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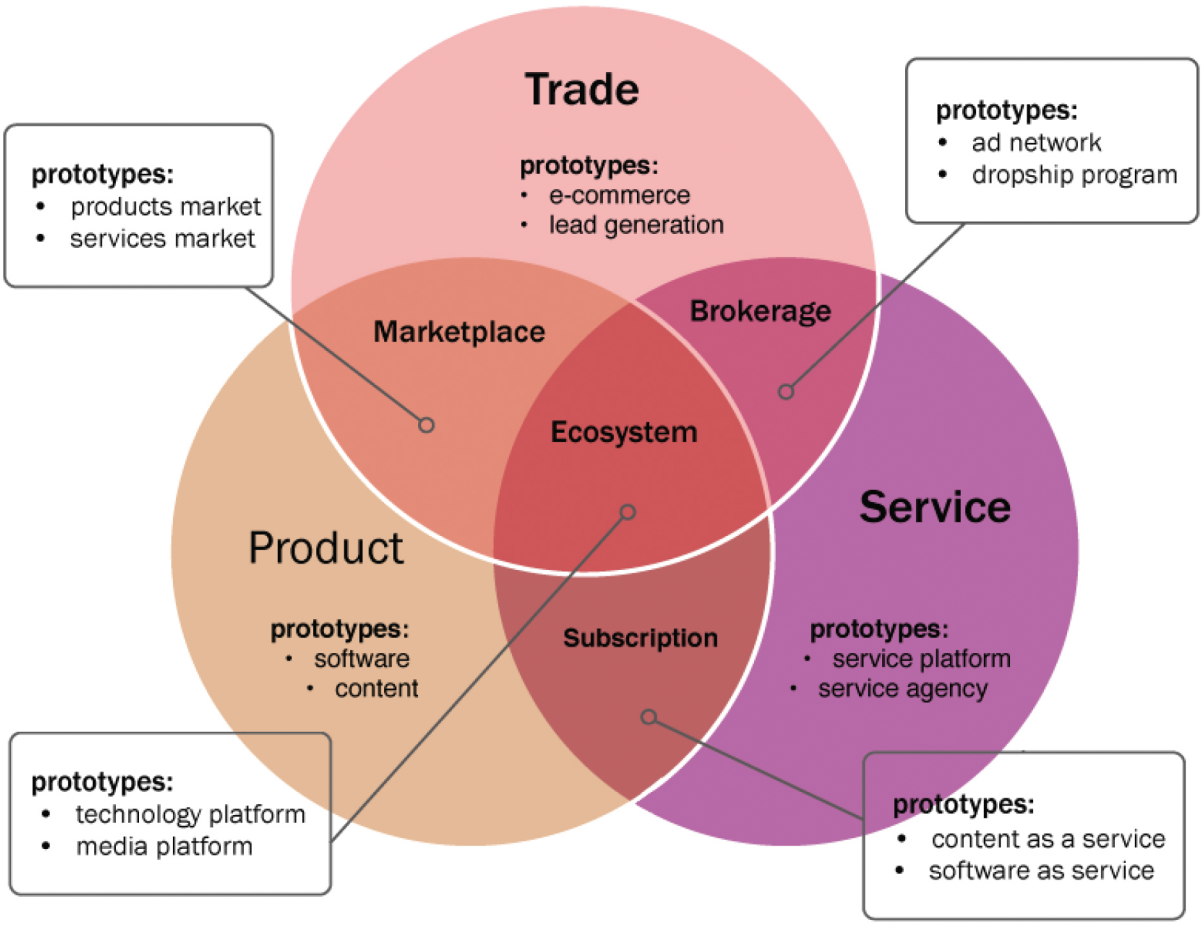
BUSINESS ARCHETYPES

Archetypes originated in history and literature many years ago. Today the idea of archetypes has been cultivated and reapplied to business. In a simple definition, archetypes apply to a certain statement or pattern of behavior, emulated by other statements or patterns of behavior. The archetype of your business, the core in which your model is designed, drives the interactions and decisions the business takes, moving forward to impact your entire brand.

The business model archetypes are broken down into 3 main models, that intersect to describe essentially 7 business model personalities. These personalities are **Trade, Service, Product, Marketplace, Brokerage, Subscription, and Ecosystem.**

Does your business focus on a service platform or service agency? Then you would fall under service. Do you have a software or develop content? Then you would fall under product. But perhaps you find yourself somewhere in between, with content as a service. This would be considered a subscription. See the chart below to see where you fall.



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Once you've determined your business archetype you have a solidified idea of what your business goal is and who you will cater to. The next step is to dive deeper into archetypes and determine what your brand archetype may be.

A brand archetype differs from a business archetype, as identifying a brand takes a more emotional turn. There are 4 components of the brand archetype. Your business either provides structure to the world, leaves a mark on the world, connects with others, or yearns for paradise. Then each of these are broken up into specific traits that each brand identifies with.

Are you interested in finding out your brand archetype? Take a quiz here: **http://www.archetypes.com/** or check out the chart below to see what brand archetypes some common companies align with.

So why do your archetypes matter? At the end of the day understanding the brand and core model of a business will drive every decision you make. Aligning your business model and brand, along with your strategies and decisions, will help move your business forward toward your ultimate business goal.