

# The Nurturer

PROTECTOR, CAREGIVER, ALTRUIST

## MY WHY:

To protect and care for others, and serve from the heart.

## CONGRUENT STATEMENTS:

I care, I protect, I serve, I nurture, I empathize, I give

## MY HOW:

Doing things for others, heart-centered service.

## PEOPLE MIGHT SAY I'M:

Empathetic, compassionate, generous, intuitive, selfless.

## MY GREATEST FEAR:

Selfishness and ingratitude.

## MY SHADOW:

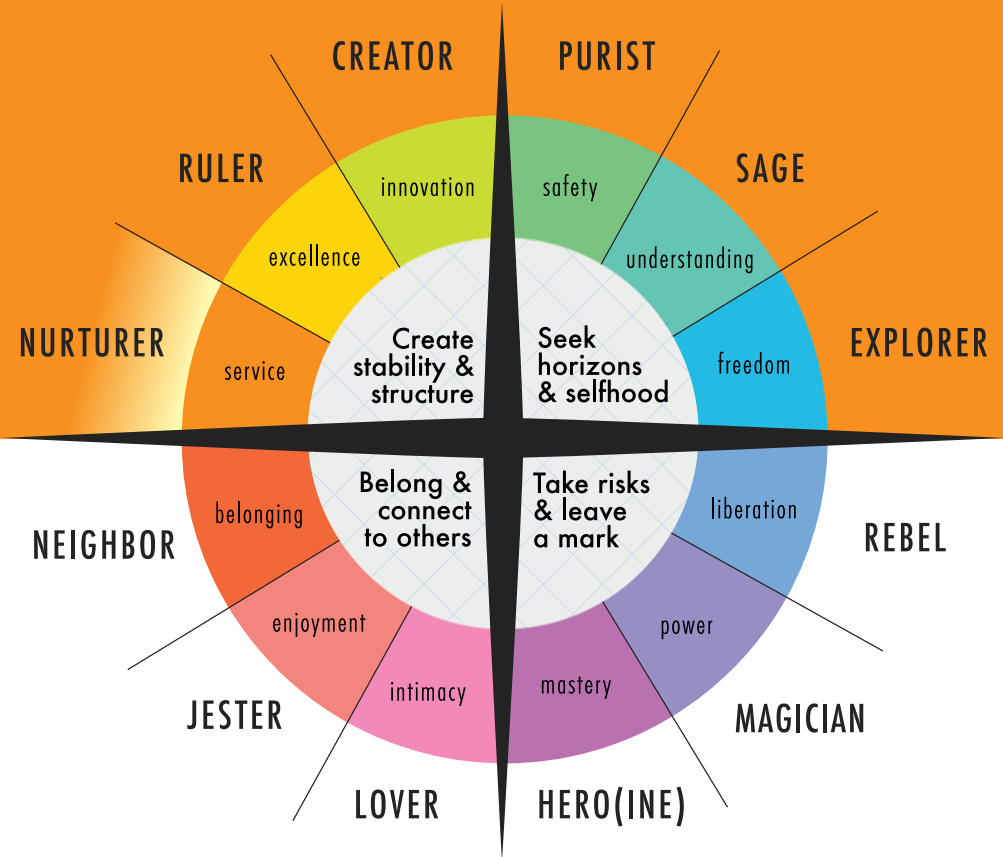
Martyrdom, smothering, guilt-tripping.

## MY VOICE:

Considerate, thoughtful, kind.

## BRAND EXAMPLES:

Tom's Shoes, Salvation Army, Volvo, Sesame Street, Princess Diana



**BRAVE  
NARRATIVE**

# Key Strategies

## FOR YOUR NURTURER BRAND

### 1. MAINTAIN GOOD BOUNDARIES

The most important first step for the Nurturer brand is maintaining your self care and healthy boundaries first. You have such a big heart that it's easy for you to overgive and burn out, and end up feeling resentful. As the Nurturer, you are inherently generous and caring, that will never turn off completely, nor should it. But always put your own oxygen mask on first, and keep it on firmly to create a sustainable container for your care.

### 2. TREAT YOUR CUSTOMERS LIKE VIPS

Your unfair advantage as the Nurturer is how much you care about other people, and your ability to make others feel special and taken care of. So in business, your customer service is a place you can truly exercise this superpower. Think of ways you can bring more compassion and empathy to the customer service experience. How would you like to help your clients feel especially seen, validated and provided for?

### 3. PRACTICE & INSPIRE GENEROSITY

These days we are more disconnected and individualistic than ever. Use your innate generosity and care to give back to your audience, invite them to champion a cause or charity, and spread acts of service to those in need.

# Your Audience

## THE NURTURER'S IDEAL CUSTOMERS

### DEEPEST DESIRES

The Nurturer audience derives meaning from helping others. They are often juggling the care they provide for the dependents in their lives with caring for themselves, and they can sometimes be selfless to a fault. At a basic level, they themselves want to be nurtured, and will be attracted to a Nurturer brand's care and warmth (think a patient with a caring nurse or therapist). They also want support in extending their care to those in need. Charities, non-profits, or socially conscious business models create meaningful channels for Nurturer's to spread their care and practice their values. They also like to be recognized occasionally for their caregiving, though never overly glorified or patronized. They value authentic action, brands that walk their talk and share their value of creating a more caring, warm, and thoughtful world.

### BIGGEST FEARS & OBSTACLES

The Nurturer audience most fears neglecting their loved ones, or standing by helplessly while the innocent suffer. Their biggest obstacle is a cold and uncaring world. It would be a great turn-off to them to be ignored, disregarded, or treated like a number or a sale as opposed to a human being.