

The Ruler

LEADER, BOSS, QUEEN, ROLE MODEL

MY WHY:

To create a prosperous, successful family or community.

CONGRUENT STATEMENTS:

I lead, I control, I prosper, I uphold, I organize, I excel

MY HOW:

By controlling chaos, creating stability, order & excellence.

PEOPLE MIGHT SAY I'M:

Responsibility, leadership, orderliness, luxury, prestige, success.

MY GREATEST FEAR:

Chaos, sloppy quality work, being overthrown.

MY SHADOW:

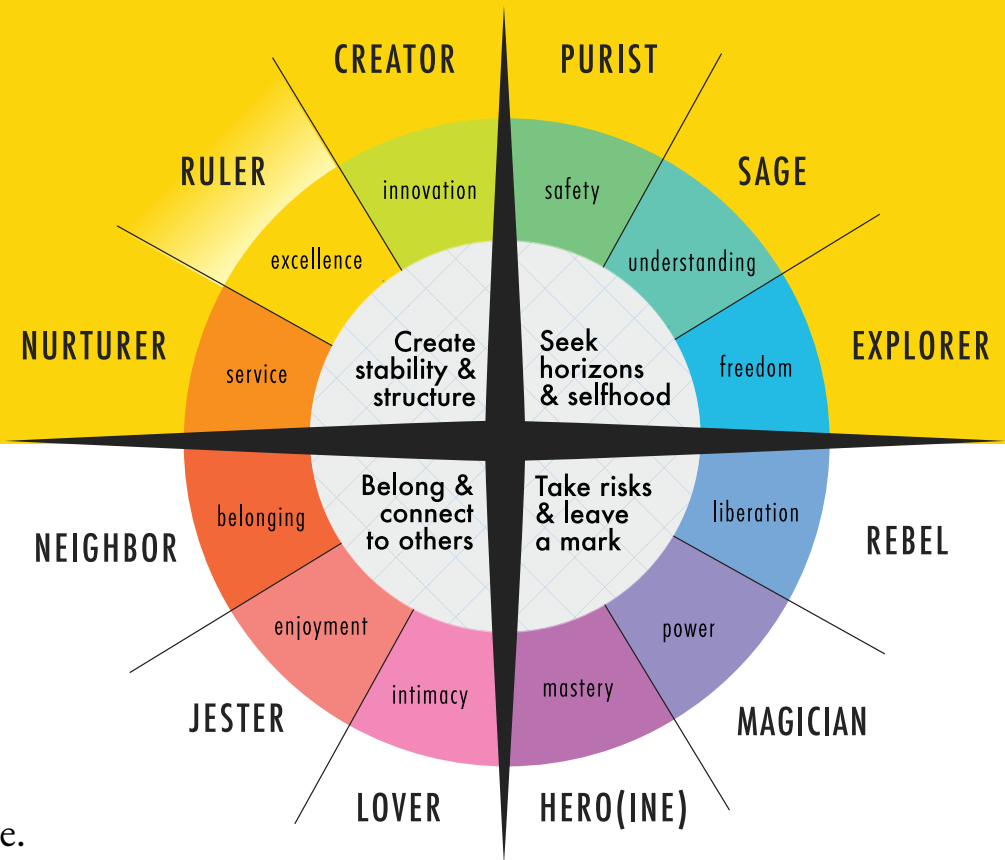
Authoritarian, bossy, perfectionistic, manipulative.

MY VOICE:

Commanding, refined, articulate, authoritative, powerful.

BRAND EXAMPLES:

Beyoncé, Anna Wintour, Marie Kondo, Gucci, Tiffany's



**BRAVE
NARRATIVE**

Key Strategies

FOR YOUR RULER BRAND

1. EXUDE STABILITY & ORDER

Chaos is the enemy of your Ruler brand. Whatever your industry, maintain an aura of stability and order for ultimate success. Whether helping your clients tame their own chaos is built right into your product or service offerings, or you run a tight ship internally, position yourself as a brand that means business. Think about every ‘touch point’ through which your audience and clients interact with you and ask yourself how you can organize or manage it more seamlessly so your clients feel 100% secure and taken care of when doing business with you.

2. LEAD, BUT DON'T BE BOSSY

Absolutely step into your power and take control as a full expression of your Ruler brand, but do it with grace and sensitivity to ensure your clientele aren't rubbed the wrong way. Your ideal clients will cherish the order you bring to their lives, so invite them in without being pushy.

3. LET THERE BE LUXURY

Be the Queen or King you are and make your “subjects” feel special too with high-end solutions tailored to them. Help them feel prestigious and prosperous by positioning yourself as a premium or luxury brand.

Your Audience

THE RULER'S IDEAL CUSTOMERS

DEEPEST DESIRES

The Ruler audience is primarily seeking security and prosperity. They want to be taken care of, not with the emotional support offered by the Nurturer brand, but by a high-ranking leadership that can deliver a sense of order, prestige and ‘done for you’ ease. They don't want to have to worry about the quality or competency of the product or service offering they buy into, and they aren't afraid to spend extra for the peace of mind. They are drawn to Ruler brands for their authority, command and reputation. By associating with your brand, they will share in your success and distinction, and look or feel more successful by affiliation. Your best clients will be pleased by your proficiency, and delighted by your attention to detail such that they can relax knowing you've got it all under control.

BIGGEST FEARS & OBSTACLES

Your Ruler audience are often Rulers themselves, who are burnt out from being in demanding positions of leadership in other areas of their lives. Their biggest fear is losing control, which makes them feel helpless and vulnerable, but they most need things taken off their plate, done to a standard they expect, and they will happily give over control to those they can trust to meet those standards.