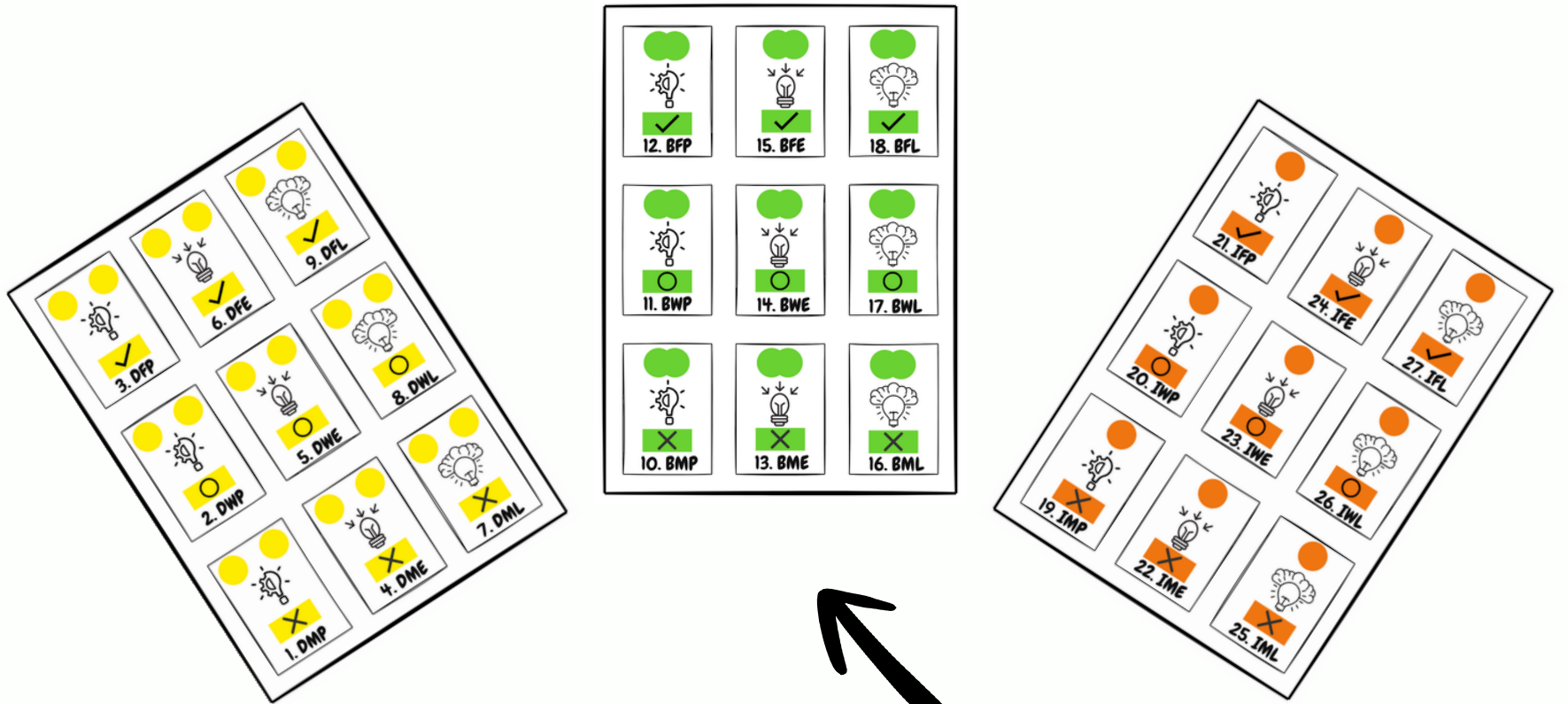


# YOUR AUDIENCE IN SYMBOLS

The 27 Archetypes of Conscious Content Consumers

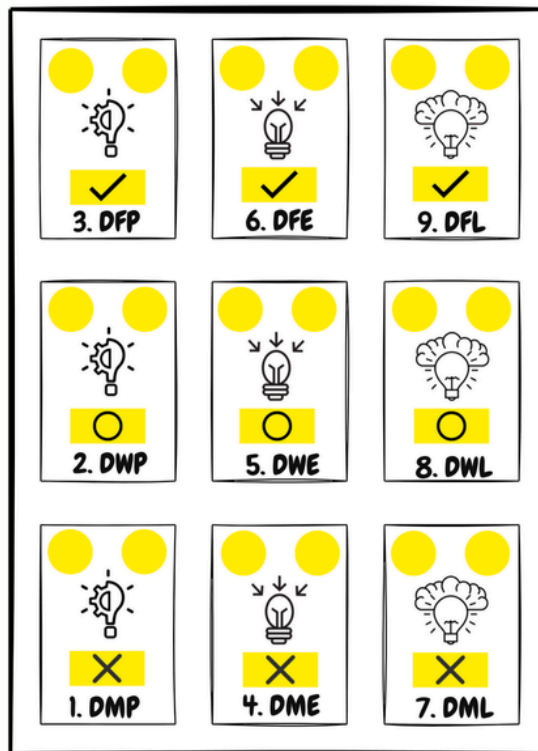


YOU

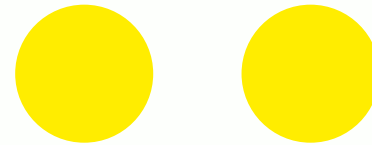
YOUR AUDIENCE

# YOUR AUDIENCE IN SYMBOLS

The 27 Archetypes of Conscious Content Consumers



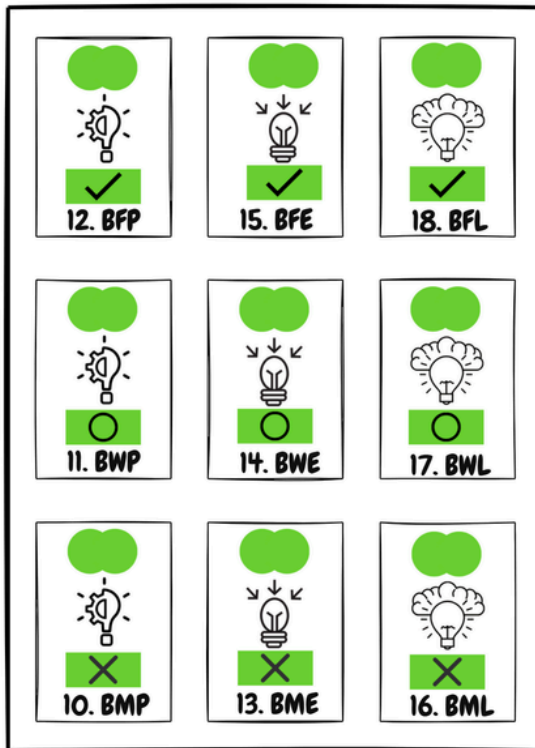
## Who's in the Yellow Room?



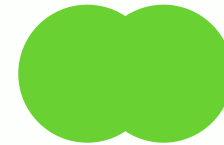
Discerning readers,  
viewers, and listeners who  
prefer to **separate**  
spirituality from business  
or career.

# YOUR AUDIENCE IN SYMBOLS

## The 27 Archetypes of Conscious Content Consumers



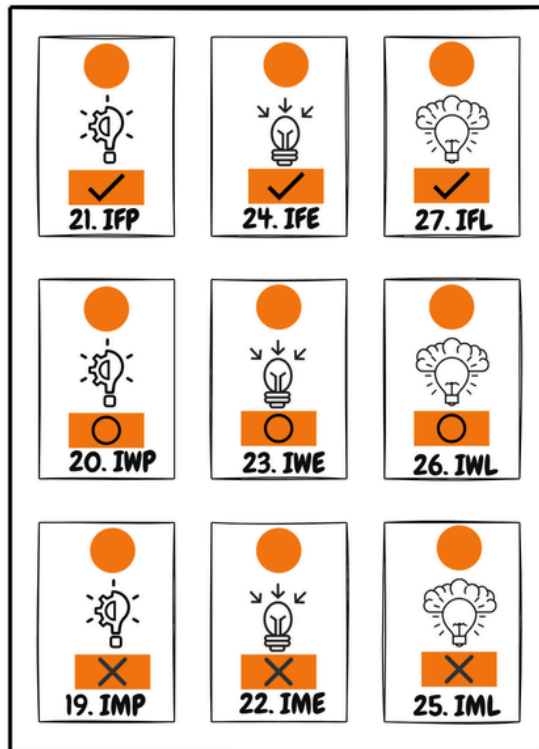
Who's in the Green Room?



Readers, viewers, and listeners who **blend** spirituality with business or career when relevant.

# YOUR AUDIENCE IN SYMBOLS

## The 27 Archetypes of Conscious Content Consumers



Who's in the Orange Room?

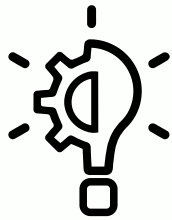


Readers, viewers, and listeners who **integrate** spirituality into business or career.

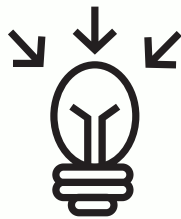
# YOUR AUDIENCE IN SYMBOLS

## The 27 Archetypes of Conscious Content Consumers

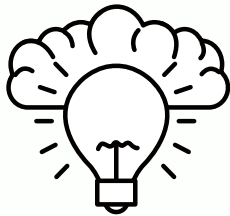
What's their motivation, in the moment they're reading, listening to, or viewing your content?



Solutions



Perspectives



New thought

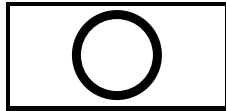
# YOUR AUDIENCE IN SYMBOLS

The 27 Archetypes of Conscious Content Consumers

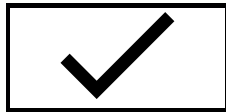
Marketing: Yay, maybe, or nay?



No!



Open...in small quantities.





















Yes!

# YOUR AUDIENCE IN SYMBOLS

## The 27 Archetypes of Conscious Content Consumers




























### Symbols

1. ● ●   Discerning, solutions, no marketing
2. ● ●   Discerning, solutions, some marketing
3. ● ●   Discerning, solutions, always marketing
4. ● ●   Discerning, perspectives, no marketing
5. ● ●   Discerning, perspectives, some marketing
6. ● ●   Discerning, perspectives, always marketing
7. ● ●   Discerning, new thought, no marketing
8. ● ●   Discerning, new thought, some marketing
9. ● ●   Discerning, new thought, always marketing

# YOUR AUDIENCE IN SYMBOLS

## The 27 Archetypes of Conscious Content Consumers

















### Symbols

- 10.    Blended, solutions, no marketing
- 11.    Blended, solutions, some marketing
- 12.    Blended, solutions, always marketing
- 13.    Blended, perspectives, no marketing
- 14.    Blended, perspectives, some marketing
- 15.    Blended, perspectives, always marketing
- 16.    Blended, new thought, no marketing
- 17.    Blended, new thought, some marketing
- 18.    Blended, new thought, always marketing

# YOUR AUDIENCE IN SYMBOLS

## The 27 Archetypes of Conscious Content Consumers

### Symbols

- 19. ●   Integrated, solutions, no marketing
- 20. ●   Integrated, solutions, some marketing
- 21. ●   Integrated, solutions, always marketing
- 22. ●   Integrated, perspectives, no marketing
- 23. ●   Integrated, perspectives, some marketing
- 24. ●   Integrated, perspectives, always marketing
- 25. ●   Integrated, new thought, no marketing
- 26. ●   Integrated, new thought, some marketing
- 27. ●   Integrated, new thought, always marketing

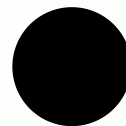
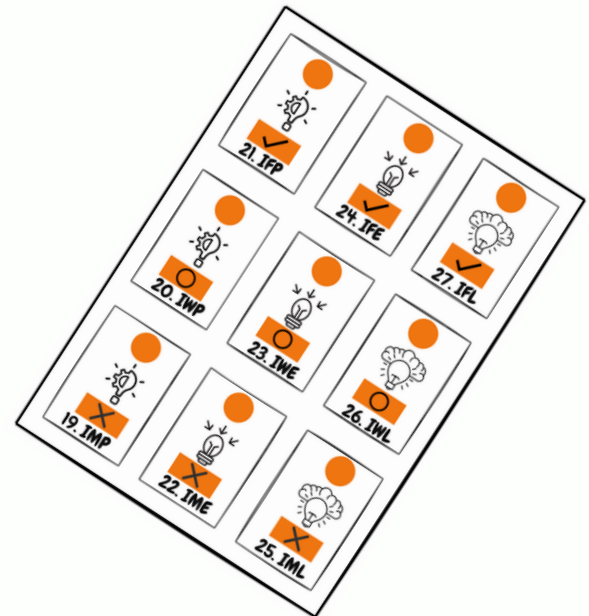
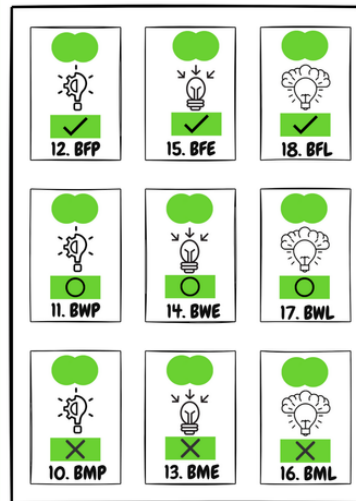
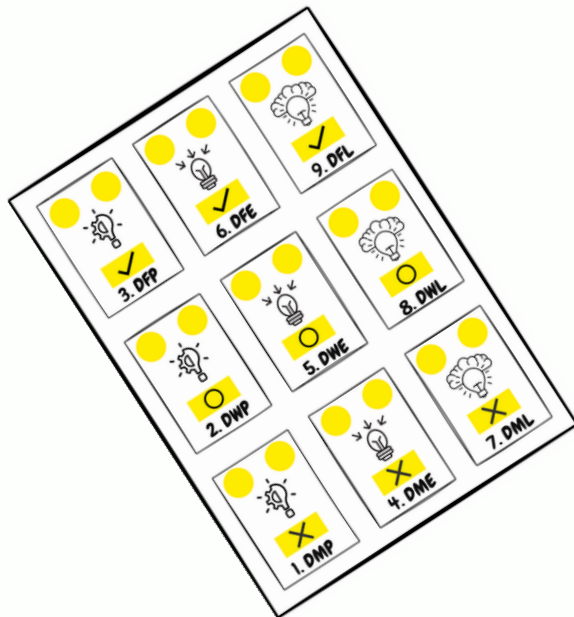
# YOUR AUDIENCE IN SYMBOLS

## The 27 Archetypes of Conscious Content Consumers

### How to use?

### Ask yourself, map, create.

1. Am I speaking to all rooms? Or just the yellow? Just the orange? Just the green?
2. Is my content addressing solutions? Perspectives? New thought?
3. Did my audience say no to receiving marketing or sales messages? Or maybe? Or yes?



# **YOUR AUDIENCE IN SYMBOLS**

## **The 27 Archetypes of Conscious Content Consumers**

Hello, I'm Allison (Wentworth) Ross.

Please connect with me if you'd like to add your content to Violet Portal where we're matching content to reader, one archetype at a time.



**violetportal.blog**