



MAGICIAN MINOR 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*

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

1. 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 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 Magician 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 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 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



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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 peoples 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





magician

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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.

