

BRAND ARCHETYPE

ART CAREER

SUIRA.ART

HOW TO FIND YOUR ARCHETYPE
DISCOVER WHAT IS A PERSONALITY
ARCHETYPE & FIND YOURS

HOW TO BUILD AN EMOTIONAL BRAND
CREATE CONNECTION BUILDING A STRONG
AND UNIQUE ART BRAND

WWW.SUIRA.ART



“YOUR
BRAND
IS WHAT

PEOPLE SAY
ABOUT YOU
WHEN YOU
LEAVE THE
ROOM”

-- JEFF BEZOS

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WEL

ART
BRANDING

COME

THE FIRST ENTREPRENEURSHIP SCHOOL FOR ARTISTS

*we teach
everything you won't
learn in art school*

So, you want to quit your job to dedicate yourself fully to your talent, becoming a full-time artist, but...

- You are having problems selling your art, or
- You are hustling day and night trying to work with a gallery, a music label or a publisher, but they don't even return your e-mails, or
- You are having trouble creating a successful online store and using social media to make money.

Relax, all these problems are entirely normal in the beginning. With the proper support, you will solve them and start to live the Life you deserve.

We are here to be sure you will not give up on your dream!





YOU WANT...

- Be recognized as an artist and respected by society
- Show the world your talent and make a living from your art
- Find the freedom to produce your creations when, where and how you decide.

THE TRUTH IS,

building a successful career as an artist is not easy. There are a million moving parts and pieces, analysis paralysis, and almost no support from your friends and family, that prevent you from doing what you want, and most importantly from moving forward.

what if...

...you could have **more clarity** about what you have to offer and **how to use your special talents** in your favour?

...you have a **step-by-step program** that gives you not just the information you need, but also teaches you how to use it in the right order to **accelerate your results**?

...you could count on **guidance & support** during all the process so you will feel **confident** to never give up?

you can...

Be in full control of your art at the same time that you can be recognized in the market, no matter if you are just starting right now, or if you are starting a new level of your beloved career. Get consistent work with real RIGHT buyers, building a solid business that can support you and your family financially at the same time that can give you a clear vision of what, when and how to do your activities. Build a unique artistic offer that allows you to attract the best collectors, give your business the best results. Get more visibility to your art and get paid online.



SELL MY ART ONLINE

SELL MY ART ONLINE

Sell My Art Online is a 12-month access online program that outlines the A-Z of finding your essence as an artist, building a unique identity, promoting your exclusive work and launching a thriving artistic business online.

***an easy 5-steps
methodology you can
put into action by
yourself, even if you are
not tech-savvy or have
no sales experience.***

SAVE TIME AND MONEY

It can be so confusing to deal with information on the Internet. Save TIME and MONEY with a all-one solution to OUR CAREER.

ONLY ARTISTIC BUSINESSES

Artistic businesses are COMPLETELY DIFFERENT from others. This program will work focused on YOUR market, respecting its characteristics

ACTION PLAN IN HANDS

You will finish the program with the fundamental theory to create your business and also with a REAL plan ready to put into action

ARTISTS' LIMITS

The real reason why 75% of the US artists make less than USD 10,000/year is not because they are not working hard enough or creating "good art" (The Artfinder Independent Market Report, 2017.)

It's because they don't know what to focus on to help them on positioning themselves as a brand, find the right buyers, and create a structure that allows them to have real and stable financial results, on a rising and repeating basis.

ve



HARD TRUTHS

You don't have a CLEAR artistic OFFER

You know you have something in you that is capable to start an art business and work on it full-time.

But you feel that you just need a better idea of what to do and how to start.

You don't feel you have a personal style, and it's hard for you to explain to others what exactly you do.



You are offering to the WRONG BUYERS

You know you are working hard and offering your art pieces. Maybe you already had some sales, but it is hard to keep it going.

Sometimes, you feel like you should be investing in a different style, or you imagine there is no space for your type of art. You maybe have thoughts about changing what you do or just giving up.

You are LOST! You don't know how to start

You have watched all the videos, read all the books, listened to all the podcasts, and attended all free training, yet still don't know what the a-z looks like to get the results you want.

You see other people have found success. You use social media anyway, and already have an online store or an online portfolio. But yet you still can't figure it out.



Be a Full-Time Artist System

A UNIQUE TESTED SYSTEM THAT TAKES YOU FROM HOBBY TO FULL-TIME IN JUST 5-STEPS



You don't need 5 different programs (or more), 20 years of experience or multiple colleges degrees to find success in your Artistic Business. You also don't need to feel overwhelmed by thousands of free info you can find online, that will only make you frustrated and confused when you cannot put them in order or have any results.

you need the most comprehensive entrepreneurship course just for artists, created by someone who is specialized in selling Art!

Inside the program Sell My Art Online, you have 12-months of access to our Be a Full-Time Artist system to guide you from hobby to full-time artist every step of the way.

THIS IS A COMPREHENSIVE AND TESTED SYSTEM!

You'll gain CLARITY around your art offer and audience, ATTRACT the right buyers and CONVERT them into paid clients online using proven sales tools and techniques.

Every step is made easier with helpful walkthroughs, plug-and-play templates and scripts. It is a extensively tested program that has been help artists from all around the world to Be Full-Time Artist!



HEY YOU, I'M SUIRÁ

"I don't want you to give up being an artist."

I am a visual artist's daughter; therefore, I grew up inside the Artistic World. At the age of 12, I was already helping my father with his painting and sculpture exhibitions. However, I decided to study business administration at the University, and after years of working in the financial market at the age of 23, I decided to open my first company.

Since then, I've learned a lot and invested in new businesses. For almost a decade, I managed both aspiring and established musicians and produced countless artistic productions.

Working in my music agency, I could understand that many artists miss opportunities because they don't have the proper structure to start in a way that is professional.

So, I realized I could support them better by guiding new artists on how to build a professional artistic business for themselves".

Today, I dedicate myself to help artists to create their businesses independently. So, the world doesn't need to lose any talents, but they can be empowered to go further and further.

I believe Art is the ability to create an emotion in another person. When we do that, we have the opportunity to awake the purest feelings in this person and in ourselves as well. Shared emotions can connect deeply making us more empathic, sympathetic and joyful. A world with more Art is more humane, that's the reason why I decided to dedicate myself to make sure that not a single artist gives up on his/her gift.



ARCHE

ART
BRANDING

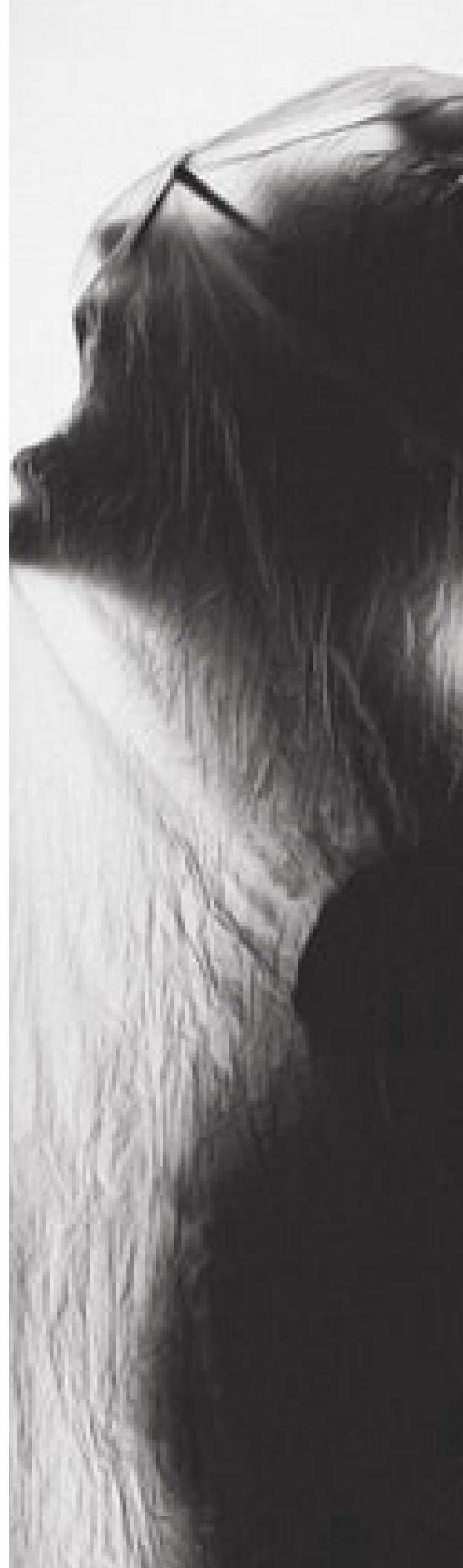
TYPE

ARQUE TYPES

Are you so fond of a particular company that it's hard for you to buy from other brands? You just 'connect' with the company more than others. Every time you catch sight of their logo, a wave of emotion runs inside you, reminding you how much you enjoy their products or services.

*What is it that **drives**
you towards those
brands?*

*Why do you **feel so**
strongly about them
compared to other
brands that remain
hazy and swathed in
vagueness?*





Well, it sure isn't logical. Guess what, 95% of us make decisions about brands subconsciously, not rationally. So essentially, your affinity for some specific companies stems from your perception of their brand. On a deeper level, it is contingent upon the 'archetype' or the personality your brand depicts.

For a company wanting to create a distinctive identity, it is essential to elevate the visibility of its products and its marketing message. Brand archetypes are paramount to positioning your company and its products in a unique and remarkable way. Using this tool, you can humanize your brand and make it stand out.

The most powerful organizations in the world didn't reach the pinnacle overnight – or with luck. They cleverly used effective, fool-proof strategies to craft an interesting brand personality with which their target audience could resonate, connecting with their emotions at a fundamental level.

EMOTIONAL BRAND

Although all brands are businesses that we have a transactional relationship with (they give you something in exchange for your money), for some brands, we feel connection, loyalty and in some cases love.

The most loved brands connect with their audience on a deeper level than most brands and those with an authentic brand purpose often capture hearts.

According to [Netbase](#), Lego is the third most loved brand in Europe, you may have some fond memories of at least one moment with your own Lego.

Almost all brands that you feel such a bond with are built with a solid alignment to an archetype. They are grounded in decades of psychological research and have their roots in Greek Mythology. Psychologist Carl Jung was who coined the term in the early 20th, but the concept is older than that, it can be seen in antique tales, paintings and even on religions and tarot cards.





HUMAN EMOTI ONS

We all have basic human desires. We aren't taught to want or need them. We just do it. They are instinctive and primitive. I'm sure you can relate to them. Here are the basic human desires that each match with a specific archetype;

liberation -> the outlaw

power -> the magician

mastery -> the hero

intimacy -> the lover

enjoyment -> the jester

belonging -> the everyman

service -> the caregiver

control -> the ruler

innovation -> the creator

safety -> the innocent

understanding -> the sage

freedom -> the explorer



Your heart rate will increase for some more than others. As we are all different, our desires are different as well. My core desire might be Innovation, while yours might be Freedom or Mastery. When we consider that certain behaviours or personalities increase certain desires, we can understand why some personalities appeal to us more than others.

There are two primary reasons you would want to align your brand with an archetype.

1. Connection: Most brands today are in the coalface competing on features, benefits and price. If you don't want your brand to become a commodity, you will need to make a deeper connection with your audience. Especially in the art market, where the connection is your main product. That is why it is important to analyze all the facets of it and explore new ways to increase it towards your target market.

2. Differentiation: When it comes to standing out in a crowd, differentiation strategies seem well worn, with latecomers to the party left with little to work with. Personalities, on the other hand, have infinite possibilities. They're not only unique but can be extremely memorable.

Archetypes are the personification of these behaviours and provide a road map that enables you to more accurately appeal to a given desire with a specific personality



WHY IT WORKS

Through the use of story, art, religion, myths, Archetypes characterize universal patterns of behaviour that we all instinctively understand. When you dive into these archetypes and the behaviour traits of each, you will probably recognize yourself, your family and your friends.

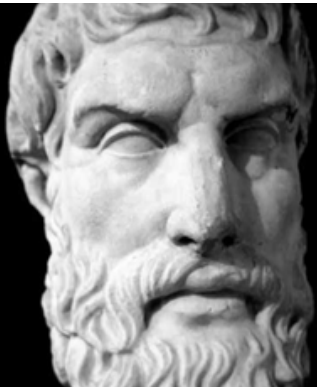
Whether it's your funny uncle acting like 'The Jester' at your grans birthday or your anti-establishment friend dropping conspiracy theories in the pub as 'The Outlaw', you will see these archetypal personalities time and again. Although the behaviours of your uncle and friend are familiar through experience, the behaviour or archetypes whom you don't have experience with will also be recognizable.

Why? Because they are pre programmed into your subconscious

We don't immediately think of an archetype character when we see the behaviour but it is an instinctive understanding and it feels familiar. Because the understanding of these archetypes is instinctive, we can connect with (or avoid) others very quickly when we experience them. Because this recognition is pre-programmed into our brains, they are an extremely useful tool when defining the position of your brand and the personality traits that will resonate with your intended audience. I mean, it's like a hack into the mind of your audience.

HIST ORY

Plato, (The Greek philosopher) who was knocking about in Athens in 348 B.C. explored the idea of archetypes when he spoke of “forms of intuition” as the templates of intuitive understanding.



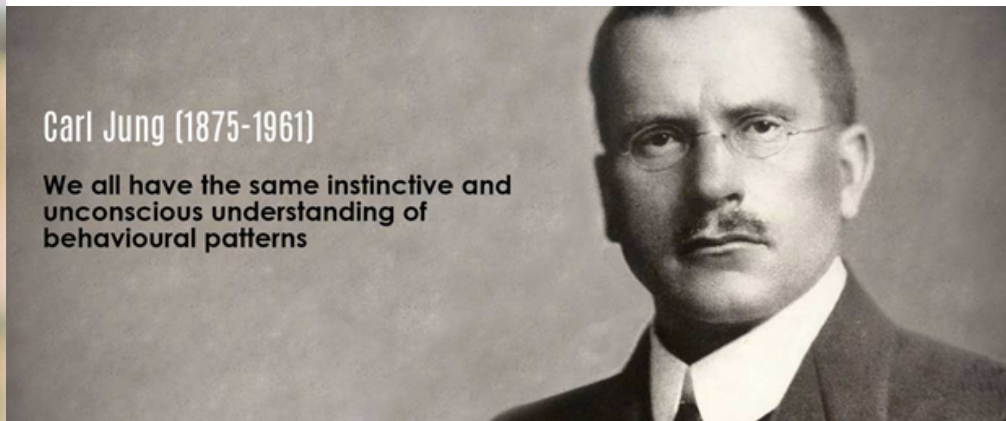
forms of intuition”
are the templates of
intuitive understanding

***Archetypes are as
old as the art of
storytelling itself.***





Swiss Psychiatrist Carl Jung coined the term “Archetypes” in the context of personality. He said we all have a “collective unconscious” that channel experiences and emotions, resulting in typical patterns of behaviour. In other words, we are born with the same instincts and unconscious understanding of behavioural patterns and we recognize them when we see them.



Carl Jung (1875-1961)

We all have the same instinctive and unconscious understanding of behavioural patterns

In their 2001 book “The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes” Margaret Mark and Carol S. Pearson state that;

“Archetypes are the heartbeat of a brand because they convey a meaning that makes customers relate to a product as if it actually were alive in some way, they have a relationship with it and care about it.”

When we are talking about an art piece that is built to connect, this understands of the archetypes can make it a powerful tool to express your message, build a fan base and create ambassadors for your ideas. Sharing your truth through emotions and feelings, which can touch us deeply and create better bonds, seducing us.

As you'll see when we uncover the 12 Jungian Archetypes, each one is very familiar. As we covered already, this is partly to do with your intuition and partly to do with experience, culture and storytelling. You see, long before branding and marketing experts got their mitts on archetypes, storytellers and filmmakers had been writing and creating some of the world's most-loved books and films with archetypal characters.

Here are a few examples.

- The exploits of Indiana Jones as The Explorer.
- The guiding wisdom of Yoda as The Sage, in Star Wars.
- The rising from the ashes conquest of Maximus as The Hero, in Gladiator.

All of these much-loved characters are built on archetypal foundations, as the storytellers knew about your intuitive instinct to connect with them quickly. They are brought to life through story, where their personality can work to evoke an emotion within you, which allows you to form a connection with the character. This is why you're at the edge of your seat when Indy is in danger or why wish you had Yoda about to ask him some questions or why you celebrate Maximus' bloody victory



of our purchasing decisions are made in the subconscious mind

Harvard School Professor Gerald Zaltman



CONFUSED BRAND

***“If you try to
please everyone,
you’ll end up
pleasing no one”***

Your brand needs a real personality with a tone of voice. Less experienced brands may pick a couple of traits that they think their audience will relate to. But archetypes are fully formed personalities with an outlook on life, an opinion on the world and firm beliefs that allow brands to connect as though they were human. In other words, if you want your audience to know who you are as a brand, your brand needs to know who it is.

Aligning your brand as tightly as possible to a single archetype, will allow your brand personality feels more familiar to your audience, and allow you to communicate with the consistency and humanity of a real person.

Great brands are focused. You may be tempted to take traits from multiple archetypes to express your brand's individualism but understand the consequences of a "confused brand".

Referenced in the book "The Hero and The Outlaw" an analysis uncovered that brands with "tightly defined" archetypal identities rose in value by 97% more over six years than "confused brands" or brands with characteristics from many different archetypes.

The moral of the story? Know who you are, know who your audience is and don't try to please everyone. Try listening to your audience more, and your archetype will be more effective.

As archetypes represent all personalities then they are both your customer and your brand. The trick is to identify your customer's personality, then align your brand with the archetype that would most appeal to a desire within your customer (They are often the same but not always).

For example; your audience might be "The Everyman" but you want your brand to appeal to "The Explorer" within them. In This case, your brand should be more aligned with "The Explorer" Archetype and use personality and communication to evoke their desire to explore.

We'll dive into some more strategy a little further down.



THE 12



Here Are The 12 Brand Archetypes. Ok, but I hate to disappoint you because you already know them. (Get it? Archetypes...? Unconscious Understa... never mind).

The Outlaw has a desire for revolution partly to change the world for the better and partly for the anarchy involved.

They have a disdain for rules, regulations and conformity that would remove any form of their freedom of choice (or anyone else's). They are good at the core but anger is part of their motivation, which can become the dominant force. Without a fight, they are lost.

To appeal to an outlaw you need to prove to them first that you see the world as they do. Status Quo and Conformity are the common enemy and showing disdain for either will go a long way to resonating. Encouraging, facilitating or empowering revolution, on the other hand, will make you an instant family (or gang) member.

Formal communication should be avoided and your language and tone should be laced with grit and attitude.



The Outlaw



REVOLUTION



Rules are made to be broken



BRAND VOICE



BRAND MESSAGE

Disruptive

Rebellious

Combative

You don't have to settle for status quo. First, demand more, second, go out and get it.

OUTLAW BRANDS




DIESEL



DRIVE



FEAR



STRATEGY

Liberation

Change

Righteousness

Revenge

Independence

Servitude

Conformity

Complacency

Acceptance

Dependence

Denounce Status Quo

Disrupt + Shock



JAMES DEAN
Rebel Without a Cause



COLOUR PALETTE EXAMPLE

#b15e39

#faf6eb

#55250d

#a56f40

#efd494

BRAND SLOGAN EXAMPLE

ALL FOR FREEDOM



FREEDOM FOR ALL



25 | BRAND ARCHETYPE



POWER



It can happen



BRAND VOICE



BRAND MESSAGE

Mystical

Informed

Reassuring

*Tomorrow is brighter than today
and all your dreams can come
true if you believe.*

MAGICIAN BRANDS

Coca-Cola

Disney

dyson



DRIVE



FEAR



STRATEGY

Transformation

Knowledge

Vision

Belief

Discovery

Consequences

Stagnation

Ignorance

Doubt

Uncertainty

*Develop A Vision
& Live By It*

Transformation

GANDALF
The Lord of The Rings

COLOUR PALETTE EXAMPLE

#0070b5

#49b7e9

#8681e8

#fe89be

#fd4431

BRAND SLOGAN EXAMPLE



The Magician strives to make dreams come true through somewhat mystical ways.

They have the ability to take people on a journey of transformation through the experience of a magical moment. They believe that we are limited only by imagination and defy the common belief of the laws of reality to lead us to a better future. Magicians have a thirst for knowledge though they don't willingly share it, rather they use it to show their vision.


The Magician archetype rarely fits a buyer persona but appeals to different personas with their ability to transform.

Brands that provide a product or service that take their customers on a transformational journey (Lost to found, Insecurity to security, Worn out to refreshed), could well consider the Magician Archetype as the personality to connect with their audience.


The Hero's main motivation is to prove their worth through courage and determination. They work hard in order to have the skills they deem requirements and take pride that their work rate sets them apart from the rest.

They need to meet challenges head-on and carry defeats or failures until they are corrected. The Hero wants to save the day to prove their worth to themselves but also so the world knows of their ability.


To appeal to a hero you should inspire them and make them feel empowered to succeed and achieve. They see themselves as upstanding citizens and the bully's nemesis and they stand up for what's right. Hero's want to rise to their ambitions and brands that can acknowledge those ambitions and encourage the challenge will connect with them. A Hero wants to be inspired by the possibility to achieve and gratification that comes with it.




The Hero



MASTERY



Where there's a will
theres a way




BRAND VOICE

Honest

Candid




Brave




BRAND MESSAGE

We can make the world better. We have the grit and determination to outwork the rest.

HERO BRANDS



DRIVE


Mastery

Courageousness

Growth

Development

Defence



FEAR


Incompetence

Cowardice

Deterioration

Downfall


Incapability



STRATEGY

Become Stronger and Better

Prove People Wrong



MAXIMUS DECIMUS MERIDIUS
Gladiator

COLOUR PALETTE EXAMPLE

#0e0d13


#2b2d41

#ffffff

#c2bcc1

#cc3e2f

BRAND SLOGAN EXAMPLE



BY BRUD FERREIRA

JUST DO IT.

WWW.NIKE.COM



The Lover



INTIMACY



I only have eyes for you



BRAND VOICE

Sensual

Empathetic

Soothing



BRAND MESSAGE

*Your Striking Beauty Is
Impossible To Ignore.*

LOVER BRANDS



DRIVE

Sensuality

Closeness

Indulgence

Affection

Love



FEAR

Rejection

Loneliness

Isolation

Invisibility

Contempt



STRATEGY

*Reaffirm
Beauty*

*Red Carpet
Treatment*

MARILYN MANROE
Some Like It Hot



COLOUR PALETTE EXAMPLE

#588a4f

#7aa571

#818c9e

#ab3941

#68181c


BRAND SLOGAN EXAMPLE



The lover desires to be desired. The experience of Intimacy, closeness and sensual pleasure is what the lover seeks and will use the means they have to achieve it. They are motivated to become more physically and emotionally appealing to increase their capacity to attract others. They fear to be unnoticed, unloved and unwanted and because their passionate desires cloud their judgement, they can easily be misled. Even when Lovers achieve all their desires, they are still fearful of loss.

To appeal to a Lover you need to make them feel attractive or stir their passionate desires for connection and intimacy. Because of their attraction to sensory pleasure, communication and messaging should use sensual language and tone. Imagery and tone of voice are especially important for The Lover archetype. Brands appealing to Lover personalities can leverage their audiences' desire for sensual pleasure through sight, sound, smell or touch. The colour red is especially appealing to The Lover.


The Jester is all about having fun and living life at the moment. They not only love having fun themselves, they see it as their duty to be a ray of sunshine in everyone's life around them. They are optimists and can't be kept down long due to their ability to see the good in every situation. Jesters are young at heart and continue their child-like nature long after their friends have grown up and become serious. Like Magicians, Jesters are rarely a buyer persona but can be a perfect archetype for brands in the business of entertaining or wanting to associate themselves with good times. Regardless of archetype and personality, everyone likes to laugh and provided the context and the timing is right, the Jester personality can be a memorable and loving point of differentiation. As the Jester Archetype, your brand should highlight the light-hearted and positive side of life with a playful and entertaining spirit. Brands that are able to connect with their audience through happiness and laughter can become much-loved brands.




The Jester

PLEASURE

“ If I cant dance, I’m not part of it

 BRAND VOICE

 BRAND MESSAGE




Fun Loving

Playful


Optimistic


We’re here for a short time, not for a long time. Let your hair down and start living life.


JESTER BRANDS



DOLLAR SHAVE CLUB

 DRIVE

 FEAR

 STRATEGY

Fun

Happiness

Laughter

Togetherness

Positivity

Boredom

Gloom


Sadness

Loneliness

Negativity

Promote Good-Times

Make Them Laugh



JIM CAREY
Ace Ventura

COLOUR PALETTE EXAMPLE

#588a4f


#7aa571

#818c9e

#ab3941

#68181c

BRAND SLOGAN EXAMPLE



DOLLAR SHAVE CLUB
SHAVE TIME. SHAVE MONEY.™



The Everyman


BELONGING



*You're Just Like Me
And I'm Just Like You*


BRAND VOICE


BRAND MESSAGE

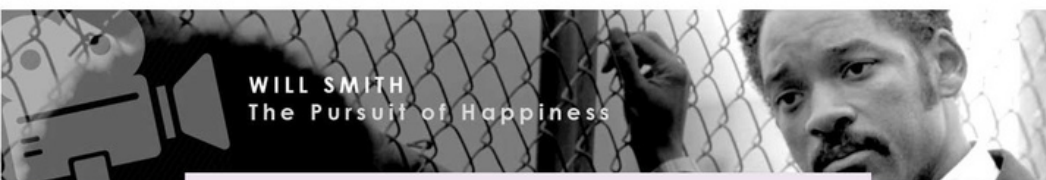
- Friendly
- Humble
- Authentic

When we treat each other with honesty and friendliness we can live together in harmony

EVERYMAN BRANDS



 DRIVE	 FEAR	 STRATEGY
Connection	Exclusion	Align with Basic Values
Togetherness	Standing Out	
Equality	Isolation	Create a Welcoming Community
Fellowship	Hostility	
Inclusion	Disassociation	



COLOUR PALETTE EXAMPLE

#85bdf8
#2b3a96
#9593a7
#91bd7a
#a38d71

BRAND SLOGAN EXAMPLE



The Everyman above all wants simply to belong. They tend to blend into society as 'everybody' and don't like to stand out in the crowd.

They're friendly and easy to talk without being overly funny or overly rude or overly loud. They lend their trust easily though they fear being rejected. They are relatively positive and strive to fit into the group. They tend to have a liking for most things without being overly passionate about one. The Everyman can be quite liked but can also be easily forgotten.

To appeal to an Everyman you need to make them feel a sense of belonging. Brands that revolve around everyday activities might use this archetype with the message that it's ok to be normal. Home or family life brands fit this archetype perfectly while elitist positioning or "we're better" messaging would be a turn-off. Appealing to an Everyman requires honest, humble, friendly and down to earth communication that doesn't exclude.

The Caregiver is a selfless personality who is driven by the desire to protect and care for others, especially those in need. They are often maternity figures and take those who are in need of care, under their wing until they are stronger to take care of themselves. This personality is personified perfectly by the nursing profession and though they like their effort to be recognized don't like being patronized. Caregivers are not just reactive, they are also preventative and tend to be in and around an event of harm, before or after. The Caregiver archetype is a perfect fit for brands that help those in need. The people such as brands help are often vulnerable and sensitive and require a soft touch. A warm, thoughtful, generous and motherly approach offers a feeling of safety that will appeal to their needs. A Caregiver brands aim is to make their customers feel secure, protected and cared for. Caregiver brands may need to appeal to wider audiences as they often require external input in order to provide care for those in need. In such a case, educational and conscience evoking messages may be the key.



The Caregiver



SERVICE



Love Your Neighbour
As Yourself



BRAND VOICE



BRAND MESSAGE

Caring

Warm

Reassuring

Everyone deserves care and we must all strive to bestow service upon one another.

CAREGIVER BRANDS







DRIVE



FEAR



STRATEGY

Support

Help

Service

Recognition

Gratitude

Anguish

Helplessness

Ingratitude

Neglect

Blame

Others Before Self

The Greater Good Is Worth Sacrifice





ROBIN WILLIAMS
Patch Adams

COLOUR PALETTE EXAMPLE

#5b6979

#a1b1c2

#ffffff

#0192d3

#2c7d78

BRAND SLOGAN EXAMPLE






The Ruler



CONTROL



*Power isn't everything,
It's the only thing*



BRAND VOICE



BRAND MESSAGE

Commanding

Refined

Articulate

*You are Successful in work and
in life. Reward your excellence
and your achievements.*

RULER BRANDS



Mercedes-Benz



ROLEX



DRIVE



FEAR



STRATEGY

Power

Prosperity

Status

Success

Wealth

Weakness

Insignificance

Failure

Poverty

Destitution

**Exert
Leadership**

**Demonstrate
Superiority**



MARLON BRANDO
The Godfather



COLOUR PALETTE EXAMPLE

#4e5e6b

#0a1117

#20404b

#3a757e

#7d0c10

BRAND SLOGAN EXAMPLE




The Ruler desires control above all else and is a dominant personality. They are authoritative in their communication and in their actions, as well they carry a sense of intimidation. Their goal is for prosperity and success and for that prosperity to trickle down to those that are loyal to his rule. They are confident, responsible and in control of their lives and expect the same from others. Rulers see themselves at the top of the food chain and aggressively defend that position.


To appeal to a Ruler you must re-affirm their sense of power, control and respect. Rulers want to feel a sense of superiority. That they are part of an exclusive V.I.P. club. Appealing to the masses will not get the Rulers' attention and would more likely turn them off. Ruler brands must provide their customers with a sense of re-affirmation that they are at the top of the ladder of success and are part of an exclusive club.


The Creator has a desire to create something new and exceptional, that wasn't previously there, and has enduring value. They need to express themselves with their individual talent and strive to bring their vision to life through that expression. Creators believe that if you imagine it, it can be created but are often stifled by their own desire for perfection.


To appeal to a creator you must celebrate the creative process while inspiring self-expression. Brands that provide the means or tools to express themselves creatively with freedom of choices would be well-positioned with the Creator Archetype. Their communication should stir the desire for the creative process and inspire their customers to express their nature to the best of their ability. Creator brands leverage their audiences' imagination and their desire to create and innovate.




The Creator


INNOVATION


*If It Can Be Imagined
It Can Be Created*





BRAND VOICE





BRAND MESSAGE


Inspirational
Daring
Provocative

*See Potential Everywhere
and Uncover Originality
With Liberated Imagination.*

CREATOR BRANDS

 DRIVE	 FEAR	 STRATEGY
<i>Creation</i>	<i>Stagnation</i>	<i>Inspire To Unlock Imagination</i>
<i>Originality</i>	<i>Duplication</i>	
<i>Self-Expression</i>	<i>Familiarity</i>	<i>Encourage The Pursuit of Originality</i>
<i>Vision</i>	<i>Disillusion</i>	
<i>Imagination</i>	<i>Indifference</i>	



EMMETT BROWN (DOC)
Back To The Future

COLOUR PALETTE EXAMPLE

#b6019a


#ffffff

#e10209


#1b1715

#f9ed06

BRAND SLOGAN EXAMPLE



Think different.™





The Innocent



SAFETY



*Life Is Simple
And Simplicity Is Elegant*



BRAND VOICE



BRAND MESSAGE

Optimistic

Honest

Humble

*The Most Wholesome Things in
Life are Unadulterated and Pure.*

INNOCENT BRANDS

Aveeno
ACTIVE NATURALS

Dove

innocent



DRIVE



FEAR



STRATEGY

Happiness

Morality

Simplicity

Honesty

Positivity

Anguish

Depravity

Complexity

Deceit

Negativity

*Display
Wholesome Virtue*

*Foster
Feel-Good Spirit*



TOM HANKS
Forest Gump



COLOUR PALETTE EXAMPLE

#eae1dc

#a08b7a

#ffffff

#249e48

#1123aa

BRAND SLOGAN EXAMPLE

Dove
Real Beauty



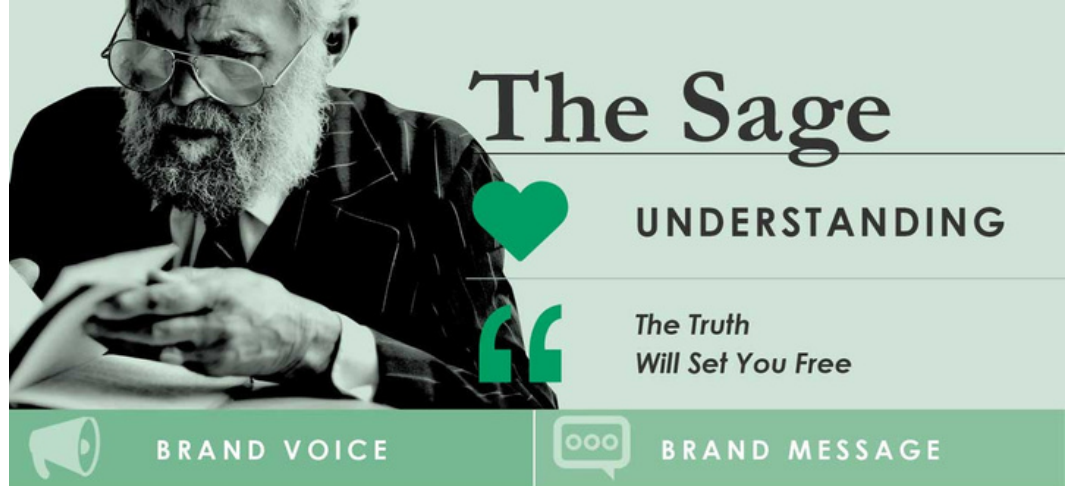
The innocent is a positive personality with an optimistic outlook on life. They crave safety but ultimately, they want themselves and everyone else to be happy. They are honest and pure and have no ill-will towards anybody. They don't hold grudges and believe everyone has the divine right to be who they truly are. They see the beauty in everyone and have a knack to see the inner beauty that others don't.

To appeal to an innocent, you need to earn their trust with simple, honest and most importantly, positive communication. Negative or guilt based communication is a complete turnoff. They need to associate your brand with safety and will feel a connection when their inner beauty is recognized.

The Sage is a seeker of truth, knowledge and wisdom. Their drive comes from the desire to not only understand the world but to then share that understanding with others. They are life-long learners and enjoy expressing their knowledge with philosophical conversations. They are more likely to pass on their wisdom to someone who can use it to change the world, rather than change the world with it themselves.

To appeal to a sage you need to pay homage to their intelligence as you communicate.

Higher-level vocabulary with layered or philosophical meaning will be acknowledged and appreciated while oversimplified or dumbed-down messages will not. They expect factual and well-researched information, which should be watertight to avoid challenges.



- Knowledgeable
- Assured
- Guiding

Education Is The Path
To Wisdom And Wisdom Is
Where The Answers Lie.



Google

BBC

UNIVERSITY OF
OXFORD





THE EXPLORER



FREEDOM



Don't Fence Me In



BRAND VOICE



BRAND MESSAGE

Exciting

Fearless

Daring

*You Only Get One Life.
Get Out And Make It Count.*

EXPLORER BRANDS



DRIVE



FEAR



STRATEGY

Adventure

Exploration

The Unknown

Self Discovery

Liberation

Confinement

Immobility

Entrapment

Incarceration

Cautiousness

*Celebrate
The Journey*

*Acknowledge
Modern
Confinements*

HARRISON FORD
Indiana Jones

COLOUR PALETTE EXAMPLE

#d5c6af

#906c46

#ffffff

#696812

#212809

BRAND SLOGAN EXAMPLE

NEVER STOP EXPLORING



The explorer has a palpable inner drive to push themselves outside their comfort and conformity of everyday life; into the rugged environment, they feel at home in. They are brave, adventurous and love a challenge. The challenges are more about understanding themselves more than proving to others and they are on an everlasting journey of discovery.

To appeal to an explorer, you need to challenge them. Challenging the confines of modern life will also allow you to resonate with them quickly. You should promote the outdoors and the unknown as the land of the free and challenge them to explore it, with your brand of course. Modern society is the common enemy in which many explorers live. A stand against such conforms can go a long way to resonating with the explorer and evoking their desires.



APPLYING IT ON MY BRAND

Simply developing a brand personality with the Archetypal framework will put you streets ahead of your competition. Once you have your Archetype in place, you need to flesh it out before applying it to your brand visuals and communication.

1. Using the characteristics of your brand archetype, define its opinions on issues related to your market and the wider industry.
2. Using keywords, identify its attitude towards life.
3. Adopt a tone of voice and writing style that captures these opinions and attitudes.
4. Identify the vocabulary that your brand will use keeping the desires your brand is evoking in mind.
5. Expand your vocabulary with synonyms and capture this in your brand guidelines.

6. Adapt your brand visuals, colours, typography and images to represent this personality visually.

7. Apply your vocabulary, opinions, attitudes and tone of voice to all of your brand communication.

Remember, as with a story, the more detail there is in your brand personality, the more vivid and memorable it will be.

Develop your personality on an ongoing basis to ensure it remains in line with who your audience is and the desires it is working to evoke.

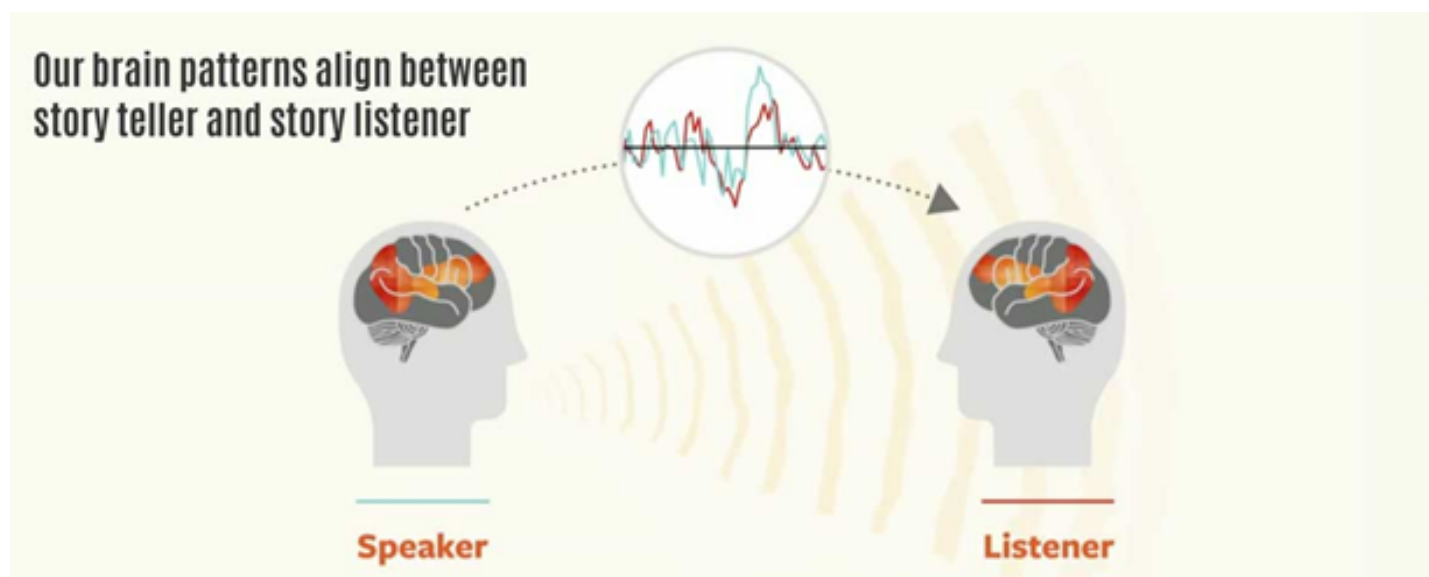
When your brand look, feel, tone, attitude, opinions and vocabulary are aligned and are all working together to evoke the desires it satisfies, you will have a brand with a humanistic and memorable personality that your audience will find easy to care for.

STORYTELLING

Once you have an archetype in place, you now have the foundation and character for a brand story. Aristotle knew a thing or two and he reckoned human beings are hardwired for story. It turns out we are 22 times more likely to remember a story than a fact. Although that's enlightening, something about it doesn't feel surprising. This is because stories activate a much deeper part of the brain than simple fact sharing. More than that, our brainwaves when listening to a story, match the brainwaves of the storyteller. The term "we're on the same wavelength" was made for storytelling.

Archetypes are about your brand knowing who it is and being able to communicate with a consistent personality and tone of voice as a character in the life of your audience.

Once you have an archetype in place, you now have the foundation and character for a brand story. Aristotle knew a thing or two and he reckoned human beings are hardwired for story. It turns out we are 22 times more likely to remember a story than fact. Although that's enlightening, something about it doesn't feel surprising. This is because stories activate a much deeper part of the brain than simple fact sharing. More than that, our brainwaves when listening to a story, match the brainwaves of the storyteller. The term "we're on the same wavelength" was made for storytelling. Archetypes are about your brand knowing who it is and being able to communicate with a consistent personality and tone of voice as a character in the life of your audience.

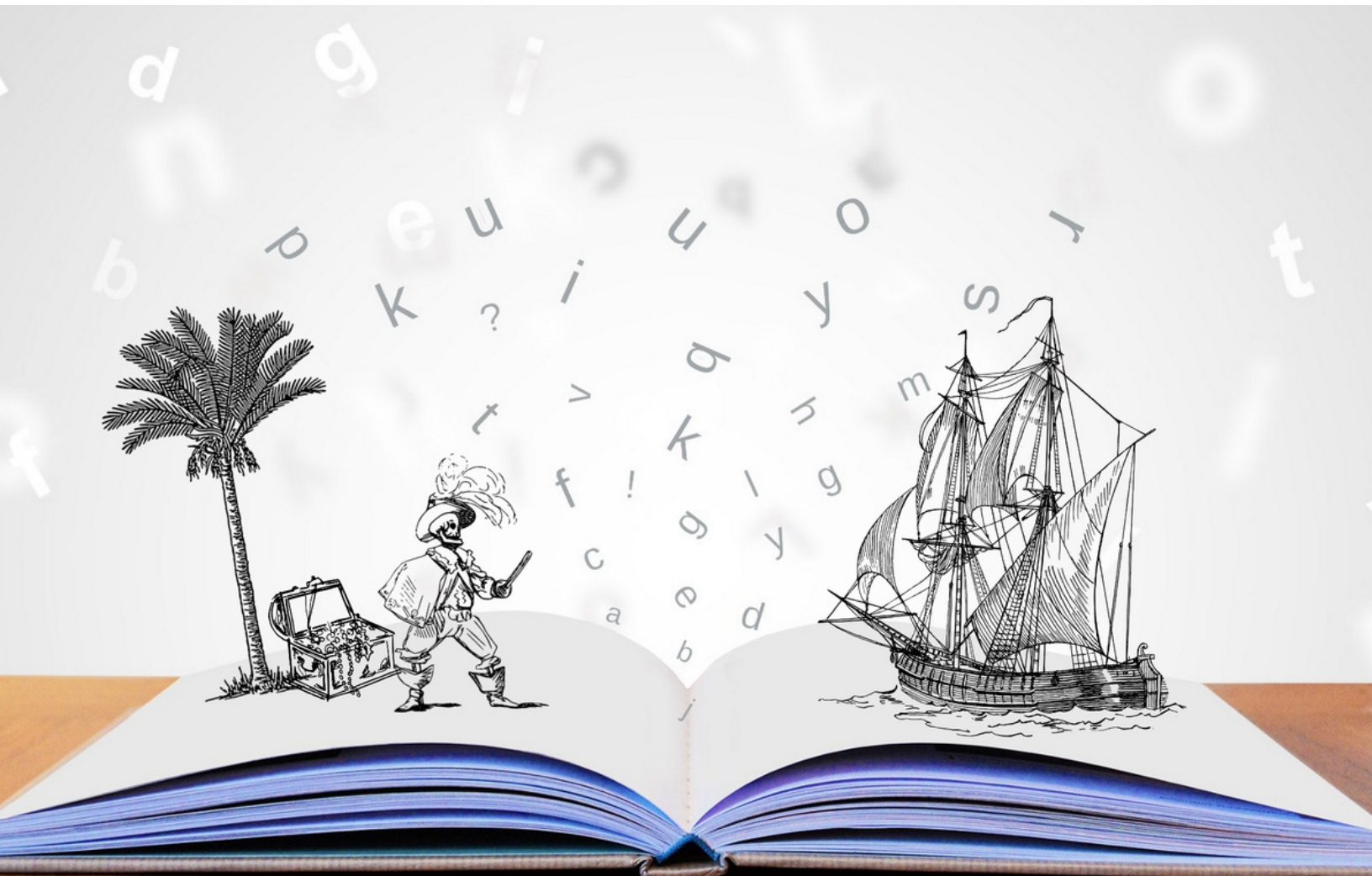


If you describe Indiana Jones to someone, they might seem interested in his character, but if you read them "The Temple of Doom", you'll take them on a journey where they'll fall in love with the character. People don't want information; they want to be taken on a journey. So, as you develop your archetypal brand character, you can begin to weave a story around it.

- Where did it come from?
- Where is it going?
- What will happen along the way?

Use this detail to build your brand character, personality and story. Add to it as you go and tell chapters of the story along the way. Where your character takes your audience is entirely up to you.

***But what is a
character
without a
story?***





AND

ART

BRANDING

NOW?



***This e-book is the
beginning of a
beautiful and brave
journey that can
bring you
everything you've
always dreamed of.***



THE NEXT STEP IS UP TO YOU

Enroll now on Sell my Art Online! This program it is a self learning experience. I will offer you everything you need to know to get your dream off the ground. In just 4 months you will learn and put it into action, ending up with a unique and prosperous business model that will lead you to success in the artistic market.

"Learning how to structure your Artistic Business will give you the autonomy you need to never give up being an artist and enrich the world with more and more art and beauty."

YOU HAVE A SPECIAL TALENT & YOU'RE ALREADY DOING THE WORK.

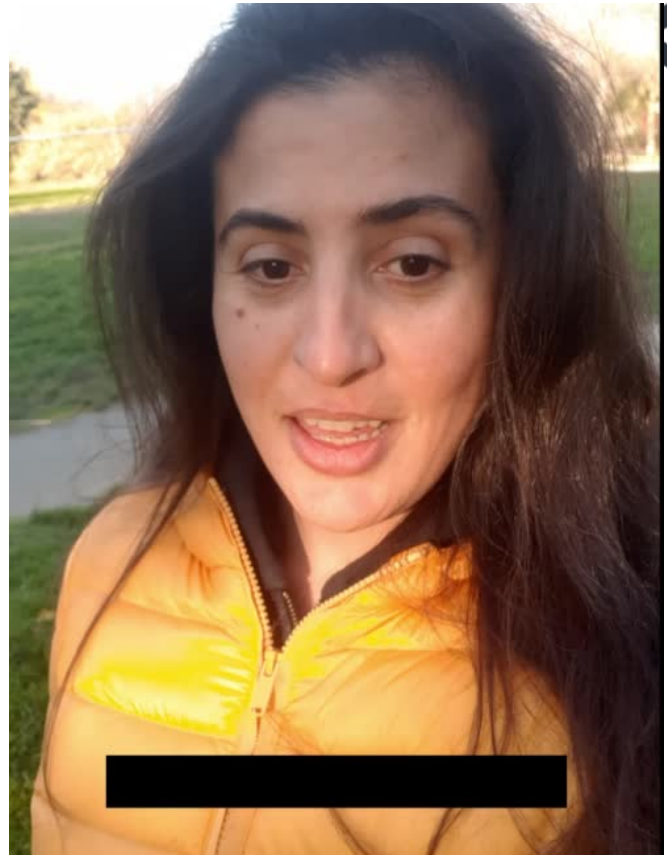
You have been squeezing out time between your paying job, family, and your side hustle to work on the dreams that really light you up. Let me help you take the shortcut - step-by-step.

I can't wait to welcome you to Sell My Art Online, Artist!

ENROLL NOW



***If you are
wondering if this
plan is for you...***



...go ahead, click [here](#) and check the testimonials, they reflect the experience of two out of many students I had, who experienced this life-changing program.

"Starting Suira's Artistic coaching program it's being one of the best decisions in my life. It turned out to be quite a wonderful journey. I wonder it has been very enlightening in terms of my own personal characteristics and potential. It's been a great way to reflect and strategize how best I come about my artistic career."

Ai, mixed media visual artist, Nigeria

I sincerely hope you've been inspired to take action and to build your dream business because I truly want you to succeed!

I know it's possible for you to grow your creative business successfully if you focus on strategies that will move the needle in your business. And that's when you will not only start getting the results you want, but you'll also see an increase in motivation at work and overall fun in your life!

SERIOUS ABOUT BUILDING YOUR CREATIVE BUSINESS?

>> [Click here](#) and check out the online course

>> [Get in touch with me](#) and let's see if you could be a good fit for my mentoring program

Thank you so much for your time! I look forward to connecting!

with love,
Suira Silva



SUIRA.ART
BE A FULL-TIME ARTIST

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📷 [@SuiraArt](https://www.instagram.com/SuiraArt)
✉ suira.art@gmail.com