

unicorn  
archetype



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**Play Types:**

Dramatic

Social

Role Play

**Fun Types:**

Fellowship

Collaboration

Altruism

Immersion

**Descriptors:**

Dedicated

Rational

Caring

Genuine

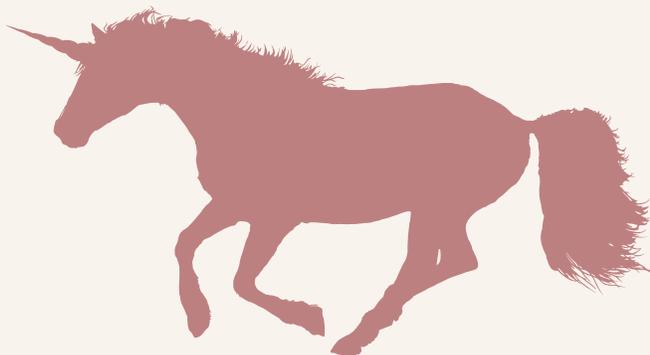
Understanding

**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.





# d e s c r i p t i o n

Unicorns are legendary creatures that are found since antiquity, in folklore, and more. Unicorns are beasts with a large spiraling horn that projects from their foreheads. Unicorns have become popular in modern culture to symbolize fantasy or rarity and are often pure, sweet, and loving creatures.

If embody the Unicorn pay archetype you may find yourself being described as **dedicated, rational, caring, genuine, and understanding**.

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.

Unicorns 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.

**Fun for Unicorns 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.



**Below you will find some activities that will help you lean into play 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.