

# ARCHETYPE READING

IDENTITY  CIPHER

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Sample Reading

## *Your Most Brilliant Threads*

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### Sacred Hospitality

Creating spaces where people feel welcomed, seen, gathered, and connected to themselves, each other, and something larger.

### Practical Magic

Making spiritual practice approachable, grounded, accessible, and woven into everyday life.

### Sovereign Awakening

Helping people trust themselves, reclaim agency, and develop a personal relationship with spirituality on their own terms.

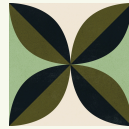
## *Archetype Illuminations*

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### The Everybody

Your work consistently invites people into spaces where they feel welcomed, included, and free to explore spirituality on their own terms. This archetype helps transform what could feel niche, intimidating, or exclusive into something deeply human and accessible.



### The Sage

At its core, your work is about helping people remember, understand, and reconnect with ancient wisdom in ways that feel relevant today. You are not simply teaching information—you are helping people develop a deeper relationship with knowledge, meaning, and perspective.

Other Supporting Archetypes: **THE LOVER** / **THE MAGICIAN** / **THE SOVERIGN**

# *Your Emerging Identity*

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Your brilliance lives in your ability to make deep wisdom feel approachable. Through sacred hospitality, practical magic, and a belief that everyone carries their own inner knowing, you create spaces where people feel welcomed, connected, and empowered. The combination of the Everybody and Sage archetypes gives your work a rare quality: profound teachings delivered in a way that feels human, grounded, and accessible. You are not simply sharing information—you are helping people remember what they already know.

Your next chapter asks you to more fully own the role of teacher and guide. Rather than softening your expertise, your brand should confidently position your work as a place of learning, remembering, and transformation. Move away from spiritual tropes and toward clear, everyday language that invites more people in. Let your wisdom be the differentiator. The goal is not to make magic feel mysterious, but to help people recognize that they are the magic makers.

## **YOUR EMERGING BRAND NEEDS:**

- Radical accessibility and belonging
- Plainspoken, approachable language, differentiated from “woo forward aesthetic”
- Sacred hospitality and meaningful gathering, intimate connections
- Historic, collected, lived-in charm
- Layered artful design details
- Practical magic woven into everyday life
- Stories of your own lineage and experience
- Themes of remembering and reclaiming wisdom
- Highlighting the transformation of self-trust, sovereignty, and personal authority
- A clear teacher/guide presence throughout the brand (YOU!)