

The Magician

VISIONARY, WIZARD, ALCHEMIST, HEALER

MY WHY:

To transform, make magic, and catalyse shifts in perception.

CONGRUENT STATEMENTS:

I transform, I catalyse, I heal, I intuit, I reveal, I invent, I invoke

MY HOW:

Invoking mystery & ritual, creating miracles of science or the supernatural.

PEOPLE MIGHT SAY I'M:

Intuitive, powerful, technologically advanced, spiritual.

MY GREATEST FEAR:

Unintended negative consequences.

MY SHADOW:

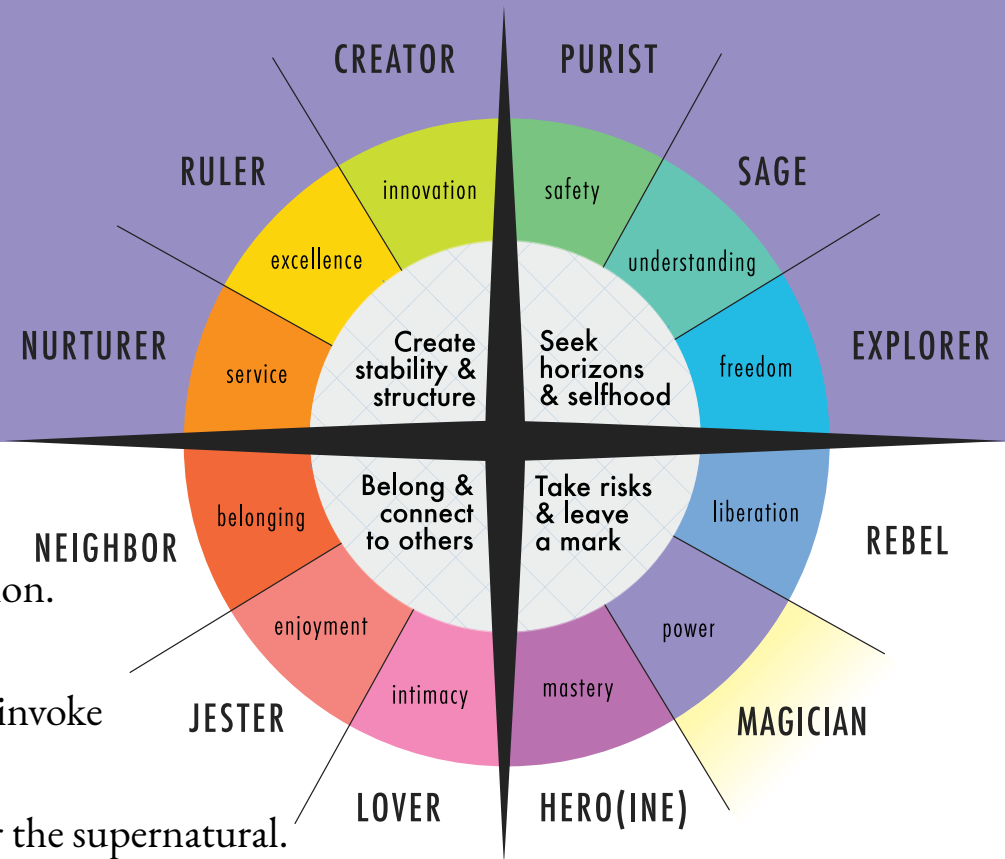
Manipulation, Sorcery

MY VOICE:

Expansive, moving, articulate.

BRAND EXAMPLES:

Walt Disney, Oprah, Steve Jobs, Deepak Chopra, Dyson



**BRAVE
NARRATIVE**

Key Strategies

FOR YOUR MAGICIAN BRAND

1. DEVELOP A VISION AND LIVE BY IT

Hold a higher vision of expansive possibility. Make the impossible possible. Walk your talk by catalysing your own transformation. Practice transparency, honesty and integrity in all you do.

2. INVOKE WONDER & CURIOSITY

Use your intuitive or technological powers to design magical moments that invoke wonder, fascination & curiosity in your audience. Help people see something in a different way. Reveal your insights or offerings gradually, invoking a sense of mystery.

3. CREATE RITUALS & RITES OF PASSAGE

Take inspiration from ancient practices of sacred rituals or rites of passage and offer your audience modern-day versions for healing, connection and transformation.

4. FOLLOW YOUR INTUITION

Your key strategy for success is to always listen to your own intuition and let it guide you, even if it leads you towards an unusual solution, or in divergence from the status quo. Lead by example, don't be afraid to innovate.

Your Audience

THE MAGICIAN'S IDEAL CUSTOMERS

DEEPEST DESIRES

As a magician brand, regardless what your tangible offering or industry is, your ideal audience most desires some kind of transformation, whether it's a quick superficial fix, or a deeper, everlasting change. They may feel stuck in a rut or caught in a holding pattern. They have tasted or are seeking an expansive vision of a new possibility, and they want a catalyst to help them get there. Whether they're after health, enlightenment, youth, a clean and sparkly home, a retreat, prosperity, or some amazing technology, they are hungry for the miraculous, and want to feel a sense of wonder. They love being on the cutting edge, or pushing their own edge for what is possible. They are willing and ready to experience a lightning bolt of insight that will change their outlook or their lives for the better.

BIGGEST FEARS & OBSTACLES

Your ideal customers are actually disatisfied with or even afraid of the status quo. They don't feel bored, they feel a sense of unrest or even angst with the way things are. Often their circumstances might be actually causing them pain and suffering, but they lack the confidence, skills, technology, or know-how to make the necessary changes.