

MASTERCLASS

V.1 2025

BRANDING & SHADOW WORK

Excavating what you've hidden in your unconscious mind
to reveal what makes your brand visible.

HI, I'M FORTUNE AND I'M YOUR COACH

In order to help you I had to help myself. Defining my brand required me to explore these 3 parts of the self:

- Inner Child
- Shadow Self
- Higher Self

Today, we're going to explore your unconscious mind to build your true brand that will connect you to your target audience.



If you are here today, you are ready to:

- **Acknowledge** yourself transparently to figure out the parts of yourself that are suppressed, hidden, or denied in order to create a brand that's 1 of 1
- **Look** at how your identity is showing up organizationally
- **Address** industry-wide problems others avoid discussing so you can position yourself as the solution
- **Connect** with consumers' unspoken desires or fears so that they connect to you

YOUR SHADOW JOURNEY BEGINS HERE

The Integration Process:

Shadow awareness → Values clarification → Archetypal embodiment → Authentic brand expression

What is a Shadow?

Your shadow consists of the parts of yourself that you've rejected, suppressed, or disowned - usually because they were deemed unacceptable by family, society, or your own idealized self-image.

Key Characteristics:

- **Unconscious** - You're typically unaware of these patterns in yourself
- **Projected** - You easily see these traits in others (often with strong emotional reactions)
- **Reactive** - These parts control your behavior from the unconscious
- **Universal** - Everyone has shadow aspects; it's part of being human
- **Energetic** - Contains tremendous power and creativity when integrated

What Lives in the Shadow:

- Emotions you were taught not to feel (anger, sadness, fear, excitement)
- Qualities you were shamed for expressing (aggression, sexuality, neediness, ambition)
- Natural impulses that were rejected (creativity, spontaneity, vulnerability)
- Parts of your personality that didn't fit family/cultural expectations
- Traumatic experiences that were too overwhelming to process



How It Shows Up:

- **Projection:** "I hate how selfish she is" (while being unconsciously selfish yourself)
- **Compensation:** Extreme people-pleasing to hide your own selfishness
- **Triggers:** Disproportionate reactions to certain people or situations
- **Repetitive patterns:** Same relationship/business problems recurring
- **Self-sabotage:** Unconsciously undermining your own success



Why Shadow Work Matters:

What you don't own owns you. These disowned parts operate your life from the unconscious, creating self-defeating patterns, limiting your authentic expression, and preventing you from accessing your full power and creativity.

The Goal:

Not to eliminate the shadow, but to integrate it consciously - transforming these rejected parts from unconscious liabilities into conscious strengths.

HOW SHADOWS ARE FORMED

Primary Formation (Childhood)

Parental/caregiver responses: Traits that received disapproval, punishment, or withdrawal of love ("Don't be so emotional/aggressive/selfish")

Family systems: Unspoken rules about acceptable behavior ("We don't express anger/show vulnerability/ask for help")

Survival adaptations: Parts of self abandoned during trauma or overwhelming experiences to ensure safety and belonging

Reinforcement Throughout Life

- **Social rejection:** Experiences of being excluded, shamed, or criticized for authentic expression
- **Cultural conditioning:** Societal messages about what's acceptable based on gender, race, class, religion
- **Educational environments:** School systems that reward conformity and punish certain forms of expression
- **Peer dynamics:** Bullying, comparison, or social hierarchies that teach us to hide certain aspects
- **Professional identity:** Workplace cultures that require suppressing parts of our personality
- **Relationship wounds:** Betrayals or rejections that teach us certain parts are "too much" or "not enough"
- **Intergenerational patterns:** Inherited family traumas and coping mechanisms passed down unconsciously

The Result:

These rejected, suppressed, or disowned parts don't disappear - they become our "shadow." They operate unconsciously, influencing our behaviour through projection, compensation, and reactive patterns until we consciously integrate them.

Key Insight:

What we hide from others, we often hide from ourselves. Shadow work is about reclaiming these lost parts and transforming them from unconscious liabilities into conscious strengths.

Your **brand** becomes more **magnetic, distinctive, and powerful** when it includes the **full spectrum of who you are, including the parts you** might typically **hide**.

There are 4 different types of shadows in business

1

PERSONAL BRAND SHADOWS

The negative associations, criticisms, or failures that
brands must acknowledge and address

2

ORGANIZATIONAL SHADOWS

Collective unconscious patterns that
brands can tap into or challenge

3

INDUSTRY SHADOWS

Collective unconscious patterns that
brands can tap into or challenge

4

CONSUMER SHADOWS

The unconscious desires, fears, or
needs that drive consumer behaviour

Level	Awariness	Assessment	Intergration	Transformation
Personal Shadow Work	Awareness of disowned parts	Acceptance without judgment	Integration of shadow aspects	Transformation of limiting patterns
Organizational Shadow Work	Recognition of unacknowledged practices	Honest assessment of the current state	Alignment of values and actions	Innovation beyond industry norms
Industry	Identification of industry blind spots	Objective industry analysis	Authentic brand positioning	Market leadership through differentiation
Consumer	Understanding unmet psychological needs	Recognition of exploitative vs. healing practices	Addressing root causes not just symptoms	Creating products that serve wholeness not dependency

3-STEP PROCESS FOR SHADOW WORK

1. **Awareness:** Recognizing aspects of yourself that you've pushed away
2. **Acceptance:** Acknowledging these aspects without judgment
3. **Integration:** Bringing these qualities into your conscious identity

3-STEP PROCESS FOR CONNECTING SHADOW WORK IN BRANDING

1. Integrating your values:

- What you value will be the pillars to your behaviour in your business, this is important for how you create your customer/client experience

2. Integrating your Archetype:

- You can be more than one.
- This is important to define your message, voice, and tone.
- Your message is what you crystalize in peoples minds.

3. Practical Application:

- Infusing your values and archetype into your brand elements

The goal is to create these stronger, more honest connections that attract the right audience who then, potentially, will convert to buying customers.

- Visual Identifiers (logos, colours, typography)
- Tone of Voice and messaging
- Brand personality traits
- Sensory experiences (sounds, scents, textures)
- Brand narratives and stories

Unconscious Shadow → Brand Limitation

In the context of **brand creation**, these are the parts of ourselves that unconsciously influence our brand decisions while remaining largely invisible to us.

Shadow Awareness → Brand Opportunity

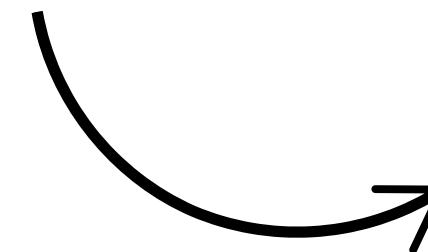
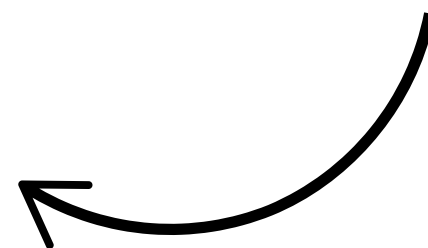
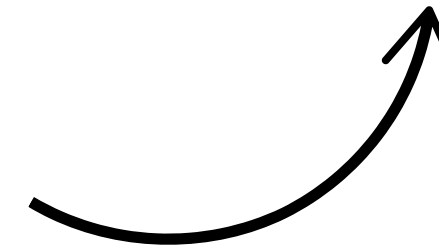
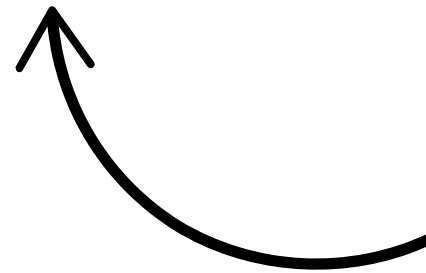
Consistency
When the elements appear
together repeatedly

Distinctiveness
When elements stand out
from competitors

**Branding and Psychological
elements work together**

Emotional resonance
When elements trigger
specific feelings

Relevance
When elements relate to
consumer needs or values



CASE STUDY

Fenty Beauty
by Rihanna Fenty



Let's look at Rihanna's music career, Fenty Beauty, & Savage X Fenty to see how Rihanna has infused her shadow and ultimately herself into her brand.

We'll do this by looking at her personal shadows, how she challenged the beauty industry shadows and how she spoke to her consumers shadows.

First the facts:

- Fenty Beauty was established in 2017
- 40 foundation shades (later expanded to 50+)
- Fenty Beauty is valued at \$2.8 billion, with Rihanna owning 50% of the company
- Rihanna's stake in Fenty Beauty is worth \$1.4 billion.

Rihanna directly confronted the **beauty industry's** long-standing **shadow:**
the systematic exclusion of darker skin tones.

Rihanna's Personal Shadow:

- Tension between vulnerability and fierce independence
- Public journey included very visible struggles with toxic relationships, which revealed how even powerful women can find themselves in cycles of abuse
- "Good girl gone bad" transformation - the push-pull between her earlier innocent image and her more provocative, rebellious persona
- She appears to wrestle with the burden of representation as a Black woman from Barbados in spaces that weren't traditionally welcoming to Caribbean artists

Rihanna's Core Values: Authenticity over perfection seems central to her brand.

- Realness over polish - whether that's her unfiltered social media presence, her willingness to show up looking however she wants, or her "anti" album rollout that defied traditional marketing
- Strong commitment to inclusivity, most evident in Fenty Beauty's revolutionary shade range that forced the entire beauty industry to reckon with its exclusion of darker skin tones.

Rihanna's Archetypal Energy:

- She embodies the Rebel archetype most strongly - someone who breaks rules and challenges systems
- Also the Empress - she's built an empire across music, fashion, and beauty, Rihanna wants to express herself
- The Lover archetype appears in her sensual, unapologetic celebration of sexuality and pleasure (which is why we see the birth of Savage X Fenty, her lingerie line)

Industry Values Challenged:

- In beauty, she obliterated the industry's narrow beauty standards and lazy approach to diversity
- Bonus: In fashion, Savage X Fenty challenged Victoria's Secret's exclusive, fantasy-based model
by celebrating real bodies and authentic sensuality

Consumer Shadows She Spoke To:

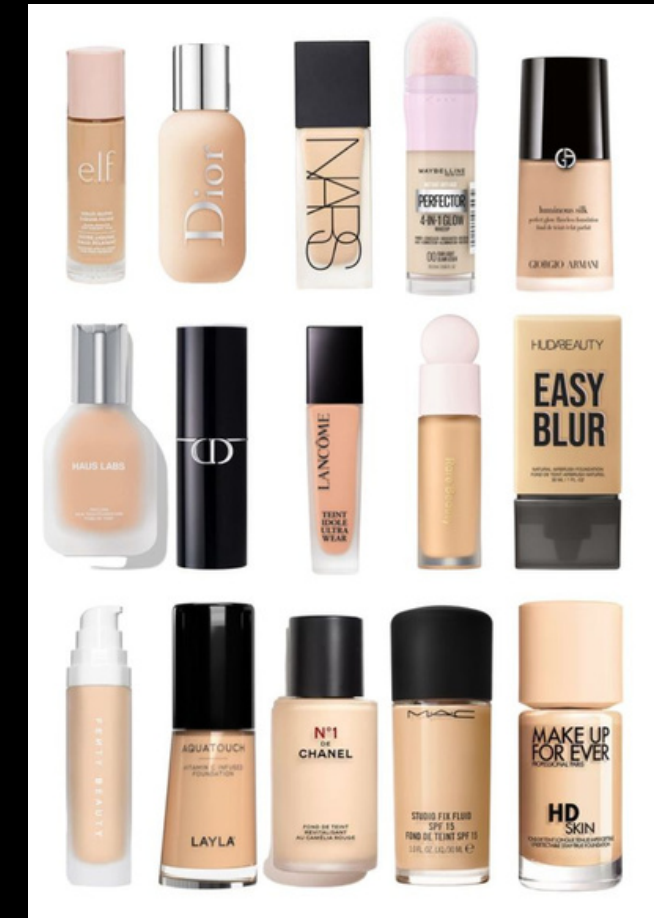
- Many people hunger for permission to be imperfect, to be sexual without shame, to be successful without conforming to respectability politics
- She gave voice to the desire to be seen and valued regardless of conventional beauty standards
- For many women, especially women of color, she represented the possibility of existing fully and powerfully in spaces that often demand you diminish yourself to fit in

Her genius lies in how she turned her own contradictions and complexities into relatable authenticity rather than trying to resolve them into a neat, marketable package.

Exclusive of deeper and dark skin tones

It acknowledged an uncomfortable truth

The beauty industry had a racism problem in product development that many brands weren't addressing openly



Inclusive of every one

It connected with consumers' unspoken frustrations

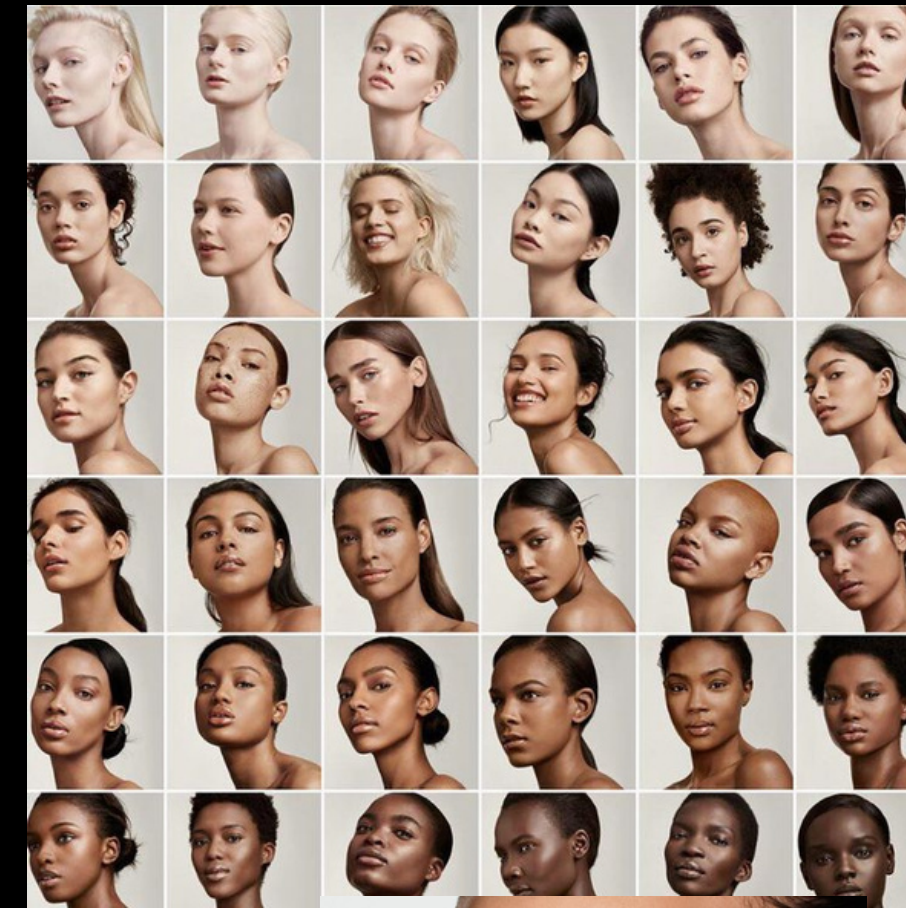
Many people with darker skin tones had been silently accepting limited options as "normal."



It challenged cultural biases

Everyone is the standard

The launch confronted implicit assumptions about what skin tones were considered "standard" or worthy of inclusion



It created authentic brand connections

Breaking down the exclusion and creating spaces of inclusion because why should our skin tones seperate us.

The inclusive approach aligned perfectly with Rihanna's brand values and resonated emotionally with consumers who felt seen



Branding Elements Connected to Rihanna's Psychological Profile

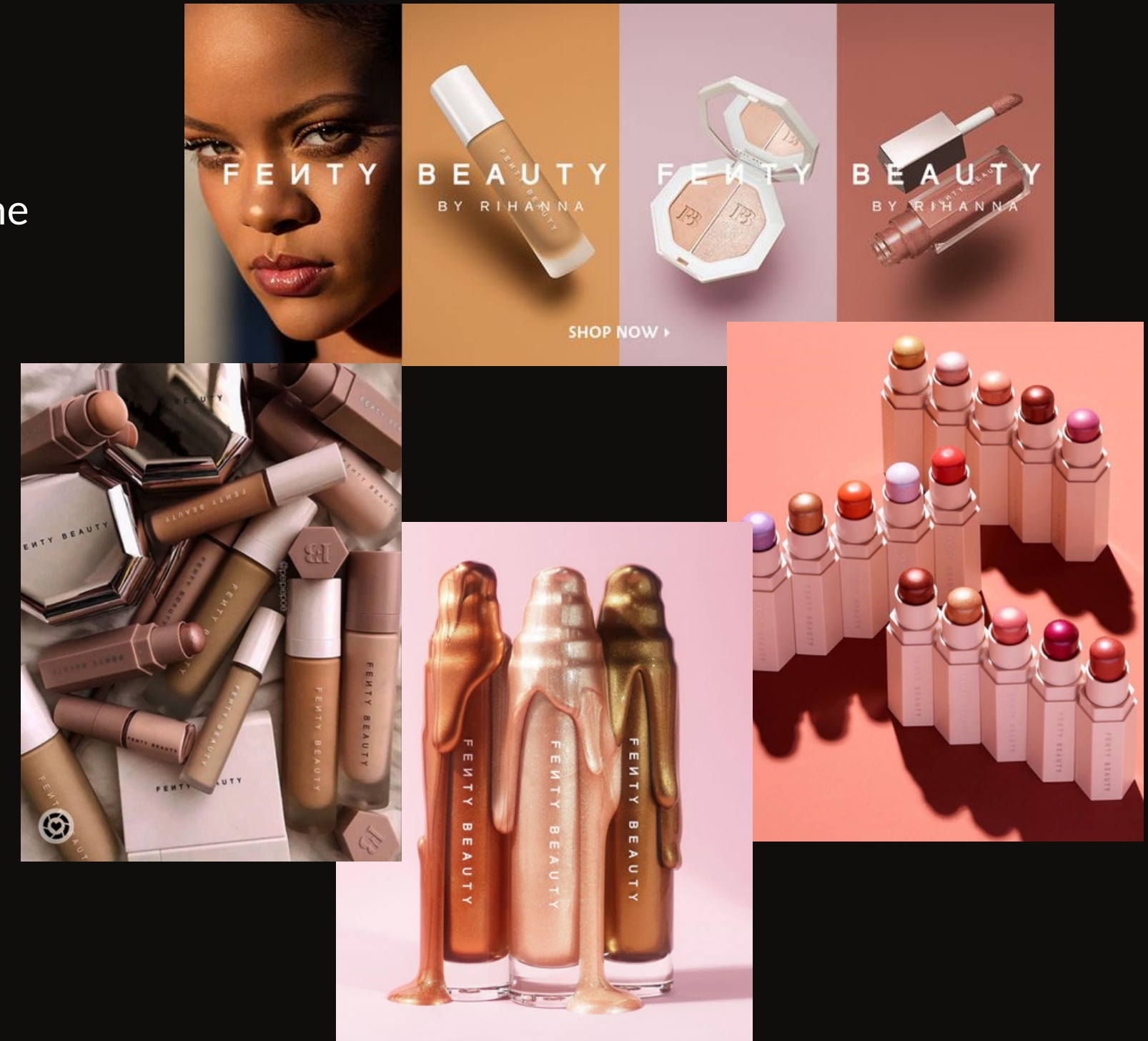
F E N T Y B E A U T Y

Visual Identity:

- The sleek, minimalist packaging in black and white reflects the Rebel archetype - refusing the pink, flowery aesthetic that dominated beauty
- The geometric, architectural design suggests Empress energy - serious, powerful, premium
- The stark contrast mirrors Rihanna's own duality between vulnerability and strength
- Product imagery shows unretouched skin textures, celebrating the shadow of "imperfection" that the industry typically hides

Colour Strategy:

- The revolutionary 40-shade foundation launch directly challenged the industry's exclusion shadow, making visible what had been ignored
- The bold, saturated colors in lip and eye products reflect her Lover archetype's celebration of sensuality and self-expression
- The shade names often reference her Caribbean heritage and personal experiences, making each product feel like an extension of her authentic self



Messaging & Positioning:

- "Beauty for All" isn't just inclusive - it's confrontational, directly calling out competitors' failures.
- The messaging emphasizes "feeling yourself" and confidence over conventional beauty standards.
- Social campaigns feature real people in natural lighting, speaking to consumers' shadow desire to be seen as beautiful without filters or perfection.



Product Experience:

- The high-performance formulas prove that inclusive doesn't mean compromised quality - challenging the industry assumption that niche products can't be premium.
- The user experience prioritizes functionality over gimmicks, reflecting Rihanna's value of substance over superficial appeal.



NEW FROM FENTY BEAUTY

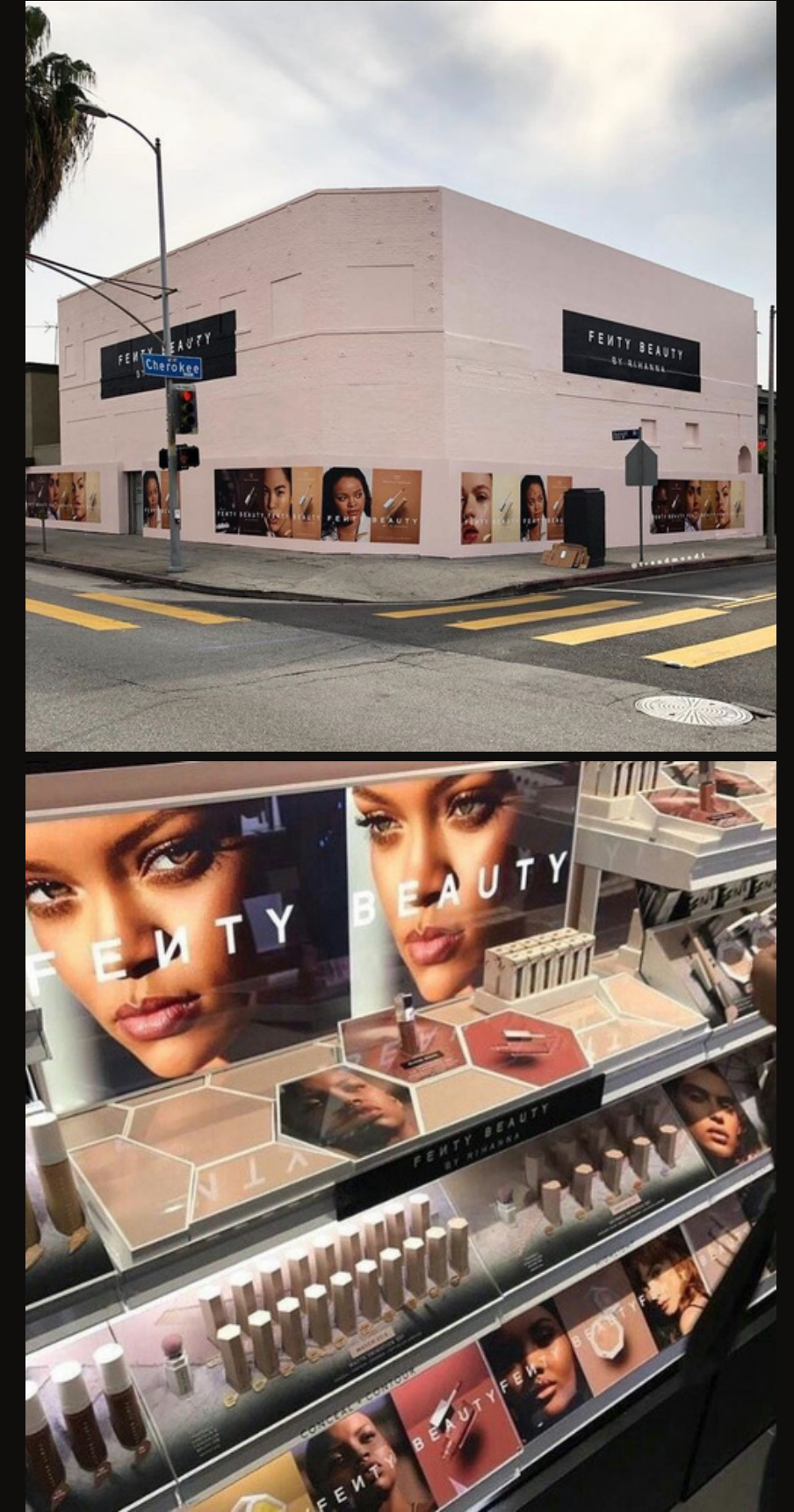
Eaze Drop Blurring Skin Tint offers light-to-medium coverage in 25 flexible shades, blending and blurring to instant perfection—all for under \$30.

ONLY AT SEPHORA

Eaze Drop Blurring Skin Tint, \$29.50 ▶

Distribution & Access:

- Launching at Sephora globally (not just in limited markets) and online-first reflected her challenge to traditional beauty hierarchies that often excluded international and diverse consumers from premium beauty experiences



**The brand essentially made Rihanna's personal rebellion
against exclusion into a scalable business model.**

SHADOW WORK AWARENESS

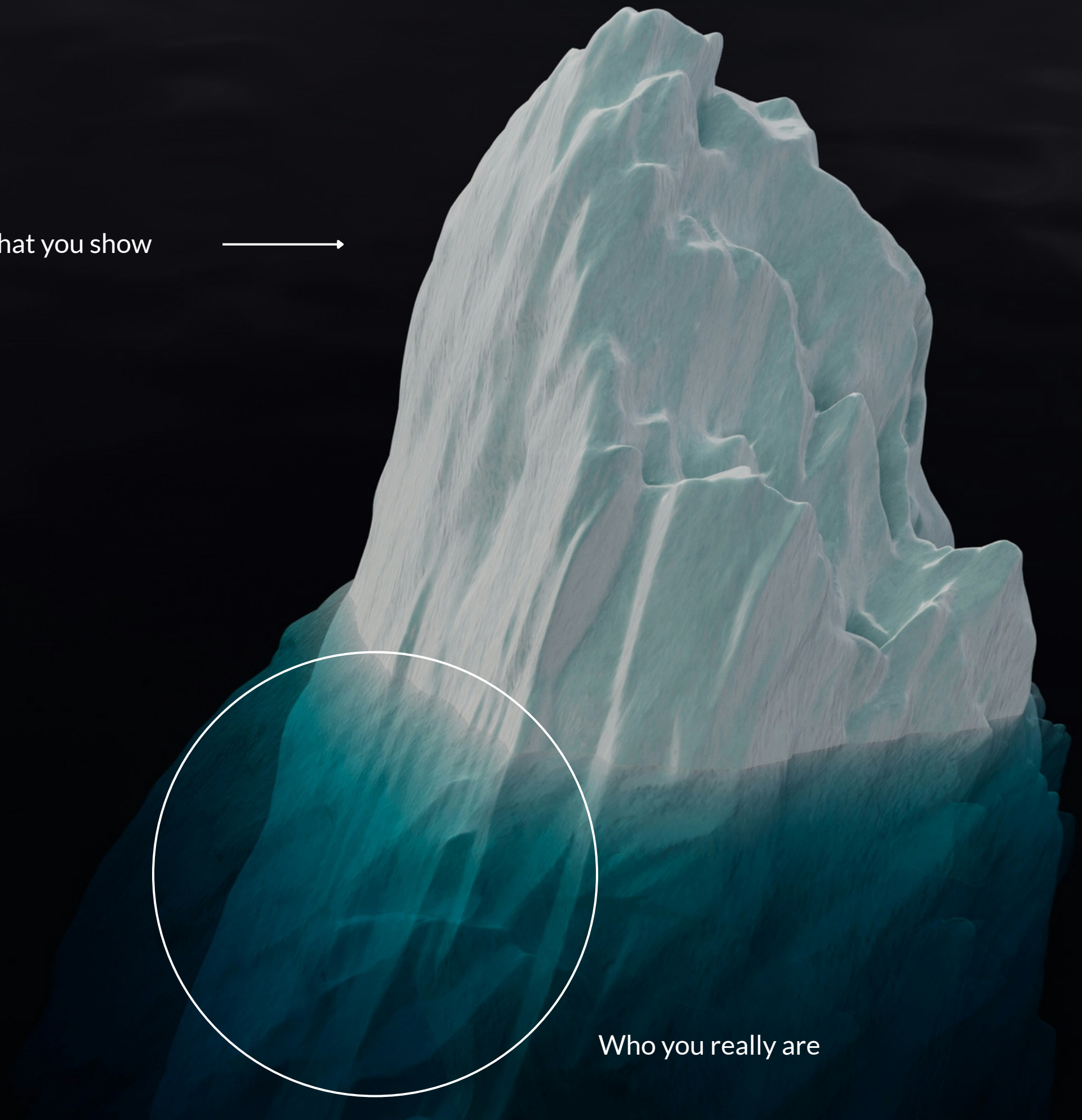
Now let's focus on you

We'll start with the 4 areas of personal shadows

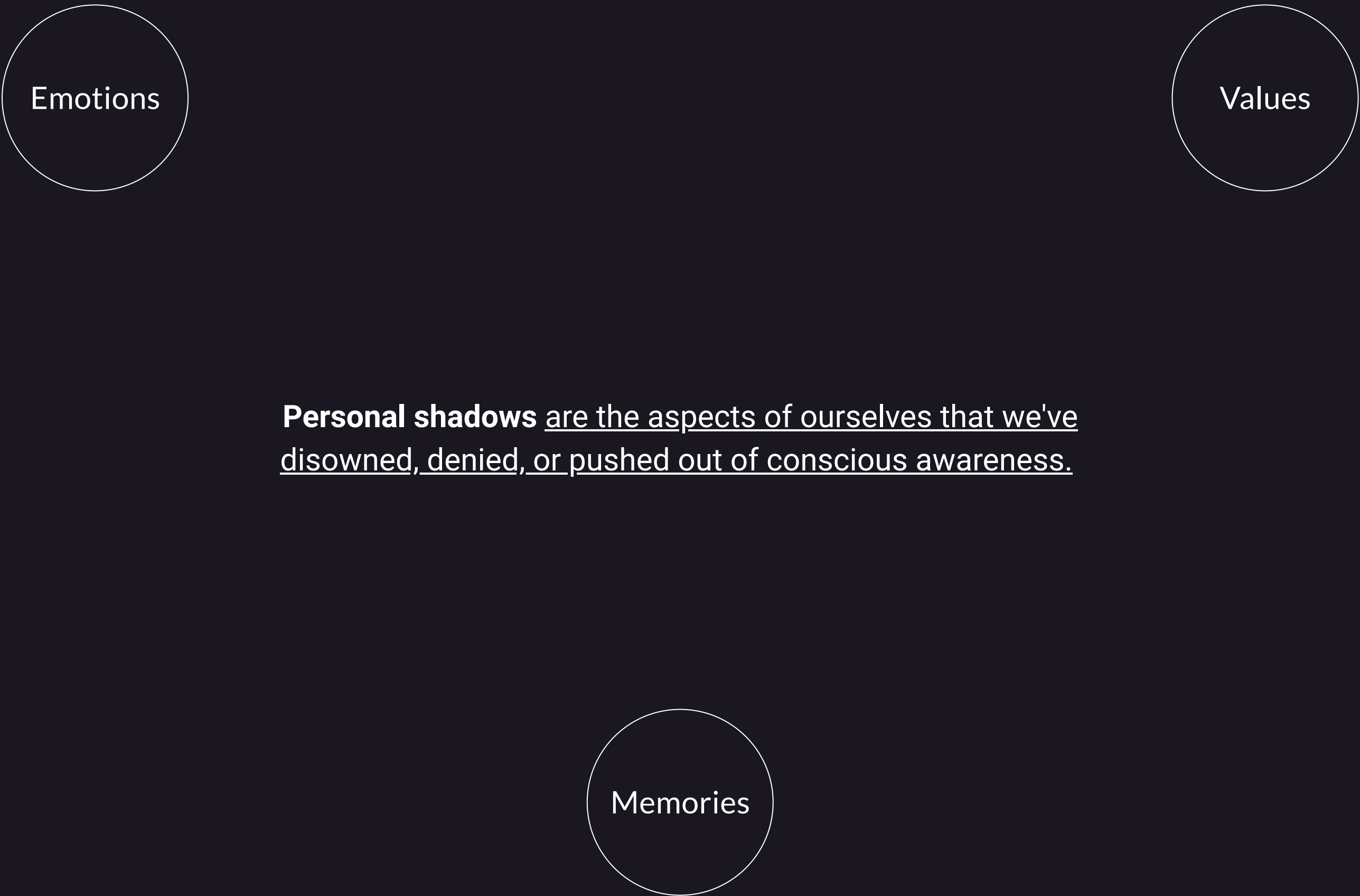


Who you really really are

What you show



Who you really are



Emotions

Values

Personal shadows are the aspects of ourselves that we've disowned, denied, or pushed out of conscious awareness.

Memories

Expression Shadows

Limiting how deeply we express our brand voice
and personality

Visibility Shadows

Affecting how comfortable we are with being
seen and recognized

Value Shadows

Influencing our comfort with communicating
worth and pricing

Connection Shadows

Limiting the depth of relationship we create
with audiences

EXPRESSION SHADOWS

Limiting how deeply we express our brand voice and personality

What They Are:

- Fear of being "too much" - toning down your natural enthusiasm, edge, or uniqueness
- Playing it safe with bland, generic messaging to avoid judgment
- Suppressing your authentic voice for a "professional" persona
- Avoiding controversy or strong opinions that might alienate someone

Common Expression Shadow Patterns:

- **The Perfectionist:** Obsessing over every word, never feeling content is "good enough" to share
- **The Chameleon:** Constantly shifting voice/personality based on audience expectations
- **The Minimizer:** Downplaying achievements, insights, or expertise to appear humble
- **The Conformist:** Copying competitors' voices instead of developing your own

How They Show Up:

- Content that sounds like everyone else in your industry
- Struggling to write compelling copy because it doesn't feel "authentic"
- Receiving feedback that your brand feels distant or corporate
- Feeling drained by maintaining a "professional mask"
- Getting lost in the noise because your voice isn't distinctive

The Cost:

- Bland, forgettable brand presence
- Difficulty attracting ideal clients who would love your authentic self
- Constant internal conflict between who you are and who you think you should be
- Missed opportunities for deeper market differentiation

Integration Opportunity:

Your authentic expression, including the parts you've deemed "too much," is often your greatest competitive advantage and magnetic force for attracting aligned clients.

VISIBILITY SHADOWS

Affecting how comfortable we are with being seen and recognized

What They Are:

- Fear of standing out, being noticed, or taking up space
- Shame around self-promotion and celebrating achievements
- Terror of criticism, judgment, or being "found out"
- Belief that visibility leads to attack or rejection

Common Value Shadow Patterns:

- **The Hider:** Avoiding opportunities for exposure, speaking, or media attention
- **The Minimizer:** Downplaying successes and deflecting compliments
- **The Perfectionist:** Waiting until everything is perfect before stepping into visibility
- **The Saboteur:** Unconsciously creating problems when success/visibility increases

How They Show Up:

- Inconsistent content creation - going visible then disappearing
- Difficulty promoting your work without feeling "salesy" or pushy
- Panic when posts go viral or when you receive attention
- Imposter syndrome that intensifies with increased visibility
- Self-sabotage right before big opportunities or launches
- Preferring to work behind the scenes rather than being the face of your brand

The Cost:

- Limited business growth due to lack of market awareness
- Opportunities passing by because you're not positioned to receive them
- Competitors with less expertise getting ahead through visibility
- Feeling invisible and undervalued in your industry

Integration Opportunity:

Your visibility serves others - it's not about ego but about service. The world needs your unique contribution, and hiding serves no one. Your discomfort with being seen often protects gifts that others desperately need.

VALUE SHADOWS

Influencing our comfort with communicating worth and pricing

What They Are:

- Deep-seated beliefs about your worthiness to receive money, recognition, or success
- Shame around asking for what you're worth
- Guilt about profiting from your gifts or charging premium prices
- Fear that you're not "good enough" to command higher rates

Common Value Shadow Patterns:

- **The Undercharger:** Consistently pricing below market value to ensure acceptance
- **The Overdeliverer:** Giving away excessive value to compensate for feelings of inadequacy
- **The Apologizer:** Constantly justifying or apologizing for your prices
- **The Comparer:** Basing worth on others' success rather than your own value

How They Show Up:

- Difficulty having pricing conversations without anxiety
- Constantly discounting or offering "just this once" deals
- Elaborate justifications for why you deserve to be paid
- Attracting clients who don't value your work
- Feeling guilty about making money from your talents
- Undervaluing expertise because it comes naturally to you

The Cost:

- Perpetual financial stress and underearning
- Attracting price-sensitive clients who don't respect your expertise
- Burnout from overdelivering to compensate for low prices
- Reinforcing the cycle of feeling "not worthy" through your actions

Integration Opportunity:

Your discomfort with receiving reflects deeper wounds around worthiness. Healing these creates space for premium positioning and attracting clients who value excellence.

CONNECTION SHADOWS

Limiting the depth of relationship we create with audiences

What They Are:

- Fear of intimacy and vulnerability that keeps relationships surface-level
- Protective walls that prevent genuine connection with your audience
- Shame around being truly seen and known
- Fear of rejection if people discover who you really are

Common Value Shadow Patterns:

- **The Performer:** Entertaining audiences while revealing nothing real about yourself
- **The Expert:** Hiding behind credentials and knowledge to avoid emotional connection
- **The Perfectionist:** Only showing polished, curated versions of your life/work
- **The Helper:** Focusing entirely on others' needs to avoid being vulnerable yourself

How They Show Up:

- One-way communication that feels like broadcasting rather than connecting
- Difficulty creating loyal, engaged communities
- Receiving compliments on your expertise but not feeling truly seen
- Struggle with personal branding because it feels too exposing
- Clients who remain transactional rather than becoming advocates
- Social media that feels performative rather than authentic

The Cost:

- Shallow relationships that don't convert to loyal clients
- Constant need to acquire new audiences instead of deepening existing ones
- Feeling isolated despite having a large following
- Missing opportunities for meaningful partnerships and collaborations

Integration Opportunity:

Your vulnerability and authentic struggles often create the deepest connections. What you're most afraid to share is often what your audience most needs to hear.

Shadow Pathology

The Perfectionist Shadow:

Personal fear of failure → Company intolerance for mistakes → Industry covering up problems

The Exclusionary Shadow:

Personal bias → Organizational homogeneity → Industry exclusion of certain groups

The Control Shadow:

Personal need for certainty → Organizational rigidity → Industry resistance to innovation

STEP 1 Shadow Pattern Identification / Shadow Spotter

Identify the shadows that you have to do their pathology and see why its a shadow and how to intergrate it into your branding

ANSWER THESE QUESTIONS

PERSONAL/INDIVIDUAL SHADOWS:

The Imposter Complex:

- Feeling like a fraud despite success
- Overcompensating with credentials, name-dropping, complex jargon
- Paralysis around putting work out there
- Perfectionism that prevents launching
- Comparison to other entrepreneurs feeding inadequacy

The Control Freak:

- Micromanaging team members
- Inability to delegate effectively
- Needing to be the smartest person in the room
- Fear of others making mistakes
- Bottlenecking growth through over-involvement

The Validation Junkie:

- Building businesses for external approval rather than internal purpose
- Chasing vanity metrics over meaningful impact
- Constantly seeking investor/media attention
- Making decisions based on what looks impressive vs. what works
- Pivot paralysis driven by fear of judgment

The Emotional Avoider:

- Suppressing stress, anxiety, depression behind "hustle harder" mentality
- Neglecting relationships and health for business
- Using busyness to avoid deeper life questions
- Emotional numbness masquerading as "professional focus"
- Burnout denial

MARKET/INDUSTRY SHADOW PATTERNS:

The Disruption Myth:

- Believing destruction is inherently good
- Ignoring harm caused by "moving fast and breaking things"
- Arrogance toward existing industries and stakeholders
- Solving problems for privileged demographics while ignoring systemic issues
- Technology solutionism avoiding human complexity

The Scarcity/Abundance Paradox:

- Hoarding opportunities, connections, knowledge
- Zero-sum thinking despite abundance rhetoric
- Exploiting workers while preaching "family culture"
- Environmental destruction justified by "innovation"
- Winner-take-all mentality creating systemic inequality

CONSUMER/CUSTOMER SHADOW PATTERNS:

The Solution Addiction:

- Selling quick fixes for complex problems
- Promising transformation without effort
- Exploiting people's desire to avoid discomfort
- Creating dependency rather than empowerment
- Preying on insecurities while claiming to solve them

The Convenience Trap:

- Removing friction that builds character/skills
- Creating learned helplessness through over-automation
- Prioritizing speed over quality/sustainability
- Feeding instant gratification culture
- Disconnecting people from natural processes

The Status Game:

- Selling identity and belonging through products
- Creating artificial scarcity and exclusivity
- Exploiting FOMO and comparison culture
- Building businesses around envy rather than value
- Commodifying human connection and meaning

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COLLECTIVE/SYSTEMIC SHADOWS:

The Myth of Meritocracy:

- Ignoring privilege and systemic advantages
- Blaming failure on individual shortcomings
- Perpetuating inequality while claiming to create opportunity
- Survivor bias in success stories
- Avoiding discussions of structural barriers

The Innovation Worship:

- Assuming new is always better
- Destroying traditional knowledge and practices
- Ignoring unintended consequences
- Prioritizing novelty over sustainability
- Confusing disruption with progress

The Scale Obsession:

- Growth for growth's sake
- Losing human connection at scale
- Ignoring local communities and ecosystems
- Standardization destroying diversity
- Efficiency over humanity

Each shadow pattern contains energy that, when owned and integrated, can become entrepreneurial superpowers - the imposter's humility, the control freak's attention to detail, the validation seeker's marketing intuition, the disruptor's courage to challenge systems. The key is conscious awareness and intentional integration rather than unconscious projection and compensation.

VALUES CLARIFICATION

STEP 2 Define your Values

1. Answer the values discovery questions freely
2. Choose from the list of values to validate what your highest values are

ANSWER THESE QUESTIONS

Personal Values Discovery:

- What do you stand for when no one is watching?
- What betrayals of self feel most painful to you?
- What qualities do you most admire in others?
- What would you defend even if it cost you business?
- What legacy do you want to leave beyond profit?

Entrepreneurial Values Integration:

- How do your personal values translate into business practices?
- What industry standards are you willing to challenge?
- What consumer needs will you serve vs. exploit?
- How will you balance profit with purpose?
- What systemic changes do you want to create?

Values vs. Shadow Tension:

- Where do your stated values conflict with your shadow behaviors?
- What values are you performing vs. authentically living?
- How can you integrate shadow energy to serve your values?

Personal Values Discovery:

- What do you stand for when no one is watching?
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POWER & INFLUENCE VALUES

Often suppressed by those told wanting power is "selfish" or "aggressive"

- Leadership
- Authority
- Influence
- Control
- Power
- Dominance
- Command
- Recognition
- Status
- Prestige

REBELLION & INDEPENDENCE VALUES

Frequently hidden by those trying to appear "professional" or "acceptable"

- Freedom
- Independence
- Rebellion
- Nonconformity
- Autonomy
- Self-reliance
- Individualism
- Defiance
- Revolution
- Breaking rules

EMOTIONAL & INTUITIVE VALUES

Often suppressed in business environments that favor "logic" and "data"

- Intuition
- Emotion
- Empathy
- Compassion
- Vulnerability
- Sensitivity
- Heart-centered
- Feeling
- Connection
- Understanding
- Honesty

CREATIVE & EXPRESSIVE VALUES

Commonly hidden by those in "serious" industries

- Creativity
- Expression
- Artistry
- Innovation
- Originality
- Imagination
- Playfulness
- Experimentation
- Beauty
- Aesthetics

INTENSITY & PASSION VALUES

Suppressed by those told to "tone it down" or "be more balanced"

- Passion
- Intensity
- Obsession
- Dedication
- Fervor
- Zeal
- Fire
- Drive
- Ambition
- Relentlessness

RELATIONSHIP & COMMUNITY VALUES

Can be suppressed by those trying to appear "independent" or "strong"

- Connection
- Community
- Belonging
- Love
- Family
- Friendship
- Collaboration
- Service
- Support
- Loyalty

SECURITY & STABILITY VALUES

Often hidden by entrepreneurs who think they should value "risk-taking"

- Security
- Stability
- Safety
- Balance
- Consistency
- Predictability
- Order
- Structure
- Planning
- Caution
- Prudence

ADVENTURE & RISK VALUES

Suppressed by those in conservative industries or family expectations

- Adventure
- Risk
- Excitement
- Spontaneity
- Courage
- Boldness
- Exploration
- Discovery
- Challenge
- Thrill

SPIRITUAL & TRANSCENDENT VALUES

Hidden in secular business environments or "logical" industries

- Spirituality
- Faith
- Hope
- Purpose
- Meaning
- Transcendence
- Sacredness
- Divine connection
- Higher calling
- Soul expression
- Mysticism

ARCHETYPAL EMBODIMENT

What is an archetype?

Archetypes are universal patterns of behavior, energy, and meaning that appear across cultures and throughout history.

Think of them as fundamental "characters" or "roles" that humans naturally embody - like psychological templates that exist in our collective unconscious. Carl Jung originally identified these patterns, noting how the same basic character types appear in myths, stories, and human behavior across all cultures.

Key Characteristics:

- **Universal** - Found in every culture and time period
- **Instinctual** - We naturally recognize and relate to them
- **Energetic** - Each has a distinct "feel" or way of being in the world
- **Dual-natured** - Every archetype has both light (gifts) and shadow (challenges) aspects

How They Work in Branding:

Archetypes help you understand your natural leadership style, how you show up in the world, and what energy your brand naturally embodies. They're not limiting boxes but rather recognition of the core pattern you most naturally express - with conscious integration of the shadow aspects.

STEP 3 Define your archetype

1. Answer the archetype discovery questions
2. Choose 1 value from each section. You may relate to one more than the other but choose the one that has the highest resonance.

ANSWER THESE QUESTIONS

Personal Archetype:

- What core energy pattern drives you? (Hero, Rebel, Sage, Creator, etc.)
- What's your archetypal gift and shadow?
- How does this archetype show up in your leadership style?
- What archetypal energy are you trying to avoid or suppress?

Entrepreneurial Archetype:

- What archetypal role does your business play in the market?
- What archetypal energy does your brand embody?
- How does your personal archetype align or conflict with your business archetype?
- What archetypal story are you telling customers?

Integration Questions:

- How can you consciously embody your archetype while integrating its shadow?
- What archetypal energy is missing from your industry that you could provide?
- How does your archetypal expression serve your values?
- What archetypal masks are you wearing that disconnect you from authentic power?

THE WOUNDED HEALER



- Overcame addiction, trauma, business failure, health crisis
- Helps others navigate what you've survived



Brand Voice:
"I've been where you are"

THE BRIDGE BUILDER



- Connects different worlds, industries, or perspectives
- Translates complex concepts for your audience



Brand Voice:
"Let me show you how these connect"

THE TRUTH TELLER



- Says what everyone thinks but won't voice
- Challenges industry myths and false beliefs



Brand Voice:
"Someone needs to say this"

THE PERMISSION GIVER



- Models what's possible when you break the rules
- Shows others they can succeed their way



Brand Voice:
"You're allowed to..."

THE SYSTEM DISRUPTOR



- Questions established ways of doing things
- Creates new approaches to old problems



Brand Voice:
"There's a better way"

THE TRANSLATOR



- Takes complex, intimidating concepts and makes them accessible
- Bridges the gap between experts and everyday people



Brand Voice:
"Let me break this down for you"

THE LIBERATOR



- Frees people from limiting beliefs, systems, or situations
- Shows others how to escape what's keeping them trapped



Brand Voice:
"You don't have to stay stuck"

THE CATALYST



- Ignites transformation in others through their presence/work
- Accelerates growth that was already waiting to happen



Brand Voice:
"Let's light this up"

THE SANCTUARY BUILDER



- Creates safe spaces for vulnerable work or authentic expression
- Offers refuge from harsh industry practices



Brand Voice:
"You're safe here to be yourself"

THE PATTERN BREAKER



- Helps people break generational, behavioural, or business patterns
- Specializes in ending destructive cycles



Brand Voice:
"The cycle ends with you"

THE AMPLIFIER



- Takes what's already good and makes it bigger/louder
- Helps others own their power and take up space

Brand Voice:
"Turn up your volume"

THE RECLAIMER



- Helps people reclaim their power, voice, time, or identity
- Restores what was lost or taken

Brand Voice:
"Take back what's yours"

**AUTHENTIC BRAND
EXPRESSION**

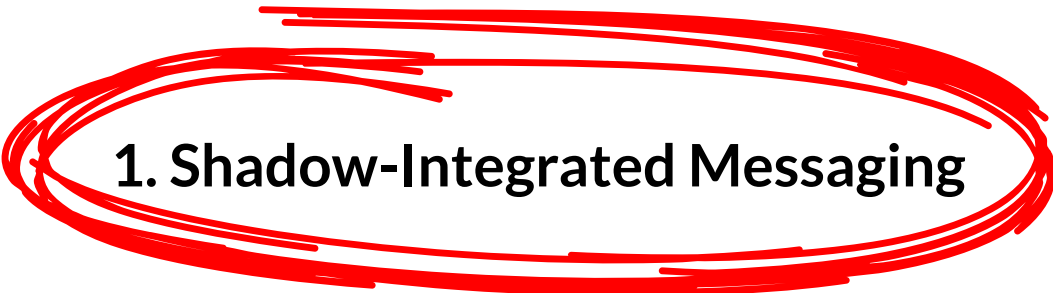
Authentic Brand Expression

The culmination of shadow integration, values alignment, and archetypal embodiment

What is Authentic Brand Expression?

The coherent manifestation of your integrated self through all brand touch points , where your shadow work, clarified values, and archetypal energy converge into a distinctive market presence that feels effortless to maintain and magnetic to your ideal audience.

The Four Pillars of Authentic Brand Expression



1. Shadow-Integrated Messaging

- Transform former limitations into unique positioning
- Use your healing journey as credibility for helping others
- Address the shadow aspects your industry avoids
- Speak to the whole human experience, not just the "acceptable" parts

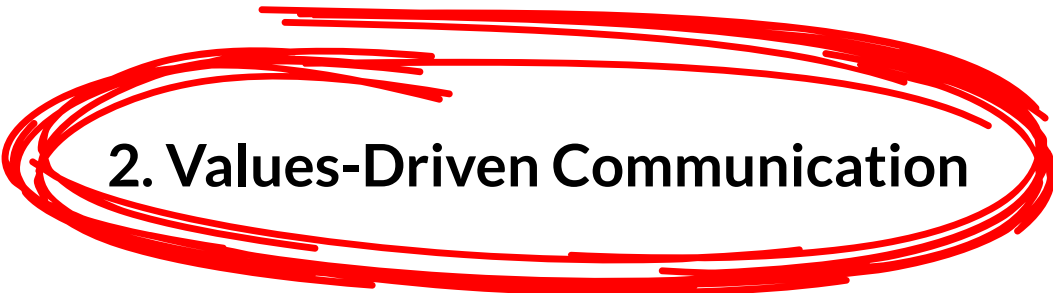
Examples

Before: "I help entrepreneurs scale their businesses"

After: "I help recovering perfectionists build profitable businesses without burning out"

Brené Brown: Transformed shame research into vulnerability leadership

Tim Ferriss: Turned anxiety and control issues into productivity methodology



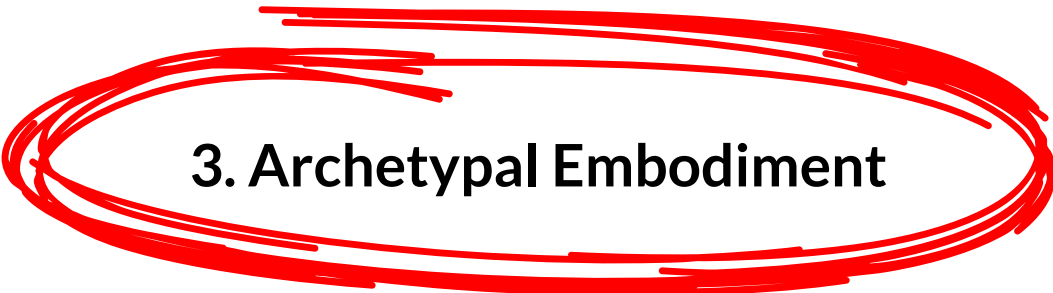
2. Values-Driven Communication

- Every piece of content reflects your core values
- Consistent decision-making filters through your value system
- Willing to repel wrong-fit clients to attract aligned ones
- Values become your competitive differentiation



Examples

- Patagonia: "Don't buy this jacket" campaign reflects environmental values over profit
- Ben & Jerry's: Political activism integrated into ice cream brand



3. Archetypal Embodiment

- Consistent energy signature across all interactions
- Natural leadership style that feels authentic
- Brand personality that matches your archetypal gifts
- Conscious integration of archetypal shadow aspects



Examples

- **Oprah (Sage/Magician):** Wisdom-sharing with transformational impact, avoiding know-it-all energy
- **Richard Branson (Rebel/Explorer):** Challenging industry norms while building empire
- **Marie Kondo (Caregiver/Magician):** Nurturing transformation through organization



4. Integrated Market Position

- Distinctive voice that only you can deliver
- Unique perspective born from your specific journey
- Comfortable owning your expertise and charging accordingly
- Magnetic to ideal clients, invisible to wrong-fit prospects



Examples

- **Seth Godin:** Marketing through storytelling and permission-based thinking
- **Mel Robbins:** Anxiety transformed into "5-second rule" methodology
- **Gary Vaynerchuk:** Wine expertise + social media passion = personal brand empire

Brand Expression Framework

Content Strategy

- Topics emerge from your integrated experience
- Teaching from scars, not wounds
- Addressing industry blind spots through your lens
- Consistent archetypal energy in all communications

Examples

- **Elizabeth Gilbert:** Writing about creativity through her own artistic struggles
- **Tony Robbins:** Teaching peak performance from his childhood trauma healing
- **Amy Porterfield:** Online course creation from her corporate marketing background

Messaging Architecture:

- Core message reflects your unique transformation
- Supporting messages address specific shadow aspects
- Value propositions aligned with your deepest values
- Positioning that leverages your archetypal strengths

Examples

- **Core message:** "Turn your sensitivity into your superpower"
- **Supporting messages:** Address perfectionism, people-pleasing, boundary issues
- **Value prop:** "Finally stop apologizing for who you are and start charging what you're worth"

Communication Style:

- Tone reflects your authentic personality range
- Language patterns match your natural expression
- Emotional honesty creates deeper connections
- Consistent voice across all platforms

Examples

- **Glennon Doyle:** Raw, conversational, emotionally honest across all content
- **Mark Manson:** Irreverent, profanity-laden wisdom delivery
- **Rachel Hollis:** Motivational but vulnerable, "girl next door" energy

Market Positioning:

- Niche emerges from your specific healing journey
- Competitive advantage through authentic differentiation
- Premium pricing supported by integrated expertise
- Thought leadership through shadow-integrated perspectives

Examples

- **Gabby Bernstein:** Spiritual guidance for type-A personalities
- **Dave Ramsey:** Financial advice from bankruptcy survivor
- **Cheryl Strayed:** Life coaching through grief and hiking metaphors

The Integration Test

Does your brand expression feel:

Effortless to maintain over time? (You never have to "remember" how to show up)

Magnetic to your ideal clients? (Right people say "This is exactly what I needed")

Distinctive in your market space? (Competitors can't replicate your unique angle)

Sustainable for long-term growth? (Authentic to who you're becoming, not just who you were)

Aligned with your deepest values? (Every business decision feels congruent)

Authentic to who you really are? (No energy drain from maintaining a persona)

If yes to all integration tests, you've achieved authentic brand expression.

If no, return to deeper shadow work, values clarification, or archetypal integration.

Real-World Example:

A business coach who integrated her people-pleasing shadow, clarified her value of authentic success, and embodied her Rebel archetype now positions herself as "helping nice entrepreneurs stop undercharging and start commanding premium prices." Her content addresses the shadow side of being "too nice" in business, her pricing reflects her value of fair exchange, and her rebellious energy challenges industry norms around "nice" marketing.

THE SHADOW INTEGRATION PROCESS

Shadow to Tone Integration

From emotional suppression to authentic brand personality

Before Shadow Integration:

- **Overly professional:** Sterile, corporate tone that reveals nothing about your personality
- **Emotional flatness:** Avoiding any tone that might trigger judgment
- **Reactive tone:** Swinging between extremes based on audience reaction
- **Performative positivity:** Fake enthusiasm that feels hollow

After Shadow Integration:

- **Authentic range:** Comfortable expressing full emotional spectrum appropriately
- **Consistent personality:** Tone reflects your actual temperament, not a constructed persona
- **Emotional intelligence:** Using tone strategically to create desired connection
- **Integrated complexity:** Allowing contradictions and nuance in your expression

Example Transformation: Before: Always upbeat, motivational, "You can do it!" energy After: Realistic optimism that acknowledges struggle while maintaining hope

Integration Elements:

- **Emotional honesty:** Sharing appropriate struggles and failures alongside successes
- **Personality edges:** Allowing your natural humor, sarcasm, intensity, or gentleness to show
- **Contextual flexibility:** Adapting tone to situation while maintaining core personality
- **Shadow acknowledgment:** Comfortable discussing difficult topics your audience faces

The Shift: From emotional performance to authentic expression that creates genuine resonance with your audience's real experiences.

Shadow to Voice Integration

From censored expression to authentic brand communication

Before Shadow Integration:

- **Censored vocabulary:** Avoiding words that feel "too strong" or might offend
- **Borrowed language:** Using industry-standard phrases instead of your natural expression
- **Filtered stories:** Only sharing sanitized versions of your experiences
- **Careful opinions:** Hedging every statement to avoid controversy

After Shadow Integration:

- **Authentic vocabulary:** Using words that feel natural and powerful to you
- **Original expressions:** Creating new ways to describe common experiences
- **Honest storytelling:** Sharing messy, real stories that create connection
- **Clear positions:** Taking stands on issues that matter to your audience

Example Transformation:

Before: "I facilitate transformational experiences for high-performing individuals"

After: "I help ambitious people stop sabotaging their own success"

Integration Elements:

- **Personal language patterns:** How you actually speak becoming how you write
- **Metaphor and imagery:** Using references that reflect your real interests and background
- **Rhythm and flow:** Natural speech patterns creating distinctive brand voice
- **Emotional vocabulary:** Comfortable naming feelings and experiences others avoid

The Shift: From generic professional speak to a voice so distinctive that people recognize your content without seeing your name.

Integrated Brand Expression

The compound effect of shadow-integrated messaging, tone, and voice

The Integrated Result:

- **Magnetic differentiation:** Stand out naturally because you're the only one who can express your unique combination
- **Effortless consistency:** Authentic expression requires no energy to maintain
- **Deeper market penetration:** Speak to aspects of human experience competitors avoid
- **Premium positioning:** Authenticity commands higher value than generic expertise

Market Impact:

- **Polarized responses:** Strong yes/no reactions instead of indifference
- **Loyal advocacy:** Clients become champions because they feel truly understood
- **Referral magnetism:** People know exactly who to refer to you
- **Thought leadership:** Your unique perspective shapes industry conversations

Business Outcomes:

- **Higher conversion rates:** Messaging that addresses real fears and desires
- **Increased pricing power:** Authentic expertise commands premium rates
- **Sustainable growth:** Attracting aligned clients reduces churn and increases lifetime value
- **Competitive immunity:** Difficult to replicate because it's genuinely you

The Integration Process:

1. **Identify shadow patterns** limiting your expression
2. **Reclaim rejected aspects** as brand strengths
3. **Integrate consciously** into messaging, tone, and voice
4. **Test and refine** based on authentic market response

Ultimate Goal: Brand expression that feels effortless to you and magnetic to your ideal clients - because it's the fullest, most integrated version of who you actually are.

PREPARED FOR : ENTREPRENEURS
BUILDING A BRAND
THAT'S 10F 1

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This Masterclass was developed by Fortune Ibare-Jones as a guide for those ready to excavate their higher self for authentic expression. My role is simply to provide the tools - the insights, clarity, and wisdom you discover are yours to keep and embody.