



# Everyman Brand Archetype

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*"You're just  
like me and I'm  
just like you."*



EVERYMAN



# The Everyman Personality

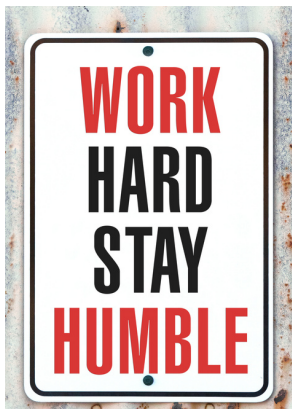
The Everyman Archetype simply wants to belong. They tend to blend into society as ‘everybody’ and don’t like to stand out in the crowd. They’re friendly and easy to talk to without being overly funny, rude, or loud.

They lend their trust quickly. However, the Everyman archetype fears others might reject them. This personality is relatively positive and strives to fit into the group. They tend to like most things without being overly passionate about one. The Everyman personality is generally quite likable. However, they can be easily forgotten.

## Typical Everybody Industries

- Home / Family Life
- Comfort Foods
- Everyday Apparel
- Automobile (Family / Everyday)

# IMAGERY





## Brand Voice

Friendly, honest, humble, practical, authentic

## Brand Message

When we treat each other with honesty and friendliness we can live in harmony.

## Everyman Brands

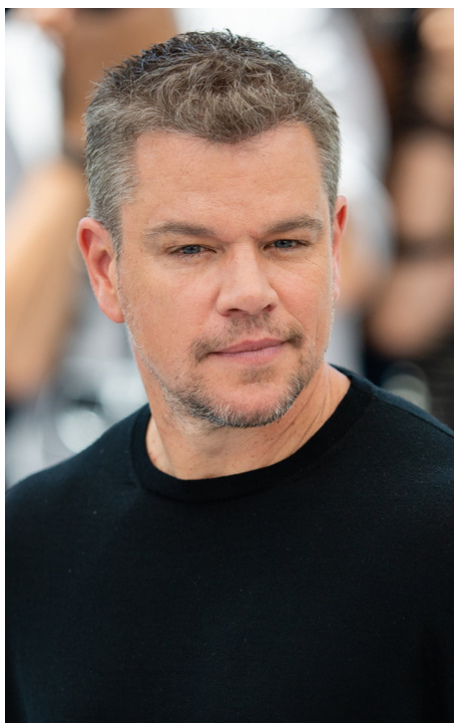


SEPTEMBER 2020



# Personal Brand Characters

Personal brands that represent this archetype



Matt Dammon



Amy Porterfield



Patt Flynn



Drew Barrymore

# The Brand Personality



# EVERYMAN

## Personality Statements

- This personality is the unsung hero.
  - Their preference is to work behind the scenes for what they believe is fair and just, though they are willing to take center stage for a cause that is important to them.
  - The Everyman wants to be sure the common person feels heard, recognized, and valued.
  - In their “I’m just like you style”, they are often the driving force behind great social change.
  - They lead from the trenches, often inspiring others by their simple, forthright character.
  - This personality taps into our desire to know that we all count, and we each have a voice, no matter our status in life.
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- **Brand Voice:** Friendly, honest, humble, practical, authentic
  - **Brand Style:** Down-to-earth and nature-inspired
  - **Brand Message:** When we treat each other with honesty and friendliness we can live in harmony.
  - **Customers Feels:** Included, part of the group, understood
  - **Be Your Brand:** Create real connections and friendships with your audience, and share everyday parts of your life with them.

# EVERYMAN

## Personality Statements

**Quote:** “I understand the common man because I understand me in that regard, at least.” ~ Vince McMahon

**Motto:** All people are created equal.

**Driving desire:** Connecting with others

**Goal:** To belong and to understand

**Greatest fear:** To be left out or to stand out from the crowd

**Strategy:** Align with basic values and create a welcoming community, be down to earth.

**Weakness:** Losing one’s own self in an effort to blend in or for the sake of superficial relationships

**Talent:** Realism, empathy, lack of pretense

**Also known as:** The person next door, the realist, the working stiff, the solid citizen, the good neighbor, the silent majority

**Everyman’s are different because of they:**

- Give people a sense of belonging
- Offer everyday functionality
- Represent solid companies with a down-home organizational culture
- Differentiate from elitist or higher-priced brands

# EVERYMAN



## Core Words

- Friendly
- Approachable
- Accepting
- Supportive
- Faithful
- Genuine



## Driving Strengths

- Creating community
- Easily approachable
- Being unpretentious
- Representing simplicity
- Bringing people together
- Embracing diversity and inclusion
- Fighting for equality
- Supporting the underdog
- Seeing magic in the ordinary
- Being accessible and relatable



## Fears & Weaknesses

- Invisibility
- Unappreciated
- Victimized
- Exclusion
- Isolation
- Disassociation
- Cynicism
- Resentment
- Disregarded
- Standing out
- Hostility

# EVERYMAN

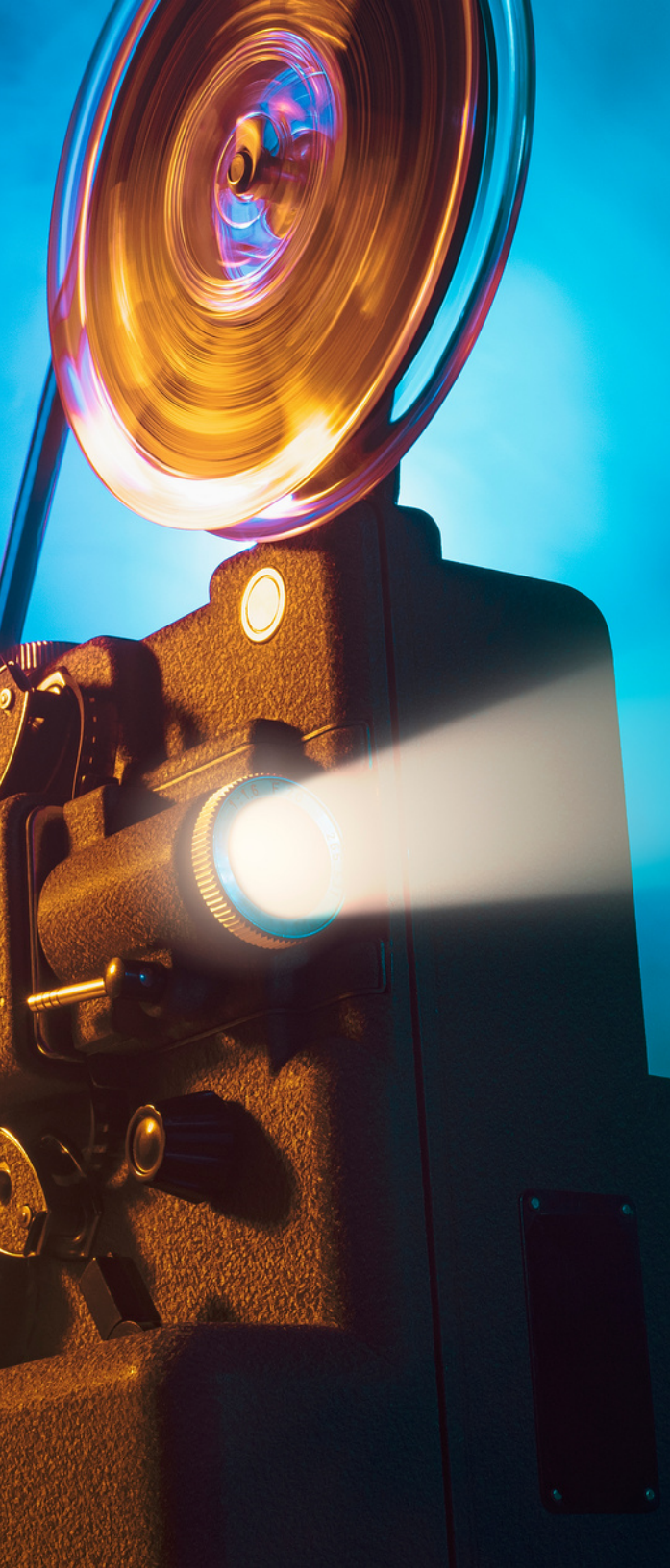
## Your Descriptive Words

- Fairness
- Equal
- Old fashioned
- Fit in
- Diversity
- Common
- Acceptance
- Ordinary
- Reliable
- Crowd
- Everyday
- Friendly
- Inclusive
- Connection
- Folk
- Genuine
- Community
- Alliance
- Utilitarian
- Honest
- No-nonsense
- Real
- Unassuming
- Integrity
- Character
- Simple
- Regular
- Same
- Earthy
- Good
- Neighbor
- Underdog
- Group
- Belong
- Support
- Union
- Average
- Frugal
- Everybody
- Like



# Everyman Examples

- Levi jeans
- Busweiser
- Humane Society
- Rosa Parks
- Ellen Degeneres
- Pat Flynn
- Target
- State Farm
- Paul Newman
- Ikea
- Jeff Walker
- Wendy's
- Walmart
- Southwest Airlines
- Just My Size
- Charles Schwab
- Country music
- Matt Damon
- Amy Porterfield
- Gap
- Emma Stone
- Drew Barrymore
- Anne Hathaway



# Everyman in Action

Click on the link to see the videos

- [Gap](#)
- [Target](#)
- [State Farm](#)
- [Charles Swab](#)
- [Ikea](#)
- [Budweiser](#)

# The EVERYMAN Audience



# Audience



A target audience is the intended audience or readership of a publication, advertisement, or other message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message.

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SOURCE WIKIPEDIA

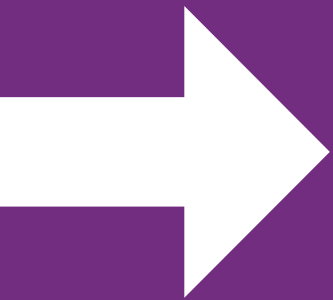
Your target audience refers to the specific group of consumers most likely to want your product or service, and therefore, the group of people who should see your brand and marketing communications and campaigns.

# Everyman Clients

It doesn't matter what industry you are in, your Everyman brand appeals to those who desire to feel a sense of belonging. They crave friendship, connection, and value everyday honest qualities over elite status. They want to feel allegiance and love, showing their affiliation by wearing clothes or symbols that represent their association with a brand or team.

Establish in your branding that you are a friend and that you share common down-to-earth values of goodness, friendliness, and neighborly caring. Always be sure to never put on airs. Give them something they can wear to show their connection with you. Everyone wants to feel they belong and your Everyman brand can easily create a long-lasting bond of loyalty and friendship with your clients!

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# Next Steps

1. Review your profile.
2. Highlight the top words and phrases in each section that MOST resonate with the way you want your business brand to be perceived by your target audience.
3. Use your brand archetype profile in your marketing efforts to resonate with your target audience.



*Hi, I'm Darla.*

Imagine knowing your marketing is working and your brand resonating with your audience. Imagine a website that works, attracting the right clients and your business is growing.

If you've spent hours and hours DIY'ing your marketing or hired an over-promised and underdelivered branding or marketing agency, you are in the right place.

For over 25 years, I've worked with companies worldwide. From entrepreneurs to corporations, I guide them be seen, heard, and understood.

Using brand and marketing psychology, I guide clients in the ever-changing digital space to create an engaging customer-centric experience.

Based on Hilton Head Island, SC, I've worked with companies worldwide using innovative strategies and proven processes to transform their businesses. Ultimately so, the business grows and makes the impact they desire.

**Book a call** to discuss your brand and marketing goals!





Branding and Marketing services to align with  
your audience and elevate your profits

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