



# Soulpreneur ARCHETYPES

*You have a special purpose in this world*

**Which Archetype lives in you awaiting to emerge?**

Archetypes exist throughout history in stories and mythology.  
They can categorize characters, places, objects, experiences and are often related to a  
**HERO'S JOURNEY.**

Throughout our life we will embody many different archetypes.  
Connecting to a character archetype can be empowering and allows us to tap  
into our imagination where all is possible.

These Soulpreneur Archetypes can offer us clarity about  
where we're at on our journey, help us notice where to put  
our energy and can be a tool for helping others understand  
what we offer.

There are many other archetypes beyond the ones shared here.  
Use these as a starting point and create your own!  
You can draw from your favourite stories, mythology, fantasy, sci-fi and  
beyond to inspire you.

You don't have to pick just one archetype.  
We're all multidimensional!

**ALLOW YOURSELF TO IMAGINE  
WHO YOU WANT TO BECOME AND WHO YOU TRULY ARE.**  
This can shift and change over time.

Notice which words and pictures stand out for you.  
**Take notes, draw pictures!**

*Enjoy the Adventure!*

This is part of the intro to :



Soulpreneur  
ILLUMINATION

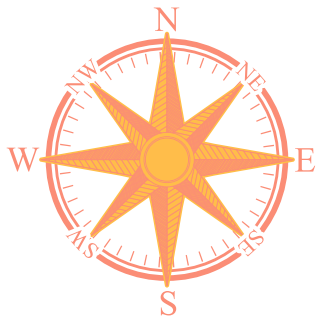
**FOR THE FULL PROGRAM VISIT :**  
**[soulpreneurillumination.com](http://soulpreneurillumination.com)**

Soulpreneur Illumination is a  
transformative program for supporting entrepreneurs with heart!  
Develop your authentic brand and services so you can offer your  
gifts back to the world!

# ARCHETYPES DISCOVERY

Give one point to each statement that feels true for you.  
Notice which archetypes resonate most.

## EXPLORER



- Various skills, talents, interests
- Innovative - likes to try new things
- Sharing discoveries of new places and experiences
- Enjoys learning about many different topics and making connections between them
- Likes to do what has never been done before
- Uncovering and sharing ancient/forgotten knowledge
- Takes risks to try something new

## REBEL



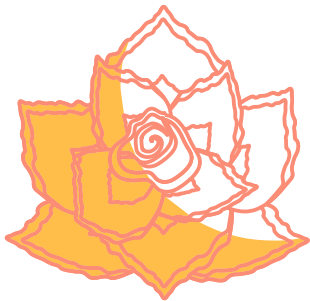
- Disrupts the status quo
- Takes uncomfortable, risky action to raise awareness or facilitate change
- Able to withstand criticism, has strong defences (not defensive)
- Revolutionary, Politically minded
- Non-conformist
- Standing up for a cause
- Enjoys and promotes change

## HEALER



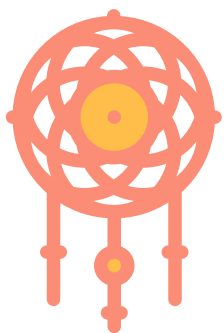
- Recognizes and tends to trauma (generational and current - caused by oppressive systems, policies, institutions)
- Supports others to help them heal emotional wounds
- Passion for serving others in the form of repairing mind, body and spirit
- Helps others release painful histories
- Supports in facilitating change in people's lives that changes the course of their future
- Transforming suffering into a healing process
- Caregiving and counsel

## NOURISHER



- Offering nurture and nourishment
- Creating and sustaining a community of care, joy and connection
- Enjoys and shares the pleasures of life
- Indulging in the sensory experiences of life
- Appreciates experiences that are well crafted and created
- Soulful, Sensual, Sexuality
- Gourmand, Chef, Gardener

## DREAMER



- Seeking and seeing magical realms
- Nomadic, wanderer
- Spiritual transformation
- Mythological and psychological wisdom
- Search for enlightenment
- Finds wisdom and truth all around
- Motivational and inspiring

## STORYTELLER



- Craft and share stories (written, verbal, visual)
- Creatively sharing experiences - personal, cultural
- Preserving memories and history
- Messenger, Scribe
- Truth seeker
- Journalist and documenter
- Enjoys the mental realm



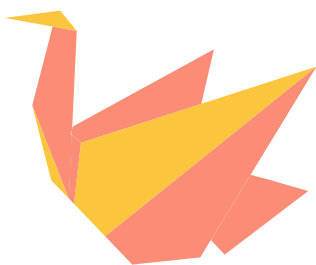


# ENTERTAINER



- Specializes in music, acting, performance arts, movement
- Appreciates the joys in life
- Playfully reframing concepts
- Thinking and acting outside "the box"
- Living in the moment
- Life of the party - Life is a party!
- Expressive - centre stage

# CREATOR



- Develops, organizes and creates inner vision
- Implements ideas
- Practical, hands on
- Creative energy into practical expression
- Designing solutions
- Inspiring
- Builds, makes art, music, engineers

# MENTOR



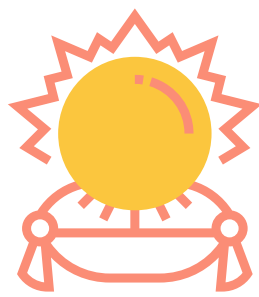
- Teaches, advises, counsels
- Offers mentorship
- Overcomes own challenges to help others
- Sharing knowledge and wisdom
- Trustworthy, Sage
- Helps others move forward
- Lifting others up, shining a light on them

# ALCHEMIST



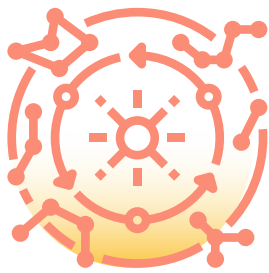
- Wizard, magician, scientist, inventor, witch
- Lives outside the "ordinary" rules of life
- Spiritual development and transformation
- Interested in schools of mystery and the universe
- Facilitates transformation
- Setting powerful intentions
- Magic and law of attraction

# VISIONARY



- Imagines and generates possibilities
- Focused in hope and dreams
- Reminds us of our direction
- Empathetic, Intuitive
- Prophetic, Seer
- Divine Guidance
- Ahead of their time - guidance

# GUIDE



- Natural leadership
- Charismatic
- Influential and compassionate
- Takes charge of the situation
- Delegates and offers direction to a group
- Achiever , sees the big picture
- Confident and motivating

# PORTAL



- Supports people through transitions
- Ritual maker
- Honouring life and death
- Tuned into cycles of nature
- Transforming experiences
- Acceptance and appreciation of emotions
- Intentionally moving through change

