

# YOUR WRITING/BUSINESS MENTOR ARCHETYPE

What is your tone and style, meaning, what the 'personality' of your emails?

What archetype are you, as the writer/business owner?

The people you are writing to are the heroes. You are the mentor. Yet, every mentor has an archetype, a special flavor or way of bringing about a message. When you fully understand which archetype, you are most aligned with, your email writing will be even easier.

For example, I would say my archetype for writing is the Sage, with some elements of the Muse. I seek to always write from a deeper place of wisdom, to inspire my readers/heroes to go deeper within themselves, and see their lives from a place of depth, truth and introspection. As the Sage archetype, I deliver our Awakened Academy message by inspiring our heroes to act from a deep place of wisdom within themselves, and connection to God/the Divine. The nature of our business at Awakened Academy is a wisdom-based business and so the archetype of the Sage aligns perfectly for us.

This being said, we also have elements of the Muse and Magician. The Muse in that, we also seek to inspire through beauty, such as beautiful design and also poetry and writing, film and guided meditations. The Magician was the core archetype that Michael had started his first business with, Living in Magic, and also, his work with Nick Good for Superhero Training. The elements of magic and miracles, transformation and making dreams come true was at the heart of Michael's work and way of communicating with readers. Over time, as we came together, our Archetype for Awakened Academy become more the Sage, still with elements of the Muse and Magician.

Now I'm going to share with you some of the most common archetypes for business. As you listen to these, tune in with which one you resonate with most.

For a full list of Archetypes, download the PDF in this section.

## THE PIONEER/EXPLORER ARCHETYPE

The Pioneer archetype is one who invites readers/heroes to new territory or awareness. The Pioneer energy is one of curiosity, innovation, bravery and optimism. If your archetype is the Pioneer in your business, then it's likely you are bringing through new awareness and information. You are bringing through a message and product/service that goes against the normal grain - you are innovative and inspired, excited about newness, bringing your readers to new terrain.

The shadow to look out for in this archetype is becoming too fiercely independent and un-open to honoring traditional values as well. Additionally, the shadow for this archetype can be lack of patience and deep relationship building with your readers.

## THE MAGICIAN

The Magician archetype is one of the mystical and magic elements of life. As the Magician archetype, you would approach your emails and business with an air of magic and optimism, a feeling and belief in transformation and transcendence. Magician energy is creative and energetic. You bring the perspective that imagination and play can move mountains. You inspire your reader to go forth with the message of, "Dream Big!" Your specialty as the Magician is turning dreams into reality for others.

The shadow for the magician archetype can lean towards a lack of truth, in the sense that, too much magic talk can smell of fraud or lack of truth. With the magical elements you bring to your work, always make sure to keep it grounded and real, so that you customers can trust you as well as be deeply inspired.

## THE CAPTAIN

The Captain archetype brings with it a boldness and strength. It is the Captain's role to bring out heroic action in your reader and guide your readers with clarity of vision and certainty in what you share. Some qualities of the Captain are confidence and bravery. As the Captain, you ensure to never lose sight of empowering your readers with your strong leadership. Captain energy is directive and clear, instilling strength and courage in your readers. Captains are typically competitive and love a challenge.

The shadow for this archetype is to resist the temptation to revel in power or hold too tightly to power and issue orders rather than inspiration. Having the mantra of, "placing others in front" is an essential humility when adopting the Captain archetype. Another shadow of the Captain is competitiveness, and the Captain will need to pay attention to cooling down any over-aggressive approach to their work and collaboration.

## THE REBEL

The Rebel archetype is one that challenges the 'norm'. As the Rebel, you seek conscious abandoning of the 'status quo' and lead your readers to a better way. The Rebel can be idealistic and bring great clarity to why there is a better way. The Rebel values freedom and is fearless and creative. As a Rebel archetype, you are successful at developing truly radical and new ideas, products and services, leading a new way.

The shadow for the Rebel archetype is the possibility of coming across as reckless and shaking things up needlessly. Also, becoming stubbornly oppositional can be an issue. You want to make sure that you keep an open mind and guide your readers with a grounded sense of order and trust, in addition to courage in trying something new.

## THE JESTER

The Jester archetype is perfect if you are intent on bringing a sense of humor and fun to your work. The Jester powerfully helps serve others by bringing the safety of humor onto the stage of life, so that weaknesses and darkness can be seen with a sense of lightness. As the Jester, you are also deeply intelligent and see reality clearly, as you find ways of helping others through unique humor and play. Qualities for the Jester are playfulness and fun, and this archetype works great if you wish to bring lightness and play to an otherwise serious topic.

The shadow for the Jester archetype is to ensure you don't turn life into an endless joke, and also honor the beauty of life.

## THE DEFENDER

The Defender archetype is perfect for those who wish to defend something that is beautiful, precious and vulnerable, such as the environment. As the Defender, you are driven by a deep love for that which you seek to protect. You defend that which is sacred and could be lost. Qualities for the Defender are strength and persistence. This archetype is perfect for those who see themselves as defending something sacred in their work and business. In a sense, you can also be the defender for your readers, informing and protecting them.

The shadow for this archetype is clinging too tightly to your ideals, and at times, failing to recognize the need for a change, and the need to loosen your grip on a past ideal.

## THE MUSE

The Muse archetype is one who lifts the soul from deep slumber and helps bring creativity and beauty to the forefront. As the Muse, you inspire others to connect deeply within themselves, and to the beauty, creativity and love of life. The Muse archetype has love and good wishes for their readers/heroes and believes that we are all capable of ascending. The Muse archetype leads by example, with humility and creativity. As the Muse, you deeply wish for your readers/heroes to reach their own full potential. Qualities of the Muse are Beauty and Richness.

The shadow of the Muse is that you can be too gentle or passive, and not have the presence needed for your hero when they need help most.

## THE SAGE

The Sage Archetype is one of wisdom and spirituality. The Sage represents the innate spiritual aspect of our personality in the unconscious according to Carl Jung. The Sage archetype naturally takes the form of the teacher or mentor to the hero/reader. Your role as the Sage is to gently, and powerfully offer wisdom and deep insight to help your hero/reader on his/her quest to self-actualization. The qualities of the Sage are Truth, Wisdom and Depth. The Sage values truth and lives by the saying, "the truth shall set you free.". As the Sage, it is your role to inspire your reader/hero through wisdom and to invite him/her into deep introspection.

The shadow of the sage is that you can become too detached from the day-to-day of life, that you are not in touch enough with the human aspect of existence. This is essential for your customer to feel seen and heard, and so, ensuring you stay grounded with reality, as well as immersed in the depth of spiritual truth is the balance you must maintain.

Ok! These are several archetypes. There can certainly be others that you resonate more with, and so, please do see the list of archetypes provided to ensure you choose one you feel fully aligned with.

Do you feel especially resonant with one of these archetypes?

Go ahead and spend some quality time tuning into and pondering this.

What archetype do you identify with, and, would your customer avatar resonate with? Not all of the archetypes necessarily will apply well to business, however, many will. Are you the Rebel? Captain? Muse? Or do you resonate somewhat with one of these, though perhaps you identify even more with one like it?

Write down your thoughts, and tune into the tone and voice of the emails you want to write. How do you want to approach your writing? Do you wish to inspire or invoke wisdom like the Muse/Sage? Do you wish to defend that which is sacred like the Defender? Do you wish to powerfully lead like the Captain? Or, reveal truth through humor like the Jester? Or, is it the Magician, Pioneer or Rebel you most identify with?

See what comes to mind, and then, once you feel clear about this, go ahead and complete this exercise:

1. What is your mentor archetype?
2. What are your values as this mentor archetype?
3. What is your approach to email writing? i.e. Do you include humor as the Jester? Or, invoke a sense of magic and wonder, as the Magician? etc.
4. What is your shadow to look out for?
5. Are you excited about being this Mentor Archetype in your business? Does it spark joy?

Very good. I'm very proud of you. You are very close on your journey to incredible, meaningful email writing.

Take a success break and come back for more!!