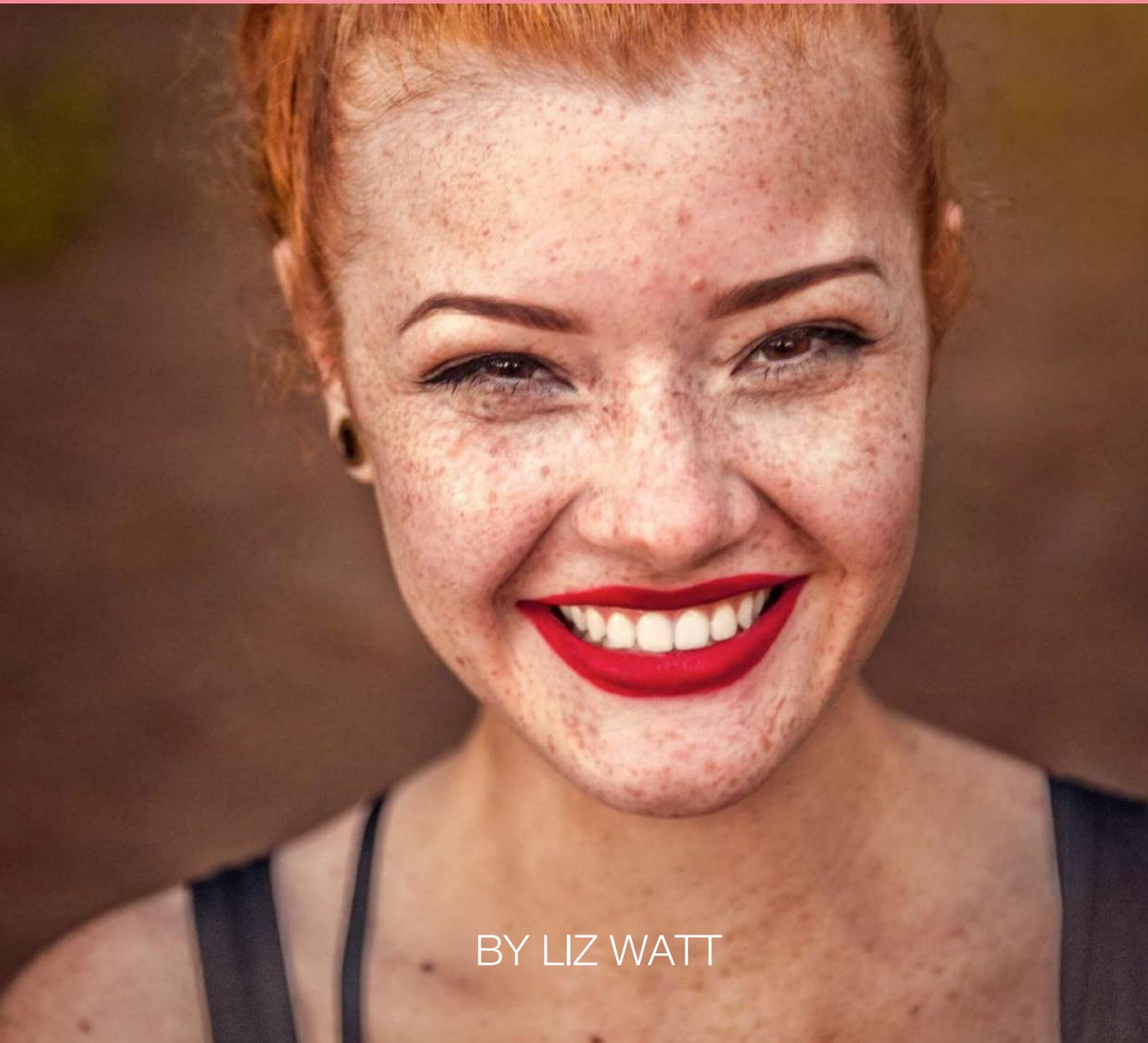


JESTER

MAJOR ARCHETYPE

fun
playful
happy



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.

jester

[jes-ter] *noun*

1. a person who is given to witticism, jokes and pranks.

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 Jester 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 Jester - 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 Jester 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 Jester

About The Jester

Also known as: Fool, trickster, joker, punster, entertainer, clown, prankster, practical joker, comedian

Motto: If I can't dance, I don't want to be a part of your revolution

Core desire: To live in the moment with full enjoyment

Goal: To have a great time and lighten up the world

Greatest fear: Boredom or being bored

Task: Trust in the process, enjoyment of the journey for its own sake

Strategy: Play, make jokes, be funny

Trap: Frittering away one's life

Gift: Joy

Essence

The Jester is playful and spontaneous, and makes everything fun.

Famous Jesters

Jim Carrey

Charlie Chaplin

Steve Martin

Jay Leno

Jester Brands

Ben & Jerry's

Yahoo

Smarties

Pringles



Strengths and Weaknesses

Strengths

Every Thing Is Fun

The Jester promises fun all the time, in everything, even when things might normally be ordinary or mundane.

Jesters use humour to change something negative into a positive.

Curiosity and Imagination

The Jester is always looking for different ways of seeing the world and experiencing fun.

This results in creativity and innovation. They are especially good at brainstorming and coming up with new ideas and ways of doing things and seeing the world.

Levels of the Jester

Call: Ennui, boredom

Level One: Life as a game, fun

Level Two: Cleverness used to trick others, get out of trouble, and find ways around obstacles, transformation

Level Three: Life experienced in the moment, one day at a time

Weakness

Every Thing Is fun

When everything is fun, all the time, the real issues can be overlooked.

Making a joke out of everything can mean that at their worst, the Jester ignores the reality of life or a situation and can become irresponsible.

They tend to take action without thinking things through and considering the consequences.

The Jester needs to find the balance between fun and spontaneity and the reality of the situation.

Meanness

Constantly looking for fun and entertainment can go far.

Forgetting to consider the feeling of others just for a laugh can result in meanness and teasing, and making others the butt of a joke for your own accolades.

Shadow

Self-indulgence

Irresponsibility

Mean-spirited pranks



Describing The Jester

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

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

Active	Joking
Adventurous	Joyful
Amazing	Leisurely
Captivating	Lovable
Caring	Loud
Charismatic	Lyrical
Cheerful	Open
Colorful	Optimistic
Confident	Original
Creative	Passionate
Daring	Personable
Delightful	Playful
Dramatic	Popular
Dynamic	Resourceful
Energetic	Responsive
Enthusiastic	Ridiculous
Exciting	Silly
Extraordinary	Sociable
Friendly	Spontaneous
Fun	Surprising
Fun-loving	Venturesome
Good-natured	Vivacious
Happy	Winning
Hopeful	Witty
Humorous	Thrilling
Imaginative	Youthful
Individualistic	

The Jester Brand

Brand

Make Them Laugh

The Jester likes to have fun. They are playful, happy, spontaneous tricksters.

While it's possible to have fun alone, they call to come out and play, igniting childlike qualities. They enjoy interaction and life.

The Jester is comfortable in any environment where fun can be experienced.

They are completely at home with themselves and often admired or adored for this.

Their packaging and advertisements includes colour and action - the more crazy the better.

Break The Rules

Jesters often cause us to laugh at things that would otherwise be sad.

They help us deal with the craziness of the modern world because they take things lightly, and because they are happy to break the rules.

Their willingness to challenge the status quo and break the rules often leads to innovative, imaginative thinking.

Identity

The Jester identity is associated with:

- Helping people belong or feel that they belong
- Helping people have a good time
- Pricing that is moderate to low
- Production and sales by a company with a fun-loving, freewheeling organizational culture
- The need to be differentiated from a self-important, overconfident established brand



The Jester Business

The Business

The Organization

A Jester organization is fun and innovative.

This personality type encourages people to be themselves and to think outside the square.

They are looking for novel ways to do things and are fluid and flexible.

Change end evolution is ongoing an s the Jester organization constantly challenges boundaries and authority and the way things have always been done, in the most playful way

Employees

Employees are motivated by fun and a desire to play in their work.

A boring or conservative person is unlikely to thrive in a Jester organization.

To the Jester, no outcome is worth sacrificing fun and happiness in the immediate moment.

Products

Entertainment

Jester products provide customers with fun and entertainment of help them provide fun and entertainment.

They may include:

- Entertainment such as movies, events, shows, restaurants
- Experiences the leave a lasting memory
- Leisure activities such as art, sport, music
- Products that provide entertainment such as music, books, clothes

The Jester Audience

Audience

The Jester audience wants to have fun and be entertained. They like to turn things upside down and see things differently.

They are looking for products to entertain and delight them and help them entertain and delight others.

Marketing

Be Spontaneous

The Jester archetype works when up against a more established, conservative brand.

The Jester allows us to be spontaneous and live in the present. Laughter, joking and playful pranks are appropriate in marketing.

The Jesters worst fears are of being bored or boring to others - so they constantly want to be entertained.

Attention Grabber

Grabbing attention works in Jester marketing and showing your audience how fun you are.

They love life and new experiences, so virtual reality can be a great way to market to them.

Sales

If you can provide a Jester with fun and entertainment, they are in.

As long as your products and message creates excitement and play they will pay attention.

Customers/ Clients

The challenge is to provide novelty, spontaneity and new experiences consistently.

If things get dull or boring, they are likely to look for some new entertainment.



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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