



Branding with Archetypes Virtual Workshop

Prior to the training ask participants to download a Branding with Archetypes® packet that includes:

- Soul of Your Brand Guide worksheet
- How to Discover Your Unique Brilliance
- Creating Your Unique Brilliance Statement
- Brand Brilliance Values
- Brand Soul Client Experience
- Adding Personality To the Soul Of Your Brand

Prior to your training ask participants to download and take the Branding with Archetypes® assessment:

- Branding with Archetypes® Assessment and Sample Cards

Note: You'll notice you do not need to give your participants every worksheet in the Branding with Archetypes® module. The reason is, it can be more engaging for people to write down the examples as you read them.

Call #1 9:00 – 10:00am

START RECORDING

Briefly explain what branding and Branding with Archetype® is and how to use it

How this virtual training works:

Do the exercises

The goal for today is completion, not perfection

Don't multi-task



Discovering Your Branding with Archetypes®

Explain we only look at top 2 highest scored archetypes. Explain how to break a tie with the tie breaking question:

*For each of the archetypes that are tied, read the Spiritual Contract. Which one will empower you the **most** to stretch and grow into your full brilliance?"*

The highest score is your business brand's SIGNATURE brand archetype.
The second highest score is your business brand's INFLUENCING archetype.

Explain INFLUENCING

The Signature alone isn't enough to lend individuality. It's too generic. The influencing archetype has significance. It gives tone, personality and style in combination with the Signature archetype. If all we did was have the primary, it would be good, but it wouldn't be brilliant.

Briefly describe a bit about each archetype. Plan on 1 minute each.

Ask participants to fill in Signature and Influencing archetypes on the Soul of Your Brand Guide

Creating Your Unique Brilliance (Start this by 9:30)

UB isn't a skill like using a computer or public speaking. It's the gift/talent that comes from the core of your being. It's the very essence of what you love to do and is what you do even when you don't know you're doing it.

Explain the Guidelines listed at end of Creating Your Unique Brilliance Statement exercise sheet.

Examples: (Give yours). Example: "I ignite passion and action"

Read verb list



BREAK Exercise – Creating Your Unique Brilliance (20 minutes)

Ask participants to answer the 2 questions at the bottom of How to Discover Your Unique Brilliance pages. They answer on their own during a break in the virtual workshop.

Ask participants to draft their Unique Brilliance statement on their own during this same exercise time period.

BREAK 10:00 – 10:20

Call #2 10:20 – 10:50

START RECORDING

Hear examples, answer questions for a few minutes, coach 1 person to hear their Unique Brilliance. Remember to ask them to stand and say it from the start so the sentence is complete.

Ask participants to fill in their Unique Brilliance statement on the Soul of Your Brand Guide

Creating The Stand and Expert

(This virtual workshop does not use the Branding with Archetypes® Visualization.)

Stand: Explain being a stand is something you feel so strongly about, you would fight to defend, you would go to the mat for or you would walk through fire for. Give examples.

Expert: Explain this is what you are an expert in or at in your business. This may be one specific skill or an expertise that encompasses a combination of skills. What is it you know how to do that keeps showing up, over and over? Give examples.



Creating Your Brand Promise

Explain what a Brand Promise is and give examples. List the 3 components a great Brand Promise possesses.

BREAK Exercise – Create their Stand and Expert statements and draft their Brand Promise (20 minutes)

BREAK 10:50 – 11:10

Call #3 11:10 – 11:40

START RECORDING

Hear examples, answer questions for a few minutes, coach 1 person to hear their Stand and Expert statements and Brand Promise.

Ask participants to fill in the Stand and Expert statements plus their Brand Promise on the Soul of Your Brand Guide

Creating Your Brand Brilliance Values

Go straight into explaining the exercise – starting with Step 1 for the Signature Archetype.

Explain they can use the keyword list on their archetype card for inspiration when answering the values questions, keep it simple and “first thought, best though.”

Walk participants through the exercise, including asking them on Step 2 and Step 4 to choose the top key word or phrase they brainstormed and write it in.

BREAK Exercise – Complete the Brand Brilliance Values exercise (20 minutes)

BREAK 11:40 – 12:00



Call #4 12:00 – 12:30

START RECORDING

Answer questions for a few minutes, coach 1 person to hear their Brand Brilliance Values.

Ask participants to fill in Brand Brilliance Values on the Soul of Your Brand Guide

Creating Your Brand Soul Client Experience

Explain each of the prompts in the exercise, giving an example for each.

BREAK Exercise – Create their Brand Soul Client Experience worksheet (20 minutes)

BREAK 12:30 – 12:50

Call #5 12:50 – 1:20

START RECORDING

Answer questions for a few minutes, coach 1 person to hear their Brand Soul Client Experience.

Ask participants to fill in Brand Soul Client Experience (Feelings) section on the Soul of Your Brand Guide

Adding Personality To the Soul Of Your Brand

Explain each of the prompts in the exercise, giving an example or examples of different choices per prompt.

Give final exercise to complete this exercise and complete the Soul of Your Brand Guide



Select 1 participant to stand up and say their entire Soul of Your Brand Guide, listing everything they have filled in, as a demonstration of how it all comes together – up to through the Feelings section.

What's Next

Remind them of what the next step is in their program with you or make an offer if this is a stand-alone training.