



# MAGICIAN MAJOR ARCHETYPE

curious  
transformative  
wise

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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.

## magician

[m-jish-uh n] *noun*

1. a person with magical powers; sorcerer
2. a person who can transform lead into gold

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 Magician 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 Magician - 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 Magician 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 Magician

## About The Magician

**Also known as:** Visionary, catalyst, innovator, charismatic leader, mediator, shaman, healer, or medicine man or woman.

**Motto:** It can happen!

**Core desire:** Knowledge of the fundamental laws of how the world or universe works

**Goal:** Make dreams come true

**Greatest fear:** Unanticipated negative consequences

**Task:** Alignment of Self with cosmos

**Strategy:** Becoming manipulative

**Trap:** Becoming manipulative

**Gift:** Finding win-win outcomes

## Essence

The essence of the Magician is the ability to affect consciousness and in doing so, to affect people's behaviours.

## Famous Magicians

Harry Potter

Merlin | Yoda

Mary Poppins

Deepak Chopra

Anthony Robbins

## Magician Brands

Spas and resorts

Hilton Hotels

Oil of Olay

Weight Watchers

Chanel No 5

Mastercard



## Strengths and Weaknesses

### Strengths

The Magician understands:

- The secrets of the universe;
- The workings of human; and
- Spiritual success secrets.

Their desire is to search out the fundamental laws of how things work and to apply these principles to getting things done and transforming the world into a better place.

#### *Ability To Transform*

Magicians are alchemists – the turn lead into gold and bad to good.

They have an ability to transform and are the catalyst this process.

A true Magician understands that “they” are not the ones doing the transforming - they are merely a vehicle through which this occurs.

A true Magician uses their internal intuition, synchronicity and universal “flow”, and focuses on a vision for a truer, greater outcome.

At their best, the Magician is constantly studying and learning to understand the world more and more in order to facilitate greater transformation through others.

### Levels of the Magician

**Call:** Hunches, extrasensory or synchronistic experiences

**Level One:** Magical moments and experiences of transformation

**Level Two:** The experience of flow

**Level Three:** Miracles, moving from vision to manifestation

### Weakness

#### *Deviousness*

The Magician understands:

- The secrets of the universe;
- The workings of human; and
- Spiritual success secrets.

At their worst, the Magician is using their knowledge and skill for personal gain.

Their understanding of the workings of the human mind allow them to make false promise and promote products that don't really work in order to fulfil their own desires for money and power and fame.

#### *Manipulation*

The next step up from deviousness is the ability to manipulate the minds of their consumers and audiences.

This moves into the realm of mind control, where, through clever use and repetition of words, phrases, and tapping into the emotional pain of their audience, they are able to convince them of things that are not true and manipulate them into purchasing – convinced of a miracle cure.

#### *Dark Magic*

At it's very darkest, the Magician takes the universal laws to spread darkness and evil.

At the point that this gets out of control, the darkness has such a strong hold in individuals that even the Magician loses power against it.

### Shadow

Manipulation

Deviousness

Dark magic



# magician

major archetype

## The Magician Brand

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

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

- |               |             |
|---------------|-------------|
| Amazing       | Intuitive   |
| Anticipatory  | Kind        |
| Amiable       | Lyrical     |
| Captivating   | Magical     |
| Caring        | Mystical    |
| Charismatic   | Mysterious  |
| Charming      | Open        |
| Colorful      | Optimistic  |
| Creative      | Peaceful    |
| Curious       | Playful     |
| Daring        | Relaxed     |
| Delightful    | Romantic    |
| Dramatic      | Rustic      |
| Dynamic       | Sensitive   |
| Elated        | Sentimental |
| Elegant       | Sharing     |
| Energetic     | Skilful     |
| Exciting      | Spontaneous |
| Extraordinary | Suave       |
| Fun-loving    | Surprising  |
| Happy         | Thrilling   |
| Imaginative   | Venturesome |
| Innovative    | Visionary   |
| Insightful    | Vivacious   |
| Inspiring     |             |

## Business

### *The Organization*

The Magician organization uses cutting-edge technologies in consciousness, communications and organizational structures.

Magician organizations are driven by vision, seeking agreement about core values, and desired outcomes.

These organizations often de-emphasize hierarchy and maximize their flexibility to achieving their goals.

With such passion for transforming, the result can be over-work and burnout and a failure to recognize action and achievement.

### *Employees*

Employees in Magician organizations like to allow things to happen and evolve. The rule is “there are no rules.”

Once vision and values are set, Magician employees like to follow their intuition and flow, and allow people to do the work where work needs to be done.

The key here I buy-in by every one – to the vision, the value, and the job to be done.

## Products

### *Transformation and Magic*

Magician products are about creating magic and transformation in people’s lives – internally, or externally, to ultimately make them feel better internally. These include:

- New and innovative technologies
- Transformation processes
- Goods and services that create more time and make life easier in our modern world



## The Magician Brand

### Brand

#### *Magical Moments and Transformative Experiences*

Magicians promise magical experiences, either externally or internally.

The Magician is the archetype of choice in terms of providing a “different” experience.

New Age seminars, spas, restaurants and hotels, and cosmetics promise an environment and an experience that will make you feel so much better and transform you - externally

Coaches, healers, and gurus promise an experience that will transform and evolve you personally – internally.

The evolved Magician focusses on providing goods and services that help customers transform from the inside-out

#### *An Easier Way*

Magicians promise an outcome so marvellous as to seem miraculous. It is a much easier path than anyone else can provide.

Often, this is offered in the form of new and innovative technologies.

### Identity

The Magician identity is associated with:

- A transformative product or service
- An implicit promise to transform the customer
- An appeal to New Age consumers or cultural creative
- Helping or expanding consciousness
- User-friendly technology
- A spiritual or psychological component
- New and very contemporary products
- Medium to high priced

# The Magician Audience

## Audience

Magician audiences hold the belief that they are the creators of their own lives. People do not have enough time or meaning in the modern world. They are looking for transformation and evolution - on many levels. Magician audiences believe that who you are is as important as your product or service. They want to know that who you are, what you value or stand for and what you desire to create in the world aligns with them.

## Marketing

### *Congruent Meaning*

The key to winning a Magician audience is to be totally congruent and aligned with your identity and the truth of your transformative process - what is the outcome and how do you get there?

Take away the smoke and mirrors and be transparent in everything that you do.

## Sales

Sales occur when you are consistent and congruent in your message, your vision, your values – and your service.

Make sure that your transformative process delivers what you promise - and more!

### *Customers/ Clients*

Magician customers remain loyal as long as you do what you say you will.

That is, your product must create the transformation that you promise.

The minute you cover up, hide or deceive an audience and they discover this, you lose all credibility.



## 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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