


CREATOR MAJOR ARCHETYPE

imaginative
expressive
creative

BY LIZ WATT

you are my



creator

major archetype

Archetypes

Your Major Archetype

An archetype is a collective idea, pattern or thought that is present within and recognised by all of us at a sub-conscious level.

As your Major Archetype, the Creatyr captures some of the most prominent traits and characteristics that exist within you, and start to define who you are and what you stand for.

When you understand and embody the essence of the Creator - you can tap into a natural and global language that will allow you to:

- Express yourself in a natural, authentic and meaningful way; and
- Connect with the external world and humanity at a core, soul level.

Using This Report

Use this report as a guide - a starting point.

It is not definitive. It is not set in stone.

And it is certainly not all you.

The Creator shows up in each of us in different ways to different degrees.

Treat this as a first step to starting to understand who you are and how this could evolve into an integrated and aligned business and life that reflects your very essence.

Imagine what it could be...

XO



essence

[es-uhns] *noun*

1. the basic, real, and invariable nature of a thing or its significant individual feature or features

archetype

[ahr-ki-tahyp] *noun*

1. the original pattern or model from which all things of the same kind are copied or on which they are based; a model or first form; prototype
2. a collectively inherited unconscious idea, pattern of thought, image etc. Universally present in individual psyches.

creator

[kree-ey-ter] *noun*

1. a person or thing that brings something into existence.

Note: The content in this document is drawn from the work of Margaret Mark + Carol Pearson in the book "The Hero and the Outlaw" and Carol S. Pearson "Awakening The Hero Within." All images from unsplash.com.

The Creator

About The Creator

Also known as: Artist, innovator, inventor, musician, writer, dreamer

Motto: If it can be imagined, it can be created

Core desire: Create something of enduring value

Goal: Give form to a vision

Greatest fear: Having a mediocre vision or execution

Task: Create culture, express own vision

Strategy: Develop artistic control and skill

Trap: Perfectionism, miscreation

Gift: Creativity, imagination

Essence

The essence of the Creator is to express ideas, imagination and most of all them selves, in physical form.

Famous Creators

Pablo Picasso | Mozart

Stephen Spielberg

Walt Disney | Etsy

Creator Brands

Lego | Pinterest

Crayola | Lady Gaga

Sesame Street

Adobe



Strengths and Weaknesses

Strengths

Self-Expression And Non-Conformity

The creators passion is all about self-expression in the physical form.

Creators are non-conformist. They go against the status quo and often inhabit unusual places.

Creators are compelled to create in one form or another - art, music, photography, writing, cooking, gardening, crafts, film...

Authenticity

Authenticity is extremely important to the creator and their work is often drawn from their own experiences and perspective of the world.

They are often detached from the mainstream culture and society, which is often founded on the superficial. They are intolerant of shoddy, mass-produced merchandise and mediocrity.

Focus On Beauty

The goal of the Creator is to add something beautiful to the world and improve.

To enhance what is already there with a bit of imagination and thought and create something of value and beauty.

Levels of the Creator

The Creator moves through the following levels:

Call: Daydreams, fantasies, flashes of inspiration

Level One: Being creative or imaginative in imitative ways

Level Two: Giving form to your own vision

Level Three: Creating structures that influence culture and society

Weaknesses

Perfectionism

The greatest weakness of the creator is perfectionism.

It can keep them stuck in a constant circle of procrastination and waiting for the next breakthrough.

Creative Judgement

The biggest cause of perfectionism is fear of judgement. Creators fear their creations will be judged harshly by others. They fear that they may not be original or different enough.

Sharing your creativity is sharing a part of your inner-self. This may prompt them to hold back, and fail to release their ideas to the world.

Although we all want to be original in some way, for Creators this is of the utmost importance.

They often have an extremely harsh inner critic, who judges more harshly than any one in the external world.

Poverty

The "Struggling Artist" is a common belief of creators that a creative career will leave them in poverty. This can often stop them following their dreams.

Overwhelm And Burnout

At some time the Creator will experience overwhelm – a constant internal debate about not knowing where to go or what to do next.

If overwhelm occurs constantly, then burnout may result.

Shadow

Over-dramatizing your life

Living a soap opera



Describing The Creator

Here's a selection of words, characteristics and emotions, to help inspire and connect to your Creator.

Use these in your marketing, brainstorming or as a prompt to search for your brand images.

Amazing	Independent
Active	Individualistic
Adaptable	Innovative
Adventurous	Inspiring
Aspiring	Interesting
Bold	Intuitive
Brilliant	Lyrical
Captivating	Motivated
Colourful	Open
Courageous	Optimistic
Creative	Original
Curious	Outrageous
Daring	Passionate
Dramatic	Personable
Dynamic	Playful
Energetic	Resourceful
Enthusiastic	Spontaneous
Exciting	Surprising
Flexible	Thrilling
Friendly	Unique
Fun	Unusual
Fun-loving	Venturesome
Imaginative	Visionary
Impressive	Vivacious

The Creator Business

Business

The Organization

The Creator Organization is found in the arts, in design, in marketing and other fields found in “out-of-the-box” thinking.

The Creator Organization culture is like a colony of artists. It encourages development of individual ideas rather than conformity. It is more relaxed and flexible and allows choice of when, where and how employees work.

Freedom is prevalent, and the creative process is important, as long as high-quality products and outcomes result from this.

Employees

Creator employees like to control their own task and the way they manage their time.

Styles of dress, presentation and behaviour may be unconventional as employees wish to express their unique qualities and personality.

Products

Create Something Totally New

Creators are brilliant at seeing a current problem and identifying a new solution to it. Ensure your work truly comes from you and your creative essence. Be wary of imitating the work or concepts of others.

The bottom line is about creating something of beauty, quality and value, not necessarily money.

Inspire Others To Create

Your passion for creativity inspires others to create in their own lives.

- DIY
- Learn a new hobby/ skill
- Personal reinvention





The Creator Brand

Brand

Challenge The Status Quo

Creator brands are non-conformist. They are able to see things differently from the rest of the world.

This may mean that your ideas, products, marketing may be unusual or different to every body else.

This may cause some concern but ultimately it is your point of difference that will make you stand out from the crowd.

Re-Create Your self

The fields of fitness, beauty and education often focus on re-creating your self. The creation of new technologies is one way for the Creator to achieve this.

Identity

The Creator identity is associated with:

- Products function encourages self-expression, provides your customer with choices and options, helps foster innovations, or artistic in design
- A creative field like marketing, public relations, the arts, technology innovation (such as software development)
- Seeking to differentiate from a brand that “does it all” for the customer, leaving little room for choice
- A do-it-yourself element saves the customer money
- Your customers have enough discretionary time for creativity to flourish
- Your organization has a creative culture

The Creator Audience

Audience

Creator audiences are the people who are looking for something new and different. Both men and women love brands that help them release the Creator within, as it is so commonly repressed in our modern society. Deep down, we know that growth is a result of creativity and change and innovation, and we often crave it.

Creator audiences crave something that will help them bring a sense of order and control out of a perhaps chaotic life or problem.

Marketing

Creative Something New

Marketing is all about coming up with something new, an innovative approach that will catch the eye of the public.

Innovative Experts

Marketing to Creators requires engaging the audience in creating the product - asking them what they want and responding to it.

Your audience are innovative experts and will

Sales

Selling to Creators requires creating something exciting and communicating about it in a way that they are excited – and want a part of it. If it provides a new solution to their problem.

Customers/ Clients

Your Creator customer loves your products and cannot wait for the next one.

They have experienced your innovation and creativity first hand and know that what they receive from you will be different, unique and new.



What Next?

You've just received an insight into
your Major Archetype.

If you're ready to uncover your Minor Archetype, the power of your Archetype Mix
and discover your essence and who you are at a deep, soul level...

It might be time to explore...

essence



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