

The Explorer

ADVENTURER, PIONEER, SEEKER

MY WHY:

To discover the uncharted, to seek freedom and fulfillment.

CONGRUENT STATEMENTS:

I explore, I discover, I seek, I individuate, I pioneer, I adventure

MY HOW:

Through exploration, pioneering, and chasing adventure.

PEOPLE MIGHT SAY I'M:

Tirelessly optimistic, independent, fearless, open-minded.

MY GREATEST FEAR:

Being trapped, bored or stuck, inner emptiness, conformity.

MY SHADOW:

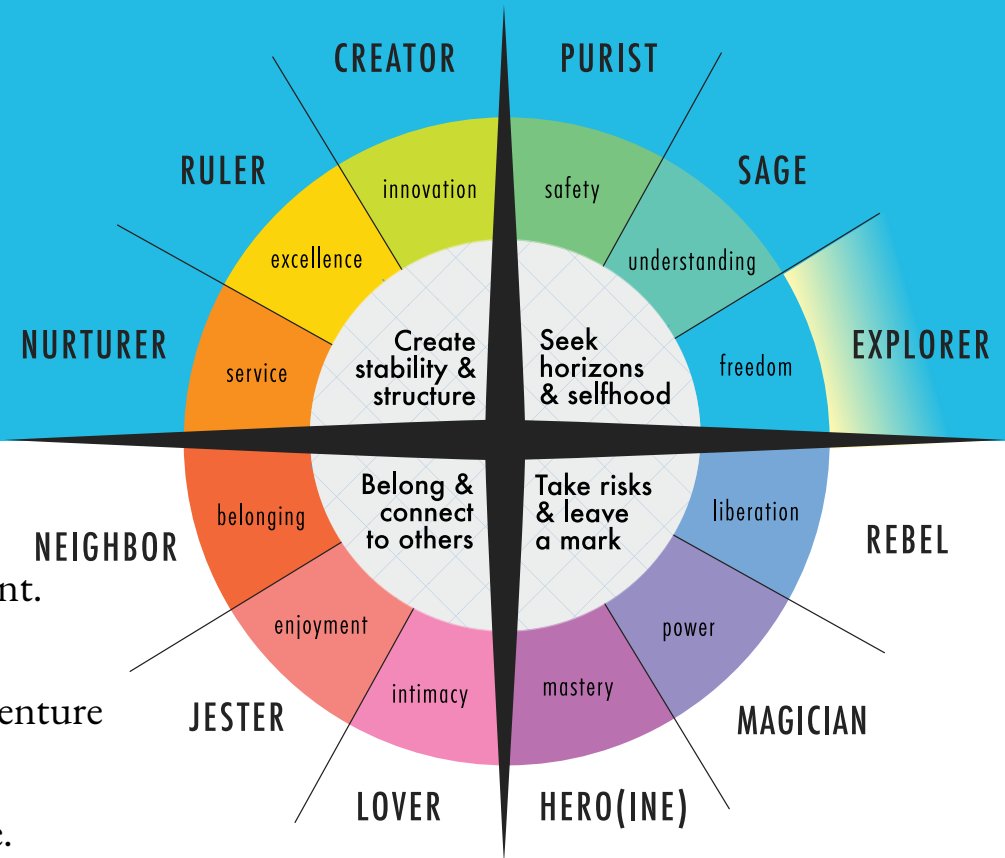
Aimless wandering, becoming a misfit, being self-involved.

MY VOICE:

Open-minded, excited, resourceful, tolerant.

BRAND EXAMPLES:

Amazon, Jeep, Amelia Earhart, The North Face, NASA, Starbucks



**BRAVE
NARRATIVE**

Key Strategies

FOR YOUR EXPLORER BRAND

1. SHARE YOUR JOURNEY

Whether your journey is an inner exploration or an outer one, people love reading about the journey of the explorer. Transport us with your words and stories. Bring us along with you.

2. PIONEER THE UNCHARTED

How can you adventure into uncharted territory, try new things and put yourself regularly outside your comfort zone in every part of your brand?

3. CHAMPION INDIVIDUALISM

Express and champion your own individuality, and create a platform or opportunities for your audience to do the same. Let them personalize your product or service to express their personality. Celebrate difference and non-conformity. Share the perspectives of people who think differently than you.

4. FIND A COMMON PURPOSE

The Explorer's deeper drive is for a sense of purpose, fulfillment and meaning. Get clear on your "why" and lead with your driving purpose in your communications. Create opportunities for your customers to do the same.

Your Audience

THE EXPLORER'S IDEAL CUSTOMERS

DEEPEST DESIRES

The explorer audience are trying to find themselves in one way or another. They could be young people individuating from their parents, or grown adults feeling weighed down by social obligations or institutional constraints. They most want to break free and feel alive, exploring a new path without restraint. They may have a fear of commitment, so don't ask them to sign a contract that locks them in long-term. They are inherently restless, and dissatisfied with the status quo. Any efforts you make to pioneer new ideas, invite them to express their individuality or explore new avenues will be exciting for them. They will feel a deeper alignment yet if you can inspire in them a sense of deeper purpose and authenticity, and equip them with products or services that support their seeker's journey.

BIGGEST FEARS & OBSTACLES

Conformity, inner emptiness, lack of meaning, feeling stuck in a rut, tedious or wasting this precious life on the aimless or mundane, the Explorer audience fears boredom and entrapment. Their enemy is conformity, and anything that compromises their sense of freedom, purpose, or individual identity.