

# little brand book

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Find Your Inner Influence  
to Work It, Own It, Bring It



Kalika Yap

# the 12 major archetypes

First, let's get to know the major archetypes. They're broken into four sub-groups that will help assess the core of your personality: the sages, seekers, sparks, and soul sisters.

## sages

information-oriented



### **maven**

Our teachers. They are virtuosos in their field. They are fulfilled by sharing knowledge with others.



### **brilliant**

Our intellectuals. We find them constantly observing and analyzing the world around them. Show them the data and facts and spare them the emotional sideshow.



### **original**

Our creatives. They see the world through their playful imagination. Whether it's to improve others' ideas or dream up something never seen before, they are eager to share their gift.

## seekers

idea-oriented



### **idealist**

Our eternal optimists. Their positivity is infectious. They are visionaries who see all the good in the world and what could be.



### **world changer**

Our innovators. They're our change agents for good. They push beyond what is and create electrifying change in the world.



### **explorer**

Our journeywomen. Their enthusiasm and curiosity guide them to forge new paths.

sparks  
action-oriented



**heroine**

Our rock stars. They're head turners in a crowded room. The kind who others look to and admire.



**leader**

Our go-getters. Always chasing perfection and seeking to do their best, they feel at peace when they're checking off items on their goals list. The get-it-done types.



**rebel**

Our challengers. They question everything. They go against the grain.

soul sisters  
people-oriented



**bff**

Our trusted allies. These are our wing-women. They have our back, no questions asked.



**gem**

Our nurturers. They are our security blankets, taking care of everyone with love and support.



**charismatic**

Our fun-lovers. Their humor and positivity are infectious to be around.

# the brand boss quiz

## STEP 1. TAKE THE TEST. IT'S EASY

Circle all attributes that describe your brand personality. The goal is to find out which groupings you have the most attributes in. Take the full test on our website [orangeandbergamot.com/brand-quiz](http://orangeandbergamot.com/brand-quiz).

### 1 maven

Patient  
Communicative  
Intelligent  
Empowering  
Wise  
Intuitive

### 4 idealist

Innocent  
Optimistic  
Hopeful  
Joyful  
Dreamy  
Free-spirited

### 2 brilliant

Factual  
Inquisitive  
Analytical  
Insightful  
Intellectual  
Rational

### 5 world changer

Resourceful  
Advocative  
Determined  
Justice-oriented  
Activist  
Initiative-taker

### 3 original

Creative  
Inspired  
Artistic  
Pondering  
Sophisticated  
Tasteful

### 6 explorer

Adventurous  
Fearless  
Curious  
On the move  
Globetrotting  
Experience-seeking

*\* write your results here* —————>

**STEP 2. THE MOMENT OF TRUTH**

The grouping in which you have the MOST attributes is your major archetype. The second-most is your minor archetype. Now on to the next page to determine your Brand Boss Archetype.

**7**  
**heroine**

Resilient  
Passionate  
Courageous  
Competitive  
Unstoppable  
Inspirational

**10**  
**bff**

Trustworthy  
Reliable  
Loving  
Loyal  
Consistent  
Humble

**8**  
**leader**

Powerful  
Ambitious  
Productive  
Driven  
Hardworking  
Self-motivated

**11**  
**gem**

Authentic  
Resourceful  
Warm  
Caring  
Kind  
Empathetic

**9**  
**rebel**

Challenger  
Independent  
Free thinking  
Unapologetic  
Brave  
Avant-garde

**12**  
**charismatic**

Energizing  
Fascinating  
Irresistible  
Entertaining  
Funny  
Captivating

your major archetype:

your minor archetype:

\_\_\_\_\_

\_\_\_\_\_

your major X your minor = your archetype

1  
maven

MAVEN	Sage
WORLD CHANGER	Educator
IDEALIST	Hopeful
EXPLORER	Pilot
HEROINE	Laurel
LEADER	Master
BRILLIANT	Professor
REBEL	Critic
BFF	Coach
GEM	Inspiration
ORIGINAL	Luminary
CHARISMATIC	Correspondent

your major X your minor = your archetype

2  
brilliant

MAVEN	Philosopher
WORLD CHANGER	Egalitarian
IDEALIST	Prodigy
EXPLORER	Alchemist
HEROINE	Remarkable
LEADER	Innovator
BRILLIANT	Intellectual
REBEL	Whiz
BFF	Realist
GEM	Allocator
ORIGINAL	Poet
CHARISMATIC	Geek

your major X your minor = your archetype

3  
original

MAVEN	Curator
WORLD CHANGER	Creator
IDEALIST	Ponderer
EXPLORER	Novelist
HEROINE	Celestial
LEADER	Composer
BRILLIANT	Architect
REBEL	Firecracker
BFF	Classicist
GEM	Affectionate
ORIGINAL	Virtuoso
CHARISMATIC	Playful

your major X your minor = your archetype

## 4 idealist

MAVEN	Utopian
WORLD CHANGER	Optimist
IDEALIST	Lover
EXPLORER	Seeker
HEROINE	Gladiator
LEADER	Samaritan
BRILLIANT	Fox
REBEL	Phoenix
BFF	Starry-Eyed
GEM	Passionate
ORIGINAL	Muse
CHARISMATIC	Whimsical

your major X your minor = your archetype

## 5 world changer

MAVEN	Groundbreaker
WORLD CHANGER	Equalizer
IDEALIST	Dreamer
EXPLORER	Pathfinder
HEROINE	Activist
LEADER	Iron Lady
BRILLIANT	Guiding Light
REBEL	Maverick
BFF	Admired
GEM	Model Citizen
ORIGINAL	Avant-Garde
CHARISMATIC	Visionary

your major X your minor = your archetype

## 6 explorer

MAVEN	Scout
WORLD CHANGER	Pioneer
IDEALIST	Open Mind
EXPLORER	Adventurer
HEROINE	Bold
LEADER	Climber
BRILLIANT	Scientist
REBEL	Inquisitor
BFF	Inspector
GEM	Conscientious
ORIGINAL	Shape-Shifter
CHARISMATIC	Bright Spot

your major    x    your minor    =    your archetype

7  
heroine

MAVEN	Editor
WORLD CHANGER	Crusader
IDEALIST	Protagonist
EXPLORER	Trailblazer
HEROINE	Amazonian
LEADER	Warrior of Light
BRILLIANT	Ambassador
REBEL	Tour de Force
BFF	CEO
GEM	Heart
ORIGINAL	Director
CHARISMATIC	Star

your major    x    your minor    =    your archetype

8  
leader

MAVEN	Role Model
WORLD CHANGER	Diplomat
IDEALIST	Exceptional
EXPLORER	Venturer
HEROINE	Champion
LEADER	Paragon
BRILLIANT	Adept
REBEL	Individualist
BFF	Pragmatist
GEM	Upholder
ORIGINAL	Tastemaker
CHARISMATIC	Empress

your major    x    your minor    =    your archetype

9  
rebel

MAVEN	Icon
WORLD CHANGER	Revolutionary
IDEALIST	Wildflower
EXPLORER	Experimenter
HEROINE	Fierce
LEADER	Alliance
BRILLIANT	Daredevil
REBEL	Nonconformist
BFF	Resilient
GEM	Rebel with a Cause
ORIGINAL	Eccentric
CHARISMATIC	Satirist



	your major	X	your minor	=	your archetype
10	bff		MAVEN		Principal
			WORLD CHANGER		Changemaker
			IDEALIST		Anchor
			EXPLORER		Curious
			HEROINE		Magnificent
			LEADER		Dependable
			BRILLIANT		Level Head
			REBEL		Vanguard
			BFF		Confidante
			GEM		Mainstay
			ORIGINAL		Artisan
			CHARISMATIC		Popular

	your major	X	your minor	=	your archetype
11	gem		MAVEN		Counselor
			WORLD CHANGER		Ally
			IDEALIST		Companion
			EXPLORER		Cultivator
			HEROINE		Altruist
			LEADER		First Lady
			BRILLIANT		Dean
			REBEL		Authentic
			BFF		Royal Citizen
			GEM		Humanitarian
			ORIGINAL		Stylist
			CHARISMATIC		Angel

	your major	X	your minor	=	your archetype
12	charismatic		MAVEN		Friendly Savant
			WORLD CHANGER		Good Citizen
			IDEALIST		Rosy
			EXPLORER		Open Heart
			HEROINE		Catalyst
			LEADER		Influencer
			BRILLIANT		Wit
			REBEL		Funny Girl
			BFF		Darling
			GEM		Spark
			ORIGINAL		Dynamo
			CHARISMATIC		Entertainer

## archetype speak

Often in work and life you'll find you're not speaking the same language as the other archetypes—either they tune out or misunderstand or it's just not getting through. Here's our guide to help understand how your fellow brand bosses actually communicate.



**Mavens** like to know what you're looking for so that they can provide you with something useful. Be prepared to ask questions related to their expertise. (And say thank you. Later, express how you've used their advice—you'll make their day.)



**Brilliants** typically prefer not to use a lot of fluffy adjectives and feeling words in communication. Cut to the chase. Well-organized lists and bullet points with supporting data is what they crave.



**Originals** want to feel as if they've had time to really brainstorm and explore all options before making a decision. Either provide them with options or give them time (and a deadline) to come up with some of their own.



**Idealists** are sensitive to negativity (how they would view straight-talk). Start with the positives and address areas of improvement as "opportunities for growth." Show your confidence in them.



**World Changers** are already three steps ahead in making their ideas reality before you even hear about it. Express your concerns, but know that they've got to test it out for themselves first. They'll be full speed ahead, so check in with them for progress updates.



**Explorers** are all about the journey and an abstract idea of the destination. Leave something to the imagination to keep them interested on the path you'd like them to follow.

### Bonus: Archetype Preach!

What do the other archetypes have to teach us?

*Get more tips on the Orange & Bergamot website.*



**Heroines** like to make bold proclamations and be the top dog in most situations. If you can give them the space to do so in a few select areas, they'll feel and perform at their best.



**Leaders** enjoy feeling like they're accomplishing something, anything. They despise wasting time. Make sure they get to check off tasks (even small ones) toward a larger goal. And get your tasks done, too; they'll respect you for it.



**Rebels** love to question everything. And be prepared that they won't accept your answer at face value. Better to present them with a pain point and your thoughts and let them come to the rescue with their own solutions.



**BFFs** are very service-oriented. They like to know that you feel you can rely on them. But they value the same from you. So do what you say you'll do, keep them posted, and be consistent and reliable.



**Gems** want to help. They need to feel useful and appreciated. Take time to tell or show them how they've done so and thank them. Ask them how you can help, too (but know they will decline; it's the gesture that counts for them).



**Charismatics** are the ultimate people-wooers. They live to win you over. They're not ones to dwell on negative situations, so if you're looking for someone to commiserate with you, you're looking in the wrong place. Crack a smile for them and you'll make them happy.

This is a work of nonfiction. It is a collection that tells the empowering stories of the lives and achievements of more than fifty remarkable women. To the best of the author's knowledge, the information contained herein is correct as of the date published.

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