



# Branding with Archetypes™

BY KENDALL SUMMERHAWK



## DIRECTIONS

Please use the rating scale to the right to complete the boxes on each page. Choose the rating that is closest for you. Be honest and go with the first answer that comes to you!

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

## Group 1

	1	2	3
I love the idea of transforming something _____	<input type="checkbox"/>		
I believe rules are meant to be broken _____		<input type="checkbox"/>	
I believe in fairness and equality _____			<input type="checkbox"/>
My product/service offers lots of choices and variety _____	<input type="checkbox"/>		
I often feel isolated from other people _____		<input type="checkbox"/>	
People's rights are important to me _____			<input type="checkbox"/>
Spirituality is a vital connection for me in my work and life _____	<input type="checkbox"/>		
I would rather do something my own way than be popular _____		<input type="checkbox"/>	
My friends are a very important part of my life _____			<input type="checkbox"/>
I love to reframe a situation or offer a new perspective _____	<input type="checkbox"/>		
My product/service stands for something radical or different instead of blending in _____		<input type="checkbox"/>	
I value creating connection and community _____			<input type="checkbox"/>
I believe in serendipity _____	<input type="checkbox"/>		
My product/service makes people feel rebellious _____		<input type="checkbox"/>	
I would much rather work together than alone _____			<input type="checkbox"/>
TOTAL COLUMN 1 _____	<input type="checkbox"/>		
TOTAL COLUMN 2 _____		<input type="checkbox"/>	
TOTAL COLUMN 3 _____			<input type="checkbox"/>

## Group 2

	4	5	6
I often feel inspired and have an active imagination _____	<input type="checkbox"/>		
Creating a feeling of family or community is important to me _____		<input type="checkbox"/>	
I believe people need to lighten up _____			<input type="checkbox"/>
I believe form and function go hand-in-hand _____	<input type="checkbox"/>		
I value giving to others _____		<input type="checkbox"/>	
My product/service helps people feel playful _____			<input type="checkbox"/>
I enjoy the creative process _____	<input type="checkbox"/>		
I find it hard to say no to clients _____		<input type="checkbox"/>	
I like to help people have a good time _____			<input type="checkbox"/>
I do not like to compromise on my standards _____	<input type="checkbox"/>		
Kindness, caring and compassion are key values for me _____		<input type="checkbox"/>	
I laugh at the idea of following the rules _____			<input type="checkbox"/>
My product/service helps clients express themselves in a creative way _____	<input type="checkbox"/>		
My product/service provides comfort or security for my clients _____		<input type="checkbox"/>	
I value creativity and innovation _____			<input type="checkbox"/>
TOTAL COLUMN 4 _____	<input type="checkbox"/>		
TOTAL COLUMN 5 _____		<input type="checkbox"/>	
TOTAL COLUMN 6 _____			<input type="checkbox"/>

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### Group 3

	7	8	9
I like appealing to peoples' finer tastes _____	<input type="checkbox"/>		
I believe in happy endings _____		<input type="checkbox"/>	
I like feeling victorious _____			<input type="checkbox"/>
Creating intimate client, vendor or employee relationships is important to me _____	<input type="checkbox"/>		
My product/service is healthy or good for you _____		<input type="checkbox"/>	
I value hard work and perseverance _____			<input type="checkbox"/>
I see my clients as people to be loved or feel close to _____	<input type="checkbox"/>		
I like things to be simple, cheerful or upbeat _____		<input type="checkbox"/>	
Overcoming challenges is motivating to me _____			<input type="checkbox"/>
I value working with people on a heart-to-heart level _____	<input type="checkbox"/>		
My product/service creates a feeling of safety and predictability _____		<input type="checkbox"/>	
I believe in standing up for the underdog _____			<input type="checkbox"/>
I enjoy helping people feel special and appreciated _____	<input type="checkbox"/>		
Freshness, cleanliness or wholesomeness are important to me _____		<input type="checkbox"/>	
Anything can be accomplished with discipline and focus _____			<input type="checkbox"/>
<b>TOTAL COLUMN 7</b> _____	<input type="checkbox"/>		
<b>TOTAL COLUMN 8</b> _____		<input type="checkbox"/>	
<b>TOTAL COLUMN 9</b> _____			<input type="checkbox"/>

### Group 4

	10	11	12
I value being in control _____	<input type="checkbox"/>		
I value self discovery _____		<input type="checkbox"/>	
It's important to seek the truth _____			<input type="checkbox"/>
Systems and structure are important for getting things done _____	<input type="checkbox"/>		
My product/service helps people find their way or learn more about themselves _____		<input type="checkbox"/>	
I believe that knowledge and wisdom are important _____			<input type="checkbox"/>
My product/service helps clients feel powerful or in charge _____	<input type="checkbox"/>		
Individuality, choice and uniqueness are key values for me _____		<input type="checkbox"/>	
I like to make people think _____			<input type="checkbox"/>
My product/service is seen as a step above the competition _____	<input type="checkbox"/>		
I love exploring new possibilities _____		<input type="checkbox"/>	
My product/service helps people investigate different viewpoints _____			<input type="checkbox"/>
I value doing the right thing even if it's not popular _____	<input type="checkbox"/>		
I tend to be a loner and prefer not to be part of a group for any length of time _____		<input type="checkbox"/>	
I respect objectivity _____			<input type="checkbox"/>
<b>TOTAL COLUMN 10</b> _____	<input type="checkbox"/>		
<b>TOTAL COLUMN 11</b> _____		<input type="checkbox"/>	
<b>TOTAL COLUMN 12</b> _____			<input type="checkbox"/>

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## Group 5

	13	14	15
I know that each of us has the power to transform our lives _____	<input type="checkbox"/>		
If I don't like something I'll stand up against it _____		<input type="checkbox"/>	
I like people to know I can be counted on _____			<input type="checkbox"/>
I love to see people come together and make something happen _____	<input type="checkbox"/>		
I value honesty above the law _____		<input type="checkbox"/>	
I believe rules are best if they apply to everyone _____			<input type="checkbox"/>
I believe dreams can (and do) come true _____	<input type="checkbox"/>		
I'd rather stand up for what I believe in than compromise _____		<input type="checkbox"/>	
My product/service is good for everybody _____			<input type="checkbox"/>
Communicating thoughts and ideas is really important to me _____	<input type="checkbox"/>		
I know I'm different from most people _____		<input type="checkbox"/>	
I expect people to do (and be) their best _____			<input type="checkbox"/>
I prefer to see what happens rather than get too structured _____	<input type="checkbox"/>		
My product/service helps people look or act differently than others _____		<input type="checkbox"/>	
I like to help other people _____			<input type="checkbox"/>
TOTAL COLUMN 13 _____	<input type="checkbox"/>		
TOTAL COLUMN 14 _____		<input type="checkbox"/>	
TOTAL COLUMN 15 _____			<input type="checkbox"/>

## Group 6

	16	17	18
I often "see" how something can be made better or more beautiful _____	<input type="checkbox"/>		
Taking care of other peoples' needs is important to me _____		<input type="checkbox"/>	
I believe innovation happens at unexpected moments _____			<input type="checkbox"/>
I like things that are custom, one-of-a-kind or innovative _____	<input type="checkbox"/>		
It's important to me that people feel safe and protected _____		<input type="checkbox"/>	
I enjoy helping clients see situations in a new way _____			<input type="checkbox"/>
I rely more on inspiration and ideas than facts and figures _____	<input type="checkbox"/>		
Being in the limelight is not as important to me as being of service _____		<input type="checkbox"/>	
I like surprising people _____			<input type="checkbox"/>
Innovating new solutions is exciting for me _____	<input type="checkbox"/>		
I don't mind making personal sacrifices for my clients or the people I work with _____		<input type="checkbox"/>	
I value living for the moment _____			<input type="checkbox"/>
My product/service makes the world more beautiful _____	<input type="checkbox"/>		
Clients know they can always depend on me (or my product/service) to be there for them _____		<input type="checkbox"/>	
I am at times seen as provocative or off-color _____			<input type="checkbox"/>
TOTAL COLUMN 16 _____	<input type="checkbox"/>		
TOTAL COLUMN 17 _____		<input type="checkbox"/>	
TOTAL COLUMN 18 _____			<input type="checkbox"/>

### Group 7

	19	20	21
Creating an elegant ambiance is important to me _____	<input type="checkbox"/>		
I take a playful approach to my product/service _____		<input type="checkbox"/>	
Facing obstacles is not a reason to quit _____			<input type="checkbox"/>
Beauty and style are very important to me _____	<input type="checkbox"/>		
I am hopeful and optimistic _____		<input type="checkbox"/>	
It's important to champion what's right _____			<input type="checkbox"/>
My product/service helps people feel indulged or special _____	<input type="checkbox"/>		
I value friendliness and positive work habits _____		<input type="checkbox"/>	
My product/service helps people go beyond their ordinary abilities _____			<input type="checkbox"/>
I believe in living the good life _____	<input type="checkbox"/>		
I appreciate knowing what is expected of me _____		<input type="checkbox"/>	
My product/service creates a feeling of competition and winning _____			<input type="checkbox"/>
Loyalty and commitment are key values for me _____	<input type="checkbox"/>		
I like being taught what to do _____		<input type="checkbox"/>	
I don't believe in compromise _____			<input type="checkbox"/>
TOTAL COLUMN 19 _____	<input type="checkbox"/>		
TOTAL COLUMN 20 _____		<input type="checkbox"/>	
TOTAL COLUMN 21 _____			<input type="checkbox"/>

### Group 8

	22	23	24
It's important to be organized and efficient _____	<input type="checkbox"/>		
I often feel bored or restless _____		<input type="checkbox"/>	
People use my product/service as a resource or source of information _____			<input type="checkbox"/>
I often feel responsible for the well-being of others _____	<input type="checkbox"/>		
My product/service is innovative or helps people do something in a new way _____		<input type="checkbox"/>	
I enjoy a healthy or spirited debate _____			<input type="checkbox"/>
I deliver assurance and confidence _____	<input type="checkbox"/>		
I have a strongly independent nature _____		<input type="checkbox"/>	
I value understanding the way things work _____			<input type="checkbox"/>
I value leadership and respect _____	<input type="checkbox"/>		
I don't like boundaries or limits _____		<input type="checkbox"/>	
I believe most problems can be solved with the right information _____			<input type="checkbox"/>
I'm comfortable establishing rules and order so that things run smoothly _____	<input type="checkbox"/>		
Others see me as leading the way _____		<input type="checkbox"/>	
I seek out multiple points of view _____			<input type="checkbox"/>
TOTAL COLUMN 22 _____	<input type="checkbox"/>		
TOTAL COLUMN 23 _____		<input type="checkbox"/>	
TOTAL COLUMN 24- _____			<input type="checkbox"/>

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Please total your scores for each column and enter them in the matching space below..

Total Column		Total Column	Grand Total	Archetype
1. _____	+	13. _____	= _____	Alchemist
2. _____	+	14. _____	= _____	Maverick
3. _____	+	15. _____	= _____	Humanitarian
4. _____	+	16. _____	= _____	Artist
5. _____	+	17. _____	= _____	Nurturer
6. _____	+	18. _____	= _____	Jester
7. _____	+	19. _____	= _____	Romantic
8. _____	+	20. _____	= _____	Innocent
9. _____	+	21. _____	= _____	Hero
10. _____	+	22. _____	= _____	Ruler
11. _____	+	23. _____	= _____	Explorer
12. _____	+	24. _____	= _____	Teacher

**Congratulations!**  
**Your top three archetype scores are**  
**(from highest to lowest):**

#1 \_\_\_\_\_ Archetype \_\_\_\_\_

#2 \_\_\_\_\_ Archetype \_\_\_\_\_

#3 \_\_\_\_\_ Archetype \_\_\_\_\_