

The Creator

ARTIST, INNOVATOR, MAKER

MY WHY:

To feel inspired, to create things of enduring value.

CONGRUENT STATEMENTS:

I create, I make, I build, I design, I inspire, I innovate, I express

MY HOW:

By developing artistic control and skill, following inspiration.

PEOPLE MIGHT SAY I'M:

Creative, imaginative, self-expressive, original.

MY GREATEST FEAR:

Mediocre vision or execution, or lack of originality.

MY SHADOW:

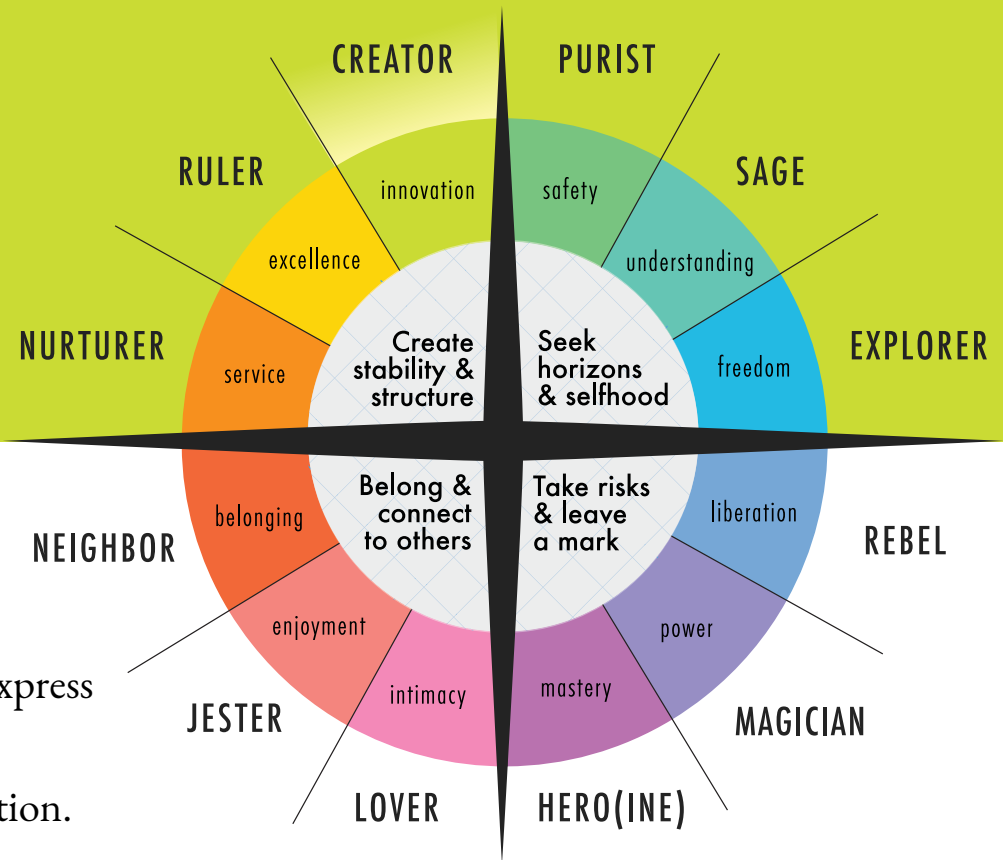
Perfectionism, workaholism, sensitivity to criticism.

MY VOICE:

Unique, descriptive, rich with visuals and metaphors.

BRAND EXAMPLES:

Lego, Nikon, Martha Stewart, M.A.C., Elizabeth Gilbert, Pinterest



**BRAVE
NARRATIVE**

Key Strategies

FOR YOUR CREATOR BRAND

1. BE CREATIVE WITH YOUR OFFERINGS

Hey Creator, you are the most inventive and creative of all the archetypes! So consider putting that idea-generating mind of yours towards finding new ways of looking at old problems, whether this translates into a unique product or service offering, or perhaps an original way of delivering it or connecting with your clients. This is what you were put on Earth to do!

2. STAY ANCHORED TO YOUR WHY

You may or may not be an artist, but you can be a bit scatter-brained with all that creative genius flying around in there. As the Creator, your best strategy is to follow where inspiration leads you, but first make sure you get really clear on your purpose, or your WHY. That way when inspiration hits, you can check in if the idea is aligned with your core vision or not before you iterate, so your creativity strengthens, rather than dilutes your brand.

3. INSPIRE & BE INSPIRED

Inspiration comes so naturally to you and your passion is contagious; allow it to guide your social media and content marketing. How can you encourage your audience to be more creative? Inspire & be inspired!

Your Audience

THE CREATOR'S IDEAL CUSTOMERS

DEEPEST DESIRES

The Creator audience is hungry for the original, the unique and the new. They crave new experiences, and they often identify as non-conformists themselves. They may have a taste for all things artsy, whether it takes form as music, the written word, good design or photography. They appreciate good aesthetics, artful curation, or an inventive presentation. They may have a DIY bent or a dormant creative streak waiting to be tapped, so find ways to engage and spark their creative input in your business or marketing. Above all, and no matter what your industry, your audience most wants to feel inspired, whatever form that inspiration takes.

BIGGEST FEARS & OBSTACLES

Your audience's biggest hurdle is anything that hinders their own inspiration or creativity. Even if they don't identify as particularly creative, the thing holding them back may be their own perfectionism and fear of making mistakes. The creative process is one that demands our utmost trust and faith in the intangible. At the deepest level, they may be seeking a safe place to try something new, make a few mistakes, and reignite their own creative fire again, even if it is vicariously through you.