

Five Archetypes Quick Reference

Module 2.5 · Advocacy Academy · Steampunk Farms

Archetype	Core Values	Resistance Triggers	Entry Points	Scene Choices	Example Ask
Country Raised	Tradition, self-reliance, stewardship, honest work, community, distrust of outsiders	Being told their way of life is wrong; "elite" or "city" language; government overreach	Stewardship, local food sovereignty, community pride, "the way granddaddy did it"	Porches, barns, feed stores, county fairs, family kitchens	"Would you try eggs from the farm down the road?"
The Pragmatist	Efficiency, evidence, cost-benefit, practical outcomes, earned expertise	Emotional appeals without data; guilt; vague asks; moral absolutism	Economic data, health outcomes, supply chain transparency, consumer rights	Grocery aisles, kitchen tables, doctor's offices, laptop screens	"Read the label on one thing before you buy it this week."
The Protector	Family safety, children's health, nurturing, providing, shielding from harm	Feeling like a bad parent; shame about past choices; being told what to feed kids	Children's health, food safety, "what's really in this?", next generation	School cafeterias, pediatrician offices, packing lunches, family dinners	"Would you check where your kid's school lunch meat comes from?"
The Idealist	Justice, fairness, systemic change, compassion, moral consistency	Being told incremental is enough; performative allyship; half-measures	Justice frameworks, moral consistency, systemic analysis, movement building	Community meetings, campus events, social media, bookstores	"Would you come to the next community meeting about local food policy?"
The Traditionalist	Heritage, cultural identity, spiritual values, respect for elders, continuity	Culture under attack; traditions called cruel; outsider judgment; change for its own sake	Honoring heritage more fully, religious stewardship, "what grandparents actually practiced"	Holiday gatherings, religious services, cultural festivals, grandparents' kitchens	"What would your grandmother think of how things are handled now?"

Identification Method

- 1. What do they bring up first?** The first concern reveals the dominant archetype.
- 2. What language do they use?** "Fair/right" = Idealist. "Safe/healthy" = Protector. "Makes sense" = Pragmatist. "Our way" = Traditionalist. "My land" = Country Raised.
- 3. What makes them defensive?** Resistance patterns ARE the archetype.

Remember: Real people are blends. Lead with the dominant archetype — the values that surface first.