

Archetype Profiling Quick Guide

Module 3.3 - The 6-Step Method at a Glance

Step	What to Identify
1. Demographics	Who are they on the outside? Age, geography, occupation, culture.
2. Psychographics	Who are they on the inside? Values, attitudes, behaviors.
3. Pain Points	What frustrates, threatens, or worries them?
4. Motivations	What do they protect? What gives them meaning?
5. Strategic Bridge	Where do YOUR values connect to THEIRS?
6. Objection Map + Story Map	Anticipate objections. Calibrate your narrative.

Common Mistakes to Avoid

Mistake	Why It Matters
Writing about groups, not people	Your profile should describe a person you could have a conversation with.
Assuming your values are theirs	"Animal rights" may be your frame. Theirs might be "fairness" or "health."
Skipping pain points	If you don't know what they fear, you can't avoid triggering it.
Using your language, not theirs	Translate your message into words they'd actually use.

The Test

After building your profile, ask: **Does this sound like something they would respond to - or something someone who already agrees would say?**