

journal prompts

MAJOR ARCHETYPE

BY LIZ WATT



caregiver



creator



everyman



explorer



hero



innocent



jester



lover



magician



outlaw



ruler



sage

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.

reflect

[ri-flekt] *verb*

1. think deeply or carefully about
2. realise, consider
3. to think quietly or calmly

Reflection

You have your **Major Archetype Report** but now what?

Your learning and growth comes not from reading something and hiding it in a drawer.

Your learning and growth comes from curiosity and reflection.

Don't just flip through your Major Archetype and move on.

Take the time to reflect and review.

This is where the real value lies...

Using These Journal Prompts

After you've read your Archetype Report...

Use these journal prompts as a way to connect to your Major Archetype.

Grab a pen and paper and start to journal, ask yourself the questions out loud, or get someone else to ask them of you.

Work from start to finish in order, or jump around one question or section at a time. Do them all in a day or one a day ongoing.

Allow yourself to follow any thoughts or tangents that arise.

There is no right or wrong way to connect to your Major Archetype.

Treat this as a first step to starting to understand who you are and how this could evolve into integrated and aligned work, business and life that reflects your very essence. Imagine what it could be...

XO



Major Archetype

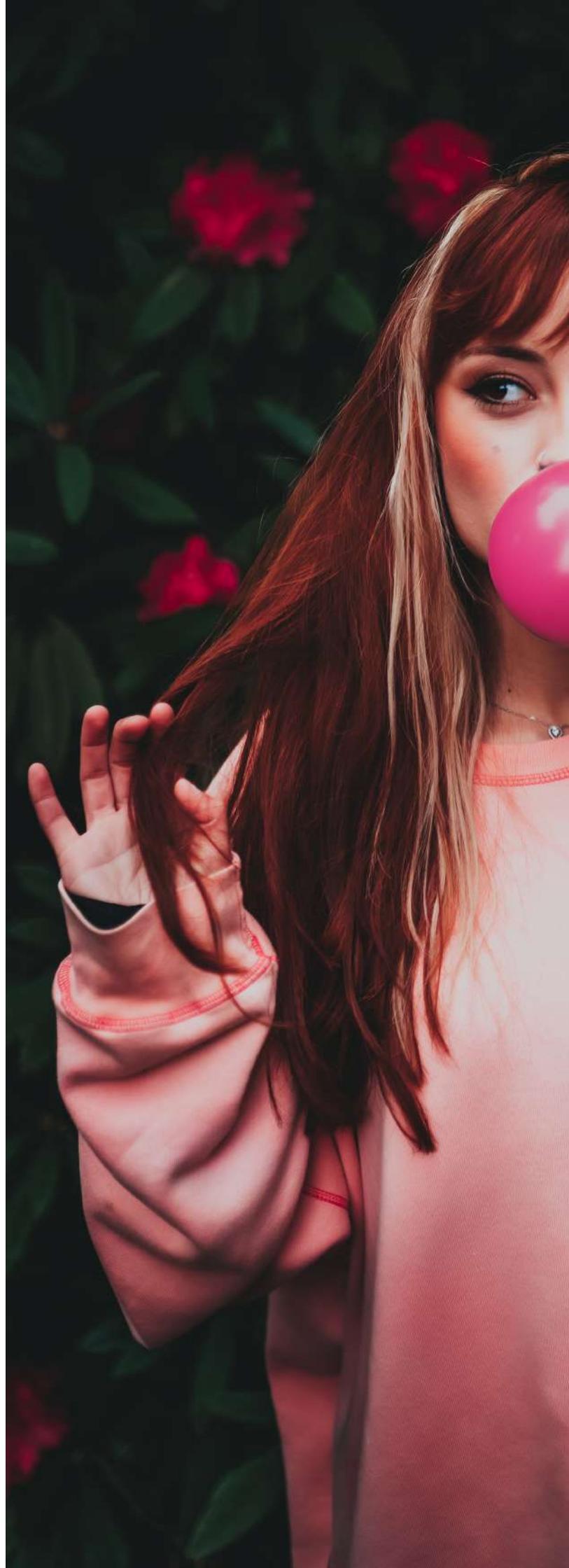
As you answer the questions, consider the different areas of life... physical, emotional, mental, self, relationships, soul, vocation/ purpose, spirituality, work, finances, quality of life, creativity, hobbies etc.

About Your Archetype

- 01 | What do each of the following mean to you in relation to your Major Archetype? Why?
- The motto
 - The core desire
 - The goal
 - The greatest fear
 - Task
 - Strategy
 - Trap
 - Gift
 - The essence
- 02 | How do each of these aspects of your archetype express themselves in your life?
- In the past?
 - In the present?
- 03 | What would you like to be different in the future? Why?
- 04 | Upon first reading, is there any aspect of your archetype that feels wrong or you do not agree with? Why?
- How does it make you feel?

Famous Archetypes And Brands

- 05 | What do these famous archetypes and archetype brands mean to you?
- 06 | How do they express aspects of your Major Archetype?
- 07 | Which ones do you relate to? Why? Why not?
- 08 | Can you think of any other brands or people that reflect your Major archetype?



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major archetype

Strengths + Weaknesses

As you answer the questions, consider the different areas of life... physical, emotional, mental, self, relationships, soul, vocation/purpose, spirituality, work, finances, quality of life, creativity, hobbies etc.

Strengths

- 09 | How do you feel about each of the strengths mentioned? Why?
- 10 | Which strengths express themselves through you? How? Why?
- 11 | Which strengths do you resonate with or relate to the most? Why?
- 12 | Are there any other strengths you see in your Major Archetype and yourself?
- 13 | Which strengths do you want more of in your life? How can you improve these?

Levels of the Archetype

- 14 | What does your Archetype call mean to you? Why?
- 15 | What do each of the three levels of your archetype mean to you?
- 16 | How do these levels express themselves in your life?
 - In the past?
 - In the future?

Weakness

- 17 | How do you feel about each of the weaknesses mentioned? Why?
- 18 | Which weaknesses express themselves through you? How? Why?
- 19 | Which weaknesses do you relate to the most? Why?
- 20 | Are there any other weaknesses that you see in your Major Archetype and yourself?
- 21 | How can your weaknesses be strengths?

Shadow

- 22 | What does the shadow mean to you?
- 23 | How do the shadow aspects of your Major Archetype express themselves in your life?



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Describing Your Archetype

Words, Characteristics, Emotions

- 24 | What are the top three words, characteristics and emotions that describe your Major Archetype that you relate to the **most**? Why?
- 25 | What are the top three words, characteristics and emotions that describe your Major Archetype that you relate to the **least**? Why?
- 26 | Find three inspirational images that reflect your top 3 words. Use the following websites:
 - Unsplash.com
 - Pexels.com

General Reflection

- 27 | How has your Major Archetype expressed itself in your life:
 - In the past?
 - In the present?
- 28 | Where have you hidden or suppressed aspects of your Major Archetype?
 - How?
 - Why?



Archetype In Work

Consider the following as an employee or in terms of your work...

Write down the top two (most enjoyable and satisfying) and bottom two (least enjoyable and satisfying) jobs you have had.

The Organization

29 | For your top two:

- What aspects of the organisation and culture did you enjoy the **most**? Why?
- How do these relate to your Major Archetype?

30 | For your bottom two:

- What aspects of the organisation and culture did you enjoy the **least**? Why?
- How do these NOT relate to your Major Archetype?
- What would have to change to improve this?

Employees

31 | For your top two:

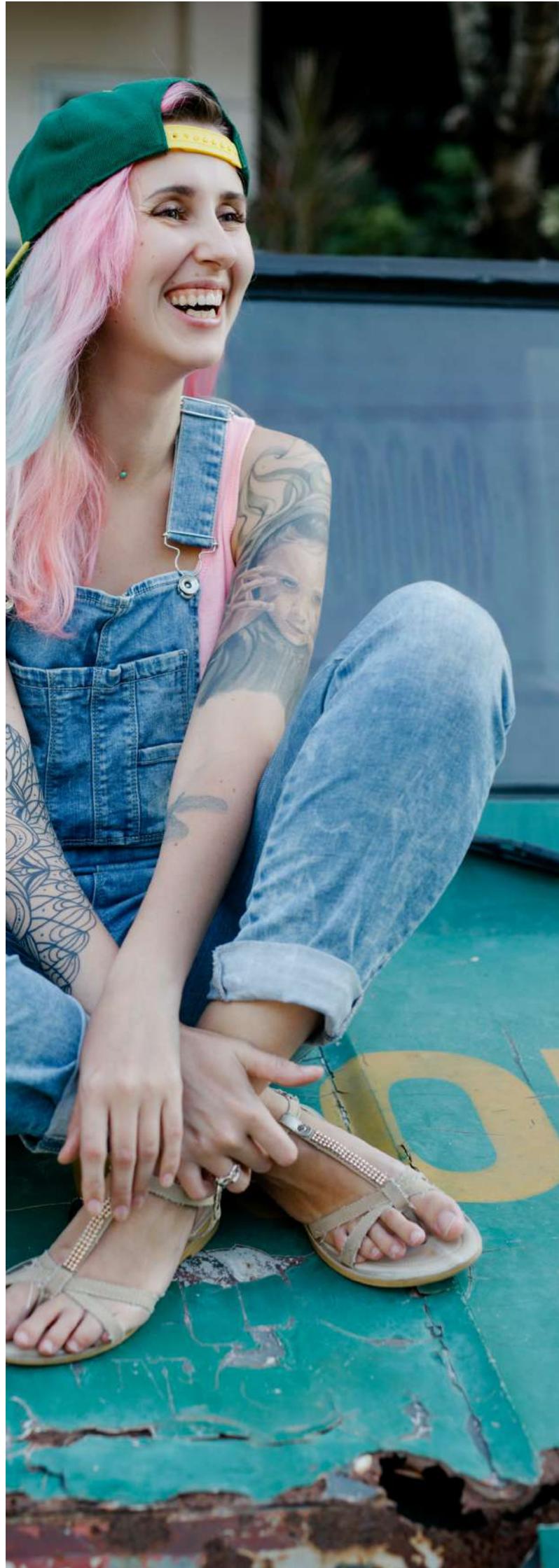
- What aspects of the work related and responded to your Major Archetype? How?

32 | For your bottom two:

- What aspects of your Major Archetype are they missing?
- What would have to change to improve this?

33 | What type of work do you like to do?

- What are the top 3-5 activities or tasks?
- Why do you enjoy them?
- How does this relate to the qualities of your Major Archetype?



Archetype As Audience

Consider the following as a consumer...

Products

- 34 | What are the top 3-5 types of products you purchase the most? Or get the most enjoyment from?
- How do these relate to your Major Archetype? Why?

Brand

- 35 | What are your top 3-5 favourite brands you love or buy from the most?
- Why do you like these brands?
 - What are the most dominant qualities and characteristics of these brands and their products?
 - How do these relate to your Major Archetype?

Identity

- 36 | Which aspects of your Major Archetype Identity do you relate with the most? How? Why?
- 37 | What do you associate most with your Major Archetype? Why?

Audience/ Customers/ Clients

- 38 | How do you respond to the description of your Major Archetype as an audience, customer or client?
- What resonates? Why?
 - What does not resonate? Why not?

Marketing

- 39 | How do you like to learn about new products and brands?
- 40 | How do you like to be sold to?
- 41 | How does this relate to or reflect your Major Archetype?

Sales

- List one or two big or important items you have recently purchased.
- 42 | How do you like to buy?
- 43 | What was your decision making process?
- What were the steps you went through to make your decision?
- 44 | How does the way you buy reflect qualities of your Major Archetype?



Archetype In Business

Consider the following as a business owner or in your own business...

The Organization

45 | What are the top 3-5 qualities and characteristics of your Major Archetype that your business would need to have?

- As an organisation. Why?
- As a culture. Why?

46 | How would you create this?

Employees

47 | What are the top 3-5 qualities of your Major Archetype you would look for in a typical employee?

Products

Review the type of work you like to do.

48 | What type of products could you create with this work? (Brainstorm ideas. Don't censor)

49 | What types of products would you like to create and provide? Why?

- Consider the process and tasks you would enjoy.

50 | How do these products reflect your Major Archetype?

Audience/ Customers/ Clients

51 | What are the top 3-5 qualities and characteristics of the type of audience, customer and clients you want to work with?



Archetype In Business

Consider the following as a business owner or in your own business...

Brand

- 52 | What are your top 3-5 favourite qualities and characteristics of your Major Archetype that you want your business brand to express?
- 53 | How do you want your business brand to make people feel? (Brainstorm top 3-5 emotions)
- 54 | How do these emotions relate to your Major Archetype?

Identity

- 55 | How do you want people to see your business and you in your business? (relating to your Major Archetype)
- 56 | What 2-3 aspects of your Major Archetype do you want to be associated with?
- 57 | How can you begin to express these qualities in your business?

Marketing

- 58 | What sort of marketing would you like to create as it relates to your Major Archetype? (Consider how you like to be marketed to).
- 59 | Pick one type of marketing strategy that aligns with your Major Archetype? (eg. video, email, networking, public speaking, shopfront, online etc.)

Sales

- 60 | How would you like to sell? (Consider how you like to be sold to).
- 61 | What are your top 3-5 philosophies for selling? (Brainstorm and narrow down).



What Next?

thank you for completing this workbook.

I hope you found some of these journal prompts helpful in getting to know your Major Archetype as it relates to you, your work and your life.

This is only the beginning!!

You're probably wondering what your next steps are.

Head to my website to learn more about how you can continue to delve into archetypes and answer some of the big questions...

essence

ARCHETYPE STARTER KIT

Who are you?

lizwatt.com/essence

imprint

LIFE PURPOSE PATH

Why are you here?

lizwatt.com/imprint

aligned

LIFE DESIGN STUDIO

What do you want?

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