

Five Archetypes Strategic Reference

Module 3.1 - The Archetype System

The Five-Layer Profiling Method

Layer 1: Core Values - What does this person protect, prioritize, and organize their identity around?

Layer 2: Resistance Triggers - What language, framing, or approach makes them shut down?

Layer 3: Entry Points - Where is the door? What topic, value, or question opens them up?

Layer 4: Story Map Calibration - How do you set scene, value, tension, emotion, and ask for this listener?

Layer 5: The Ask That Fits - What incremental step matches their values and feels like their idea?

The Five Archetypes - Quick Reference

Archetype	Core Values	Resistance Triggers	Entry Points	Story Map Calibration	Fitting Ask
Country Raised	Tradition, self-reliance, stewardship, honest work, community	Told their way of life is wrong; urban/elite framing	Stewardship, local food, protecting what's theirs	Porch, pasture, kitchen; nostalgia and protectiveness	"Try local this week"
Pragmatist	Evidence, efficiency, practical outcomes, earned credibility	Emotional appeals without data; moral absolutism; vague asks	Cost-benefit, health data, supply chain transparency	Office, grocery aisle; curiosity and respect	"Review this data"
Protector	Family safety, children's health, legacy, providing	Feeling like a bad parent; shame about choices; told what to feed kids	'What is really in this?'; children's health; next-gen thinking	Kitchen, school, bedtime; protectiveness (not guilt)	"Read one label today"
Idealist	Justice, fairness, systemic change, authenticity	Pragmatic compromises; incrementalism; corporate co-option	Value alignment; systemic analysis; incremental = strategic	Rally, meeting, late night; indignation and hope	"Join this effort"
Traditionalist	Heritage, continuity, community norms, respect for elders	Change framed as progress against tradition; dismissing old ways	Generational wisdom; "your grandparents would be horrified"	Church, family table, heritage site; pride and legacy	"Remember how it used to be"

Common Blends

Blend	What It Looks Like	Strategic Implication
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Country Raised + Protector	Rural parent valuing tradition AND family safety	Lead with family health, ground in rural values
Pragmatist + Traditionalist	Data-driven person who values heritage	Economic data on how industrial practices betray traditional quality
Idealist + Protector	Justice-oriented parent	Systemic analysis through "what world are we leaving our kids?"
Traditionalist + Country Raised	Heritage-proud rural person	Nostalgia for how things were done before corporations
Pragmatist + Idealist	Evidence-loving person wanting systemic change	Research-backed policy proposals, measurable justice

Key insight: The dominant archetype tells you how to *open*. The secondary tells you how to *ask*.