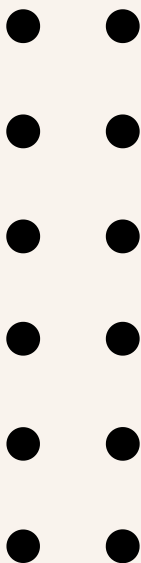


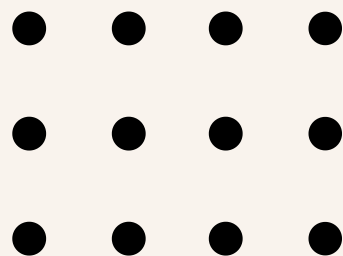


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VERSION 3.0



# The Creative archetypes



# how to use this guide

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Hello + welcome to the Creative Archetypes!

This resource has been a labor of love that has been over a year in the making. The Creative Archetypes are based on the 16 styles of play as observed in the areas of learning, the 3 types of fun as they pertain to outdoor recreation, and our work with over 50 creatives over the past few years.

From the quiz you should have received a breakdown of your archetypes! We recommend going through the content for your primary and secondary archetypes and filling out the worksheets at the end to help you create a compassionate and creative marketing strategy.

Remember, you embody characteristics of all 5 archetypes so you may resonate with some tips more than others but still resonate more heavily with a profile, this is okay. This is meant to be a supportive and imaginative way to examine your marketing and creativity.



# the

# dreamer







# profile

## Descriptors:

Gentle Warm Light  
Diligent Bubbly

## Type 1 Fun:

fun the whole time and never sucks

If you embody the Dreamer Creative Archetype you may find yourself being described as

**gentle, warm, light, diligent, and bubbly.**

Those with a strong Dreamer Archetype may be made up of multiple aspects that overall describe their creativity, fun, and business style.

When leaning into types of fun and creativity, you prefer activities that are fun the entire time. You just want them to keep going and never end. Fun for you is the fun in the traditional sense!



# profile

## Play Types:

Creative   Fantasy   Object

## Fun Types:

Free Spirited   Discovery  
Surprise   Creativity   Fantasy

Dreamers often partake in creative, fantasy, and object types of play. Creative play is trying out new ideas and allowing your imagination to guide you through the process. Creating new things is one of your favorite joys in life. Fantasy play is allowing your imagination to run wild and you love daydreaming about scenarios that may never happen. Object play is partaking in skilled fun that assists in your creative process such as using a paintbrush, drawing, playing music, etc.



# description



Fun + creativity for Dreamers consists of discovery, surprise, creativity, and fantasy. You are the type of person that loves to find new or interesting things. If you weren't searching for them, even better! You love the joy of the unexpected and can find warmth and light in most situations. Allowing yourself to build, invent, and create are all important to your process.

Make-believe is easy for you, even as an adult!

Business for Dreamers can be difficult sometimes because you have a lot of ideas and you truly feel the need to pursue them. This may make it seem like you don't have a niche but you don't need one. The warmth you exude when talking about things that drive your creativity will help you in your business and marketing.

# creativity tips

**Below you will find some activities that will help you lean into play + creativity based on your archetype.**

- Video Games or other super interactive game types are good for you and help you lean into the fantasy world.
- Painting or drawing or knitting or anything that allows you to master an object play style is helpful for you to lean into fun.
- Going on adventures outside is good for you too or really any adventure at all where you don't know what you will find.
- Read or write for fun in a genre you enjoyed when you were a kid/teen!
- Building with your hands using legos, sand, clay, etc will help you bring out your creativity and ability to have fun.
- Finding ways to incorporate your fantasy world into your real life is going to be beneficial, like putting playful objects around your house and space that make you feel like you are living in the world in your dreams. Keeping something playful in my car to hang from my mirror, keeping a fun thing on your desk, fun things in your living room, etc. Make your space one from your fantasy!
- Building a fairy garden outside or in your home is helpful to bring in the playful and fun energy of your spirit!

# strategy tips

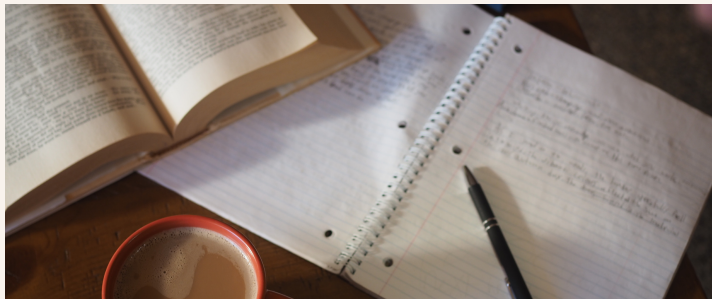
**Below you will find some activities that will help you lean into creativity in your business/strategy based on your type.**

- Your audience is going to feed off of your playful energy and gentle spirit. Share all aspects of fun and play for you on your stories and create highlights so people can find ways to immerse themselves in your energy and find inspiration.
- Taking your audience along on adventures where there is the possibility for the element of surprise is important! People will begin to lean into their own energy if they are shown it is safe to be surprised.
- Creating materials that embody your creativity and light, warm spirit will be important for selling your offers. Your audience will feel the energy from.
- Utilizing the element of surprise when you are promoting and selling will help you get excited about the offer! That energy will help carry you through your launch.
- Ask yourself how you can incorporate a fantasy narrative into the work you do? Is it through visuals? Storytelling? The journey of the transformation you provide?
- How can you incorporate that building energy into the time you are working on your business? How can you think of each task as a project and shift your mindset to one that sees each project as a building block?



# the

# mentor







# profile

## Descriptors:

Fierce    Mysterious    Dark    Loyal    Introverted

## Type 1.5 Fun:

fun most of the time but at some juncture will suck, overall a good experience.

## Type 2 Fun:

sucks the entire time but you are willing to weather it since it will build character

If you embody the Mentor Creative Archetype, you may find yourself being described as **fierce, mysterious, "dark", introverted, but also incredibly loyal**. Mentors are able to use their mastery and invoke symbolism in their fun-- underneath their exterior is a passion for their craft. When leaning into the types of fun, you don't mind facing some sort of struggle for the overall experience. You are always looking for traditionally overall fun experiences and experiences that will help build character.



# profile

## Play Types:

Creative   Fantasy   Object

## Fun Types:

Free Spirited   Discovery  
Surprise   Creativity   Fantasy

Mentors often find themselves partaking in **symbolic, recapitulative, and mastery types of play**. Symbolic play is using objects or actions to represent other objects or actions. Recapitulative play is about exploring rituals, fire, darkness, and the history of what you are doing. Mastery play is about control of the physical and affective ingredients of environments and playing with the elements of the Earth.



# description



**Fun for you consists of curiosity, challenge, immersion, sensation, and flow.** You are the type of person wanting to know what is in the box, what happens next, and what is around the corner. Challenges help you attain a sense of achievement. You are able to completely immerse yourself in other worlds. You find joy in the physical sensations, smell, touch, etc. You can lose yourself in activities that light you up.

Business for Mentors can be supportive since Mentors love to be a master at their craft and running your own business allows you to become a master of whatever you want. You like the challenges that business brings forth and you may often find yourself totally enveloped by your business when it lights you up.

# creativity tips

**Below you will find some activities that will help you lean into play + creativity based on your type.**

- Creating a ritual that feels really good to you that you can practice daily. Think about what smells and other sensations you can incorporate.
- Exploring your shadows will help lead you to experiences that will challenge you but will be overall fun. Ask yourself what you are avoiding right now and brainstorm activities that you are feeling pulled to.
- Baking can be a great activity to help you harness the energy of mastery. You are controlling the ingredients and overall outcome. The more you bake, the better you will get leading you to mastery.
- Any activity that has you mixing together ingredients or creating, resin pouring, baking, creating incense, making your own tea, etc.
- Activities that present some sort of a challenge like puzzles, solving mysteries, new languages, etc.
- Learning about biology, astronomy, ecology, etc. any sort of field that explains why things are the way they are.
- Don't be afraid to try new things! Just because you don't get the hang of it on the first try, doesn't mean it can't be fun.

# strategy tips

**Below you will find some activities that will help you lean into creativity in your business/strategy based on your type.**

- Your audience is going to know and feel the energy behind everything you put out into the world. Take them along in the things that really light you up!
- Show your audience your rituals and routines and the best parts about them for you.
- Talk more about your shadows and the way that you handle them. It could be personal or business, but bringing in that talk of shadows will lead to connection and breakthroughs in where you need to lean into fun.
- Share the things you have been able to master! Whether it is recipes or activities, share your knowledge when it comes to your journey to mastery.
- Incorporate your desire for challenge into your work. Don't be afraid to allow things to change and become harder.
- Fun may not be the dance parties that you see everyone else doing, but that doesn't mean someone out there doesn't resonate with the ways you have been able to create fun and play in your life.
- Lean into your magic no matter what that means. Call upon the energy and power of mentoring and mastery and share your craft!



collaborator







# profile

## Descriptors:

Dedicated   Rational   Caring   Genuine   Understanding

## Type 1 Fun:

fun the whole time and never sucks

## Type 1.5 Fun:

fun most of the time but at some juncture will suck, overall a good experience.

If embody the Collaborator Creative Archetype you may find yourself being described as **dedicated, rational, caring, genuine, and understanding**. Collaborators thrive when they are able to connect with others, create together, and they are able to follow some sort of code or rules. When leaning into the types of fun, you are willing to face some challenges to get to the end destination of fun, but you also love just having fun for fun's sake! You are always looking to add good experiences to your list.



# profile

## Play Types:

Dramatic    Social  
Role Play

## Fun Types:

Fellowship    Collaboration  
Altruism    Immersion

Collaborators partake in **dramatic, social, and role play types of play.**

Dramatic play is where every person is given a role to act out and participate as. Social play is any situation where everyone is going to follow a set of rules like playing a game, making something, following instructions, etc. Role play is exploring the ways of being in a way that is not intensely personal, social, domestic, or interpersonal nature, examples may include sweeping, calling someone, etc.



# description



**Fun for Collaborators is fellowship, collaboration, altruism, and immersion.** You are the type of person that finds joy and fun from being with others and having a sense of relatedness. You are always searching for ways to work with others to come together for the common good. You have a sense of some kind of greater purpose and are selfless often. You can easily lose yourself in the fantasy world and your ideal version of the world you want to live in. You are an optimist in every sense and have true fun from helping others and making the world a better place.

Business for Collaborators is centered around community and service. Collaborators are always searching for fellowship and connection in their business which makes them amazing space holder. You find joy and happiness through relating to others and you share the same whimsy of the Dreamers.



# creativity tips

**Below you will find some activities that will help you lean into play + creativity based on your type.**

- You may enjoy activities such as acting, or charades where you get to truly get to immerse yourself in different roles!
- Board games and card games are going to be some of your favorite activities! Or really anything where there is a set of rules to follow. Having structure is going to help you lean into the fun and playfulness of the activity.
- Collaborating with people you love on creative projects is going to be really fun for you because you get to work together to create something!
- Allowing yourself to do things that you don't normally do is going to help you lean into play and fun! It can be something simple like cooking if you don't usually cook, getting your nails done, painting, going on a solo trip, etc! It can be something big or small, but leaning into the energy of trying new things will help you embody playfulness.
- Having a project that is dedicated to helping others will be really fun for you and will help you embody playful energy and bring that to your presence.

# strategy tips

**Below you will find some activities that will help you lean into play in your business/strategy based on your type.**

- Sharing your love for your community is going to show how authentic and pure you are and will magnetize your clients to you.
- Creating a space for collaboration within your audience will help you build a stronger community and will also help you build fun and play within your audience.
- Challenging your audience to do things they don't normally do and tagging you in them, inviting them into your journey, is going to help cultivate that fun sense of community and excitement.
- Having "rules" or guidelines that you operate your business by will help you feel comfortable to fully lean into how playful you can be because you have the safety and comfort of those guidelines! Don't be afraid to have those boundaries.
- Create the community that you want to see in the world and invite the playful energy and fun you want to see into that container! You are allowed to create your "fantasy" world as your biz community.
- Authentic connection is going to light you up the most and allowing space for that in your life will bring some of the most fun and playful moments you will experience. Especially in business.

# the explorer







## Descriptors:

### Type 1.5 Fun:

## Type 2 Fun:

If you embody the Explorer Creative Archetype you may find yourself being described as easy going, courageous, curious, youthful, and quick. When leaning into types of fun, you are willing to face challenges big or small to get to the end destination of fun. Super challenging activities are welcome since you know it will build character and you are able to feed your curiosity.





# profile

## Play Types:

Imaginative    Deep  
Locomotor Play    Exploratory

## Fun Types:

Free Spirited    Exploration  
Curiosity    Problem-Solving    Competition

Explorers partake in imaginative, deep, locomotor, and exploratory types of play. Imaginative play is about indulging in a narrative where the conventional rules do not apply and anything goes. Deep play allows you to encounter risky experiences and face your fears, making you a better person for it. Locomotor play is cultivating movement for movements sake and allowing yourself to have fun through the movement of energy. Exploratory play helps you use the senses to explore and discover and move through deep play.

# description



Fun for Explorers is curiosity, problem-solving, competition, and exploration. You are the type of person that deliberately looks around and finds ways to test the boundaries set up by our society. You are willing to put yourself out there in order to see what happens. You enjoy being in competition and testing your skills and solving issues that are outside of your normal realm. You want to know the current reality, the future, and the future's future if possible. Soaking up all of the information to help feed your curious desire and your need to problem solve helps you have fun.

Business for Explorers is truly about the exploration of their imagination. Explorers are master problem solvers and enjoy the journey as much as the destination. Explorers aren't afraid to take a risk in business very similar to Innovators. Friendly competition is a great motivator for Explorers in business. You may find yourself bored in your business sometimes but boredom can be an invitation to explore deeper.

# creativity tips

**Below you will find some activities that will help you lean into play + creativity based on your type.**

- If you enjoy physical activity, entering into races of any kind will be fun for you even if you are competing just against yourself!
- Indulging in science experiments and other experiments that involve problem solving will help you feed into your curiosity.
- Yoga, dance, running, or any other type of movement from a class or in the comfort of your own home will help you lean into your fun!
- Doing new things or going to new places will help you because you will have the chance to explore and learn something new.
- Creating and participating in scavenger hunts can be something that allows you to partake in every aspect of fun and play for your type! The curiosity, competition, exploration, and swiftness!
- Allow yourself to be curious and to continue to explore through curiosity. How can you allow your curiosity to guide your sense of fun and play?



# strategy tips

**Below you will find some activities that will help you lean into creativity in your business/strategy based on your type.**

- Being super upfront with your audience and community about risk, fear, and strength and your own experiences will help you create magnetizing energy that is playful in your own way.
- Incorporate movement into your presence online and off-line if possible. Take your audience along through movement and how that brings you energy and lights you up.
- Bring in friendly competition to your platforms and invite your audience into your energy! They will be able to feed off of your energy and everyone will end up having fun!
- Use your visuals and messaging to create a world where anything goes. Your imagination can run wild and so can your clients. No dream is too big! Leaning into your imagination will bring forth playful presence.
- Sharing with your audience where you are leaning into courage and how you are leaning into curiosity everyday! How do you find fun?
- Invite your audience to share their problems with you and offer free solutions. Your problem solving mind is going to light up and express pure joy which will radiate out to your audience! (Be sure to take care of yourself to and solve your own problems)

the

innovator







# profile

## Descriptors:

Charming   Daring   Bold   Clever   Out-Going

## Type 1.5 Fun:

funmost of the time but at some juncture will suck, overall a good experience.

## Type 2 Fun:

sucks the entire time but you are willing to weather it since it will build character

## Type 3 Fun:

is never fun when you are doing it and you usually pledge to never do it again.

If you embody the Innovator Creative Archetype you may find yourself being described as **charming, daring, bold, clever, or out-going**. Your boldness guides your creativity and sense of self. When leaning into the types of fun, you are the type of person who may accidentally wander into danger while trying to have a good time! You like the challenge of a situation, it makes you feel alive, and that is what fun is for you!





# profile

## Play Types:

Rough and Tumble    Communication Play  
Role Play

## Fun Types:

Exploration    Discovery    Humor  
Surprise    Free-Spirited

Innovators partake in rough and tumble, communication, and role types of play. Rough and tumble play is play that is about gauging relative strength through close encounter play. It is all about discovering physical flexibility and exhilaration of display and it is a positive experience that burns up a lot of energy. Communication play is using words, and gestures to engage like telling jokes, stories, acting, etc. Role play is exploring the ways of being in a way that is not intensely personal, social, domestic, or interpersonal nature, examples may include sweeping, calling someone, etc.

# description



Fun for Innovators is exploration, discovery, surprise, and humor. You are the type of person that is willing to go the distance and see how far you will get. You are not afraid to test boundaries. You are always looking for adventure that will lead to discovery. You find joy in the unexpected. Being free-spirited and playful is a large part of your energy. You have a sense of humor that is unique to you alone and you find joy through physical sensation like sound, smell, movement, etc.

Business for Innovators is all about looking to what is next. Innovators are always looking at the horizon and thinking about their next big, bold idea. Innovators share the need to explore with Explorers but Innovators are more invested in the ultimate discovery. You may find yourself struggling to stay in the moment, if this is happening a lot ask yourself how you can tap into your communication skills and how you can ground into where your business is right now.



# creativity tips

**Below you will find some activities that will help you lean into play based on your type.**

- Getting your body moving and testing your physical capabilities is going to excite you and be fun for you! Taking fitness classes, signing up for races, trying new physical activities, are all great ways for you to connect with fun and play.
- Allowing yourself to do things without an agenda is going to be helpful for you to lean into fun and play! Travel to a new city for the day, go to a new park, allow yourself to have fun without an agenda and explore and feed your need for discovery.
- Take on different roles and try new things! Like volunteering/shadowing a position you think you may like, taking on extra responsibility at home or work, anything that allows you to step into a new role and move through it, so you can determine if it is something you would like to continue.
- Finding ways to incorporate your free-spirited and playful energy into your time alone is going to help you be more secure in what is truly fun for you. You can feed off of the energy of others when you are going out to have fun, so incorporating extra fun and free energy into your alone time will help you lean into your fun style the most.
- You are able to thrive in any situation but that doesn't mean you have to! You're ability to continuously be outgoing, charming, and FUN can be draining, truly leaning into fun is going to be knowing when you also need to rest.



# strategy tips

**Below you will find some activities that will help you lean into creativity in your business/strategy based on your type.**

- You are not afraid to have a polarizing opinion and this can be so useful in your business! Don't be afraid to speak your truth and take a stance, it will be that out-going energy that makes you magnetizing.
- Utilizing your playful and charming energy through video is going to help your audience get a feel for who you are and help them relate to you! Video is going to be a strong suit for you, and really utilizing that natural talent will be important for your business.
- Taking your community on the adventures you go on is a great way to help inspire both you and your community to find joy in the unexpected. Your ability to make things fun and envelope your audience in that energy is going to be helpful for your strategy.
- You are not afraid to be bold! Having a bold marketing strategy (posting, graphic design, writing style, brand statement, etc) is going to help accentuate exactly what makes you unique.
- Making sure that you are filling up your own cup everyday is going to be the BEST business strategy for you because you will be able to draw from that energy throughout the day. Just because you are out-going and bold doesn't mean you can continuously run on that energy without filling up your own cup.

# Building out your Compassionate + Creative Marketing Strategy

What do you love about your current marketing and strategy?

What do you hate about your current marketing and strategy?

What tips make most sense for you to incorporate?

What 5 tips do you want to incorporate into your strategy?

# Building out your Compassionate + Creative Marketing Strategy

Where are you seeking more sustainability in your strategy? What do you need to let go of or change to accomodate that?

When do you feel the most creative? How can you share some of that creativity through your strategy?



# Building out your Compassionate + Creative Marketing Strategy

What is your social media platform of choice?

How many times a week do you want to post? Realistically.

What are your values? What are your content pillars?

What do you need to maintain posting on this platform?

# Systems Run Down for Sustainable Marketing

Creating systems in our businesses (and sometimes even our lives) can help us create a sustainable strategy to help create balance in ways that make sense to us.

There are so many systems that probably seem like they would be super helpful to your business, and you might feel some overwhelm creep in when it comes to setting up a "serious" business or systems to make your business "legit". As someone who has bought into this narrative more than once, I am here to tell you that it's okay to just keep things simple.

The entire point of systems is to help make things easier, not add more stress! The tools that I have highlighted in this PDF are ones that I have found add ease, and sustainability to business without the overwhelm.

## **A Scheduling Application--**

I am talking about something like Acuity or Calendly! This will help clients find ease when booking a call, an appointment, a service, etc. with you AND it will help you keep track of appointments! Plus it cuts down on the back & forth communication involved in scheduling if you have your available appointments easily accessible.

These applications are usually free for 1 appointment type! When starting 1 appointment type is fine, and you can always go in and edit your calendar to reflect the time, or block off time after sessions.

# Systems Run Down for Sustainable Marketing

## **A Customer Management System of Some Sort--**

Here I am talking about either an email software, a CRM like Dubsado, HubSpot, etc. any type of software that allows you to collect client/potential client information, store it, and use it in the future.

Personally, my favorite is an email software. Many have the ability to create landing pages or even simple websites to help you cut down on expenses/systems. I know so many people who built their business only using landing pages from their email softwares!

Plus, this gives you the ability to communicate with your audience off of social media, send them exclusive offers, create waitlists, etc.

### *Popular CRMs:*

Dubsado  
HubSpot  
Honeybook  
FreshSales

### *Popular Email Softwares:*

MailChimp  
ActiveCampaign  
Constant Contact  
Convert Kit



# Systems Run Down for Sustainable Marketing

## **Social Media Management--**

This is a system that is not popular with everyone and for me, it wasn't popular with me when I first started my business. It felt really disingenuous to schedule out posts on SM, but as my business has grown it has been a life saver.

Many tools allow you to use them for free with some restrictions. Scheduling out a minimum of 1 post a week is a great way to make sure you are consistent on your platforms and with your community while also allowing you the space to post when you feel inspired as well. Completely scheduling out content isn't everyone's thing, but I do recommend it for those who feel like they aren't able to show up consistently.

You still get to engage on and with the post in real-time, but it takes some of the pressure off from the feeling of HAVING to post.

### *Some Social Media Tools:*

INNIST  
Hootsuite  
Later  
SocialBu  
Loomly  
SproutSocial  
Planoly

# Systems Run Down for Sustainable Marketing

## **Set working hours and business boundaries--**

This is not so much a system, as it is a practice, but setting working hours and boundaries for your business will help you keep things simple.

The more we work on things, the more complicated they can get. Allow yourself to set things down at some point in the day so you can avoid burnout.

Allow yourself to create your business in the way that feels best and least overwhelming to you.

Keep it simple; and do what feels best. That is truly the best system for sustainability.

# Systems Run Down for Sustainable Marketing

## **A Task Management System--**

This could be anything from a paper planner, to an online software. This is truly to just help you keep track of all of your tasks, client work, and more.

Having a task management system of some sort is going to help you make sure that nothing falls through the cracks. And it allows you to have some structure while going with the flow throughout the week!

### *Planners:*

The Hero's Journal (Undated, great for creatives)

Magic of I (*Great for those into astrology!*)

The Content Planner (*BEST SM planner*)

### *Task Management Software:*

Evernote

Trello

Asana

Monday





# connect with us

Thank you for downloading this workbook and spending some time with your creativity and your strategy!

This workbook was a collaboration between myself, Megan Garcia, and Kendall Barger, my biz bestie and co-founder!

You can contact me at [establissco@meganjgarcia.com](mailto:establissco@meganjgarcia.com)

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You can find Kendall on Instagram at @kendallthecoach

Join our Mighty Network community for low energy creatives  
+ entrepreneurs.

with love,

*meg + kendall*