

[00:00:00] Now, let's lift the curtain and start the fun stuff. Welcome to the Magician Brand Archetype Brand Fluency Training. You are in the right place, but you already knew that. Before we get started, let me share a quick caveat. I portrayed a variety of different images and symbolism and patterns and design styles in this presentation, but you're not going to resonate with all of them.

Some of them may feel too weird or otherworldly, or they just simply don't fit your worldview or your belief system. And that's okay. That's on purpose. I did it to show as many possibilities as possible so that you can hopefully see something that resonates with you. And they were all chosen to elicit a very specific emotional reaction in you to support your understanding of your archetype.

But there's still a thousand different ways that your archetype can show up in the world, [00:01:00] particularly your archetype, because you tend to be a bit of a shapeshifter. So don't get too hung up if some of the imagery or even most of the imagery isn't exactly what you would select for your brand. It's meant to be a teaching experience.

Now here is why we love you. We love you because you encourage people to pursue their dreams, to make their desired future a reality. You give them hope that their wildest dreams are a possibility for them. Similarly, you give them hope to achieve results that seem impossible. So things like... curing disease and landing that dream job that they never imagined they could have or finding the perfect soulmate for them.

Whatever their desires are, their wildest dreams, their big audacious goals, you let them know that that is possible. You also connect people to their inner power or sometimes a greater power, like a spiritual power, whatever that means for you. You teach people to trust in things that are within [00:02:00] themselves and also to trust in things that are greater than themselves.

To achieve what they are looking to achieve. People are fascinated by the way that you think and the way that you operate. There's a great sense of curiosity and fascination about your brand type. And I'll talk about how to feed into that and how to leverage that. People love that you're a visionary. So you can see the future much clearer than other people can.

You're also very intuitive about what's going on in the present. in ways that other people don't necessarily understand either. You're also very innovative for that reason. You can forecast trends, you can see what people aren't telling you,

you can see shifts in nature and shifts in the market and things like this that other people are blind to.

So they turn to you to help them transform and to help them leverage what is going to happen next. Now, when you're in true alignment with your brand archetype, you're going to make people feel a very specific way. And this is what this whole course is about. So we're bringing [00:03:00] in all of these different customer touch points, everything from your design to your messaging, to the stories you tell, to the images that you choose.

We're bringing them all into alignment, and whether this is your primary or your secondary archetype, you may be mixing it with another type, but as you're bringing these ideas into alignment and making them crystal clear and intuitive for your ideal clients and customers. Then they feel a sense of amazement when they encounter you.

They are inspired, fascinated, intrigued by you. Uh, there's a sense of anticipation for the big results that are coming next. They're in awe. They're charmed by you, enchanted, spellbound, enlightened. So stick with me. By the end of this course, you will have a very clear understanding on how to bring your brand truly to the magician archetype and to lean into this magician archetype.

So that you're communicating it in a way that your ideal clients and customers understand and then they [00:04:00] desire to work with you. So you see things like more leads, more sales, because when people start making decisions emotionally, and you're speaking that same emotional language, They are attracted to you as a brand.

Now there is a brand audit worksheet in the guidebook that you've downloaded, hopefully. It's called Mind the Gap. To start our work together, what I'd like you to do is to take stock of where you are now. This is going to be your benchmark. As you're making transformations and changing yourself, you'll be able to look back and see the starting place where you came from.

So take a look at each of the different customer touch points that are present in your business now. And try to analyze the feelings that are present in your business now. And we'll see if they're in alignment with the magician archetype or if they're at odds with the magician archetype. Or more often they're just neutral.

They're not making a big impact. You're not leveraging all of your opportunities to the fullest. [00:05:00] Going through the work in this course is going to have a very measurable impact on your business. So I'm excited. I hope you're excited too. On a personal note, my brand is Magician. I've spent a lot of time thinking through this archetype.

in many different ways, and I think that it shows in this course.