

The Hero(ine)

WARRIOR, CHAMPION, VICTOR

MY WHY:

To achieve mastery and overcome adversity.

CONGRUENT STATEMENTS:

I overcome, I champion, achieve, I conquer, I battle, I win

MY HOW:

Facing fears, being brave, taking action, conquering obstacles.

PEOPLE MIGHT SAY I'M:

Courageous, strong, resilient, disciplined, determined.

MY GREATEST FEAR:

Weakness, vulnerability, defeat.

MY SHADOW:

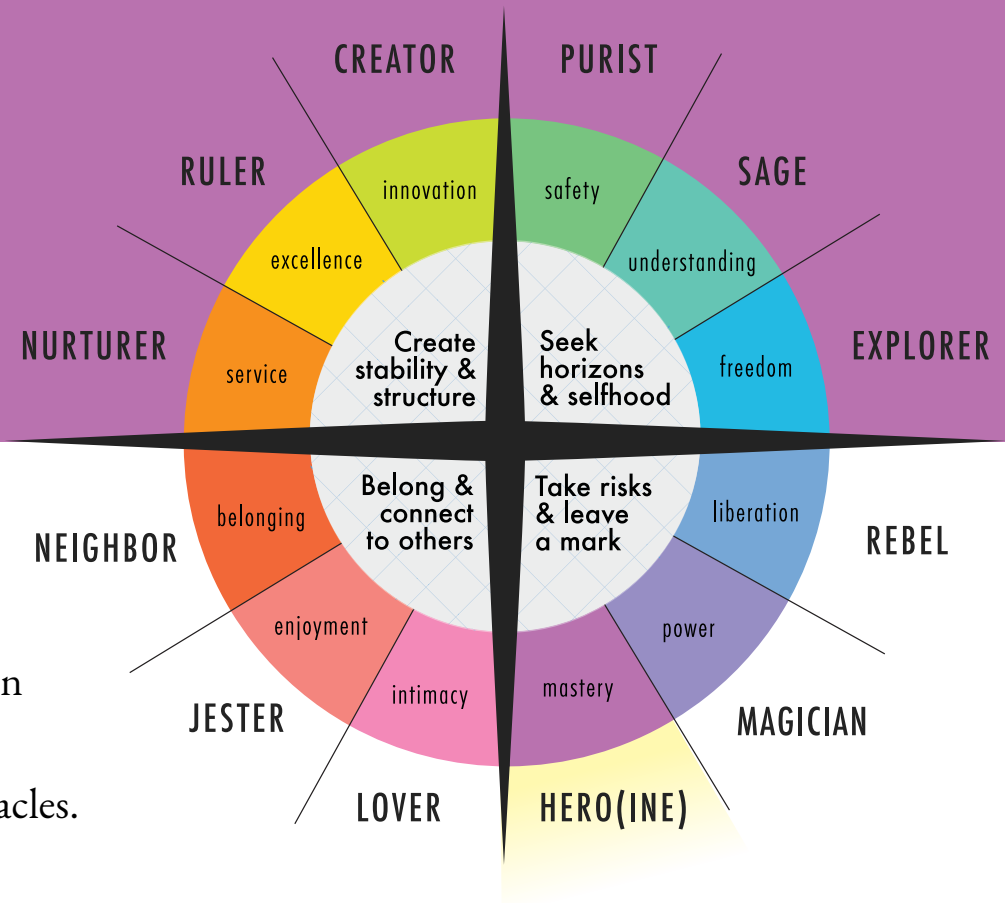
Ruthless ambition, arrogance, always seeking another battle.

MY VOICE:

Motivational, self-confident, direct, calling to action.

BRAND EXAMPLES:

Nike, James Bond, Fedex, Marines, Katniss (Hunger Games)



**BRAVE
NARRATIVE**

Key Strategies

FOR YOUR HERO(INE) BRAND

1. RUN A CHALLENGE

Inspire your audience to act and conquer their obstacles through a 30-day challenge in your field or industry.

2. FIGHT FOR A CAUSE

With your natural instinct to overcome adversity, lead the way by defending a cause you believe in. Stand up for something greater and get your audience involved.

3. BE THE DAVID TO A GOLIATH

Find a Goliath to tackle in your industry, an unjust or particularly big challenge and publicly commit to conquering it. By sharing your wins and setbacks along the way, you will gain valuable allies and a following of others inspired by your example.

4. TELL YOUR COURAGEOUS STORY

The word courage comes “from the Latin word cor, meaning heart — and the original definition was ‘to tell the story of who you are with your whole heart.’” Practice vulnerability and courage by sharing the story of how you overcame adversity in your own life. By positioning yourself as the victorious underdog, you let others see your true strength, the strength of your spirit.

Your Audience

THE HERO(INE)'S IDEAL CUSTOMERS

DEEPEST DESIRES

As a Hero(ine) brand, your audience is inspired and motivated by your displays of courage, discipline and focus. They most long to conquer their fears and obstacles once and for all. They admire your resilient and heroic efforts and deep down they crave the security, salvation and protection you promise in your brand.

A wise Hero(ine) brand will know that the true strength and security their audience seeks is ultimately found within. Point them in the right direction, and lead by example, but be aware of the potential to rescue, or cultivate dependency with your clients or customers. Use your position of power to lead them to their own resources and show them how to overcome their own obstacles, and you will gain their trust and loyalty for life.

BIGGEST FEARS & OBSTACLES

The Hero(ine)'s audience is overcome by an adversity or daunted by an obstacle in their life and seeking the help and salvation of a warrior's strength to motivate them and lead them to victory. They feel helpless, vulnerable and fragile. They most fear defeat in the face of their challenges.