

EVERYMAN MINOR ARCHETYPE

authentic
transparent
real



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.

everyman

[ev-ree-man] *noun*

1. an ordinary or typical human being

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 Minor 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 Minor Archetype, the Everyman provides secondary characteristics and traits that support your Major Archetype.

When you start to explore your Archetype Mix, you start to identify a unique personality that expresses who you are.

Expressing the essence of your soul helps you:

- Use your essence to connect to yourself, your purpose and rediscover the missing aspects of your life; and
- Create a life that is aligned to who you are and what you are here to do.

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 Everyman 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 life that reflects your very essence. Imagine what it could be...

XO



The Everyman

About The Everyman

Also known as: Good old boy, the regular jane, regular guy or girl, the common man, the guy or girl next door, the realist, the solid citizen, the good neighbour

Motto: All men and women are created equal

Core desire: Connection with others

Goal: To belong, fit in

Greatest fear: Standing out, seeming to put on airs, and being exiled or rejected as a result

Task: To connect and be accepted for who they are

Strategy: Develop ordinary, solid virtues, the common touch, blend in

Trap: Give up self to blend in, in exchange for only a superficial connection

Gift: Realism, empathy, lack of pretence

Essence

The Everyman wants to be just like every body else. fit into the crowd, and be accepted for who they are.

Famous Everyman

Ally McBeal

Seinfeld

Everyman Brands

Wendy's

Paul Newman

Wrangler jeans

Nivea

Quality Inn

Cheers



Strengths and Weaknesses

Strengths

Down To Earth

The Everyman is reliable, predictable and down to earth.

They work hard, are honest and have a grounded common sense.

They can be trusted and you know where you stand with them.

Citizen and Advocate

The Everyman holds a responsibility to their wider community or tribe. They will advocate for others in the form of unions and clubs and stand up for what they believe in.

They use this group belonging to inspire and motivate others to become a much stronger, collective group.

Levels of the Everyman

Call: Loneliness, alienation

Level One: The orphan, feeling abandoned and alone, seeking affiliation

Level Two: The joiner, learning to connect, fit in, accept help and friendship

Level Three: The humanitarian, believing in the natural dignity of every person regardless of his or her abilities or circumstances

Weakness

Victim

The Everyman flies under the radar. They don't want to have attention drawn to them selves.

They don't stand out, they don't speak up for fear of standing out.

At it's worst, this lends the Everyman to become a victim.

They may be disadvantaged for being who they are, specifically because they don't stand out or stand up for them selves.

They'll stay quiet in the hope that any abuse will go away,

Shadow

The victim who is willing to be abused rather than be alone, or the lynch-mob member, willing to go along with abuse in order to be one of the gang.



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Describing The Everyman

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

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

Adaptable	Kind
Agreeable	Leisurely
Amiable	Logical
Balanced	Loyal
Calm	Moderate
Caring	Modest
Cheerful	Neat
Clear-headed	Optimistic
Conciliatory	Patient
Considerate	Peaceful
Constant	Personable
Cooperative	Practical
Courteous	Principled
Decent	Reliable
Dutiful	Responsible
Easy	Satisfied
Empathetic	Selfless
Fair	Sharing
Faithful	Simple
Forgiving	Sociable
Friendly	Stable
Generous	Steady
Genuine	Trusting
Good natured	Understanding
Gracious	Warm
Happy	
Hardworking	
Helpful	
Honest	
Inoffensive	

The Everyman Business

Business

The Organization

Everyman companies are worker owned and worker run. Work attire is more casual than normal in the industry.

Managers and employers dress alike, chat together, lunch together. Everyone is equal and valuable. Status and hierarchy is almost non-existent.

Each individual is considered important and decisions are made democratically and by consensus where possible.

Social occasions are common and there is a strong sense of camaraderie. People are rewarded for who they are, regardless of their productivity.

Employees

Everyman employees want to fit in, follow the group and go with the flow. They have no ambition to stand out or excel – they are happy just being one of the gang.

They are solid, honest and hardworking when they support the brand and values of the company they work for.

Products

Back To Basics

Everyman products help you get by in day-to-day life and feel like one of the gang. They could include:

- Products like household appliances and equipment for everyday tasks
- Products and experiences that help one fit in – group activities like sports, beer, or anything that promotes old-fashioned values





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The Everyman Audience

Brand

Down To Earth

The Everyman is an ordinary person -just like everybody else.

In an individual they may dress in working class or ordinary clothes, speak colloquially and be pretty down to earth. At the end of the day, they see that everyone matters just as they are.

They represent the fundamentals of democracy, where everyone is valid and has a say and is included, no matter what.

Part Of The Group

The Everyman revels in belonging to the group, and being just like everybody else. They have no desire to stand out from the crowd and instead desire to blend in.

Identity

The Everyman identity is associated with:

- Helping people belong or feel like they belong
- Functioning as something used commonly in everyday life
- Pricing that is moderate to low (or that is an upscale version of a product that would ordinarily be inexpensive)
- Produced or sold by a company with a down-home organizational culture
- Differentiating themselves in a positive way from a higher priced or more elitist brand

The Everyman Audience

Audience

The Everyman wants to be part of a tribe or community – a workplace, school, club, group. Their desire is to fit in and be accepted for who they are. They are down to earth and authentically who they are. They support the underdog, the battler.

Marketing

Be Your Self

The Everyman thrives on exploiting themselves and who they are. Most marketing reflects wholesome image of the girl or guy next door. Every day people doing every day things. When they follow your lead they will become part of a group.

Sales

Offer Connection

Most people are lonely in today's modern world. Offering a point of connection gives them a feeling of belonging and worthiness and increase their worthiness.

Customers/ Clients

Everyman want to be part of something worthwhile. They want reliability, honesty and openness. As long as they feel part of the group and that they can trust you they will maintain loyalty. Once this stops, they will stop feeling a sense of belonging and go in search of somewhere else they can fit in.

