

SIYOP Workshop

Session 1-2

Authority Archetype

Your authority archetype. Now what are we talking about with this authority archetype? A lot of you have seen different archetypes, you have seen things that have 12, 20 archetypes, all these different archetypes and it's really like split personalities, but what we've done is kind of distilled this down to very specifically for authority positioning.

The way we kind of divide this up to and yes you might see that this is a gender bias, but Brian and I happen to be men, so this is just naturally in our brains, but it's something you'll be able to see very, very quickly. I want you to really think about this section as we go through it because it's going to help you do things and you're going to see things that maybe you've done or the way that you talk about things that you will change because you'll be able to do it with purpose. When we talk the archetypes, we've broken it down to 4. We call the Every man, the Cowboy, the Soldier, the Wizard. Now I'm going to walk through each one of these.

When you think about your archetype, this isn't something that you are going to invent. It's not a persona. It's not a character you're going to create. What you're going to do is you want to step into the archetype, or combination of archetypes that you are naturally. Make sure that you remove some of the elements or some of the

characteristics of the archetypes that maybe you've been trying to force yourself into because you think that's what's necessary in order to be seen as an expert.

What we want to do is get very, very clear on this. Let's walk through this and you'll see and I think you'll be able to identify with this very quickly.

Here we go.

The Every Man. What we're talking about here is pretty much breaking it down to the, “if he or she can do it, then I can do it too.” If you've struggled with the same or similar obstacles as your prospects, as your customers, if you're maybe seen as an authority because you've found the path to success and now are sharing that map. You think about this. If you look at the examples with Jillian Michaels from the Biggest Loser, you have Robert Kiyosaki, these are folks that they came from that beginning. They maybe had nothing. They didn't have fitness. They didn't have wealth.

They didn't have something. They had the same obstacles that their prospects have and what they are now are their person that has discovered a way to go beyond obstacles and they're bringing that back. They're sharing that now with others that may be in a similar situation or have the similar goals or want similar outcomes. So this is really well suited for if you think about it, the do it yourself type of business. If you are doing coaching, or if you're doing seminars, or perhaps a do it yourself info products, then you may be that Every

Man. You may be that person that has done something the average person, the regular person that has figured out how to get a special, spectacular result.

Weight loss, fitness, of course is a big one. Any kind of before and after is going to be very, very powerful. Business startup. Robert Kiyosaki, real estate. If you're an real estate investing, or real estate doing house flipping. We have fitness people on here, we have people that you are helping people get through a very, very difficult time or get through obstacles to reach potential that they could, and you're just that person that was in their place and now you're now showing them how. This is a very powerful archetype.

If you think about what you do and how you help people, kind of write that down. Think about that this may be the archetype that I fit into or at least one that I may share with one of the other archetypes.

Let's talk about the next one which is **the Cowboy**. The Cowboy's really that NO BS. The cowboy can be compelling by making others uncomfortable. Is firm, but compassionate, and will tell it like it is. An example we have here Larry Winget. If you're familiar with Larry Winget, you know he really is a no BS. He'll tell you the title of his book, "Shut Up, Stop Whining, and Get a Life" is a perfect example of that Cowboy, the NO BS because he is firm, but he is compassionate and understanding to those obstacles.

But he pretty much telling it like it is. Here's what has to be done. He's not going to tart it up, he's not going to put the sugar on it. He's going

to let you know exactly what needs to occur for you to get your desired outcome. The Cowboys can be well suited for fitness and nutrition as well, if you think about why do people go to personal trainers. Because they want them to whip them into shape. They want them to be on them. They want that accountability.

Business and life coaching is another one. Relationships, really it's about customers feel that they may lack the discipline to succeed on their own. It's almost providing discipline. Now if you fit into the Cowboy, you probably identified right away that that's part of your archetype. If you don't and you're scratching your head and thinking well does this fit me? If you're in that position, then chances are it doesn't.

Most people that fall into that Cowboy archetypes, they know right away that YES, that is definitely part of my archetype. Think about that and if you're wondering, it probably isn't, but still give it some consideration. If it is you naturally, but you've been avoiding doing that because you think it's too abrasive, you may want to reconsider.

Then we have **the Soldier**. Soldier is really think about the Defender. The Defender is someone that provides solutions, strategies, services. They can make problems go away. They give hope and help the prospects and customers that may feel overwhelmed or defenseless in a situations. They can be counted on to steer their followers in the right direction while avoiding pitfalls.

You see the example here is Suze Orman. That is a really good example of that person that defender. They may have knowledge. They may have expertise. She's not necessarily an "If I can do it, you can do it" but she is someone that may help steer you and help you avoid things that those pitfalls that people fall into. She's very, very specific about debt management and finances.

You hear her but you can also see where she is maybe part, a combination of the Soldier and the Cowboy. It's okay if you're a combination of those two. We're going to talk about how you can combine these because you may not fit directly into one particular, or one. But we're also going to talk about some of the dangers of that. Think about that.

If what you do really helps people to navigate through something that they may think is difficult, or they can't make sense of, then you may fall into this Defender category. This is very well suited for health and wellness for sure, legal, financial. Those are big, big types of services and professional and coaching that fall into that Soldier, that Defender that's going to be there to stand up for people that may not have the knowledge or the ability to navigate to train themselves.

The next one is one that can be very, very difficult and dangerous. One of the reasons is because there are a lot of people that put themselves into this category. This one is one we call **the Wizard**. The Wizard is someone that has specialized talents, knowledge,

skills, circumstances used to benefit others. You see examples here, we have Tony Robbins. You can probably think of a lot of others.

What you see here is someone that people identify with and they want to be that Wizard, especially coaches and service providers. They want to be that Wizard because that's what people identify with as the expert. The Wizard can provide customers and prospects their desired outcome or results that they **COULD NOT ACHIEVE ON THEIR OWN**. That's a very, very important piece of this. Customers benefit by being part of the Wizard's world.

Now, I want you think about and be honest with yourself. Would you classify yourself as this Wizard type? Would you classify yourself as this? Remarkably there are a lot of people that will instantly identify with this. Now you can certainly be the Wizard. You may actually be the Wizard, especially if you are a consultant.

You might be a medical advisor, or even a physician. If you're maybe perhaps in the spiritual or healing space that you're very well may fall into that Wizard category. If the service or product you offer is kind of a done for you, like branding or websites, or technical skills, you very well may fit into that Wizard category.

But here's where I want you to really be sure and think about this hard because chances are you're thinking right now, "but I fit into more than one of these." I can see myself as being part Cowboy, part Wizard. I can see myself as being part Soldier, part Cowboy, or part Soldier, part Wizard, and that's fine, but I'm going to tell you what the

expert's mistake is. I'm going to call it the Expert's Curse. It's the person that is very strongly, "if he or she can do it, then I can do it too," that tries to combine their archetype with the Wizard.

This right here DOES NOT WORK and can HURT. I've seen so many people that have done this and created content as the combinations archetype and they just don't get responses. They don't get the response that they think they should get. They have something just wonderful and magical to offer someone and they don't get the response. One of the big reasons is that it is, you can never say never, but I have never come across a person or a situation where this combination works, or this combination is appropriate.

Let's go into it a little bit deeper of why that is. Because achievability is erased when you combine the Wizard with the Every Man. If he or she can do it, than I can do it too achievability is erased. What does that mean? If you have especial advantages that your prospects or customers don't have, your achievement was based on circumstances that are not available to the average person. They will not be inspired to achieve what you have achieved.

Take a look at the picture over there. If someone is in fitness and you're trying to, you naturally fit into the "if I can do it, they can do it, too." If you have a story that was told and you have something that can really benefit someone but you also are trying to present yourself as the Wizard, someone that has something very special, and that's what a lot of people do when they're experts. They try to come across

as the smartest person in the room. They try to come across as someone with this special something because they think that's something that's going to attract people to them. How attractive do you think people are that want to be fitness if they looked at Arnold Schwarzenegger?

"Look how I started. Look how I became." His situation wasn't. His situation is that he had remarkable genes that he has a natural body that was made for a body builder. If people immediately think, "Well I can't do that, because that's not how I started." If Donald Trump tried to be an "If I can do it, you can do it too." Well all they will see is that your dad was a gazillionaire, and you inherited that gazillionaire and you had a lot of advantages.

So if you try to combine those two, what you're going to find is that people won't resonate with you and you may wonder WHY. You may wonder why you are almost sabotaging yourself by trying to be the smartest person in the room, or try to appear that you have some special abilities or talents when what your prospects and your customers are really looking for and really looking to resonate with is that person that they can connect with that if they did it, I can do it too. They're an average person. They have flaws. They're not that much different from me.

But what happens, when people when they try to be an expert, they try to create this archetype and they try to step into this Wizard

archetype that's not authentically them in order to appear to be an expert. It's something that will backfire for sure.

If you or see yourself in this situation right now and you aren't quite sure why people may not be connecting with what you are offering, it could be because they don't see themselves as someone that can achieve what you achieve because they see you as having some special ability or special circumstance. This is what I want you to make sure. I want you to make sure that you are so incredibly clear on. Achievability is what people buy. You may want to write that down. Achievability is what people buy. People don't buy the steps.

They don't buy the greater. You could sell I'm going to show you how to make a million dollars tomorrow by picking horses or whatever. If they don't see themselves as a person that is able to achieve that, it doesn't matter how good or what it is you have to offer, they won't see it. So achievability is what people buy and achievability is in essence what you're selling. You can distill that down. It doesn't matter what you are doing, the service you provide, the coaching you are providing.

What they're buying is the achievability, the belief that they will be able to achieve this because the authority by positioning yourself as the authority is going to instill the confidence that you are the person to help them achieve that outcome.

By going through this workshop and learning and understanding your positioning, understanding your archetype, understanding you being

the educator and advocate, what you're doing is you are providing the ability for your prospects to quickly and confidently see that you are the person that will help them to achieve that. That's something that you owe not only to yourself to be successful but it's something that you owe it to your prospects to make it easy for them to choose you because they see and they have the confidence that you are the person that is going to help them achieve what it is that outcome that they want to achieve.

I want to make sure you understand. If you make the investment and the time in understanding your archetype, and it may change over the course of this workshop and that's okay. What that means if you are discovering and developing a deeper understanding what it is of what you have to offer and understanding your gift and how it benefits and who it benefits and that's wonderful. But you have to start somewhere. Before you may have been guessing or just letting it happen, but now you have the ability to really understand that and step into the one that is naturally and authentically part of you.