

# Archetypes of *Influence*



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## WHO YOU ARE

The **Expert** in your field who gets great joy from sharing your knowledge with others to help them thrive.

## VIBE (MOOD + VOICE)

- Knowledgeable
- Strategic
- Enthusiastic
- Personable
- Well-Spoken
- Confident

## Guide

TED



## HOW YOU INFLUENCE

## Expertise

- ✓ A trademarkable approach, system, or viewpoint
- ✓ Books, Speaking, Coaching
- ✓ Content that breaks down concepts and provides clear action steps
- ✓ Show it off – let your audience know you come with the experience to back up your method
- ✓ Maintain professional standards to emphasize your authority

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## WHO YOU ARE

**The Data Lover** who cherishes and defaults to tangible facts, not intangible emotions.

## VIBE (MOOD + VOICE)

- Analytical
- Balanced
- Wise
- Contemplative
- Observant
- Practical

Intellectual

**the  
Skimm'**

## HOW YOU INFLUENCE

## Information

You come with the receipts!  
In fact, that's your superpower.

- ✓ Facts, Data, Stats
- ✓ Newsletters, blog posts, informational social posts
- ✓ Stay in your lane to increase your credibility
- ✓ Wait to speak up until you've done your homework and can present fact-based information



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## WHO YOU ARE

**The Curator and Creator**  
who has a point of view all  
your own.

## VIBE (MOOD + VOICE)

- Artistic
- Curated
- Individualistic
- Unique
- Editorial
- Stylistic

Original

## HOW YOU INFLUENCE

## Creativity

Your POV is your USP. Very few  
have your eye.

- ✓ Show your style: blogs,  
social posts, newsletters,  
magazines, Pinterest
- ✓ Create lists and how-to's to  
show others how to get your  
style
- ✓ Don't worry about what  
others are doing
- ✓ Go where your inspiration  
leads to



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## WHO YOU ARE

The **Eternal Optimist** who thinks the best of everyone and thing around you.

## VIBE (MOOD + VOICE)

- Kind-hearted
- Cheerful
- Belief in people
- Delightful
- Hopeful
- Encouraging

## HOW YOU INFLUENCE

## Positivity

- ✓ Stay in your light. Your positivity is like sunshine that attracts people to you and makes them feel good
- ✓ Be the cheerleader that uplifts and encourages people to embrace the beauty of life
- ✓ Use honest, sincere language
- ✓ Use copy and photography that makes others smile and brings joy

Idealist





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## WHO YOU ARE

**The Gamechanger** who thinks outside the box and is willing to take a risk to test your ideas.

## VIBE (MOOD + VOICE)

- Bold
- Resilient
- Forward-thinking
- Unconventional
- Passionate
- Fast-moving

Innovator

## HOW YOU INFLUENCE

## Invention

- ✓ You're not always going to get 100% buy in, so prove your own concept to show the value of your ideas
- ✓ Emphasize your vision and how our idea transforms in your copy and messaging
- ✓ Put experiences first to create curiosity and inspiration
- ✓ Show BTS into your process, continuously innovating, ahead of the trends



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## WHO YOU ARE

**The Journeywoman** who piques our curiosity and takes us on a path of discovery.

## VIBE (MOOD + VOICE)

- Open
- Excited by new experiences
- Not afraid of the unknown
- Individualistic
- Seeks out opportunities for growth

Explorer

## HOW YOU INFLUENCE

## Possibilities

- ✓ Speak to what appeals to your audience's sense of adventure
- ✓ Ask open-ended questions in your marketing
- ✓ Take them along your journey of discovery with behind-the-scenes
- ✓ Utilize imagery that excites through the thrill of the unknown
- ✓ Encourage freedom, individuality, self-discovery





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## WHO YOU ARE

**The Rockstar** who exudes confidence of vision and inspires us to follow.

## VIBE (MOOD + VOICE)

- Self-assured
- Competitive
- Driven
- Strong
- Bold
- Moves with purpose

Powerhouse



## HOW YOU INFLUENCE

## Confidence

- ✓ Because you possess confidence and always have a plan, others will naturally follow you - your strength is our motivation
- ✓ Establish yourself as a leader in your industry by showcasing successes
- ✓ Communicate your authority through confident messaging, bold statements
- ✓ Don't be shy about proclaiming your big plans!



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## WHO YOU ARE

The **Exclusive 1%** with high standards for yourself and a strong work ethic that we aspire to be like.

## VIBE (MOOD + VOICE)

- Refined
- Accomplished
- Elevated
- Selective
- Results-Oriented
- Leading by example

Achiever



CHIEF

## HOW YOU INFLUENCE

## Aspiration

- ✓ Because others strive to be like you, create an aspirational brand to show how you've done it
- ✓ Infuse a selective "members only" vibe through language and exclusive opportunities
- ✓ Your visual identity should maintain a refined, polished, high-end look and feel
- ✓ Remember: you're not for everyone (and that's the point)

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## WHO YOU ARE

**The Questioner** who doesn't blindly accept what you're told and allows us to see other perspectives.

## VIBE (MOOD + VOICE)

- Unapologetic
- Independent
- Nonconformist
- Free Spirited
- Bold
- Authentic

## HOW YOU INFLUENCE

## Challenge

- ✓ Be the voice of the overlooked and foster a community of nonconformists
- ✓ Challenge traditions and norms
- ✓ Provoke change by defying stagnation and compliance
- ✓ Embrace bold and unconventional messaging that grabs attention
- ✓ Be sure to maintain integrity and back up your words with (responsible) action

Rebel





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Upholder

## WHO YOU ARE

**The Trusted Friend** who enjoys gaining trust through reliability and quality of character.

## VIBE (MOOD + VOICE)

- Relatable
- Honest
- Dependable
- Friendly
- Accessible
- Approachable

## HOW YOU INFLUENCE

## Reliability

- ✓ Make your people feel you're the safe decision by avoiding fluff and unpredictability
- ✓ Create and uphold standards that exemplifies quality and attention to detail
- ✓ Show transparency with behind-the-scenes content and be open about your processes
- ✓ Deliver clear communication
- ✓ Highlight everyday experiences and values



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## WHO YOU ARE

**The Compassionate Caregiver** who holds people, community, and relationship-building as a priority over all else.

## VIBE (MOOD + VOICE)

- Engaging
- Inclusive, Empathetic
- Thoughtful, Kind
- Like a warm hug
- Safe
- Reassuring

## HOW YOU INFLUENCE

## Support

- ✓ Make your people feel cared for with “we got this, together” messaging
- ✓ Create or show opportunities for social responsibility that inspire others to do the same (with a call to action)
- ✓ Bring your people together through opportunities to connect (events, online community)
- ✓ Uplift through inspirational quotes, email check-ins

Nurturer

susan g.  
komen.



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## Entertainer

## WHO YOU ARE

**The Fun Lover** who has a knack for winning people over with wit and lightheartedness.

## VIBE (MOOD + VOICE)

- Funny, Witty
- Upbeat
- Lighthearted
- Playful
- Energetic
- Charismatic

## HOW YOU INFLUENCE

## Charm

- ✓ Use humor to connect and make an impression
- ✓ Infuse clever statements and language in your copy
- ✓ Leverage pop culture references for engagement
- ✓ Maintain a consistent uplifting and joyful tone
- ✓ Foster a sense of fun and community through participation campaigns and engaging, interactive experiences

SNL

SPANX<sup>®</sup>  
BY SARA BLAKELY

# How do you *influence*?





TYPE #1

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How you influence

---

Mood + Voice  
(Traits)

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Ways in which you  
can use it to  
influence others

TYPE #2

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How you influence

---

Mood + Voice  
(Traits)

---

Ways in which you  
can use it to  
influence others

TYPE #3

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How you influence

---

Mood + Voice  
(Traits)

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Ways in which you  
can use it to  
influence others