

Build Your Own Archetype

Build a custom six-step profile for one specific audience the standard archetypes don't quite capture.

Name the Audience — and What They Protect

1. Name

Who is this specific audience, and where do the standard archetypes (Caregiver, Sage, Hero, Ruler, Outlaw, Innocent) fall short for them?

2. Protect

What's the particular thing they most fear losing — not the generic version, the specific one, in their own terms.

Find Their Language and Door

3. Language

List three or four words or phrases they actually use that an outsider wouldn't know or would use wrong.

4. Door

What's the shared value or memory that opens them — the entry point before you get to the issue itself?

Draft the Narrative

5. Narrative

Write one or two sentences of the story you'd tell this audience, in their language, entering through the door, protecting what they protect.

6. Honor Check

A member of this audience would feel seen by this profile, not reduced by it

I found a real door — a genuine shared value or memory, not a guess

The language is theirs, not mine dressed up to sound like theirs

Hold this profile loosely. It's a door, not a cage — the individual in front of you is always more than the archetype. The profile gets you in the room; the person tells you the rest.