

Marketing Archetype Guide



www.**Angella**Johnson.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

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!

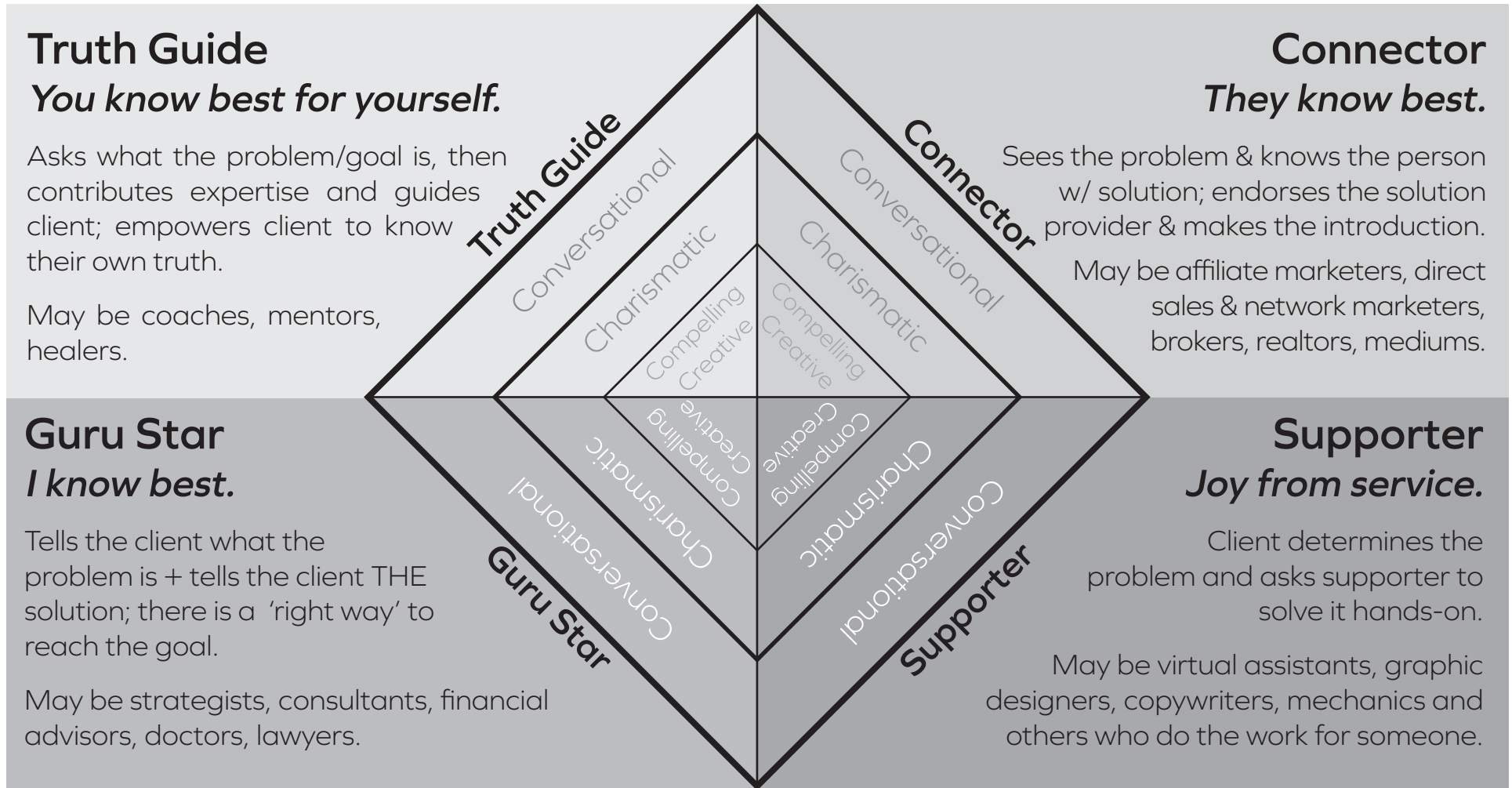
For information and resources on the Archetypes and how to apply them, please visit: www.AngellaJohnson.com.

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



What's Your Marketing Archetype?

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



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

Conversational:

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

Charismatic

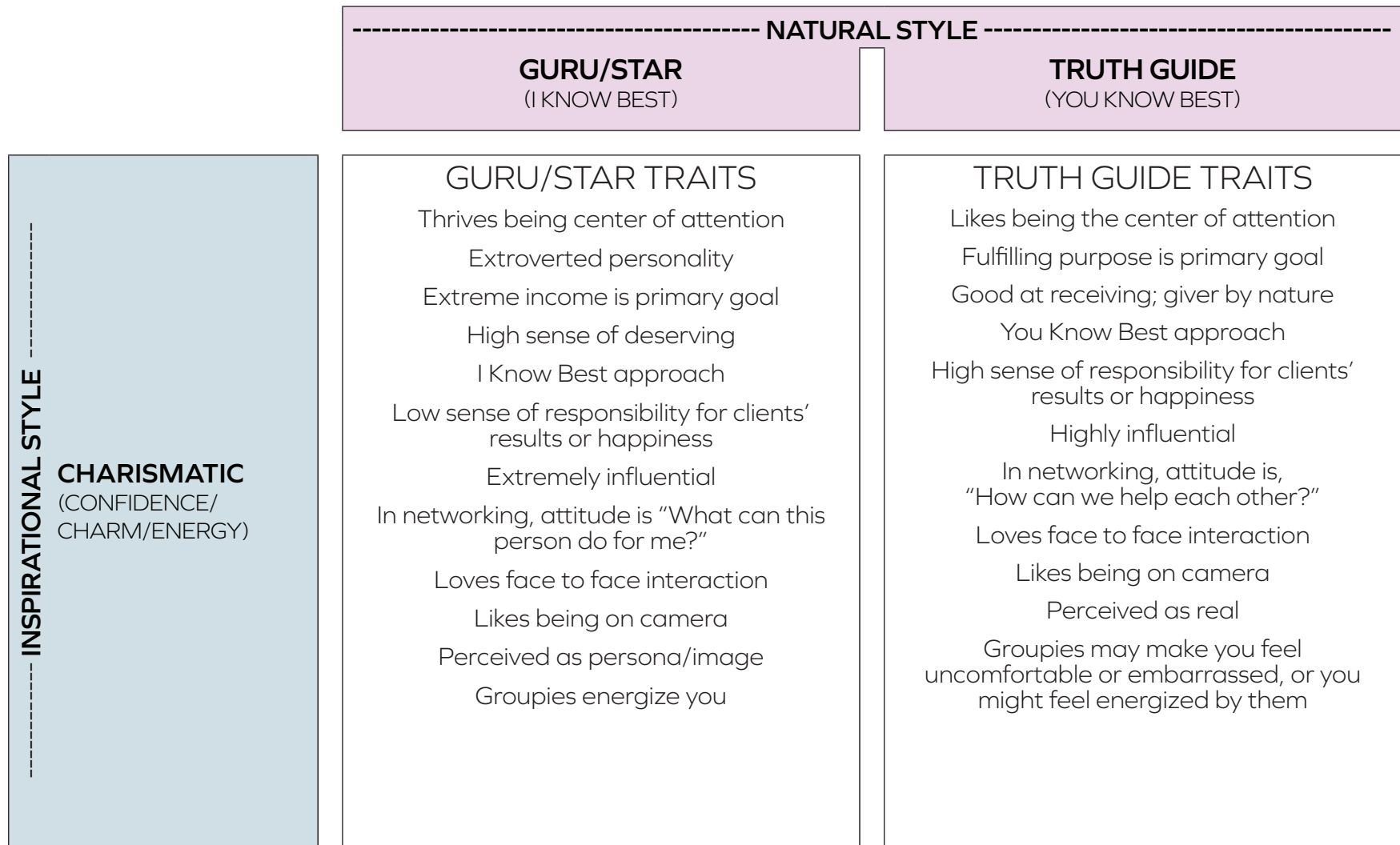
High charm and presence; people engage with you because of your distinct personality.

Compelling Creative

Clients want your proprietary and highly unique content.

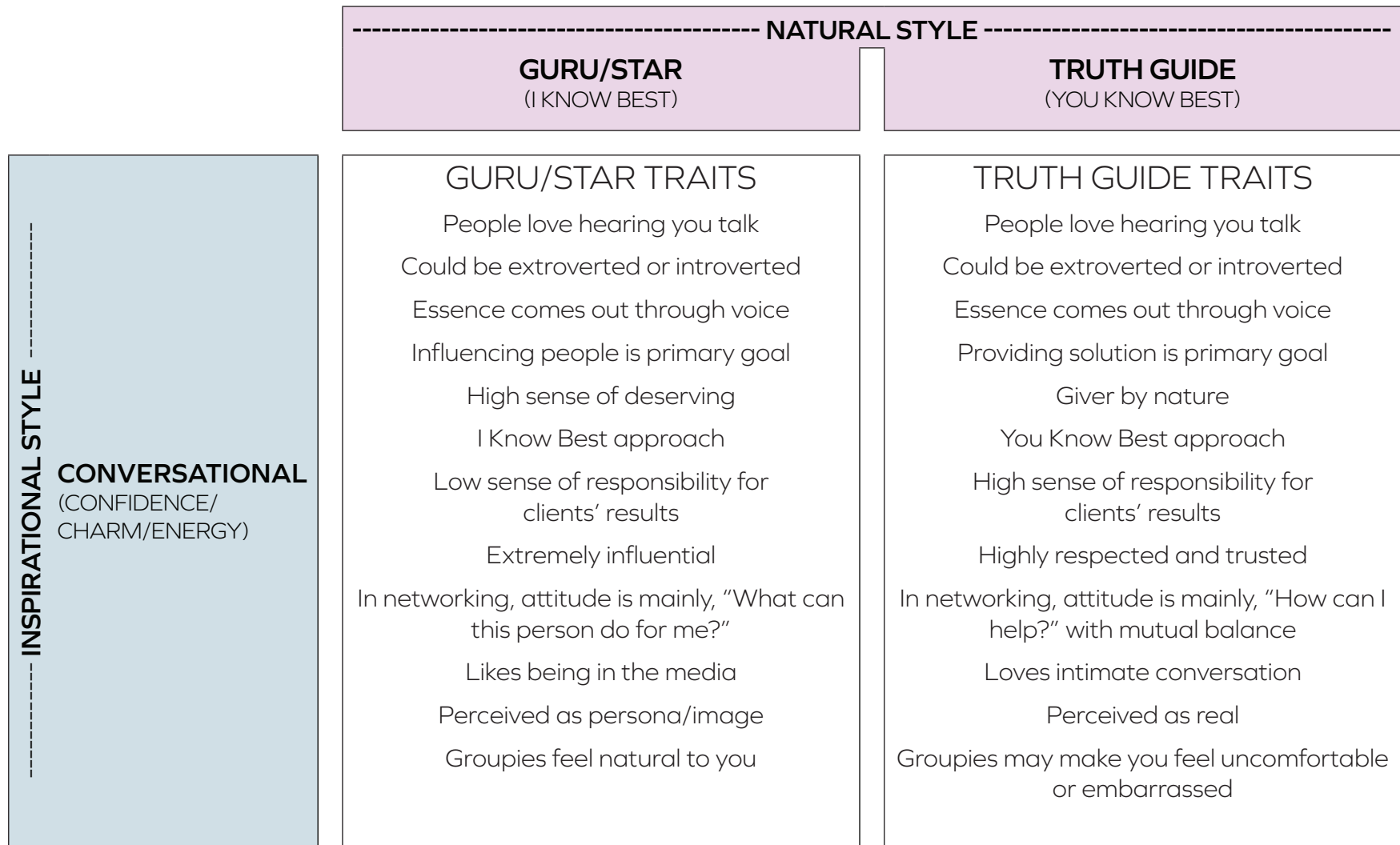
		NATURAL STYLE			
		GURU/STAR (I KNOW BEST)	TRUTH GUIDE (YOU KNOW BEST)	CONNECTOR (THEY KNOW BEST)	SUPPORTER (JOY FROM SERVING)
INSPIRATIONAL STYLE	CHARISMATIC (CONFIDENCE/ CHARM/ENERGY)				
	CONVERSATIONAL (TALKING/VOICE/ TRUST)				
	COMPELLING CREATIVE (CONTENT/TALENT/ IDEAS)				

Charismatic Guru/Star and Charismatic Truth Guide Traits



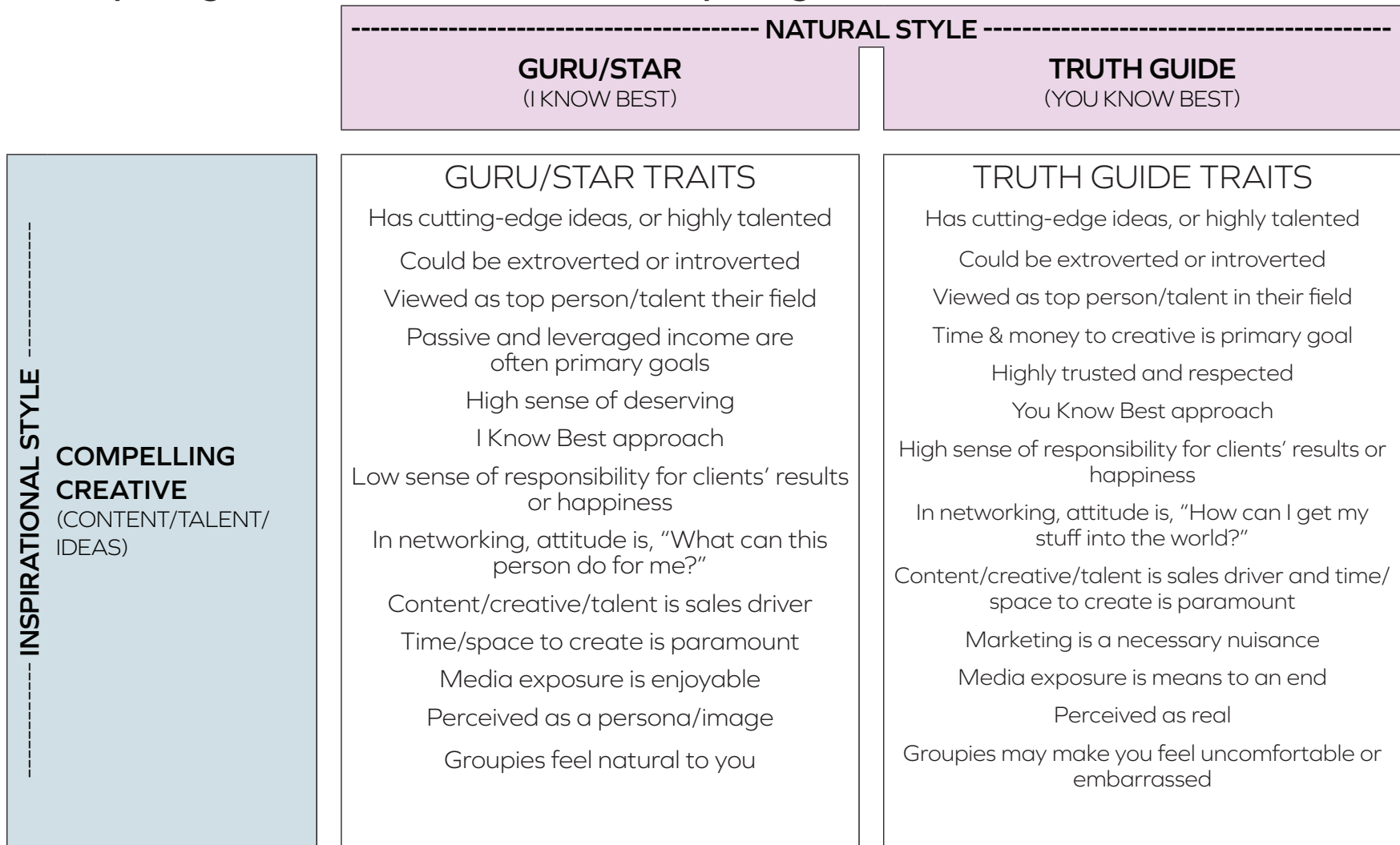
		----- NATURAL STYLE -----			
		GURU/STAR (I KNOW BEST)	TRUTH GUIDE (YOU KNOW BEST)	CONNECTOR (THEY KNOW BEST)	SUPPORTER (SICH FÜRSEHENDE)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">CHARISMATIC (CONFIDENCE/ CHARM/ENERGY)</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">CONVERSATIONAL (TALKING/VOICE/ TRUST)</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">COMPELLING CREATIVE (ORIGINAL/TALENT/ IDEAS)</p>					

Conversational Guru/Star and Conversational Truth Guide Traits



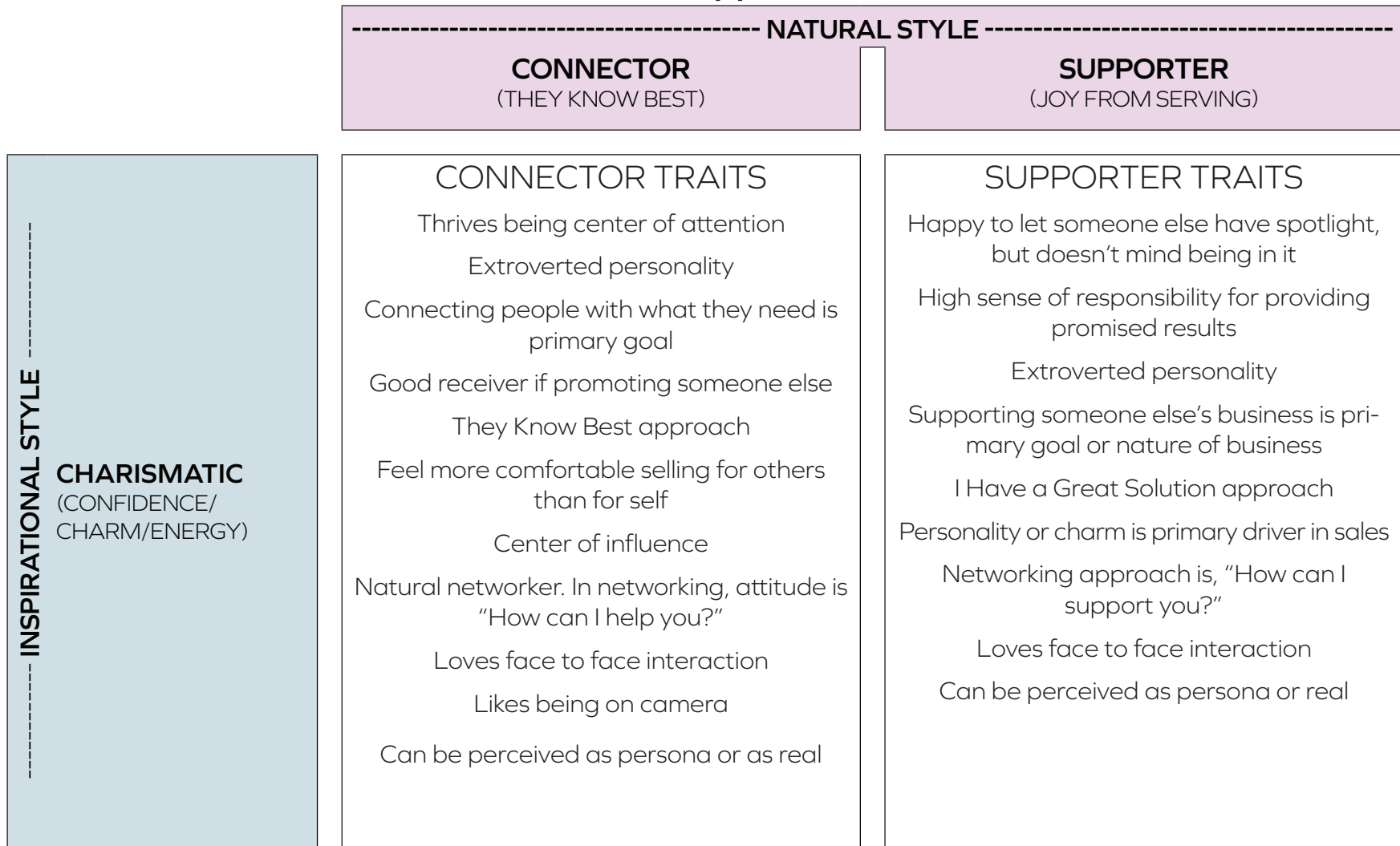
		----- NATURAL STYLE -----			
		GURU/STAR (I KNOW BEST)	TRUTH GUIDE (YOU KNOW BEST)	CONNECTOR (THEY KNOW BEST)	SUPPORTER (SOPHROSIS/GENG)
----- INSPIRATIONAL STYLE ----- CONVERSATIONAL (CONFIDENCE/ CHARM/ENERGY)	CHARISMATIC (CONFIDENCE/ CHARM/ENERGY)				
	CONVERSATIONAL (TALKING/VOICE/ TRUST)				
	COMPELLING CREATIVE (CONTENT/TALENT/ IDEAS)				

Compelling Creative Guru/Star and Compelling Creative Truth Guide Traits



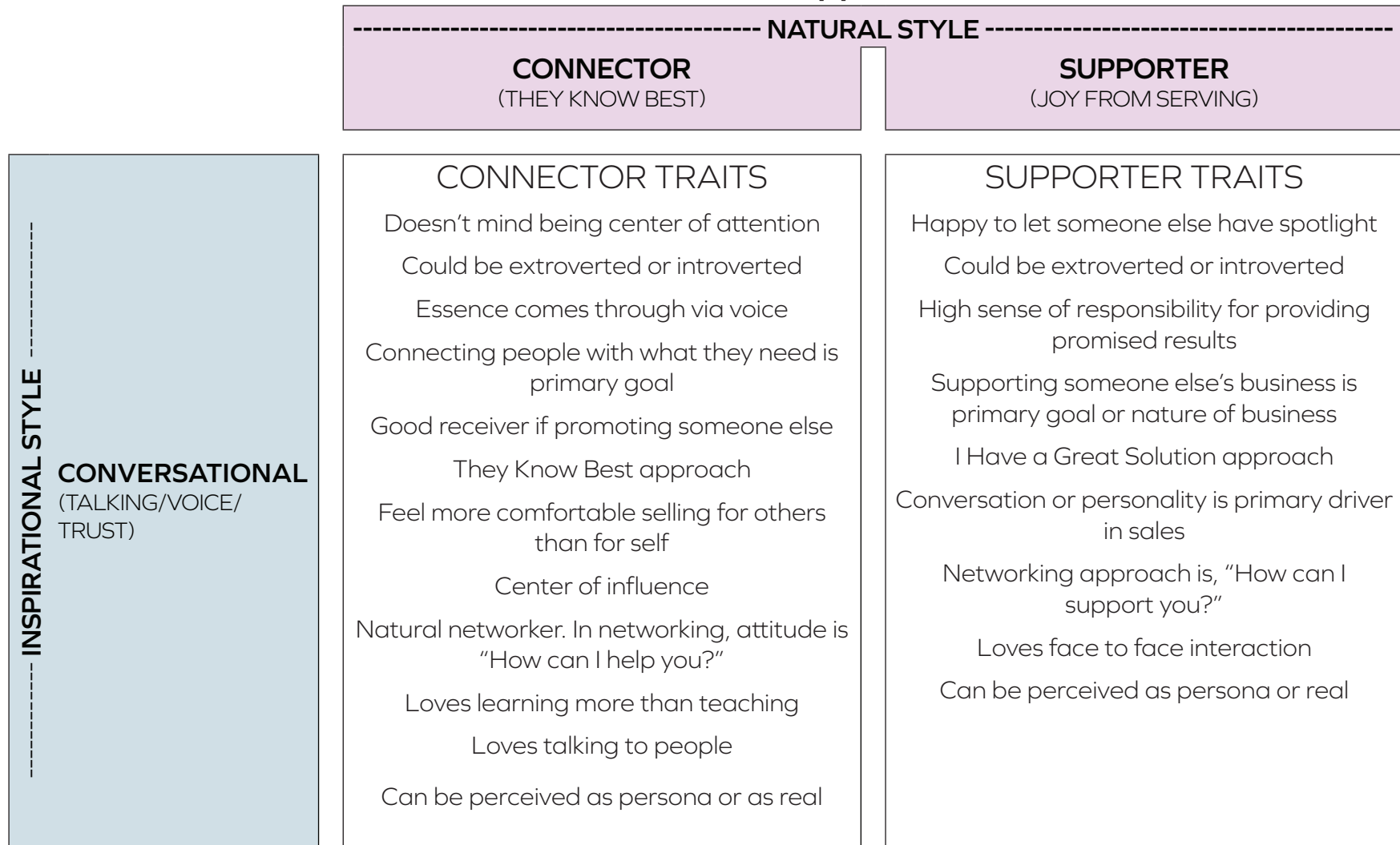
		----- NATURAL STYLE -----			
		GURU/STAR (I KNOW BEST)	TRUTH GUIDE (YOU KNOW BEST)	CONNECTOR (THEY KNOW BEST)	SUPPORTER (SOFTPROGRESSING)
CHARISMATIC (CONFIDENCE) (CHARM/ENERGY)					
	CONVERSATIONAL (TALKING/VOICE/ TRUST)				
		COMPELLING CREATIVE (CONTENT/TALENT/ IDEAS)			

Charismatic Connector and Charismatic Supporter Traits



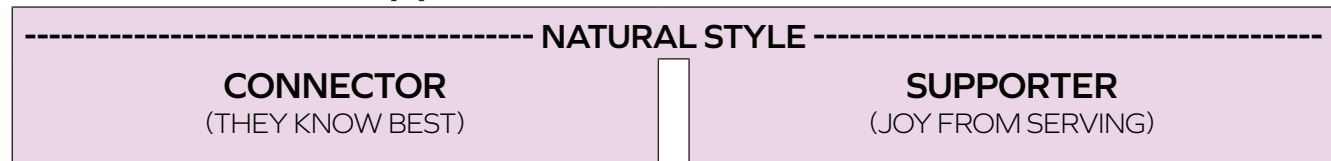
		NATURAL STYLE			
		DISBURSER (KNOW BEST)	TRUTH TALKER (YOU KNOW BEST)	CONNECTOR (THEY KNOW BEST)	SUPPORTER (JOY FROM SERVING)
PERSONAL PROFOUND POWER	CHARISMATIC (CONFIDENCE/ CHARM/ENERGY)				
	CONVERSATIONAL (TALKING/VOICE/ TRUST)				
	COMPELLING CREATIVE (SCENARIOS/TALENT/ IDEAS)				

Conversational Connector and Conversational Supporter Traits



	NATURAL STYLE			
	SQUIBBER (KNOW BEST)	TRUTH TALKER (YOU KNOW BEST)	CONNECTOR (THEY KNOW BEST)	SUPPORTER (JOY FROM SERVING)
CHARISMATIC (CONFIDENCE/ CHARISMA/ENERGY)				
CONVERSATIONAL (TALKING/VOICE/ TRUST)				
COMPELLING CREATIVE (COMMITMENT/ IDEAS)				

Compelling Creative Connector and Supporter Traits



----- INSPIRATIONAL STYLE -----

COMPELLING CREATIVE
 (CONTENT/TALENT/IDEAS)

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' results 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

		NATURAL STYLE			
		SUBSIDIAR (YOU KNOW BEST)	TRUTH GIVER (YOU KNOW BEST)	CONNECTOR (THEY KNOW BEST)	SUPPORTER (JOY FROM SERVING)
PERSONAL PERSUASION POWER	CHARISMATIC (CONFIDENCE/CHARISMA/ENERGY)				
	CONVERSATIONAL (TALKING/VOICE/TRUST)				
	COMPELLING CREATIVE (CONTENT/TALENT/IDEAS)				

Integration: {Cha-Ching}

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

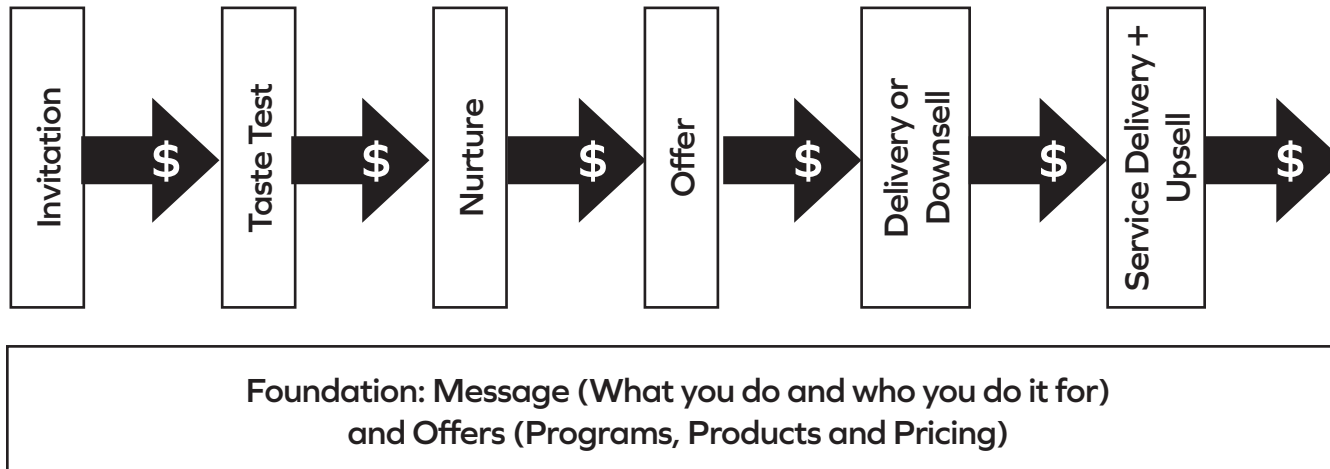
It's time to integrate it into your marketing pipelines.

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:



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 [Marketing with Soul Bootcamp](#). 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 [this page](#) 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:
www.angellajohnson.com