



PIVOTAL *Story Studio*

Your story. Your voice. Your message *Confident. Effective Success*



Your PIVOTAL Brand Story

*Archetype*

so that you can *truly own* the story and value of who you are  
and connect *effectively and naturally* with clients, audiences and customers



They arise out of story

... story that we humans have been using for millennia, and long before Carl Jung or even the label, Archetype.

They are types of personality and types of behaviours, as well as narrative types. We see them in the ancient gods and goddesses, as well.

But for our purposes here, they are a way of responding in behaviour and thought to what life throws at us --- to the narrative we find ourselves in.

They are driven from deep within our sub-conscious by those millennia of story, our DNA and inheritance.

And so they drive how we see the world and react to it, and the kind of person we see in ourselves and that others see

... which, really, is not a bad definition of our brand!

Basically, if you stay true to who you are, to your innate archetypal behaviour and responses, (which was revealed by your quiz) then you will be powerfully aligned with your message, your product and service and the impact you bring to the world.

On other levels, though, you will have archetypal behaviour and responses in many aspects of your business, your work, your life, your branding, your marketing and the experience your clients, audiences and customers have with your product or service. They will not all be driven by your dominant archetype, though the more they are the better.

But let's start with that dominant archetype and how it will affect your brand and your influence, and how you can harness the knowledge of this basic part of your personality and response

*so that you can truly own the story and value of who you are  
and connect effectively and naturally with clients, audiences and customers*



Revealing ...

Your PIVOTAL Brand Story

*Archetype*

*The Outlaw*



As a brand you are known for **OUTRAGEOUSNESS, RADICAL FREEDOM**  
– *a culture that encourages people to forge their own path*



When in your dominant archetype,

YOU ARE *driven* BY ...

*Ego - to leave a mark on the world* - a major driver of much that you do  
and the ways that you think and react.

Underlying that are agendas that echo your need for *self examination and self  
education, exploring and valuing your ethical depths*

and the *desire for* revenge or revolution

*Your Motto:* Rules are made to be broken.



## YOUR *Promise* IS ...

The promise of the Outlaw is *to overturn what isn't working,*  
*break the rules, fight authority*

*Clients feel* : the possibility of change, they have an advocate for the disenfranchised, allowed to vent or break with conventions

*Progressive, bold, brave*



# The *Niche* of your Brand

Outlaw brands often appeal to customers or employees who feel disenfranchised from society

help retain values that are threatened by emerging ones

pave the way for revolutionary new attitudes

have low to moderate pricing

break with industry conventions



# Staying *Strong* and *Relevant*



Everyone recognises this archetype for the outrageousness and radical freedom that it brings.

Oftentimes, they may find your self-destructiveness addictive.

Your dominant archetype is to overturn what isn't working, break the rules, fight authority

Your greatest fear is to be powerless or ineffectual, or annihilation, and when it becomes too great you risk crossing over to the dark side, to crime. Your addictions may tend to self-destructive habits.

Your ability is to allow the energy generated by that fear to deal with your challenges, and your chief strategy is to disrupt, destroy, or shock.

Left unchecked though, this can extend to doing harm to self/others, out of control anger, terrorist tactics.

You have the gifts of humility, metamorphosis, revolution, the capacity to let go.

And your outrageous, radical approach is powerful.

*“Love is the ultimate outlaw. It just won’t adhere to any rules. The most any of us can do is sign on as its accomplice.”*

Tom Robbins



# The Outlaw



## Business Brand examples

**DIESEL**

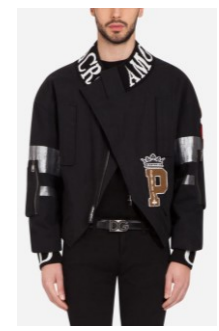


*Virgin*

## Movie/Television Characters



## Image / Style





# CREATING THE *Messages* THAT *Resonate* USING THIS ARCHETYPE

## POWER *Words*

*Bold, progressive,  
leadership, risk-  
taking, provocative,  
brave, brutal.*

## POWER *Labels*

*Outlaw, rebel,  
revolutionary, wild man,  
the misfit, maverick  
iconoclast, black sheep*