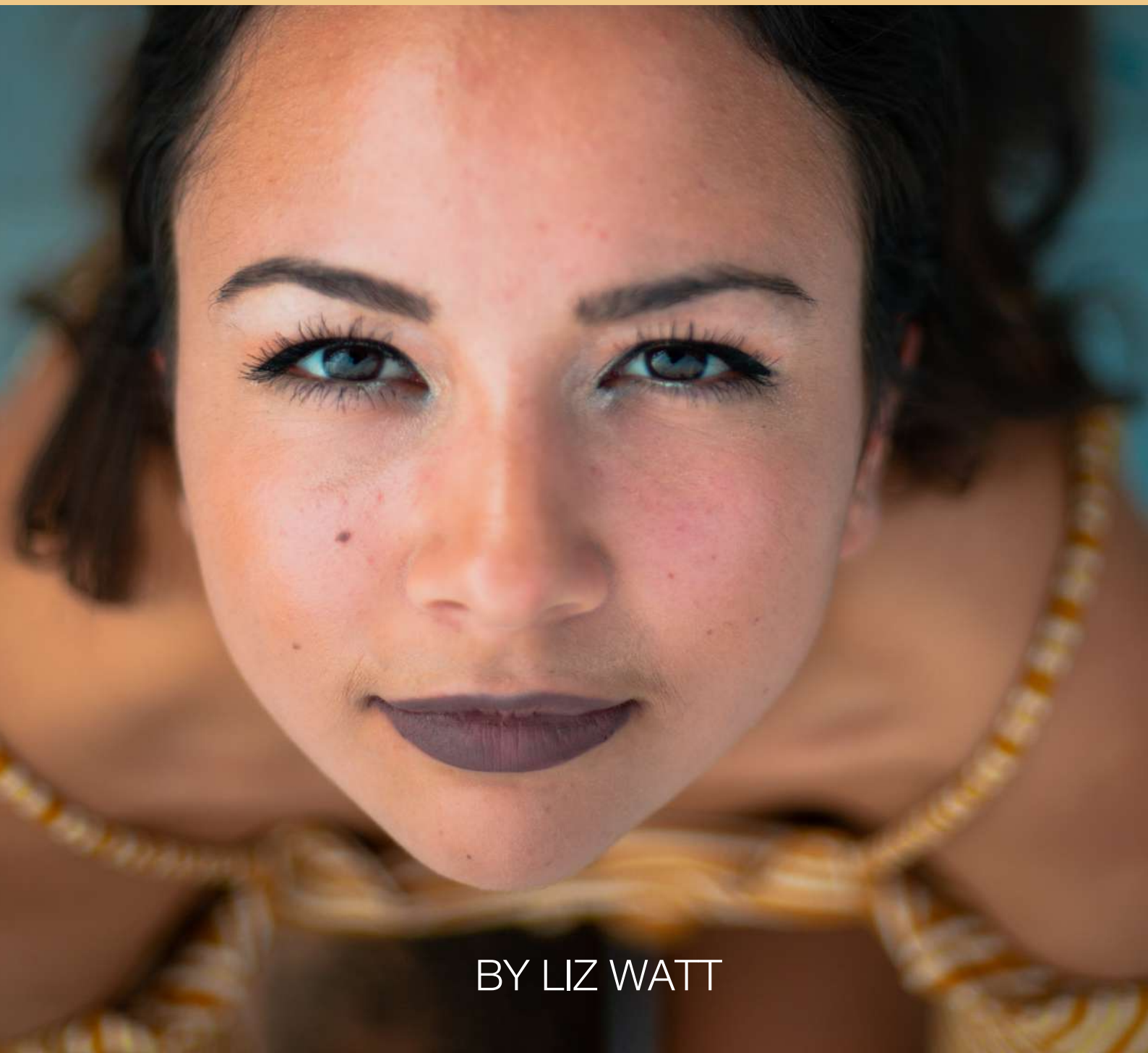


# OUTLAW MAJOR ARCHETYPE

rebellious  
fearless  
free



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.

## outlaw

[out-law] *noun*

1. a person who refuses to be governed by the established rules or practices of any group; rebel; nonconformist

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 Outlaw 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 Outlaw - 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 Outlaw 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 Outlaw

## About The Outlaw

**Also known as:** Rebel, revolutionary, villain, wild man or woman, misfit, enemy, iconoclast

**Motto:** Rules are meant to be broken

**Core desire:** Revenge or revolution

**Goal:** To destroy what is not working (for the good of society)

**Greatest fear:** Being powerless, trivialized, inconsequential

**Task:** Learn to let it go, turn it over, accept mortality

**Strategy:** Disrupt, destroy or shock

**Trap:** To go over to the dark side, criminality

**Gift:** Outrageousness, radical freedom

## Essence

The essence of the Outlaw feels alienated from the rules and authority of the dominant culture and seeks to disrupt the status quo

## Famous Outlaws

Robin Hood | Zorro

James Dean

Madonna | Jack Nicholson

Brad Pitt

Thelma and Louise

## Outlaw Brands

Rolling Stone

Jack Daniels

Tequila

Woodstock

Harley Davidson



## Strengths and Weaknesses

### Strengths

#### *Challenge The Status Quo*

At their best, the Outlaw wants to change the world for good.

They break outdated rules and stand up against authority in a way that feels liberating to people. The people follow.

They take a stand and instigate revolutions and great changes in the world and the way of thinking. They challenge the status quo and fight for a different way of life that removes oppression and allows individuality.

#### *Revolutionise The World*

The Outlaw can assist in bringing down an oppressive establishment, and help to ease social restrictions.

They provide alternative values to the current ones, which allow the individual more freedom.

They are fighting **for** the individual by standing up against oppressive authority.

### Levels of the Outlaw

**Call:** Feeling powerless, angry, mistreated, under siege

**Level One:** Identifying as outsider, dissociating from the values of the group or society in a way that flies in the face of conventional behaviours and morality

**Level Two:** Behaving in shocking or disruptive ways

**Level Three:** Becoming a rebel or revolutionary

### Weakness

#### *Evoke Fear*

At their worst, the Outlaw feels anger at being slighted at a person.

They take this personally, break away from society and search for retribution in order to feel better about themselves.

There is no greater cause - they disrupt for the sake of disrupting in order to obtain some sort of power.

#### *Criminal*

At their very worst, the Outlaw becomes criminal, living totally outside the laws and the rules of society in order to make a stand.

Rather than pursuing a better way of doing things, they contradict the system in any way possible.

In this instance the Outlaw is happy to be feared as a means of gaining that power.

At this point, they are doing no good. They are not fighting for a cause – they are fighting every one. They have as much of a negative impact on individuals in society as the rules and authority they set out to overcome.

### Shadow

Anger

Evoke fear

Criminal or evil behaviour



# outlaw

major archetype

## Describing The Outlaw

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

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

Adventurous	Forthright
Aspiring	Heroic
Bold	Idealistic
Captivating	Independent
Challenging	Individualistic
Charismatic	Just
Committed	Liberal
Confident	Motivated
Courageous	Outrageous
Daring	Original
Debonair	Passionate
Decisive	Principled
Dedicated	Protective
Directed	Purposeful
Disruptive	Radical
Dramatic	Rebellious
Dynamic	Resourceful
Eager	Rule-breaker
Energetic	Scrupulous
Enthusiastic	Shocking
Exciting	Thrilling
Fair	Unusual
Fighter	Upright
Forceful	Visionary

# The Outlaw Business

## Business

### *The Organization*

The Outlaw organization challenges both employees and customers to think and do things differently.

Outlaw organizations have a love of innovation, radical technology, independent thinking and trend-setting pioneering.

They do everything differently and live on the edge of risk rather than certainty and predictability.

### *Employees*

Outlaw employees like to take risks. They do not need security or structure and are happy working in environments of rapid change and transformation.

## Products

### *Countercultural*

Outlaw products are counter cultural. They go against the grain of general society and make a stand or a statement for something else.

The risk is that many of these products result in self-destructive or negative behaviour (such as drugs, cigarettes, alcohol, fast living.)

There is a real need for products that aid in the transition of the Outlaw rather than fostering dangerous behaviours.

These include products, goods or services that

- Are new, cutting edge and risky
- Challenge the status quo
- Offer a different way of doing business



## The Outlaw Brand

### Brand

#### *Challenge The Status Quo*

The Outlaw holds the enticement of forbidden fruit. They are faithful to deeper, truer values than the prevailing ones and are ready to disrupt a society that has succumbed to repression, conformity, tyranny or cynicism.

They represent to some degree the feelings of alienation from the dominant culture, that many people feel at some point, especially the young. They raise awareness to how civilization and authority limits individual human expression.

This can be very successful if society is ready to change its values, but can create backlash if society is not ready.

### Identity

The Outlaw identity is associated with:

- Customers and employees feeling very dissatisfied from society or identify with values at odds with those of society at large
- The function of your product is to destroy something, or is genuinely revolutionary
- Your product contravenes traditional practice and values so that using it is akin to thumbing your nose at society
- Your product helps retain values that are threatened by prevailing ones or pioneers new and revolutionary attitudes
- Pricing that is low to moderate



# The Outlaw Audience

## Audience

The Outlaw likes things that shock, cause disruption and get people talking.

They like to think they are different and living on the edge of something new and exciting – revolutionary.

## Marketing

### *Edgy*

Marketing to outlaws requires marketing ideas that are counter to current, acceptable culture.

If you are not “in the know” or part of the group, chances are you will not know.

Outlaw marketing requires sustaining an edgy identity and creating ads that really draw attention and work.

## Sales

Outlaw like to get away with things. Sales strategies include things like:

- Slash and burn sales
- One time offers
- Kickbacks and promotions

They need to help people feel like they are “getting away” with something and breaking the rules, or living on the edge.

### *Customers/ Clients*

Your Outlaw customer will remain loyal as long as they understand what you stand for and what your “revolution” is.

As soon as you lose the “cause” and cross over into the pursuit of power and greed, or disruption for the sake of it, you will lose the loyalty of the Outlaw customer.





## 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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