First, A Message From Michelle

You’ve dug deep, you know you’re here for a reason, and you’ve spent your life doing it, (whatever ‘it’ is). You might have a book, or a speech, some inspiration to share, a workshop, a message, or advanced healing modality and you’ve done it well, but…. now it’s time to get out now in a bigger way, a huge way (and get paid - handsomely.) The problem is there is so much to do, so much to learn, and 220 directions to move. How do you know which way to turn, what avenue to market, and how to build a following?

Here’s the truth. When we’re doing busy work, overly blogging, tweaking our websites, or creating new products, we aren’t doing what matters. We’re pretending to build our business while inside we know it’s not working.

My work is unique, and I bet yours is too.

I do Tai Chi, ran a huge homeopathic company, have a degree in theology, and had almost convinced myself not to pursue my dream because I thought I’d give it all up for gardening. I tend to attract people with big huge creative ideas and out of the box business models.

I birth dreams. That’s my purpose.

People talk about purpose in general terms.

They say, I’m here to serve or, I want to serve, I want to help, and we do – we all help and serve everyday all the time.....Is that enough for you? Sure that’s true but…. I know that deep down inside, if you don’t do what you came here to do a little piece of your soul feels like it’s dying inside.
Your future actions are all that matters.

It doesn’t matter if you
- gave up,
- tried too hard,
- let fear get in the way, or
- just don’t know what your next step is.

None of that matters now.

It’s not too late to step out and make a difference, really live your purpose, do what you were made to do, and get paid for it. It doesn’t matter what you’ve been through in the past, only that you're here to live your life and continue on.

The only thing that matters is that your soul is talking to you, and you're here on this earth to share yourself, your work, your heart, and your purpose.

What matters now are the actions you take to move forward from here and now. But it is not about taking just any action, but the right action. Taking those steps based upon intuition coupled with marketing science. Action based on balanced life and soul driven purpose.

It won’t happen overnight; but big shifts and ahh haaa’s can happen in an instant, or a day or a month, but you have to be ready, prepared, and open to them.

You can do this.

~ Michelle
What Are Business and Marketing Archetypes?

- It’s a system I developed that includes marketing, business, and using your own internal strengths to stay on track.
- Archetypes are a pattern, a system, and a collection of words that you can relate to. It is a set of expectations that help you better understand how you approach and manage your business.
- Once you understand your strengths and weaknesses, you can use that knowledge to choose tasks to best market your business and sustain your energy.

There are many archetype models that are used in psychology, dream-work, personal mythic exploration, and story-telling. Years working with clients helped develop my archetypes. When I say the word 'Mom' you have something that pops into your head. You have an understanding of what that pattern of mother means to you. This is an archetype. Hero, Warrior, Victim and Angel are all words that convey a complete understanding of what is meant in only one word. What do these words mean to you:

Star • Mystic • Professor • Creator • Mechanic • Caregiver • Politician

How Do Archetypes Work in Business?

Archetypes give us a focus - a place to understand when we are working from our strengths or when we are stressed and working with our weaknesses.

Here is an example using familiar archetype models:
You have a needy client, or a client who fails to pay on time.
You may go into the Victim Archetype: “Why do I get this kind of client - this always happens to me.”
When you respond from your strength, you may go into Manager Archetype by setting boundaries or explaining payment obligations.
An Example of a Stuck Archetype: Are Creative Archetypes Perfectionists?
When the Creative Archetype is stuck in Creative mode, they become perfectionists. They:

- aren’t sure what to do next
- feel overwhelmed
- have too many great ideas
- believe their product is not ready and needs tweaking.

AND the result is nothing launches.
When in that energy, they need to move, or shift, from the Creative archetype to something that will help them take action. This happens when you can relate to another archetype, like Manager, which helps you move from a perfection attitude into implementation.

Knowing your own primary archetype is only the beginning. Understanding all of the archetypes in my system helps you access the full range of strengths available to you.

We are looking for threads, not specifics, but energies and consistencies that run through your life.

What is Your Business Archetype?
Start by asking questions:
How did you spend your time when you were twelve years old?
For example...Did you...
- Read a lot, dig deep, and really try to understand things = Professor
- Always doing art, dreaming, watching clouds = Creative / Creator
- Organizing your closet, cleaning your room = Mechanic

All Archetypes have fabulous strengths.
They are all Archetypes you can use in business and in life.
The trick is to stay in the strength of the Archetype and to pull in another Archetype when stressed to help rebalance your energy and focus your action.
“Which idea matches a great business model that matches your purpose in life, your passions, where you want to go, and serves the people you are here to serve...that reaches the people that you’re here to reach...where you can do your life’s work in the business context?”  Michelle Vandepas

Is a Good Idea Always Good For Business?
Avoid the ‘shiny object syndrome.’ Jumping from idea to idea drains your energy. Don’t worry about making a business model out of every idea.

HINT: If you’re in Creative Archetype with tons of ideas coming through, write them all down. Pick 1 or 2 that fit your current business model and then move into an Archetype that helps you implement them.

All of us have things we’re good at, either because we have a gift, or we’ve learned the skill. Take writing for example; it comes naturally to some while others have had to study and practice just to write a report or proposal. Discover what you are naturally inclined to do and implement those ideas and those tasks that easily support you and your business.

If you haven’t already, please watch my video here to learn more about the system I use and my Marketing Archetypes.

How Do You Put It All Together?
- What is the overriding theme of everything of you have (i.e. multiple websites, social media, blogs, products and services)?
- Find the thread that goes between all your great ideas.
- Pull it together under one umbrella and streamline your business so you are offering different things in your business rather than having different businesses.
Marketing Archetypes

STAR

**Star:** Al Gore
Also known as: Achiever, Entertainer

**Keys:** Visionary, Masses, Destination

**In Balance:** Warm in person, optimistic, believe big dreams conquer the world, big visions, connects with the masses.

**Out of Balance:** Egotistical, blows off people, doesn’t listen well.

**Marketing Tip:** Video, speak from the stage, presentations, work with other high achievers, stay out of details, stay optimistic when talking to others.

**Facebook:** Lesson is go big, use video; get your point across such as in ‘An Inconvenient Truth.’
MYSTIC

**Mystic:** Dalai Lama
Also known as: Way seer, Sage

**Keys:** Visionary, 1-1, Journey

**In Balance:** Highly intuitive, very spiritual, often off in other realms, in touch with emotions, teach / model big concepts, spiritually based.

**Out of Balance:** Not grounded, and doesn’t care about results. Not enough planning, too trusting in the Universe. Does things on a whim, picks up others’ emotions and keeps them.

**Marketing Tip:** Focus on results and benefits. Stay away from qualifications (unless asked). Hold vision for client. Talk about others.

**Facebook:** Share big thinking and spiritual concepts. You need structure. Come back from a retreat or meditation. Don't break that energy - just write 30 updates on Hootsuite, upload, and bang, you are done.
**Professor:** Dr. Deepak Chopra  
Also known as: Teacher

**Keys:** Practical, Masses, Journey

**In Balance:** Dig deep, love of learning, thoughtful, wise, practical, and intelligent.

**Out of Balance:** Gets caught up in explaining and talks too much or too long. Go into destination-mode instead of journey-mode (e.g. good grades instead of learning process.)

**Marketing Tip:** Ask questions, share short examples, recommend books, studies, and resources. Share depth of knowledge, natural excitement, and then your enthusiasm is infectious.

**Facebook:** Share resources, something you’ve learned, a fact. Share bite-sized pieces that are digestible. Don’t be too abstract. “I'm a professor, I've been digging deep, thinking and pondering the 15 years I’ve been working on this content.” Sitting home pondering doesn’t help your audience or you - sharing is beneficial.
**Creator:** Richard Branson
Also known as: Artist (not really artists)

**Keys:** Visionary, Masses, Journey

**In Balance:** Short term focus with big creative bursts, easy to create products, often visual. Strong sensory perception outweighs others (strong visual or strong auditory).

**Out of Balance:** Trying to do too much, not finishing projects or products. You need to focus and to be told what to do.

**Marketing Tip:** Create a product and then get creative to market it. Film fun videos, develop “over the top” graphics, or design sales pages. Create deadlines to finish projects before moving on. Be creative with marketing ideas. Partner with someone who grounds your energy. Need to find someone who can help with deadlines and implementation; just like rock stars need managers.

**Facebook:** Share visual or video (by someone else) or sensory stimulations. Share thoughts, and out of the box ideas. Ted Talks - Richard Branson uses tons of photos to express feelings.
Marketing Archetypes

MECHANIC

**Mechanic:** Dr. Oz
Also known as: Gardener, Engineer

**Keys:** Practical, Small groups/teams, Destination

**In Balance:** Systems, demonstrations, templates, accountability, wants to be able to see big picture.

**Out of Balance:** Too much detail on paper. Being caught up in a system instead of producing results.

**Marketing Tip:** No Pinterest, or video, but screen shares are OK. Share white papers, systems, step by step instructions, templates and worksheets. Give proven processes.

**Facebook:** Share white papers, templates, opt-in for procedures, and proven strategies. Specific examples like holding up 5 pounds of fat.
Politician: Margaret Thatcher/Ronald Reagan
Also known as: Connector, Networker

Keys: Visionary, Destination, Masses

In Balance: Brings people together, great networkers and connectors. Knows a lot of people, remembers people’s names and faces. Concerns them self with outcome.

Out of Balance: Uses others while scratching their way to the top. Little regard for process. My way or the highway, the end justifies the means.

Marketing Tip: Bring people together of like mind to achieve great things - build a team; reach out to support others who can help you. Help others. Joint Venture partnerships. Good on Twitter.

Facebook: Tag, share, and connect others with common cause. Ask for help, and support.
CAREGIVER

Caregiver: Florence Nightingale
Also known as: Healer

Keys: Practical, 1 on 1, Journey

In Balance: Selfless service, gives from love, healing energy, cares deeply, and connects with people intimately and quickly. No expectations.


Marketing Tip: Ask feeling questions, do hands on, personal conversations. Does well with one on one.

Facebook: Ask feeling questions don’t give fact. Invite friends to open houses. Can get caught up explaining procedures like: “I’m putting Ginger Oil on your second toe to help ground the digestive energy through stomach meridian and integrating the spleen and small intestine.” When what we want is: “Let’s get your stomach feeling better”.

All Archetypes have fabulous strengths.

The trick is to stay in the strength of your primary Archetype and then pull in another Archetype when stressed to help rebalance.

“When you come up against your own blocks and we don't know they're blocks - we're up against fear - pricing issues - how to sell the next client - fears about marketing ourselves - we're up against anything internal - it shows up in the outside world as procrastination, overwhelm, confusion, creating more packages and services, busy work - have to tweak my website - I have to go study some more because I don't know enough - go blog and do some SEO - pay attention - you might be pushing up against some edge about putting yourself out in the world.” Michelle Vandepas
“When you're marketing - it's all about them, not you.”  Michelle Vandepas

TEDx Speaker, Mom, Entrepreneur, Author

For those of you who don’t know me, I have started and sold three multimillion-dollar businesses. I’ve published four bestselling books. I’ve produced a documentary film. I even once owned a restaurant.

I’m CEO of my company where I work with people all over the world to help them build their businesses, while living their purpose.

It is about tweaking the marketing to deliver what other people want.

Then using your own gifts, your own archetype, and your own strengths to give them that. They want to get out of pain - talk about the pain in a way that feels good to you...

How do you market to connect with the people who need you - there’s whole boatload of people who need you - think about how you can step up in such a way that you can reach the people that need you so that you can go do what you're supposed to be doing here on this earth.”
Connect With Michelle:

Follow me on my WEBSITE
Have a question? EMAIL ME
Look me up on LINKEDIN
Connect with me on FACEBOOK
Follow my FAN PAGE on Facebook
Follow me on TWITTER
Call me at 719-527-1404

Click HERE to watch my TEDx Talk in Honor of Procrastination.