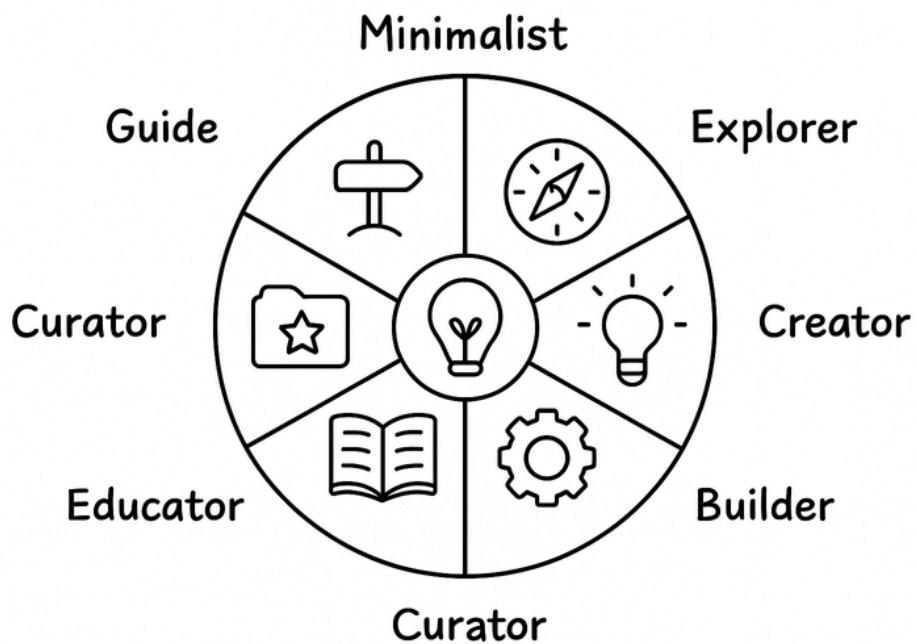


Digital Archetypes

Discover Your Unique Style for
Building Digital Products

A personality-driven framework to help you identify the digital business model that fits how you think, build, and create



Welcome to your personal Archetype Guide! You've taken the quiz and identified your top two dominant archetypes. This guide is designed to help you understand how you might use your strengths on a digital product.

How to Use This Guide:

1. Identify Your Combination: Based on your quiz results, find your specific combination of two archetypes in the following pages (e.g., Educator + Creator).
2. Explore Your Profile: Read through the description, strengths, weaknesses, style, and potential product directions for your archetype combination.
3. Reflect & Strategize: Consider how this information resonates with your experiences. Do you identify with this archetype? If not, look through other combinations that you scored high in and see if you resonate more with them. Then take a look at the potential products to see if any are up your alley.

Educator: Loves to teach, explain, structure knowledge.

Creator: Loves to make new things, innovate, express.

Builder: Loves to construct systems, tools, tangible products.

Curator: Loves to gather, organize, filter, and share the best resources.

Guide: Loves to support, mentor, and help others navigate.

Explorer: Loves to discover, experiment, try new things.

Minimalist: Loves simplicity, efficiency, and focusing on the essential.

Your unique combination of archetypes reveals your innate strengths, potential challenges, your natural working style, and the kinds of products or services you might be uniquely suited to create and offer.

*If you tie for any archetypes, feel free to explore the different combinations to see which resonates most deeply.

Flip to your matching archetype and read through the description. Feel free to look at the other combinations too if you feel that you don't resonate with the archetype you were assigned.

1. **The Thought Leader** - Creator + Educator
2. **The Product Minimalist** - Builder + Minimalist
3. **The Research Coach** - Curator + Guide
4. **The Public Creator** - Creator + Explorer
5. **The Learning Guide** - Educator + Guide
6. **The Automation Creator** - Builder + Curator
7. **The Lifestyle Hacker** - Explorer + Minimalist
8. **The System Sage** - Builder + Educator
9. **The Knowledge Curator** - Curator + Educator
10. **The Learning Hacker** - Educator + Explorer
11. **The Efficient Teacher** - Educator + Minimalist
12. **The UX Engineer** - Builder + Creator
13. **The Indie Hacker** - Builder + Explorer
14. **The Tech Guide** - Builder + Guide
15. **The Brand Architect** - Creator + Curator
16. **The Creative Guide** - Creator + Guide
17. **The Creator Nomad** - Creator + Minimalist
18. **The Trend Hunter** - Curator + Explorer
19. **The Async Librarian** - Curator + Minimalist
20. **The Network Builder** - Explorer + Guide
21. **The Quiet Leader** - Guide + Minimalist

Archetype Matrix			
Archetype	Type 1	Type 2	Core Focus
The Thought Leader	Creator	Educator	Teaching & Innovation
The Product Minimalist	Builder	Minimalist	Efficiency & Product
The Research Coach	Curator	Guide	Info & Mentorship
The Public Creator	Creator	Explorer	Creativity & Experiment
The Learning Guide	Educator	Guide	Guided Learning
The Automation Creator	Builder	Curator	Automation Systems
The Lifestyle Hacker	Explorer	Minimalist	Optimized Living
The System Sage	Builder	Educator	Tech Teaching
The Knowledge Curator	Curator	Educator	Structured Content
The Learning Hacker	Educator	Explorer	Learning Experiments
The Efficient Teacher	Educator	Minimalist	Lean Teaching
The UX Engineer	Builder	Creator	Design & Engineering
The Indie Hacker	Builder	Explorer	Solo Building
The Tech Guide	Builder	Guide	User Empowerment
The Brand Architect	Creator	Curator	Branding & Curation
The Creative Guide	Creator	Guide	Creative Support
The Creator Nomad	Creator	Minimalist	Creative Simplicity
The Trend Hunter	Curator	Explorer	Trend Discovery
The Async Librarian	Curator	Minimalist	Organized Simplicity
The Network Builder	Explorer	Guide	Connection & Support
The Quiet Leader	Guide	Minimalist	Minimalist Leadership



The Thought Leader

Archetypes: Creator + Educator

Visionaries who shape how others think by teaching what's never been taught before.

Core Essence

You excel at generating novel ideas and insights, then structuring and sharing them in ways that enlighten and inspire others, establishing new ways of thinking.

Strengths

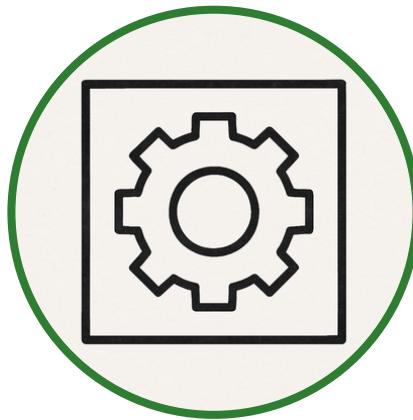
- Innovating new frameworks or models and teaching them.
- Communicating complex, original ideas.
- Inspiring audiences with fresh perspectives backed by well-structured knowledge.
- Crafting compelling narratives around new concepts.

Weaknesses

- May prioritize the big idea over practical implementation.
- Can find it challenging to teach if it doesn't allow for creativity.
- Ideas might be too abstract or advanced for some audiences.
- May over-broadcast and under-engage learners.

Potential Products

- Online courses or workshops.
- Books outlining new ideas.
- Podcasts or video series.
- Consulting services.



The Product Minimalist

Archetypes: Builder + Minimalist

Masters of doing more with less.

Core Essence

Your genius lies in constructing highly effective, streamlined products or systems by ruthlessly focusing on core functionality and eliminating all non-essentials.

Strengths

- Building lean, efficient, and functional products or tools.
- Identifying the essential features to solve a problem.
- Creating systems with minimal complexity and overhead.
- Delivering value quickly by avoiding feature bloat.

Weaknesses

- May strip away features that could enhance user experience
- Can be resistant to adding elements for aesthetic appeal
- Might over-optimize for efficiency at the cost of flexibility
- Could struggle with projects requiring rich, multi-faceted user experiences.

Potential Products

- Single-purpose software tools
- Streamlined templates or frameworks
- Consulting
- Building MVPs
- No-code/low-code solutions



The Research Coach

Archetypes: Curator + Guide

The compass in a sea of information.

Core Essence

You empower others by gathering, filtering, and organizing information, then personally guiding them through it to achieve their specific learning goals.

Strengths

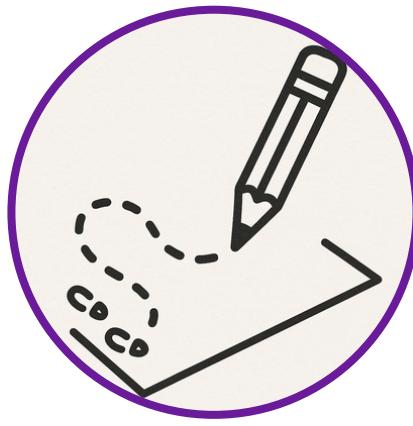
- Helping individuals navigate complex information.
- Curating personalized learning paths or resource lists.
- Providing supportive mentorship alongside well-organized information.
- Breaking down overwhelming tasks into manageable steps.

Weaknesses

- May spend significant time on curation, making it hard to scale.
- The "guide" aspect might lead to over-supporting, hindering the learner's independent discovery.
- Balancing curation with the depth of individual guidance can be challenging.

Potential Products

- Personalized research assistance.
- Curated resource libraries or databases.
- Workshops on effective research strategies.
- Membership communities.



The Public Creator

Archetypes: Creator + Explorer

Creating in the open. Growing through the process.

Core Essence

You thrive on bringing new ideas to life by openly experimenting, sharing your creative process, and inviting others into your journey of discovery and invention.

Strengths

- Creating through public experimentation and iteration
- Building a community around your creative journey
- Testing ideas quickly and adapting through feedback
- Inspiring with transparent, behind-the-scenes sharing

Weaknesses

- Work may feel unfinished or perpetually "in progress"
- Vulnerable to public criticism during early stages
- Difficulty committing amid constant new ideas
- Performing publicly while creating can be draining

Potential Products

- Publicly-built software, art, or businesses
- Live creative sessions
- Blogs, vlogs, or newsletters
- Courses where students co-create or follow your path
- Early-access communities



The Learning Guide

Archetypes: Educator + Guide

Guiding smarter learning.

Core Essence

You are deeply committed to facilitating others' growth by providing both structured knowledge and personalized support, helping them navigate their learning journey.

Strengths

- Creates supportive, effective learning environments
- Adapts content to individual needs and styles
- Combines clear instruction with empathetic mentorship
- Builds strong rapport and motivates learners

Weaknesses

- Over-investing in individuals, making scaling difficult
- Struggles with rigid curricula when learner needs differ
- Finds it hard to engage unmotivated or resistant learners
- Balancing educator and guide roles can be demanding

Potential Products

- Coaching programs with personalized support
- Small group tutoring or mentorship circles
- Interactive online courses
- Custom learning plans
- Skill-building workshops



The Automation Creator

Archetypes: Builder + Curator

Automate more, achieve more.

Core Essence

You excel at identifying the best existing tools and information, then constructing systems or processes that automate tasks and efficiently manage resources.

Strengths

- Designs efficient workflows and automation systems
- Integrates diverse tools into cohesive solutions
- Identifying and applying the best tech for the task
- Saves time by curating and connecting resources

Weaknesses

- May overlook custom solutions in favor of existing tools
- Can stall in pursuit of the "perfect" tool or setup
- Systems may become overly complex
- Risk of over-automating at the expense of user experience

Potential Products

- Custom automation setups
- Curated toolkits and guides
- Managed automation for marketing, sales, or operations
- Pre-built templates
- Workflow and integration consulting services



The Lifestyle Hacker

Archetypes: Explorer + Minimalist

Life optimized for adventure.

Core Essence

You masterfully combine a thirst for new experiences and methods with a drive for ultimate efficiency, pioneering streamlined ways to achieve desired outcomes with minimal effort or resources.

Strengths

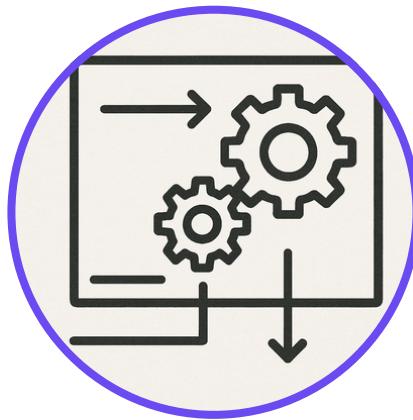
- Quickly identifies high-impact solutions
- Distills problems to their essential core
- Designs lean, effective systems for work and life
- Simplifies complex problems with practical approaches

Weaknesses

- May oversimplify nuanced issues or dismiss ideas too soon
- Can jump to the next solution before finishing the current one
- Struggles with long-term efforts that lack quick results
- Minimalism may limit broader exploration or innovation

Potential Products

- Content or courses on life hacks or productivity
- Focused digital tools that solve one problem well
- Streamlined templates
- Personal/business simplification and consulting



The System Sage

Archetypes: Builder + Educator

Systems that simply work.

Core Essence

You possess a unique ability to not only construct robust and effective systems but also to clearly explain their intricacies and teach others how to use and understand them.

Strengths

- Designs systems with clear documentation and training
- Builds practical tools and teaches their effective use
- Simplifies complex technical concepts for broader understanding
- Creates structured learning materials for technical topics

Weaknesses

- May emphasize "how" over "why," missing deeper context
- Can get stuck perfecting systems before teaching them
- Sometimes assumes too much from learners
- Comprehensive builds may become too complex to teach

Potential Products

- Software with built-in tutorials and documentation
- Courses or workshops on building and using systems
- Consulting on instructional design
- "Train-the-trainer" programs for complex tools or systems



The Knowledge Curator

Archetypes: Curator + Educator

Clarity from chaos.

Core Essence

You excel at gathering, filtering, and organizing vast amounts of information, then structuring it into coherent and accessible learning resources that empower others.

Strengths

- Builds well-organized courses and resource libraries from diverse sources
- Synthesizes complex info into clear, educational content
- Curates the most valuable and relevant material for learners
- Creates structured learning paths from curated knowledge

Weaknesses

- May prioritize structure over originality or creative delivery
- Risks overwhelming learners if not tightly focused
- Less suited to generating new knowledge from scratch
- Curation process can delay actual teaching or publishing

Potential Products

- Curated online courses
- Subscriptions or newsletters
- Annotated guides or "best of" resource collections
- Workshops on research, info literacy, and effective learning
- Platforms that organize and contextualize existing content



The Learning Hacker

Archetypes: Educator + Explorer

Learn faster, think sharper.

Core Essence

You are driven to discover and experiment with new methods and subjects, then share these novel learning experiences and insights with others in an engaging and structured way.

Strengths

- Pioneers innovative teaching and experimental learning
- Makes complex learning exciting and adventurous
- Turns personal discoveries into teachable lessons
- Fosters curiosity and lifelong learning

Weaknesses

- Experimental methods may not fit all learners or contexts
- Tends to start many projects or pivot frequently
- Novelty can sometimes overshadow foundational depth
- Balancing structured teaching with exploration is challenging

Potential Products

- Courses or workshops on "learning how to learn"
- Educational content that documents learning journeys
- Interactive learning games or simulations
- Bootcamps or challenges on unconventional skill-building



The Efficient Teacher

Archetypes: Educator + Minimalist

Big lessons, minimal fluff.

Core Essence

You excel at distilling complex subjects down to their essential components, delivering highly focused and effective learning experiences with no wasted effort or information.

Strengths

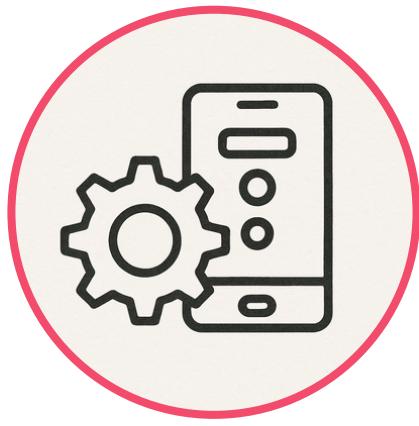
- Creates clear, concise, and focused educational materials
- Teaches core concepts with high impact and minimal fluff
- Streamlines learning paths for fast, outcome-driven progress
- Eliminates unnecessary complexity in content delivery

Weaknesses

- Risk of oversimplifying topics
- Efficiency focus may reduce learner engagement
- Struggles with learners who prefer exploratory or narrative styles
- May under-explain important non-core concepts

Potential Products

- Skill-focused crash courses or intensive workshops
- Cheat sheets, quick guides, or minimalist textbooks
- Targeted micro-courses and tutorial series
- Coaching on fast, effective learning strategies



The UX Engineer

Archetypes: Builder + Creator

Where design meets function

Core Essence

You are adept at constructing functional and robust products or systems while infusing them with innovative design, intuitive user experiences, and a unique creative vision.

Strengths

- Builds products with strong aesthetic and design
- Translates creative ideas into functional prototypes and finished tools
- Innovates in UI/UX within practical systems
- Creates engaging solutions that blend utility and creativity

Weaknesses

- May prioritize novelty over stability or scalability
- Practical and artistic instincts can conflict
- Perfectionism can slow down delivery
- Difficult if projects lack creative expression or tangible output

Potential Products

- Software or websites with standout UI/UX
- Interactive tools
- Custom platforms
- Physical products merging design with engineering
- Product design consulting



The Indie Hacker

Archetypes: Builder + Explorer

Build solo, scale smart.

Core Essence

You thrive on independently building and launching new products or ventures, driven by a spirit of experimentation, rapid iteration, and a desire to chart your own course.

Strengths

- Rapidly prototypes and launches digital products
- Experiments with business models, tech, and niches
- Builds functional solutions to test ideas quickly
- Adapts based on feedback and new insights

Weaknesses

- Prone to "shiny object syndrome" – jumping between projects
- Struggles with routine tasks of scaling and maintenance
- May overlook collaboration and delegation
- Risks building interesting but unviable solutions

Potential Products

- Niche or micro-SaaS products
- Mobile or web apps
- Experimental digital products (themes, plugins, templates)
- Interest-driven online communities or platforms
- Content sharing the journey of building and testing ventures



The Tech Guide

Archetypes: Builder + Guide

Bridging people and tech.

Core Essence

You are skilled at constructing practical tech solutions or systems and then personally supporting and empowering others to use them effectively to achieve their goals.

Strengths

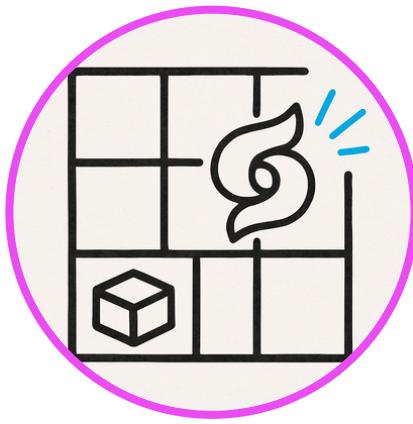
- Builds user-friendly tools with personalized support
- Prioritizes user experience in system design
- Makes complex tech accessible for non-technical users
- Fosters strong communities around tech solutions

Weaknesses

- May over-invest in individual support at the cost of scaling
- Hesitates to disrupt user habits, even for technical gains
- Tends to create solutions that may be hard to maintain
- Can be emotionally affected by user struggles or criticism

Potential Products

- Software with built-in tutorials and responsive support
- Custom solutions paired with training and onboarding
- Community platforms centered around your tools
- “Done-for-you” tech setups plus coaching



The Brand Architect

Archetypes: Creator + Curator

Brands built to last.

Core Essence

You excel at shaping compelling brand identities and narratives by artfully selecting, combining, and presenting creative elements and influences to forge a unique and resonant presence.

Strengths

- Crafts distinctive brand aesthetics, voice, and messaging
- Curates cohesive visual styles and brand identity
- Develops original narratives rooted in trends and culture
- Innovates by blending diverse creative ideas into strategy

Weaknesses

- May favor aesthetics or novelty over clarity and alignment
- Can stall in inspiration-gathering without executing
- Risk of derivative branding if curation lacks synthesis
- Balancing exploration with brand consistency can be tough

Potential Products

- Brand identity design (logos, visuals, messaging)
- Content strategy that builds a unique brand voice
- Curated mood boards or style guides for branding
- Workshops/courses on personal or creative branding



The Creative Guide

Archetypes: Creator + Guide

Sparking ideas into art.

Core Essence

You empower others' creative expression and personal growth by offering imaginative inspiration, unique perspectives, and supportive mentorship throughout their journey.

Strengths

- Inspires creativity through innovative prompts and techniques
- Offers empathetic, insightful feedback on creative work
- Helps individuals find and refine their unique voice
- Builds safe, supportive spaces for creative risk-taking

Weaknesses

- May unintentionally project personal style onto others
- Struggles with structured guidance due to intuitive process
- Emotionally drained by deep investment in others' struggles
- Balancing free expression with constructive critique

Potential Products

- Creative coaching or mentorship programs
- Workshops on creativity, technique, or innovation
- Online communities for creative support
- Journals or toolkits with prompts and guided exercises



The Creator Nomad

Archetypes: Creator + Minimalist

Create anywhere, roam free.

Core Essence

You are driven to produce unique, impactful creative work by focusing on essential expression and streamlined processes, often valuing freedom and simplicity in your creative lifestyle.

Strengths

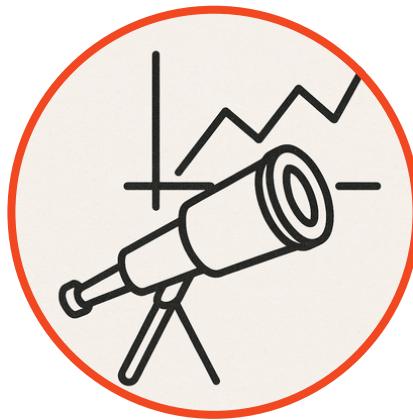
- Produces original work with a clean, minimalist style
- Focuses on high-impact ideas and clear expression
- Builds efficient workflows for consistent output
- Achieves strong results using minimal tools or resources

Weaknesses

- May remove elements that add richness or depth
- Resists collaboration that threatens creative control
- Minimalism can limit scope or ambition
- Struggles with projects needing large teams

Potential Products

- Digital art, music, or writing
- Courses on creativity and content creation
- Templates for creators
- Print-on-demand products
- Consulting on creative workflow simplification



The Trend Hunter

Archetypes: Curator + Explorer

Spotting what's next.

Core Essence

You have a knack for discovering emerging trends, ideas, and resources by actively exploring new frontiers and then skillfully gathering and sharing these insights with a wider audience.

Strengths

- Spots emerging trends, tools, and cultural shifts
- Uncovers hidden resources through active exploration
- Synthesizes diverse findings into clear, actionable insights
- Keeps others informed on what's new and what's next

Weaknesses

- May chase novelty without enough critical filtering
- Risks superficial coverage without deeper analysis
- Can struggle to separate fads from meaningful trends
- Insights may lose value quickly as trends evolve

Potential Products

- Industry-specific trend reports or newsletters
- Curated databases of tools, resources, or opportunities
- Consulting on trends and future-facing strategy
- Podcasts or videos exploring emerging developments



The Async Librarian

Archetypes: Curator + Minimalist

Knowledge on your schedule.

Core Essence

You excel at meticulously gathering, organizing, and preserving essential information in highly efficient, easily accessible, and streamlined systems, often favoring asynchronous access.

Strengths

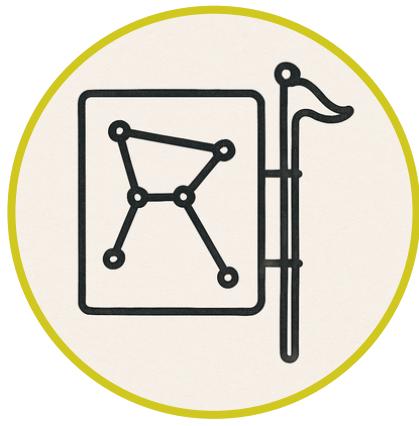
- Builds clear, well-structured digital libraries
- Distills complex info into essential, useful components
- Designs efficient systems for managing and retrieving information
- Prioritizes clarity, conciseness, and long-term accessibility

Weaknesses

- May prioritize structure over nuanced user needs
- Minimalism can strip away helpful context
- Resists adding info that doesn't fit the system
- May undervalue real-time support in favor of efficiency

Potential Products

- Courses on organizing and accessing information
- Collections of tools, templates, or research
- Personal knowledge systems
- Streamlined note-taking or info management frameworks



The Network Builder

Archetypes: Explorer + Guide

Connecting for collective growth.

Core Essence

You thrive on venturing into new communities and connecting with diverse individuals, then skillfully guiding and facilitating valuable relationships and collaborations among them.

Strengths

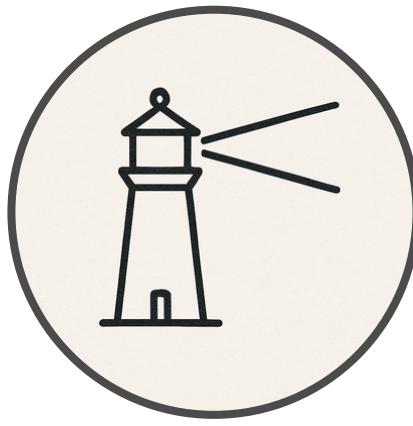
- Builds rapport easily across diverse groups
- Spots synergies and facilitates meaningful introductions
- Guides community and network formation
- Helps others navigate new social or professional spaces

Weaknesses

- May overextend by engaging too widely
- Initiates many connections without deep follow-up
- Struggles with intensive 1:1 mentorship focus
- Outcomes depend on others' willingness to engage

Potential Products

- Community management
- Mastermind group creation and facilitation
- Hosting or organizing networking events
- Courses or coaching on networking and relationship-building



The Quiet Leader

Archetypes: Guide + Minimalist

Clarity over noise.

Core Essence

You lead and support others effectively through focused, empathetic guidance and by creating simple, clear pathways for them to achieve their goals with minimal fuss or complexity.

Strengths

- Delivers clear, concise, and impactful guidance
- Helps others focus on essentials and eliminate distractions
- Leads calmly and efficiently
- Designs streamlined processes that empower others

Weaknesses

- May seem too reserved for those needing expressive leadership
- Struggles with high-energy, emotionally complex group dynamics
- Less effective in roles demanding overt charisma or constant motivation

Potential Products

- Actionable frameworks for personal/professional growth
- Consulting on team efficiency and project management
- Facilitation for focused meetings
- Minimalist planners and tools for productive action