

## Marketing & Advertising / Brand Positioning

Identify your brand's psychological archetype (Creator, Sage, Caregiver, Hero, Outlaw, etc.)  
— with tone, visual direction, story framework, and shadow warnings.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Brand Psychology, Emotional Positioning, Storytelling

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Why This Prompt Exists

Most brand positioning is rational, not emotional.

You get:

- features and benefits — but no emotional connection
- positioning that's logically correct but forgettable
- brands that blend in because they use the same rational appeals
- no story framework — so marketing feels disconnected
- no understanding of the “shadow” (dark side of the archetype)

But people buy with emotion and justify with logic.

Archetypes tap into universal stories.

- The Hero: overcoming obstacles, proving worth
- The Outlaw: breaking rules, challenging the status quo
- The Caregiver: protecting, nurturing, serving
- The Creator: innovating, imagining, building

Without archetypal positioning, your brand is forgettable.

This framework forces AI to build brands that connect emotionally.

## The Prompt

Assume the role of a brand psychologist who uses archetypes to create emotional connection.

Your task is to identify your brand's dominant archetype.

Generate:

1. DOMINANT ARCHETYPE (from the 12)
  - Creator, Sage, Caregiver, Jester, Everyman, Hero, Outlaw, Magician, Ruler, Lover, Innocent, Explorer
2. ARCHETYPE DESCRIPTION
  - Why it fits your brand (2-3 sentences)
3. TONE AND LANGUAGE RECOMMENDATIONS
  - What words and phrases fit the archetype
4. VISUAL DIRECTION
  - Colors, imagery, typography that match the archetype
5. BRAND STORY FRAMEWORK
  - Using the archetype's narrative pattern
6. SHADOW WARNING
  - What the brand should avoid (the dark side of the archetype)

INPUTS:

Brand Mission (one sentence):

[WHY DO YOU EXIST?]

How You Help Customers:

[WHAT PROBLEM DO YOU SOLVE?]

Origin Story or Values (brief):

[HOW DID YOU START? WHAT DO YOU BELIEVE?]

Brand Personality (3-5 adjectives):

[E.G., "Bold, rebellious, innovative"]

Competitor Archetype (if known):

[E.G., "Our competitors act like the Sage" – factual, educational]

RULES:

- Archetype must be from the classic 12 (no invented archetypes)
- The shadow warning must be specific (e.g., "The Hero can become arrogant – avoid claiming you're the only solution")
- Visual direction must be specific (e.g., "Bold reds and blacks, sharp angles, industrial textures")
- Tone recommendations must include both what to do and what to avoid
- The story framework must have a beginning, middle, and end

How To Use It

- Your archetype should feel true to your brand's origin story — don't force it.
- The shadow warning is as important as the archetype itself — avoid it.
- Use the story framework for your "About Us" page and brand videos.
- If you're torn between two archetypes, you may have a blended brand — that's fine.

- Revisit your archetype when you launch new products or enter new markets.

Example Input

**Brand Mission:** To help small businesses compete with big brands using the same advertising tools

**How You Help Customers:** We make enterprise-grade Facebook Ads software affordable and simple for small business owners

**Origin Story:** Founded by a former agency owner who was tired of watching small businesses get outspent by big competitors

**Brand Personality:** Bold, rebellious, scrappy, confident

**Competitor Archetype:** Our competitors act like the Ruler — polished, corporate, expensive

Why It Works

Most rational positioning is forgettable.

This framework improves outcomes by forcing:

- archetype identification (emotional hook)
- tone and language (how you speak)
- visual direction (how you look)
- story framework (narrative structure)
- shadow warnings (avoid the dark side)

Great brands aren't just useful — they're archetypal. They feel familiar and meaningful.

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