Marketing Archetype Guide

www.AngellaJohnson.com

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Welcome to Your New Normal: Ease. Profits. Joy.

Imagine...

knowing exactly how to attract your dream clients every single time.

confidently marketing yourself to the world.

trusting that the perfect people buy.

having your marketing actually work with more ease.

enjoying your business.

Here is the reality that a lot of SOULpreneurs face, but it doesn't have to be yours:

Disliking marketing and even telling yourself that you market others better than you market yourself.

Creating inconsistent cash flow fills your mind with self doubt and diminishes your ability to create a healthy abundant relationship with money.

Throwing money at the next shiny formula or strategy that makes big promises.

Hiding by getting one more certification or class before you are "ready" to put yourself out there.

And on and on...

What if that old life ended today?

What could be possible in your business and bank account if you trusted your authentic way to market yourself?

The biggest asset in your business isn't another formula or strategy. It's YOU. You are the magic that unleashed exponential possibilities in your business and life.

Ready to create your expansive path of ease, joy and profits? You're in the right place.

"The only marketing formula that matters is your own."

~Angella Johnson

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The Marketing Archetypes are designed to help you align two crucial elements within you that cause the responses you get in your marketing:

- 1. Your Natural Style of providing solutions and connecting with people, and
- 2. Your Inspirational Style, which is the natural way you influence others, whether it's your family, your friends, your child's teacher or your customer.

In other words, this is the authentic way you make money in your business.

Be your own business hero. (You're closer than you think you are.)



Your archetype is an alignment of your Natural Style (your personality and natural way of providing solutions) + your Inspirational Style (your natural way of influencing others).

Here are some tips to identify your archetype:

- Look for the traits you have RIGHT NOW, not who you wish you were. We are all works in progress, but it's important to look at who you are in your core and how you act and feel right now in determining your archetype.
- It will be easy to feel pulled by Guru Star archetypes; many people go through a phase of un-learning what they have been taught in marketing and sales. Trust your natural archetype when you market yourself authentically, it works!
- You will probably identify with at least a couple of archetypes. It's really important that you narrow yourself down to no more than four archetypes with two as your primary. The other one or two archetypes will factor into your marketing plan, but they will be secondary as you make your decisions. Making note of other archetypes you can relate to is great, but prioritize how much they truly reflect your nature. This is all about getting down to your TRUTH.
- Don't get hung up on one trait and reject the entire archetype. Look for the overall match.
- If you can't find an exact match, pick the one that feels closest. A great way to narrow it down is to think about the people in the marketplace you most relate to — those who you feel you are most like, where you relate to their personality, approach, traits or talents. Then ask yourself, "What box do I think they are in?" (Again, don't analyze based on who you aspire to be, but who you actually are.)

Your entire marketing plan will be based on what your Marketing Archetype is so it's imperative that you get this aligned with who you really are. Once you do, you'll save yourself lots of money, and months, if not years, of time and frustration trying to figure out this marketing thing.

Enjoy your new easier business. And remember just be YOU!

For information and resources on the Archetypes and how to apply them, please visit: <u>www.AngellaJohnson.com</u>.

If you'd like to learn how to use the Marketing Archetypes with your clients, you may learn about how to become certified at: <u>www.truthandconsciousness.com.</u>



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What's Your Marketing Archetype?

Step #1: Select Your Natural Style Step #2: Select Your Inspirational Style.

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Truth Guide You know best for yourself.

TruthGuide Conversational Asks what the problem/goal is, then contributes expertise and guides client; empowers client to know their own truth.

May be coaches, mentors, healers.

Guru Star I know best.

Tells the client what the problem is + tells the client THE solution; there is a 'right way' to reach the goal.

May be strategists, consultants, financial advisors, doctors, lawyers.

Connector They know best.

Conversational Sees the problem & knows the person w/ solution; endorses the solution provider & makes the introduction. May be affiliate marketers, direct sales & network marketers, brokers, realtors, mediums.

Supporter Joy from service.

Client determines the problem and asks supporter to solve it hands-on.

10101905181407 May be virtual assistants, graphic designers, copywriters, mechanics and others who do the work for someone.

Inspirational Style (the reason/way people are attracted to you): Charismatic

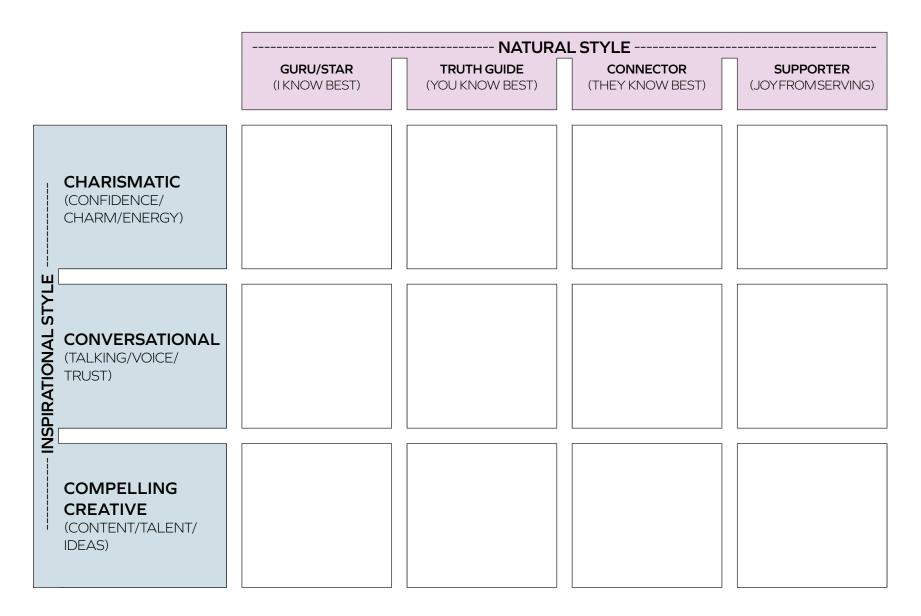
Conversational:

Use the power of your voice (online & offline); clients want to talk with you.

High charm and presence; people engage with you because of your distinct personality.

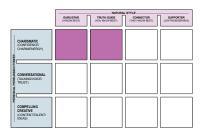
Compelling Creative

Clients want your proprietary and highly unique content.



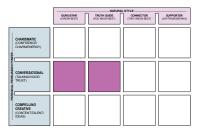
Charismatic Guru/Star and Charismatic Truth Guide Traits

	NATURAL STYLE	
	GURU/STAR (I KNOW BEST)	TRUTH GUIDE (YOU KNOW BEST)
THARISMATIC (CONFIDENCE/ CHARM/ENERGY)	GURU/STAR TRAITS Thrives being center of attention Extroverted personality Extreme income is primary goal High sense of deserving I Know Best approach Low sense of responsibility for clients' results or happiness Extremely influential In networking, attitude is "What can this person do for me?" Loves face to face interaction Likes being on camera Perceived as persona/image Groupies energize you	TRUTH GUIDE TRAITS Likes being the center of attention Fulfilling purpose is primary goal Good at receiving; giver by nature You Know Best approach High sense of responsibility for clients' results or happiness Highly influential In networking, attitude is, "How can we help each other?" Loves face to face interaction Likes being on camera Perceived as real Groupies may make you feel uncomfortable or embarrassed, or you might feel energized by them



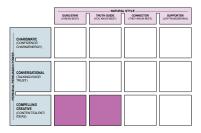
Conversational Guru/Star and Conversational Truth Guide Traits

	NATURAL STYLE	
	GURU/STAR (I KNOW BEST)	TRUTH GUIDE (YOU KNOW BEST)
TOTAL CONVERSATIONAL (CONFIDENCE/ CHARM/ENERGY)	GURU/STAR TRAITS People love hearing you talk Could be extroverted or introverted Essence comes out through voice Influencing people is primary goal High sense of deserving I Know Best approach Low sense of responsibility for clients' results Extremely influential In networking, attitude is mainly, "What can this person do for me?" Likes being in the media Perceived as persona/image Groupies feel natural to you	TRUTH GUIDE TRAITS People love hearing you talk Could be extroverted or introverted Essence comes out through voice Providing solution is primary goal Giver by nature You Know Best approach High sense of responsibility for clients' results Highly respected and trusted In networking, attitude is mainly, "How can I help?" with mutual balance Loves intimate conversation Perceived as real Groupies may make you feel uncomfortable or embarrassed



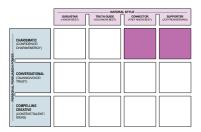
Compelling Creative Guru/Star and Compelling Creative Truth Guide Traits

	NATURAL STYLE	
	GURU/STAR (I KNOW BEST)	TRUTH GUIDE (YOU KNOW BEST)
TOTAL COMPELLING CREATIVE (CONTENT/TALENT/ IDEAS)	GURU/STAR TRAITS Has cutting-edge ideas, or highly talented Could be extroverted or introverted Viewed as top person/talent their field Passive and leveraged income are often primary goals High sense of deserving I Know Best approach Low sense of responsibility for clients' results or happiness In networking, attitude is, "What can this person do for me?" Content/creative/talent is sales driver Time/space to create is paramount Media exposure is enjoyable Perceived as a persona/image Groupies feel natural to you	TRUTH GUIDE TRAITSHas cutting-edge ideas, or highly talentedCould be extroverted or introvertedViewed as top person/talent in their fieldTime & money to creative is primary goalHighly trusted and respectedYou Know Best approachHigh sense of responsibility for clients' results or happinessIn networking, attitude is, "How can I get my stuff into the world?"Content/creative/talent is sales driver and time/ space to create is paramountMarketing is a necessary nuisance Media exposure is means to an end Perceived as realGroupies may make you feel uncomfortable or embarrassed



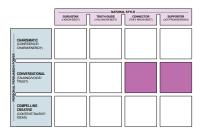
Charismatic Connector and Charismatic Supporter Traits

	NATURAL STYLE	
	CONNECTOR (THEY KNOW BEST)	SUPPORTER (JOY FROM SERVING)
THARISMATIC (CONFIDENCE/ CHARM/ENERGY)	CONNECTOR TRAITS Thrives being center of attention Extroverted personality Connecting people with what they need is primary goal Good receiver if promoting someone else They Know Best approach Feel more comfortable selling for others than for self Center of influence atural networker. In networking, attitude is "How can I help you?" Loves face to face interaction Likes being on camera Can be perceived as persona or as real	SUPPORTER TRAITS Happy to let someone else have spotlight, but doesn't mind being in it High sense of responsibility for providing promised results Extroverted personality Supporting someone else's business is pri- mary goal or nature of business I Have a Great Solution approach Personality or charm is primary driver in sales Networking approach is, "How can I support you?" Loves face to face interaction Can be perceived as persona or real



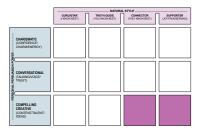
Conversational Connector and Conversational Supporter Traits

	NATURAL STYLE	
	CONNECTOR (THEY KNOW BEST)	SUPPORTER (JOY FROM SERVING)
TALKING/VOICE/ TRUST	CONNECTOR TRAITS Doesn't mind being center of attention Could be extroverted or introverted Essence comes through via voice Connecting people with what they need is primary goal Good receiver if promoting someone else They Know Best approach Feel more comfortable selling for others than for self Center of influence Natural networker. In networking, attitude is "How can I help you?" Loves learning more than teaching Loves talking to people Can be perceived as persona or as real	SUPPORTER TRAITS Happy to let someone else have spotlight Could be extroverted or introverted High sense of responsibility for providing promised results Supporting someone else's business is primary goal or nature of business I Have a Great Solution approach Conversation or personality is primary driver in sales Networking approach is, "How can I support you?" Loves face to face interaction Can be perceived as persona or real



Compelling Creative Connector and Supporter Traits

	NATURAL STYLE	
	CONNECTOR (THEY KNOW BEST)	SUPPORTER (JOY FROM SERVING)
TOTAL STATES TO THE STATES TO	CONNECTOR TRAITS Connects people with cutting-edge ideas or talent Could be extroverted or introverted Viewed as center of influence Earning income through connecting people with a solution is primary goal Someone else's compelling content or talent is primary driver for sales They Know Best approach High sense of responsibility for clients' re- sults or happiness In networking, attitude is, "How can I help you get your content/talent into the world?" Could enjoy any type of interaction Could be perceived as persona or as real	SUPPORTER TRAITS Happy to let someone else have spotlight Could be extroverted or introverted Viewed as the best at something Could be extroverted or introverted Talent or skills is primary driver for sales I Have a Great Solution approach High sense of responsibility for providing promised results Networking approach is learning about others' needs and seeing if you are the best solution for them. Could enjoy any type of interaction Could be perceived as persona or as real



Integration: {Cha-Ching}

Now that you know your marketing archetype, what do you do?

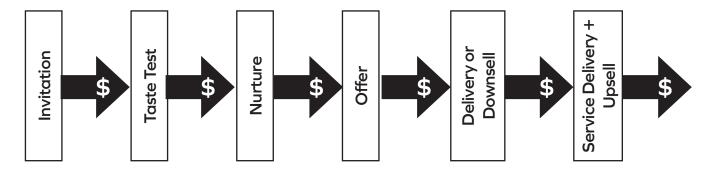
It's time to integrate it into your marketing pipelines.

What's a marketing pipeline? The sequence your prospects go through to eventually buy from you. This is both online and offline.

After studying hundreds of marketing plans and businesses, it comes down to six main gateways in a business. When your prospect makes it through one of these gateways, you make money. (Hint: you want all of your gateways functioning well so you allow more money into your business.)

First you have to know your message and offers; this is the foundation of your money gateways.

Now it's time to invite people into and through your pipeline:



Foundation: Message (What you do and who you do it for) and Offers (Programs, Products and Pricing) The more money gateways open in your business, the more money you allow into your life.

Next Steps

Are you ready to integrate your archetype into your marketing (and bank account)?

After people learn about their archetype, the first step is to un-learn everything you've been taught about marketing. This process can be challenging and it's okay. Take it one step at a time.

To create your marketing pipelines in your archetype, check out the <u>Marketing with Soul</u> <u>Bootcamp</u>. This will take you through the step-by-step process to create your marketing authentically and get the results you desire.

If you would like support in building a business that's authentic to your archetype, let's talk to see what's possible. Visit <u>this page</u> to submit an application to have a private session with me.

You'll leave the session with:

- Your exact primary Marketing Archetype (and secondary if applicable) identified.
- Custom feedback on why your biggest challenges are happening and how to start to fix them.
- Marketing tips and ideas based on what the session reveals.
- Recommendations for your best next steps, which might include books, programs, referrals to colleagues, free resources, or even working with me but only if I truly feel I can help you.

Get started here.



The only formula that works is your own. Be YOU!

(Pssst...you're right on time. You're not a second late to your dreams becoming a reality.)

For information and resources on your Marketing Archetype and how to integrate it, please visit: <u>www.angellajohnson.com</u>