

# The Jester

COMEDIAN, ENTERTAINER, PERFORMER, JOKER

## MY WHY:

To enjoy the moment, to build connection with laughter.

## CONGRUENT STATEMENTS:

I enjoy, I joke, I perform, I entertain, I laugh, I connect, I trick

## MY HOW:

Through humour, play, subverting expectation and making jokes.

## PEOPLE MIGHT SAY I'M:

Funny, hilarious, soul of the party, a connector.

## MY GREATEST FEAR:

Being bored or boring others.

## MY SHADOW:

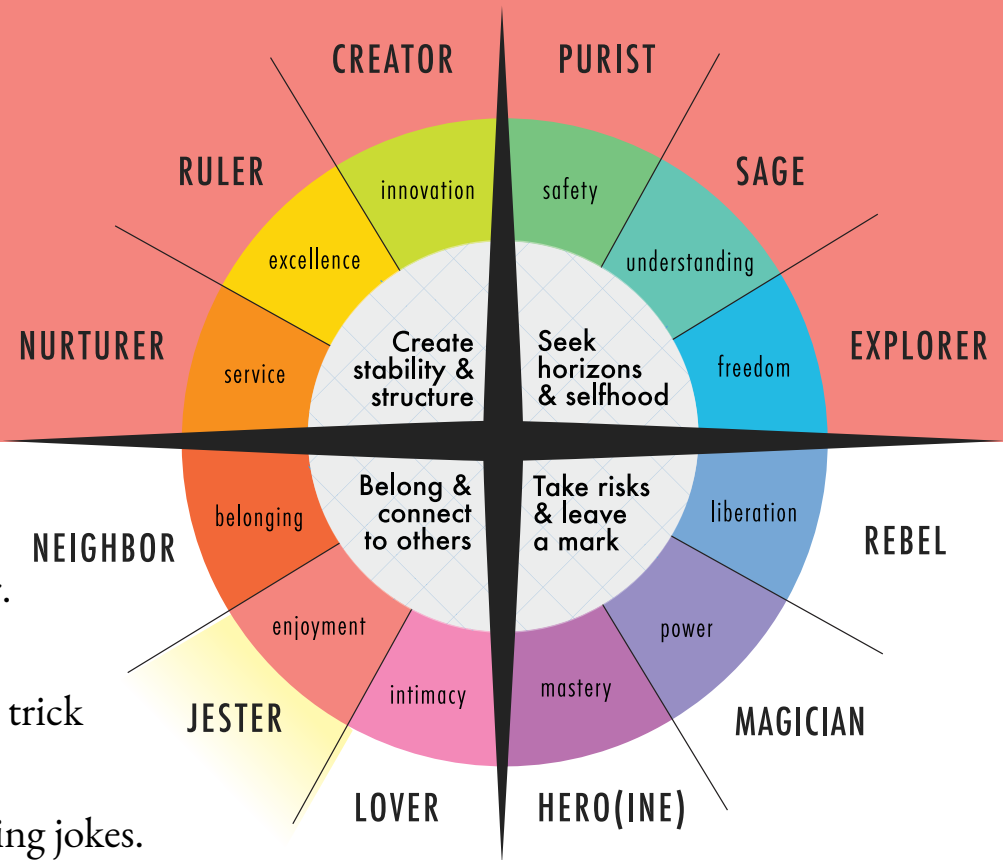
Self indulgence, irresponsibility, mean spirited pranks.

## MY VOICE:

Humorous, expressive, self-deprecating, telling jokes.

## BRAND EXAMPLES:

Doritos, Niki Minaj, Old Spice, Mailchimp, Robin Williams



**BRAVE  
NARRATIVE**

# Key Strategies

## FOR YOUR JESTER BRAND

### 1. MAKE IT FUN & THEY WILL COME

Your number one strategy as the Jester brand is to build fun and humour into whatever it is you offer. You are the natural joker, always bringing well-needed levity and laughter any situation you find yourself. Look at each aspect of your business, and ask yourself, “How can I make people laugh and lighten up here?” From your marketing copy and photography to the packages or products you deliver, bring the good times and your audience will keep coming back for more.

### 2. SURPRISE & DELIGHT

As the trickster of all the archetypes, you have a gift of taking the stale and expected response and surprising your audience by flipping it upside down, inspiring a laugh or two. Make a list of the standard practices that consumers expect in your industry and think of ways to invert them in your biz to bring a fresh, fun new energy.

### 3. INVOLVE YOUR AUDIENCE

Get your audience participating in your shenanigans and their level of fun and engagement will shoot through the roof. i.e. Run a contest where they capture themselves doing/wearing/saying something funny related to your biz, & then post it on social media to win something.

# Your Audience

## THE JESTER'S IDEAL CUSTOMERS

### DEEPEST DESIRES

The Jester audience most wants to enjoy life and have a laugh. They want to forget their worries and escape the usual hum-drum. One little piece of wisdom the Jester archetype has up its sleeve is that within the present moment all things are possible. The Jester audience, who are typically a clever bunch, delight in anything that brings them there, especially a fun or clever turn of phrase, a joke or parody that subverts their usual ways of thinking or looking at the world. They love feeling connected to others and seek a sense of belonging with other likeminded jokers. At the heart of it all is a deep desire for joy and connection in their lives.

### BIGGEST FEARS & OBSTACLES

Boredom, stagnancy, and anything too serious are the enemies of the Jester audience. They long to feel carefree and if life is burdening them down, their desire to escape and find levity could be stronger than usual. If you want to win over the Jester audience, don't be predictable or boring! Their biggest fear would be a life without lightness or humour, because that is how they maintain their good health and resilience. Spark their sense of humour, make them laugh and lighten up and they will be loyal for life.