

# LOVER

## MAJOR ARCHETYPE

sensual  
romantic  
intimate



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# 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.

## lover

[luhv-er] *noun*

1. a person who is in love with another
2. a person who loves, especially a person who has or shows a warm and general affectionate regard for others.

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 Lover 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 Lover - 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 Lover 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 Lover

## About The Lover

**Also known as:** Romantic, passionate, sensual, spouse, friend, partner, matchmaker, sensualist, enthusiast, connoisseur, team builders

**Motto:** I only have eyes for you.

**Core desire:** Attain intimacy and experience sensual pleasure

**Goal:** Being in a relationship with the people, the work, the experiences, the surroundings they love

**Greatest fear:** Being alone, a wallflower, unwanted, unloved

**Task:** Follow your bliss, commit to what you love

**Strategy:** Become more and more attractive physically, emotionally and in every other way

**Trap:** Doing anything and everything to attract and please others, losing identity

**Gift:** Passion, gratitude, appreciation, commitment

## Essence

The essence of the Lover is like the strip. you gradually let go of your defences to let someone know you.

## Famous Lovers

Clark Gable | Cary Grant  
Sophia Loren | Elizabeth Taylor  
Cinderella

## Lover Brands

Haagen Daaz icecream  
Victoria's Secret | Playboy  
Chanel | Hallmark cards  
Dior | Revlon | Tiffany



## Strengths and Weaknesses

### Strengths

#### *Love*

The Lover archetype covers all sorts of human love, from parental love to, to friendship, to spiritual love, but most importantly, romantic love. The Lover Archetype helps identify with gender – women feel like “women”, and men feel like “men.” As friends, Lovers want to know that you are one of their best friends and you really know them.

#### *Connection*

The Lover offers deep, abiding, intimate connection between people and collaboration is is key.

#### *Beauty*

The Lover is highly passionate, and focusses on the things you love in life.

The Lover awakens people’s aesthetic appreciation and senses through ambience, and indulgence.

The Lover wants to enhance the world through sensual experiences. The desire is to attract, give love, and express affection in intimate and pleasurable ways.

### Levels of the Lover

The Lover moves through the following levels:

**Call:** Infatuation, seduction, falling in love (with a person, an idea, a cause, work, a product)

**Level One:** Seeking great sex or a great romance

**Level Two:** Following your bliss and committing to whom and what you love

**Level Three:** Spiritual love, self-acceptance, and the experience of ecstasy

### Weakness

#### *Neediness and Desperation*

At its worst, the Lover may have a self-esteem that is driven from the sense of specialness that comes from being loved.

This can lead to desperation and a neediness to be loved that can drive someone to promiscuity or to stay in an unfulfilling or even abusive situation.

#### *Unlovable*

The Lovers greatest fear is being a wallflower or being cast off by one’s lover. The Lover fears not being lovable.

They are always engaging in self-improvement projects to become more worthy of attention. Both men and women will go to great lengths to “win love.”

#### *Sexuality*

As Lovers, sexuality is increasingly prominent in advertising.

Many advertisements are appealing to lower levels of the Lover. Tapping into the feeling of being different and wanting to be more attractive, many advertisements promote their “product” as being the solution to these products.

### Shadow

Envy

Jealousy

Obsession

Promiscuity

## Describing The Lover

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

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

Amiable	Mature
Aspiring	Open
Attractive	Passionate
Blissful	Personable
Captivating	Playful
Charismatic	Popular
Charming	Respectful
Confident	Rich
Connected	Romantic
Debonair	Sensitive
Dramatic	Sentimental
Ecstatic	Sexy
Elated	Social
Elegant	Sophisticated
Energetic	Sweet
Empathetic	Suave
Exciting	Sultry
Faithful	Tasteful
Gallant	Thrilling
Hearty	Tidy
Impressive	Trusting
Inspiring	Vivacious
Joyful	Warm
Lovable	Winning
Loving	Youthful
Loyal	



# The Lover Business

## Business

### *The Organization*

The Lover Organization results in camaraderie, beautiful surroundings and attention to how the work aspect of life feels.

People dress exceptionally well and are able to express their feelings.

The culture is one of power-sharing, and general consensus. Time is spent on decision making to ensure that everyone has their say. Once consensus is achieved, every one acts to implement the new plan.

### *Employees*

Lover employees really like one another and have a passion for the organizations values, vision and products.

When things are going well, the energy is positive, enthusiastic and enjoyable.

## Products

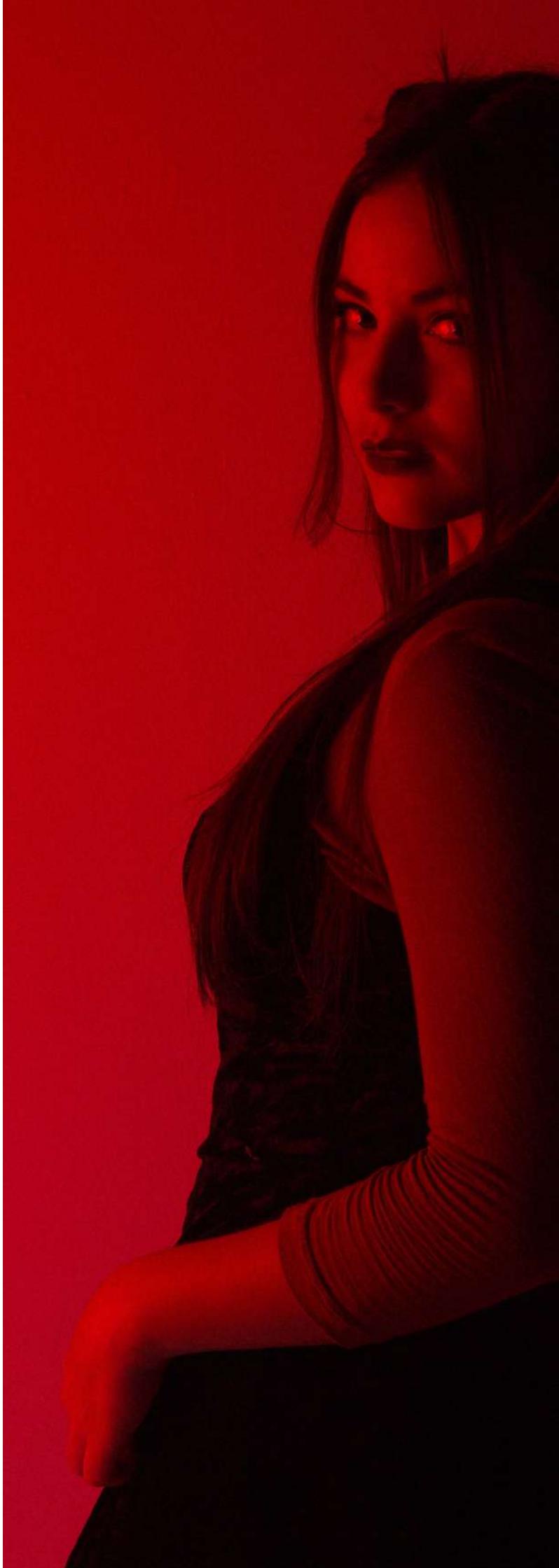
### *One Of A Kind*

Lovers prefer products that are one-of-a-kind, unique and tailored to them. They expect quality for enhanced pleasure in life and to make themselves feel special, adored and doted on.

### *Therapy and Consulting*

The Lover lends its self to practices that connect and help people to feel vulnerable, communicate and develop deep, connecting relationships that allow real trust to develop.

It is the experience between the customer, the staff, and the product or service creates:  
Connection, Trust, Communication,  
Relationships





# lover

major archetype

## The Lover Brand

### Brand

#### *Reveal Your Soul*

The Lover is all about love. With this comes the need to open your heart and reveal who you really are.

Vulnerability, openness and intimacy are extremely endearing qualities of the Lover brand. You win the heart of your audience by showing them yours.

#### *Connect*

Connect to your audience with meaning regularly – through email, social media. Let them know you're thinking about them and have deep, ongoing conversations. Create ways in which they can engage and speak back to you in quality dialogues.

#### *Create Ambience*

The Lover brand promises beauty and sexual appeal.

Make everything sensuous and beautiful – your website, your offerings, your marketing.

Make everything you produce something they desire deeply.

### Identity

The Lover identity is associated with:

- Helping people find love or friendship
- Fostering beauty, communication or closeness between people or is associated with sexuality or romance
- Pricing that is moderate to high
- Produced or sold by a company with an intimate, elegant organizational culture, as opposed to massive Ruler hierarchy
- Differentiating its self in a positive way from lower priced brands

# The Lover Audience

## Audience

Regardless of your industry, the Lover audience wants deep connection. They want to feel loved and special and rare.

They crave a deeper sense of connection to themselves, to others and to the world.

## Marketing

### *Connection*

The Lover likes being singled out for attention – being called by their first name, for you to share your secrets with them, and engage in dating and foreplay with them before they commit.

Marketing to a Lover requires tailoring - personal intimacy and attention and is a process of a developing relationship.

## Sales

### *Loyalty*

A Lover needs to be wooed before committing to a transaction.

But once there, they can develop a strong sense of loyalty while the connection is maintained well after the sale. Like any relationship, if they stop feeling special, they may disconnect in search of those feelings elsewhere.

### *Customers/ Clients*

Your Lover customer loves your brand for what it is and how it makes them feel.

They have received quality from you, and continue to expect this for the duration for the relationship. They have high expectations of you and your products.

They are loyal for as long as you are



## 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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