Step Two

Module Three

Mini Lesson Guide

the marketing Democracy™

Welcome!

> Brands have personalities, just like people do! Whether you're a wise sage, or a caregiver, or a jester your personality guides everything that you say and do. It helps to differentiate your brand from others in the category and it helps clarify what your customers expect from their relationship with you. We are going to borrow from classic archetypes to help you identify your personality. You will be able to explore some common personality themes in your product category and then select a personality that feels right for you.
>
> - Judy

Module Overview

In this module, we are going to focus on four key ideas:

- In Lesson One, you will learn about Jung's archetypes. You will explore the characteristics and behaviors of 12 archetypes.

- In Lesson Two, you will learn how archetypes can guide your behavior--what you should always do and what you would never do.

- In Lesson Three, you will learn the challenges of mixing archetypes and whether a layered brand personality is right for you.

- In Lesson Four, you will learn about shadow archetypes and how these unpleasant personality traits are indicators of future business declines.

To help you identify your brand personality, you can purchase a "Brand Personality Identifier" framework. This downloadable PDF is fully functional if you open it in Adobe Acrobat Reader. Be sure to click on the "listen" icon in the lower right-hand corner to learn more about this helpful tool. And, for additional inspiration, you can watch the real-world example video to see this lesson in practice.

Congratulations on taking this important step in your journey to developing world-class marketing for your business.

Lesson One
What are Archetypes?

Why This Matters

Brands have personalities, just like people do. Brand personalities play an important role in marketing. They set the manner and tone for communication and they also help to establish expectations for the relationship between the brand and its customers. Some brands have personalities that emerge organically while other brands need to work at establishing their personality and tone of voice. Some brand-builders create brand personalities from scratch. This isn't easy, and it leaves quite a bit open to interpretation. We believe there's a better way. This lesson will introduce you to Archetypes and how these universal characters can create useful shortcuts for establishing your brand personality.

5 Key Takeaways

- Brands have personalities just like people do. Identifying and expressing your personality will make it easier to communicate with an authentic tone of voice.

- You don't need to build your personality from scratch. Instead, you can borrow from universal Archetypes to identify with the character traits that best match your brand.

- Archetypes have shown up in literature and psychology for ages. Marketers began to use archetypes as a useful tool to shape their brands and brand stories. Now you can, too!

- Archetypes fit certain roles in our lives based upon who they are, what they are known for and how they behave. This makes them an excellent tool for establishing your purpose in your customers' lives.

- Based upon Jung's archetypes, you will be able to evaluate the character traits of 12 different archetypes. Usually, you will identify a few archetypes that fit your category and a few others that do not fit at all.

Ask Yourself

Before moving on to Lesson Two, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of the lesson?

What are the three most common personality types for brands in your product category?

Which personality traits are wrong for your product category? What makes them wrong?

Does you have a clear personality? Can you identify with one of the archetypes? Or, is your personality more mixed and harder to classify?
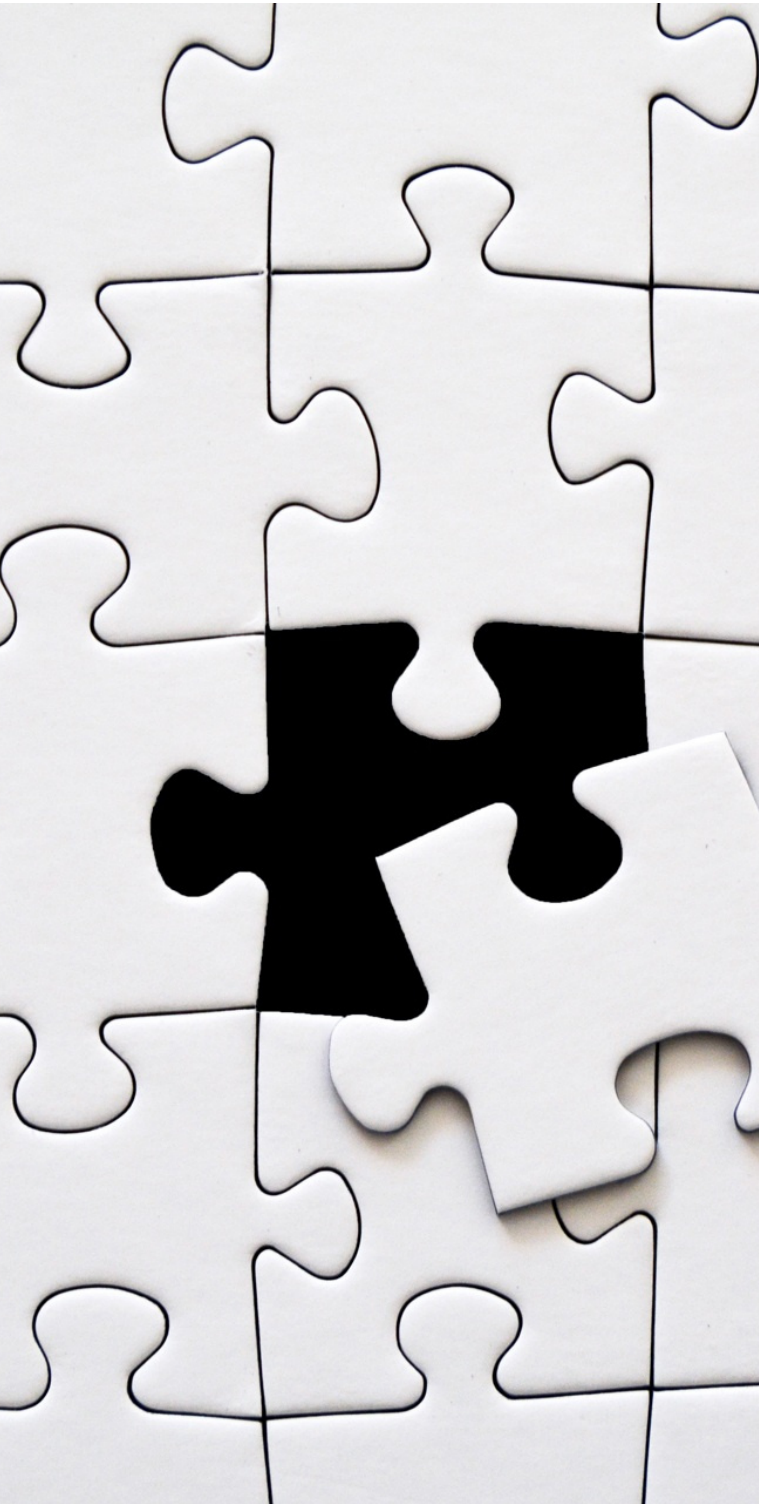
Lesson Two
How Can Archetypes Guide What You Say and Do?

Why This Matters

We have all heard the expression, "That was so out of character for him/her." When we get to know someone and their personality, we form expectations regarding their behaviors in the relationship. The same holds true for brands. We expect certain brands to act a certain way. And when they veer off course, it feels out of character for them and we call them out for their behavior. Archetypes can help to establish what is in character and what is out of character for brands. Archetypes have established behavior patterns over time that are well known and can be easily transferred to a brand's behavior.

Key Takeaways

- Archetypes have defining characteristics and inherent qualities that make them act a certain way. While some characteristics and qualities may be similar to one another, each archetype will behave in their own unique way.

- Based upon these defining qualities and characteristics, each archetype will always act a certain way. We refer to these as "always do" behaviors.

- Based upon these defining qualities and characteristics, each archetype will never act a certain way. We refer to these as "never do" behaviors.

- Following the behavior of an archetype takes the guesswork out of defining your own brand behavior. Ask yourself, "What would the archetype do?"

- The characteristics and qualities of each archetype can help you to set the manner and tone of your marketing communication. The tone of your marketing communication should match the voice of the archetype.

Ask Yourself

Before moving on to Lesson Three, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of the lesson?

How can your brand personality guide your behavior in the marketplace? Said another way, what are the expectations for your personality type?

What behaviors would be considered out of character for your brand personality? Do you currently

Does your marketing communication consistently reinforce your brand personality? What steps can you take to ensure that the manner and tone of your marketing communication matches your personality?

Why This Matters

Some argue that archetypes are too confining and they prefer mixing and matching attributes of different archetypes to create a unique brand personality. While you can technically mix archetypes, we don't recommend it. This lesson will explain the risks associated with mixing character traits and why a single archetype is a better choice. When it comes to brand personality, consistency is the name of the game. And, if you clearly fit a profile that your customer already knows and understands, you will have an easier time establishing your brand personality in the marketplace.

Key Takeaways

- While you can technically mix the qualities of two or three archetypes to create your own unique brand personality, we don't recommend it.

- The more nuanced the brand personality, the less certain the expected behaviors from the brand become. If you're just starting out, having more clear models of behavior to emulate will help you to stay the course.

- Since archetypes come from literature, the stories associated with each archetype are already established for you. It takes a highly experienced and talented creative team to develop and manage the stories of mixed archetypes.

- When you stick to a single archetype, it's easier for your customers to recognize who you are and how you fit into their lives. If your personality is less clear, it will take more time and effort to forge a trusting relationship with them.

- The greatest mistakes happen when a brand goes off character every once in a while. It may be tempting to crack a joke here and there, or cut loose every once in a while. The results will confuse your customers who expect you to behave in certain ways.

Ask Yourself

Before moving on to Lesson Four, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of this lesson?

Is your brand personality easy for others to recognize?

How can you simplify your personality so there is no room for mistakes?

Have you ever veered from your personality? What happened? How did your customers respond? What can you do to stay true to your personality?

Lesson Four
What are Shadow Archetypes and Why
are They Bad for Business?

Why This Matters

Brand personalities can become destructive if left unchecked. Any personality trait that is taken to an extreme can alienate the very people they try to engage with. When consumers begin to identify the unpleasant side effects of a brand's personality, business declines will soon follow. You need to be ready to read the signs of an unhealthy personality before it becomes obvious to your customers and your competitors. This lesson will introduce you to shadow archetypes so that you can identify their characteristics and act upon the early warning signs that may signal trouble on the horizon.

Key Takeaways

- All personalities can go too far and flip into an unpleasant extreme. When this happens to an archetype, we refer to it as a shadow archetype.

- You can recognize a shadow archetype by imagining what the extreme of any personality trait could become. Take the trait and place it on a continuum from pleasant/helpful on one end to unpleasant/destructive on the other.

- Shadows are highly damaging to the relationships between customers and brands. Frankly, shadows are worse than having no brand personality at all. Shadow behaviors break a sacred trust that is established by the brand promise and personality.

- Your competitors will be quick to identify your shadow behaviors and use them to their advantage. Become self-aware and make sure that you don't discover your shadow only after some competitor points it out.

- When consumers refer to brands based upon their shadow characteristics, we know that business declines will soon follow.
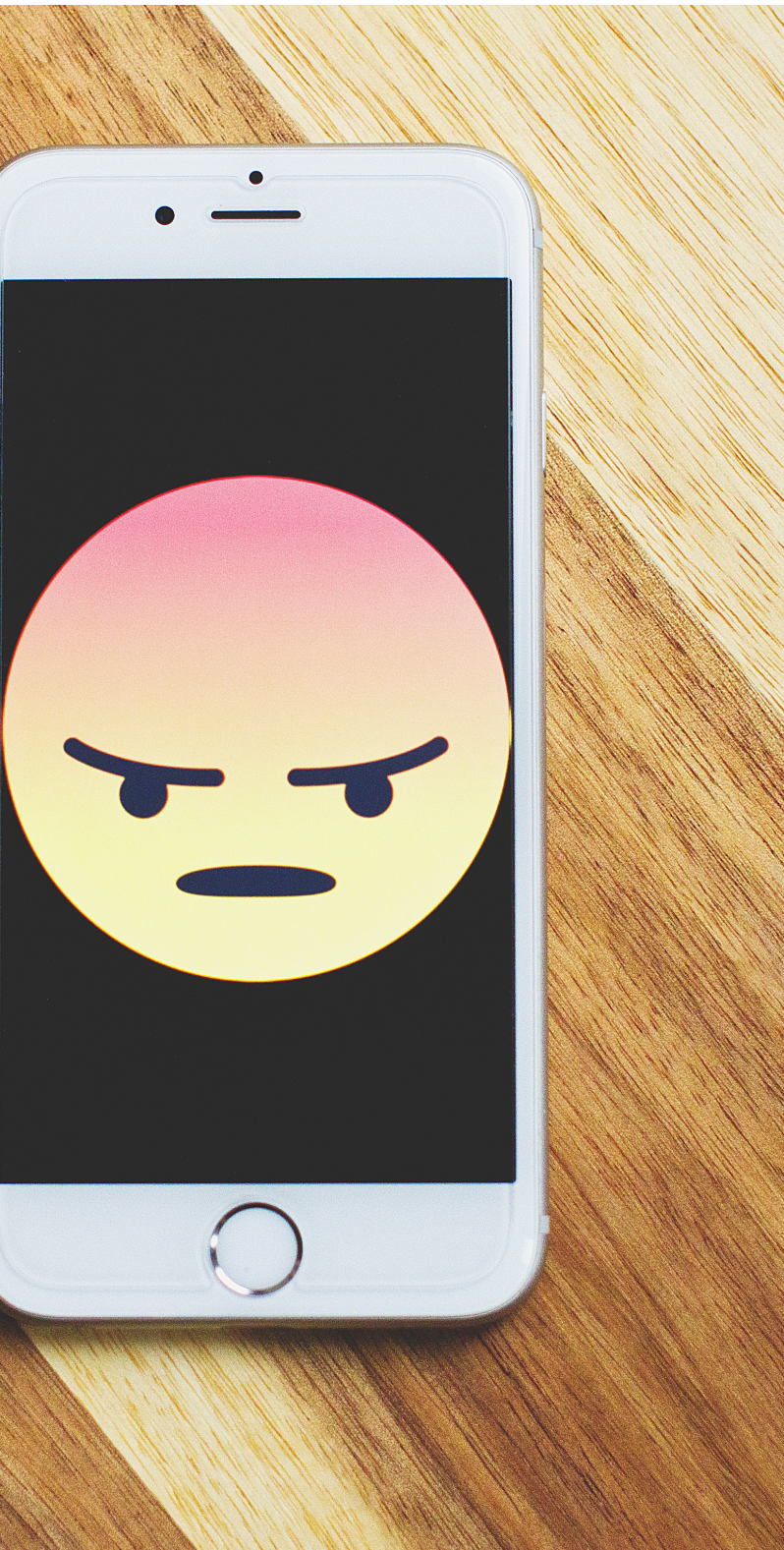
Ask Yourself

Before moving on to the action plan, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of the lesson?

Every personality can have an annoying side. Can you identify the behaviors that can become annoying for your personality?

Can you identify a competitor whose brand personality is no longer healthy? What are the signs? How are they behaving? What can you learn from their mistakes?

How do you know if you're presenting your personality in a healthy way? What would your customers say about your behavior?