The 12 Common Character Archetypes (one take on this concept)

These twelve archetypes are divided into ego types, self types, and soul types with 4 per each category.

The Four Ego Types

1. The Innocent
Motto: Free to be you and me
Core desire: to get to paradise
Goal: to be happy
Greatest fear: to be punished for doing something bad or wrong
Strategy: to do things right
Weakness: boring for all their naive innocence
Talent: faith and optimism
The Innocent is also known as the: utopian, traditionalist, naive, mystic, saint, romantic, dreamer.

2. The Orphan/Regular Guy or Gal
Motto: All men and women are created equal
Core Desire: connecting with others
Goal: to belong
Greatest fear: to be left out or to stand out from the crowd
Strategy: develop ordinary solid virtues, be down to earth, the common touch
Weakness: losing one’s own self in an effort to blend in or for the sake of superficial relationships
Talent: realism, empathy, lack of pretence
The Regular Person is also known as the: good old boy, everyman, the person next door, the realist, the working stiff, the solid citizen, the good neighbour, the silent majority.

3. The Hero
Motto: Where there’s a will, there’s a way
Core desire: to prove one’s worth through courageous acts
Goal: expert mastery in a way that improves the world
Greatest fear: weakness, vulnerability, being a “chicken”
Strategy: to be as strong and competent as possible
Weakness: arrogance, always needing another battle to fight
Talent: competence and courage
The Hero is also known as the: warrior, crusader, rescuer, superhero, the soldier, dragon slayer, the winner and the team player.

4. The Caregiver
Motto: Love your neighbour as yourself
Core desire: to protect and care for others
Goal: to help others
Greatest fear: selfishness and ingratitude
Strategy: doing things for others
Weakness: martyrdom and being exploited
Talent: compassion, generosity
The Caregiver is also known as the: saint, altruist, parent, helper, supporter.
Four Soul Types

5. The Explorer
   **Motto:** Don’t fence me in
   **Core desire:** the freedom to find out who you are through exploring the world
   **Goal:** to experience a better, more authentic, more fulfilling life
   **Biggest fear:** getting trapped, conformity, and inner emptiness
   **Strategy:** journey, seeking out and experiencing new things, escape from boredom
   **Weakness:** aimless wandering, becoming a misfit
   **Talent:** autonomy, ambition, being true to one’s soul
   The explorer is also known as the: seeker, iconoclast, wanderer, individualist, pilgrim.

6. The Rebel
   **Motto:** Rules are made to be broken
   **Core desire:** revenge or revolution
   **Goal:** to overturn what isn’t working
   **Greatest fear:** to be powerless or ineffectual
   **Strategy:** disrupt, destroy, or shock
   **Weakness:** crossing over to the dark side, crime
   **Talent:** outrageousness, radical freedom
   The Outlaw is also known as the: rebel, revolutionary, wild man, the misfit, or iconoclast.

7. The Lover
   **Motto:** You’re the only one
   **Core desire:** intimacy and experience
   **Goal:** being in a relationship with the people, work and surroundings they love
   **Greatest fear:** being alone, a wallflower, unwanted, unloved
   **Strategy:** to become more and more physically and emotionally attractive
   **Weakness:** outward-directed desire to please others at risk of losing own identity
   **Talent:** passion, gratitude, appreciation, and commitment
   The Lover is also known as the: partner, friend, intimate, enthusiast, sensualist, spouse, team-builder.

8. The Creator
   **Motto:** If you can imagine it, it can be done
   **Core desire:** to create things of enduring value
   **Goal:** to realize a vision
   **Greatest fear:** mediocre vision or execution
   **Strategy:** develop artistic control and skill
   **Task:** to create culture, express own vision
   **Weakness:** perfectionism, bad solutions
   **Talent:** creativity and imagination
   The Creator is also known as the: artist, inventor, innovator, musician, writer or dreamer.
Four Self Types

9. The Jester
Motto: You only live once
Core desire: to live in the moment with full enjoyment
Goal: to have a great time and lighten up the world
Greatest fear: being bored or boring others
Strategy: play, make jokes, be funny
Weakness: frivolity, wasting time
Talent: joy
The Jester is also known as the: fool, trickster, joker, practical joker or comedian.

10. The Sage
Motto: The truth will set you free
Core desire: to find the truth.
Goal: to use intelligence and analysis to understand the world.
Biggest fear: being duped, misled—or ignorance.
Strategy: seeking out information and knowledge; self-reflection and understanding thought processes.
Weakness: can study details forever and never act.
Talent: wisdom, intelligence.
The Sage is also known as the: expert, scholar, detective, advisor, thinker, philosopher, academic, researcher, thinker, planner, professional, mentor, teacher, contemplative.

11. The Magician
Motto: I make things happen.
Core desire: understanding the fundamental laws of the universe
Goal: to make dreams come true
Greatest fear: unintended negative consequences
Strategy: develop a vision and live by it
Weakness: becoming manipulative
Talent: finding win-win solutions
The Magician is also known as the: visionary, catalyst, inventor, charismatic leader, shaman, healer, medicine man.

12. The Ruler
Motto: Power isn’t everything, it’s the only thing.
Core desire: control
Goal: create a prosperous, successful family or community
Strategy: exercise power
Greatest fear: chaos, being overthrown
Weakness: being authoritarian, unable to delegate
Talent: responsibility, leadership
The Ruler is also known as the: boss, leader, aristocrat, king, queen, politician, role model, manager or administrator.