as Thought Leading Brand Personality.
- Know your Archetypal qualities and the quest of realisation it is hardwired to achieve.
- Align the inner characteristics of your personality with the conceptual and visual design of your Personal Brand
- Come home to your most naturally suited style of leading in life.

Identify Your Archetypal Mission and unravel the blue print of your Personality type

Stop Trying to Change The World: find a Better Mission!

„Helping others to reach their potential“ is not your life’s mission.

Neither is it „to make the world a better place“. Nor is it to „teach others how to grow and transform their lives. “Sorry. I know. I might be upsetting you right now. Just bear with me...

The above statements are descriptions of your potential action and impact. But there not missions. A mission is a specific calling that comes deep from within, it is literally hardwired into the DNA of our Personal Archetype. Examples of a mission might be:

- To decode the human genome.
- To master the art of communication
- To define a new genre of personal finance
- To invent a new technology platform.
- To create a heart-based approach to marketing.
- To change how we value our relationship to nature.
- To be the first Jewish astronaut in space.

In other words, a mission is something that is bold, ambitious, and requires a personal stake and investment. It will take you a lifetime to achieve (in other worlds, the journey’s often never complete. It just has many unfolding chapters to the story).

Of course your higher calling often generates a derivative impact and wide scale contribution. As you pursue your mission, you undoubtedly will: Teach others, make a difference and the transform the world. You have to name your real mission, first. **Find the bigger Story. That’s something personal, vulnerable, and revealing. Dig deep. It’s in your personal blueprint. Something you are hard-wired for based on genetics, life experience, and your soul’s destiny. The clues are hiding in plain sight.**

