

Brand Personality Inspiration Kit



The Rebel says,
"Let's shake it up!"

by Billy Diamond
BRANDING FOR ENTERTAINERS



The Rebel

Nicknames: The Outlaw, The Revolutionary, The Maverick

CHARACTER TRAITS

Unconventional
Blunt
Outspoken
Authentic
Challenging
Radical
Rebellious
Free
Wild
Catalyst

CORE DESIRE

To break the rules and
create a revolution

YOU INSPIRE & HELP PEOPLE

Break the rules
and express their
wild side

WAY OF THINKING

*It's okay to
be badass.
Shake up
the status
quo.*



Hello Rebel Personality type!

My name is Billy Diamond and you and I are very much alike.

*Whether or not you've ever taken a personality quiz like this or not, **you are probably already well aware that you have a personality all of your own.** We are all unique individuals, but we also share character traits that allow us to label ourselves and make sense of it all within our everyday lives. **The very same holds true with brands.***

Have you ever considered this? **As people, we are built for connection.** We tend to desire to embody things --- including brands. We give them meaning and form relationships with them based upon how they interact with us and the world, what they stand for, what they stand against, and how they make us feel.

However people connect to your brand and whatever meaning they assign to you, it is due to personality. Brand personalities can be categorized into what we call *archetypes*. There are 12 different archetypes and they are useful for more than just labeling you as a person or as a business. Knowing your personality (archetype) is a great way for you to 'manage meaning' in an organized way.

So what the heck is an archetype anyway?

The term *archetype* has its origins in ancient Greek and is as old as storytelling itself. But it was the early 20th century psychologist Carl Jung who brought the idea into the modern world. Regardless of culture or language, he believed everyone shares and understands these themes because they are an undercurrent to all humanity. Jung used the concept of archetype in his theory of the human psyche. Jung suggested that our unconscious **thoughts and behaviors can be explained by age-old stories that all humans understand** --- stories that date back to the earliest instance of human consciousness.

Much more than just psychological mumbo-jumbo...

In branding, an archetype is a classification you assign to your brand based upon association. The idea behind using brand personalities (your archetype) is to anchor your brand against something iconic and something that is already embedded within the conscious and subconscious of every single human --- **storytelling.**

Sounds ancient. Is it still relevant in today's world?

You bet! Look no further than the latest blockbuster movies or bestselling books for examples of archetypes. From movies, to mythology, to religion, **stories and the archetypes they contain surround us all our lives --- everyday.** Because they are a shared universal and unconscious theme of humanity, we can always connect to *archetypal stories*. That's why we never tire of them, no matter how many times they are repackaged or retold. They speak to something deep within us, resonate, and make a connection.

Aside from your score what are the other 11 personality archetypes that exist?

When you did your personality quiz the results showed your top 3 *archetypes*, but your number one result is probably your most truest form of who you are as a person. Let's take a quick look at the list again. Which were your top 3 --- Caregiver, Creator, Entertainer, Explorer, Hero, Innocent, Lover, Magician, Rebel, Regular Guy or Girl, Ruler, or Sage?

“Just because you are a magician or an entertainer it does not necessarily make you that archetype. Be careful to not fall into this thinking.”

- Billy Diamond

Why do archetypes matter to your brand...

A handy way to understand archetypes is to think of them as different segments of our own psyche. We all have a piece of each of the above-mentioned archetypes in us. When a brand is dominant in a particular archetype, it resonates with that part of our psyche (and at times can even awaken it within us). As a business or brand, **it's all about creating a connection that speaks to your target audience.**

These days, there is no product or service that doesn't face competition. Back when we had a flourishing industrial economy, companies realized that competitors could duplicate their systems, processes, and products. So, they quickly learned they had **two options: reduce their prices or give meaning to their products or services.** Guess which one is the better option?

Today we know that without a strongly defined brand, businesses are forced to compete on price alone. It's no secret that in our global economy **there is always someone willing to do it cheaper!**

People buy for emotional and psychological reasons, so the meaning of your brand is its biggest asset. What your brand means to people is what causes them to buy-in, to want to form a relationship with you --- and to remain loyal to you.

More About The Rebel Brand Personality...

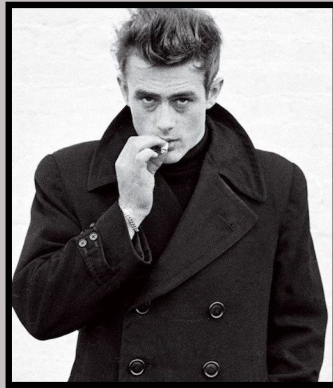
BRANDS LIKE THIS



PERSONALITY TYPES



Amy Winehouse



James Dean



Lady Gaga



Russell Brand

GOAL: To overturn what isn't working and freedom from establishment.

CUSTOMER FEEL

Rebellious, 'Other people are wrong,' stimulated, thrilled, impulsive, uncommon

CAUTIONARY SIGNS

Could take it too far to the dark side and be seen in a negative way

YOUR GIFT & TALENT

Outrageous radical freedom

WHAT YOU MIGHT FEAR

To be powerless, incompetent, or trapped

MARKETING NICHE

Agent of change, advocate for the disenfranchised, allow people to vent or break from conventional ways

You Can't Fake Personality



A lesson from my past...

When I first started out learning magic and eventually doing shows I didn't know who I was or how to even act on stage, let alone as my persona off stage. I lacked character development. In the first half of my career as a magician I wasted so much time pretending to be someone I wasn't. The crazy part was that I didn't even know I wasn't being my true self. I fell into the category of following my idol instead of following my heart and what I stood for as a person. I personally think that this is a trap that many entertainers get stuck in, I did. It may be innocent or even unintentional, but the fact is, that **it is easy to be someone you are not, it's easy to emulate someone else we admire** --- especially as entertainer's. As a great entertainer you are always on. You are always acting. You are always in the spotlight. **But it is up to you to become the real you.**



In my lecture I talk about how in the first 20 years of doing magic I wanted to be David Copperfield so badly. In my mind I was him. I acted like him. I tried to talk like him. I used the same music in my show, all the way down to trying to convey a mysterious character, hiding behind large illusions on stage. What I didn't realize back then is that I was not tapping into my own creative potential, nor was I looking at myself as a person who is uniquely my own, with my very own personality and strengths, or with my own quirky mannerisms. I was not David Copperfield. His personality is much different than mine could ever be. They are polar opposites, but I was trapped.

Finally after 40 plus years of doing what I love, I now know that finding myself first and getting a handle on 'the real me' was not only a pivot point for change, but has indeed elevated my life and career to a new plateau. I am now the entertainer that I was created to be **because I found me.**

The world already has a David Copperfield. There is no one like him. There is no one like me either. And --- there is certainly no one on this planet like you! We may have similar strengths and archetypes, but trust me, you are plenty different enough. Invariably I defaulted back to who I really was and I eventually learned that I couldn't be something I wasn't deep down in my soul.

The same holds true for brands.

Archetypes provide meaning to people to help them connect with your brand. **To be effective, the message your brand conveys must be authentic.** You cannot just decide one day to add a certain meaning to your brand. You must actually embody that meaning. In other words, you can't just decide to create a heart-wrenching ad so that you will be perceived as a Caregiver - it must be true to your values and actions and how your business is already operating.

Brand archetype theory is not meant to be viewed as a formalized "instant identity" to solve all your branding problems. Rather, it provides structure and acts as a sounding board to help determine how you can best convey the meaning of your brand to the audience you are trying to connect with.

Build a strong brand

By "strong" I don't mean that you should be overbearing or loud. A strong personality is one that is clearly defined and is outlined in everything your business does, not one that you sloppily bullshit your way across many personalities; unsure of which one to choose (I'm exercising my own rebel personality here).

Several years ago, a Young & Rubicam study of over 13,000 brands and 120,000 consumers confirmed that the more profitable brands were also the ones that aligned closely with a single archetype, rather than those who had "confusing" brand archetypes, or identified closely with multiple archetypes.

Your business brand may have a secondary (and perhaps even a third) archetype, but **how closely it lines up with your primary archetype will impact how your brand is perceived.** Align with too many archetypes and you run the risk of having a brand afflicted with multiple personality disorder.

Remember, you're not in competition (despite what they tell ya)...

Your archetype personality won't be attractive to everyone (mine isn't), in fact, that's the point! But, the ones who love you... will love you. Here's the reality, **knowing who your are as a person and as a brand is a strength that can be used to make you completely different from your competition.** When you begin walk in this, and to see just how differently you are from others, there is a liberation that sets you free. You can not help but set yourself apart, based upon strength, weaknesses, and your very own personality (archetype).

Let's Look Deeper Than The Label...

Rebel brands must often walk a fine line, as they can sometimes be perceived as offensive. Take a look at the services or products you offer. Do they disrupt the status quo of your industry or society? What about your customer and audience base? Is it made up of people who feel at odds with society at large? If so, you are probably a Rebel brand. It's okay to shake things up.

WHAT'S YOUR STRATEGY FOR VICTORY

*Disrupt, destroy, or shock, defiance, disobedience,
and non-conformity.*

YOUR AUDIENCE (your buyer & live audience)

The Rebel audience may feel like a castoff from the dominant culture. (For example, members of minority groups who feel marginalized.) Alienation is a trigger, which can lead to anger. Rebel audiences get their kicks from engaging in risky behavior and may take part in self-destructive acts so they can feel "bad." Young people who are looking to "find themselves" often push past the Explorer tendency and continue right along to Rebel status when they feel especially alienated.

Rebel audiences are drawn to the racy, shocking, or politically incorrectness. They have a deep-seated desire for freedom. Yet, surprisingly enough, fringe Rebel audiences may also include well-adjusted, law-abiding members of society who simply feel a need to let off steam every now and then.

Brands that want to reach Rebel audiences will need to gauge their level of extremism and act accordingly. In the case of fringe Rebels, the best way to reach them is through mass communication. (Be forewarned, though — they do have a lower threshold for shock value.)

Brands with a higher revolutionary focus tend to avoid the mainstream due to the potential to offend and will need to reach audiences through targeted special interest groups and virtual hubs.

So, you have this information. Now what? How do you use this information in practical ways to help strengthen your brand? Here are a few ideas...

4 QUICK WAYS TO HELP REINFORCE YOUR BRAND



If you don't yet have a logo, use your personality type as a basis for what it should 'feel' like. If you do have a logo, it's time to assess whether it represents you accurately. Is it fitting the need of your market; your ideal buyer and live audience?



Look at the language you use on your marketing materials. Does it fit with the way your personality (archetype) would speak? The Regular Guy or Girl might say "Hi, there!" The Rebel might say "What's up", and the Lover might say "Hellooo, Beautiful". Review the copy on all of your communications with this in mind, and think about your voice as it sounds to your audience.



Refine your target audience. I shouldn't be amazed at how many entertainers are not performing to their ideal audience or buyer, but I am. It's really easy to get stuck in a rut. Each personality type naturally draws those like it, as well as those that aspire to be like it. If you're attracting the wrong type of people, it could be because you're not displaying your personality strongly enough.



What is your organizational culture? Your personality should inform and be informed by your business processes, customer service, internal structure, etc. Take another look at these things with your personality in mind.

The Rebel says,
"Let's shake it up!"

Use the checklist to figure out how your brand ranks

10 question checklist for The Rebel

YES NO

- | | | | |
|--------------------------|--------------------------|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. | I know who I am and what I stand for (or against). It's what makes me unique and separates me from my competition. |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. | I am currently targeting my ideal audience (and buyer) based upon my personality. |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. | I'm using my personality traits, talents, and strengths to share my USP (unique selling point) with the world. |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. | I have a catchy name for myself, my character (if any), and/or for my shows. |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. | I have a short creative (verbal) and memorable slogan that conveys my brand message to my audience. |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. | My communications with my buyer as well as my live audience speaks the right tone of voice (across all platforms – print, web, etc.) in a consistent manner. |
| <input type="checkbox"/> | <input type="checkbox"/> | 7. | I use the right colors, consistent fonts, and logo to convey my brand image to not only my target market (buyer and audience), but to express my personality. |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. | I have an amazing logo that reaches my preferred audience and matches my personality. |
| | | | OR |
| | | | I have several cross brand logos for different markets and/or shows so that I am taken seriously in those types of settings. |
| <input type="checkbox"/> | <input type="checkbox"/> | 9. | I have a great website that tells my audience a story (consistently) and makes it more about them instead of telling them just how wonderful I am. I paint a QUICK picture of solutions versus trying to sell myself to a potential talent buyer. |
| <input type="checkbox"/> | <input type="checkbox"/> | 10. | I have an active social media presence and it is also consistent with the look and feel of my brand personality (and it matches all my other materials). |

We not only offer educational downloads like this one, but we also believe in providing services, products and solutions that free up your time so that you can focus on what you do best. Let the branding to us!

Here are some ways we can work together



- Layout & design
- Illustration
- Web graphics
- Custom graphics and artwork
- Image editing
 - Photo retouching
 - Photo restoration
 - Photo manipulation
- Mail merge & direct mail

[More Details](#)



- Consultation
- Brand auditing & development
- Branding and rebranding logic
- Custom logo concepts-designs
- Collateral items
- Content writing
- Custom website
- Web SEO

[More Details](#)



- Online brand clinic
- Brand consulting
- Brainstorming sessions
- One-on-one help
- Action plans
- Personalized coaching services
- Strategic development

[More Details](#)



- Scalable between 90 to 150 minutes
- Covers the business side of branding and 3 components to branding as an entertainer
- Teaching character opportunity
- Lecture notes

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