

INNOCENT MAJOR ARCHETYPE

trusting

free

nostalgic



BY LIZ WATT

Archetypes

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.

innocent

[in-uh-suh nt] *noun*

1. a pure, guileless or naive person
2. free from moral wrong; without sin; pure

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.

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 Innocent 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 Innocent - 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 Innocent 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



The Innocent

About The Innocent

Also known as: Pollyanna, utopian, traditionalist, naïve, mystic, saint, romantic, traditionalist, dreamer

Motto: Free to be you and me

Core desire: To experience paradise

Goal: To be happy

Greatest fear: Doing something wrong or bad that will provoke punishment

Task: Fidelity and discernment

Strategy: Do things right

Trap: Denial about the reality of the world

Gift: Faith and optimism

Essence

The essence of the Innocent is the creation of a life of certainty, simplicity, nostalgia, positive and hopeful ideas and goodness

Famous Innocents

Doris Day

Meg Ryan

Tom Hanks

Cheers (TV Series)

Roseanne

Gandhi

Innocent Brands

Baskin-Robbins

Disney

McDonalds

Wendys

Amway | Mary Kay



Strengths and Weaknesses

Strengths

Optimism

The Innocent has high hopes for a perfect, happy life. They choose to focus on the good and are the eternal optimist.

They prefer a simple, uncomplicated life, and quickly disengage from over-complication and drama.

The innocent is always able to see the good in everyone and everything and work towards a hopeful outcome.

Innocence is about keeping hope alive.

Happiness + Goodness

Innocents just want to be happy and good.

They have strong, simple values, and do what it takes to live by these.

They are incredibly trustworthy and good and have faith that other people are the same.

They are connected to their values and emotions and know exactly when something is or is not aligned with this.

Levels of the Innocent

Call: Desire for purity, goodness, and simplicity

Level One: Childlike simplicity, naïve, dependent, obedient, trusting, idyllic

Level Two: Renewal, positive, reinventing, reframing, cleansing, re-entering the Promised Land

Level Three: An almost mystical sense of oneness, whereby innocence comes from values and integrity, not outer experience; being not doing

Weakness

Rage and Repression

There may be a shadow of rage or repression in the Innocent.

This may occur against whatever forces they see as creating or contributing to the breakdown of values in society and modern life.

Held back and repressed too long, these feelings of anger and rage may erupt unexpectedly and suddenly.

Denial

Innocents have a tendency to go into denial about the reality of life and the world - because they want everything to be perfect and right.

The most extreme example of this is Nazi-Germany, and denial about the Holocaust, in the belief of a better, perfect life.

At their very worst, Innocents become self-involved and oblivious of the dilemmas of others.

Shadow

Denial

Repression

Rage



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Describing The Innocent

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

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

Adaptable	Inoffensive
Agreeable	Intuitive
Amiable	Kind
Appreciative	Lovable
Balanced	Loyal
Calm	Lyrical
Caring	Modest
Cheerful	Naive
Clean	Neat
Compassionate	Open
Comfortable	Patient
Considerate	Peaceful
Cooperative	Relaxed
Decent	Respectful
Discreet	Romantic
Dutiful	Selfless
Empathetic	Sentimental
Fair	Sharing
Faithful	Simple
Forgiving	Sociable
Friendly	Steady
Fun-loving	Sympathetic
Generous	Tolerant
Gentle	Trusting
Good-natured	Understanding
Gracious	Warm
Honest	
Hopeful	
Humble	
Idealistic	

The Innocent Business

Business

The Organization

Innocent organizations include family businesses, small local business and organizations that are committed to simple values.

They emphasize predictability more than innovation and change.

Large, global businesses are often seen as an end to the way of life.

However, the Innocents desire for simplicity, predictability and certainty, means that many franchises like McDonalds and Wendy's are aligned with the innocent, as well as multi-level marketing – they are the same everywhere.

Employees

Innocent employees like to know what is expected of them and to be taken care of by management. They are willing to be obedient and follow the rules in exchange for the certainty of having a job.

Again, franchises work well for Innocent employees – there is just one way of doing things.

Products

Back To Nature

Innocent products promise simple pleasures, basic values and a wholesomeness which makes them an obvious choice for natural products:

- Natural, organic, homemade domestic products





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The Innocent Brand

Brand

Free To Be You

The innocent wants to live in a perfect land where everybody is “free to be you and me.” It promises a life that needs not be hard. You are free to be yourself and live out your bet values right now, just by following simple guidelines.

The Innocent promises that you can get out of the rat-race, relax, and enjoy your life. Life can be simple, uncomplicated and good.

The Innocent brand promises rescue from an imperfect world - the promise of paradise.

In our complex, stressful world, this is becoming more appealing.

Identity

The Innocent identity is associated with:

- Providing a relatively simple answer to an identifiable problem
- Goodness, morality, simplicity, nostalgia, or childhood
- Functions of cleanliness, health, or virtue, and that are infinitely replicable
- Moderate to low pricing
- A company with down-to-earth core values
- A desire to differentiating from a product with a tarnished image

The Innocent Audience

Audience

The Innocent is always trying to get life right. They are aligned with getting back to fundamental values and simple pleasures.

As we move more and more into technology, the Innocent wants peace, ease, naturalness, and a reconnection with nature and the fundamentals of life.

Marketing

Connect To Nature

The Innocent often wants to go back to simple pleasures and connect to nature and natural living. Connection to the environment creates a strong foundation for marketing.

Doing the Right Thing

The Innocent is concerned with doing the right things, and will choose moral over immoral behaviours, and kindness over greed.

They are concerned with the values of a company and product, and want to know they are doing no wrong in their purchase decision.

Sales

Customer Service

Innocents want things a certain way, so Customer Service is a critical part of the sales process for them to commit.

Customers/ Clients

The Innocent customer is traditional – wanting to connect to the values of the past, and willing to sacrifice belonging to society to do this.

They are buying into good, wholesome values and they need these to be sustained, predictable and consistent to remain loyal.



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...

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