



PRIMARY ARCHETYPE GUIDE

*explorer edition*



WHO LOOKS OUTSIDE, DREAMS ;

WHO LOOKS INSIDE, AWAKES

~ CARL JUNG

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# Dear Explorer,

You've just discovered that you're an Explorer.

At this point, you may be surprised. Or not.

Either way, all I ask is that you take time to let the contents of this guide hit home.

When I first started working for myself, I spent a whole year trying to be someone that I wasn't. I tried to follow all of the success formulas I could find, and I listened to way too many opinions. As a result, I lost myself. I forgot what it was that made me feel good (and what mattered) - and instead, I filled my business with cookie-cutter strategies that left me feeling like I'd forgotten who I really was.

This guide is about remembering.

It's a reminder of who you really are, and - more importantly - it's a permission slip for you to fully embrace your strengths, challenges, and natural gifts.

I used to think that to make money, I'd have to bend myself into a shape that others wanted to buy into.

Now, I know - being myself was more than enough.

And that's what you'll find here. A reconnection to what matters, and permission to do business in a way that FEELS GOOD to you.



# About this guide

Before we dive into the exciting part (the part where you get to connect with your inner Explorer), it's important to me that you understand why the guide you're reading now is so significant.

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THIS GUIDE WILL INSTANTLY RECONNECT YOU WITH WHO YOU REALLY ARE - AND, MORE IMPORTANTLY, GIVE YOU PERMISSION TO FULLY EMBRACE EVERY ASPECT OF WHO YOU ARE IN YOUR BUSINESS.

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This guide is not another box for you to squeeze yourself into.

This guide is a homecoming.

It's about bringing you back...to you.

To ground you in what is true, what matters to you, and give you clarity and confidence moving forward from here.

It's about undoing all of the layers of 'shoulds' and 'need tos', and having an opportunity to find your centre again. To remember what feels good to you, and how you love to operate in the world.

# The magic ingredient...

Archetypes.

What an archetype 'is' is hugely subjective.

TO ME, AN ARCHETYPE IS A PERSPECTIVE.

It's an angle of looking at myself that has been cultivated throughout the generations before me.

Archetypes are not *really* magic: they are patterns. The idea of an archetype has been around for centuries, however psychologist Carl Jung was the initial pioneer for this incredible work.

Archetypes are not personality types, or specific answers to all of your questions.

They're a guide leading you to who you truly are on the inside...but you have to take the journey.

You're not going to find out you're 'loyal' or 'always late' as a result of your archetype, because even the archetypes known for their punctuality can miss an appointment now and again.

The hardest thing about archetypes for some people IS their subjectivity.

This isn't about giving you a label. It's about giving you a reminder of what matters to you.

The most important thing is that you make this information - and your Explorer - your own.

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WHY THE WORLD NEEDS MORE

## Before we go further.

I believe that the world needs more people to fully (and consciously) step into their Primary Archetype.

When you're inside the bubble of your own life, it can be easy to overlook the fact that we each have an independent role to play. We can be oblivious to the fact that the world desperately needs us to fully own that role, and give it our all.

Yours, as it happens, is the role of the Explorer.

Before we explore what being an Explorer looks like for you, I want to make it clear that the world NEEDS more Explorers.

Never before in history has there been a time where authenticity is needed more.

If we are to survive (and thrive) as a species, we HAVE to push beyond our limitations like never before.

Explorers are the ultimate boundary-pushers.

While the Innocents are busy keeping the faith, and Alchemists are busy transforming, and Sages are forever attempting to discover the truth: the Explorers are the ones who never give up the search for deeper meaning.

The world needs more Explorers because Explorers have the biggest capacity for exploring uncharted territory.

Without the Explorers, there would be less spontaneity and free-spiritedness.

(And I think we can all agree why that makes them significant).



you

THE TRUTH ABOUT

# The truth about you

Above all else, you are a free spirit.

You're on a mission: to find a better world, both inside and out.

You are an independent, driven by the need to discover things in your external world that magically align with things in your internal world.

You are ambitious. (This is a great thing...until it isn't).

You have so much drive inside of you - but it's not all about the destination. You live for the journey.

You need to follow your heart - no matter what the consequences. You live for the thrill of discovery - even if sometimes it means isolating yourself.

Authenticity isn't optional for you. It's essential.

You live for the freedom to just be yourself. Your highest purpose is to discover what it means to be true to your own soul...even if that means constantly moving from one thing to the next.

# Your gifts to the world

You are an ambitious soul who is highly motivated (even if you forget it sometimes).

You have an insatiable drive to achieve your dreams...which, in turn, inspires others to work towards their dreams, too.

You are more courageous than most, and love nothing more than diving head-first into new experiences (both physical and emotional).

You are a non-conformist. Thank God the world has people like you...because you have a natural ability to push through boundaries.

You are skilled at goal-setting (even though your goals often change, it makes you no less able to set them).

Oh...and dreaming. The Universe created people like you to help us peer into the unknown. The uncharted territory. The things that could be.

You may feel like your brain resembles the contents of a NutriBullet - but your ability to be inspired by so many adventures and possibilities is a true gift, no matter what others may say.

Your greatest gift to the world is inspiring those around you to be true to themselves, and giving us all permission to follow our own individual path - no matter what the cost.

Oh...and sometimes, people  
might think you're a little flaky.  
(They just can't handle your spirit).

# Your challenges

You often have a hard time committing to any one direction. Although you may perceive this as the challenge, I actually believe the real challenge lies in your ability to see this as a positive thing - not as a character flaw.

You may sometimes feel the discomfort that can be caused by the contrast between striving for independence...and wanting to belong. This is the ultimate paradox for the Explorer; the need to be free, and the need to be part of something other than yourself.

Sometimes, you may feel torn. Torn between taking flight, and growing roots.

Your drive and ambition are usually positive characteristics - however, you are particularly susceptible to burnout and exhaustion. Your friends and family may tell you that you work too hard, or that you need to slow down. (Your intuition will tell you if there's any truth in this).

Explorers - if not in a healthy place, spiritually-speaking - can subconsciously try to compensate for being so unconstrained by making decisions that lead to conforming to the will of others. Please - watch out for that one. It can creep up on even the most determined free spirit.

Your quest for paradise (literally or symbolically) can sometimes turn into perfectionism - you are so determined to do things your way, the pressure can become a real burden.

# Explorer, Interrupted

There is a very fine line between archetype - and stereotype.

THE most important requirement for archetypal branding is an open mind, and no assumptions.

Here are some common (false) assumptions about Explorers:

- ~ They love to travel (you can be an internal Explorer, and HATE travelling)
- ~ They love backpacking
- ~ They ALL wear boho pants
- ~ They are non-committal
- ~ Their head is firmly in the clouds
- ~ They carry a Moleskine at all times
- ~ They are incapable of staying still
- ~ They sport dreadlocks, and have little regard for personal hygiene

If any of these are true for you - rock on. Not your thing? That doesn't make you any less Explorer. Stay focused on finding your own interpretation - it's where the magic is.

*business*

THE EXPLORER

## Young Explorer business & brand

You know what? It's ok if your approach to business is a little scattered. Believe it or not, your audience actually really appreciates the sense of adventure.

One of the key challenges for the Explorer brand is focus. You absolutely should embrace all of your complexity, but remember that you may just have to work a little harder than most at ensuring your brand is clear, concise, and actually makes sense to people :)

The best way to make sure your Explorer brand flourishes is to identify the main thread that runs throughout your work (whatever form it takes), and tie each of your offerings back to the main thread. Don't worry if the main thread is quite abstract ('helping someone find happiness on their own terms' is totally acceptable) - you'll find that as your business grows, it will naturally begin to find its own way.

It's TOTALLY ok if what you do goes against the grain. Remember: Explorers are experimentalists. Without change, there can be no growth. So embrace change, and make it a key aspect of your brand.

Whatever you do, try to free your audience in some way. No matter what you sell, make your customers feel inspired, uplifted or excited to work with you. Get creative here - it WILL be worth it.



# The people who will be attracted to you...

Are tired of conforming to rules and regulations that did not originate from their own hearts.

Are open-minded, spontaneous and passionate.

Respect your out-of-the-box thinking and quirky approach. (They don't want to be forced into a cliché any more than you do).

Are craving adventure - even if they can't put their finger on what that looks like, exactly.

May be feeling restless, bored, or empty in some way. Whether they've lost their way, or they didn't have 'the way' to begin with, they're looking for someone who can put them back on the right path of self-discovery and true, authentic happiness.

Appreciate you for your butterfly nature. You don't have to worry about coming across as inconsistent - your audience actually love you for it, as it leaves them feeling that anything is possible.

Please note: the people who will be attracted to you may take their time in becoming loyal to you. Just like you, they love to explore many options and avenues. Over time, they will eventually become a permanent part of your tribe...but patience will be required when building your community.

beforehand

THE EXPLORER

# Using your Blueprint

On the next page, you'll find your Explorer Blueprint.

I have created this Blueprint to help you develop your business and brand, and get paid more to do what **matters** to you.

I've taken all of my knowledge and experience of working with hundreds of Explorers, and condensed it into a one-page summary.

This is a snapshot of the essence of who you are (archetypally speaking).

Use your Blueprint as a springboard for further exploration.

Use it for guidance when you've forgotten what your strengths are.

Use it when you feel demotivated, and have lost sight of how you can contribute to the world.

There is a space at the bottom for your 'Top Five Keywords'. I recommend that you go through this Guide, and highlight words that stir something inside of you.

Enter those words into the boxes (it's interactive, so you can type straight into them - or you can go old-school and print it).

There's also a space for your notes.

# Explorer Blueprint

EXPLORER MANTRA: BE TRUE, BE YOU

## CORE VALUES

THERE IS ALWAYS A BETTER  
WAY

EVERY MOMENT IS AN  
OPPORTUNITY FOR A NEW  
ADVENTURE

THE ONLY LIMIT IS YOUR  
SOUL'S DESIRE

## CORE STRENGTHS

AMBITION

AUTHENTICITY

EVOLUTION

EXPERIMENTATION

INDIVIDUALITY

VISION

## MOTIVATION: DESIRES

AUTHENTICITY

FREEDOM

TRUTH

## MOTIVATION: FEARS

EMPTINESS

ENTRAPMENT

INAUTHENTICITY

## TOP FIVE KEYWORDS:

## NOTES

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N E X T

# Sit with it

Some of the information in this Guide may not have come as a surprise to you, but some of it may have given you an insight into yourself that you've never noticed before (or that has maybe been hidden for so long, you'd forgotten it was there).

You may have experienced some resistance. That's ok. If this guide didn't resonate with you, please don't be tempted to re-take the test. It has been rigorously tested for accuracy, so it's more likely that you're resisting the result - not that the result is wrong.

My life's work is centred around helping people like you get paid more to do work that matters to you.

I do this work to help you build a business and brand that allows you to fully express yourself (whilst still ensuring your business is effective and focused).

However: this is not a linear journey that has a defined start and end point.

Your business is an ever-evolving, living, breathing entity. Just like you.

I recommend sitting with your Primary Archetype.

Get acquainted, and start to think about how you can weave this aspect of you into the heart of your business.

Get creative, stay curious, and remember that there are no rules.

# Find your flavour

Using archetypes to help you build an authentic business and brand is not an exercise in conformity.

For me, the most amazing thing about archetypes is that they connect us in ways that we can intuitively sense...yet, at the same time, acknowledge that each of us is uniquely different.

This is why archetypes are the perfect tool for developing an aligned business: others 'get' us on an instinctive level...yet we each have a unique flavour that makes us interesting, intriguing and authentic.

For example: I know ice-cream when I see it (or experience it).

But chocolate ice-cream will give me a completely different experience to strawberry. Both of made of the same core ingredients - yet the flavour provides variety and individuality.

Your Explorer may be the ice-cream - but its flavour is up to you to discover.

Is it dark and mellow...or light and sweet? Is it smooth and creamy...or a little bit nutty?

This is where the fun starts.

Now you know a little more about your inner Explorer, what that looks like to YOU is what this process is all about.

No rules. No stereotypes. No expectations.

# Young Explorer Toolbox

Here is a selection of words, ideas and suggestions to inspire your inner Explorer.

Try sprinkling them over your copy, use them as prompts for brainstorming offerings, or try using these words to search for the perfect imagery for your website.

ADVENTURE	DAYDREAM	IMAGINATION	SUCCESS
AMBITION	DECORATIVE	LIGHT	TALENT
AUTHENTIC	DECORATION	MOTIVATION	TASTE
AUTHENTICITY	DESIRE	MOUNTAIN	TEXTURE
AUTONOMY	DIFFERENT	NEW	TYPOGRAPHY
BOLDNESS	DISCOVERY	NONCONFORMIST	UNCONVENTIONAL
BUTTERFLY	ENTREPRENEUR	OCEAN	UNIQUE
CALLING	EXCITEMENT	PERFECTION	UNIVERSE
COLOUR	EXPERIENCE	PINTEREST	UNUSUAL
COURAGE	EXPRESSION	QUEST	VISION
CONTENTMENT	FANTASY	SENSES	VISIONARY
CREATIVE	FRESH	SPIRIT	WANDER
COMMITTED	GENUINE	STARS	WANDERLUST
CULTURE	GOAL	STRIVE	YEARNING



# Jumpstart Guide

If you're ready to infuse more Explorer into your business, here are three simple things you can do in under half an hour each to do just that:

## //1: ABOUT PAGE REFRESH

Try weaving your Explorer keywords - or words from your Toolbox - into your About page. Look at what you've written, and simply try switching out various words for others that have more of an Explorer flavour to them.

## //2: OPT-IN BRAINSTORM

Considering your Explorer Audience and their motivations, are there any ideas you have for a new, exciting opt-in that will truly appeal to those you can most naturally serve? Use your Toolbox and Blueprint as brainstorming prompts.

## //3: WRITE A BLOG POST

Take a look at your Core Strengths, and write a blog post - relating to your business - that speaks from a place inside you. Even if you don't publish the post, this is a GREAT exercise in archetypal communication.

# Final Thoughts

I truly hope that this guide to your inner Explorer has left you feeling inspired and invigorated.

Whether this has been a timely reminder, or a world-shattering revelation, you have found yourself here because it's time for you to embrace your Explorer strengths and gifts.

This is not an exercise in applying a stereotype to your soul. It's quite the opposite.

Your Primary Archetype isn't another box to try and squish yourself into, but rather, it's a flexible structure of meaning that you can apply to the way you communicate through your brand and business.

Don't try to become something you already are (if you try to be authentic, by default you appear false). Authenticity comes from digging deep, and making decisions based on integrity - not the latest trend or marketing gimmick.

You are so needed - exactly as you are.

Much love!

Cxo

