SAGE
Brand Archetype

By Darla Kirchner
Kirchner Marketing, LLC

"The truth will set you free."

UNDERSTANDING

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The Sage Personality

The Sage is a seeker of truth, knowledge, and wisdom. Their drive comes from the desire to understand the world and share that understanding with others. They are lifelong learners and enjoy expressing their knowledge through philosophical conversations. They are more likely to pass on their wisdom to someone who can use it to change the world rather than change it themselves.

The Sage is motivated by independence, cognitive fulfillment, and truth. This archetype has a foundational identity attachment to the belief that thinking is what defines the human experience. The Sage responds well to an expert opinion but is inherently a pragmatic skeptic. Possessing a high need for autonomy, the sage values learning for its own sake because it allows for detachment from the masses and the capacity to remain objective.

Typical Sage Industries

- Media and News Networks
- Schools and Universities
- Educational Businesses
- Consultancies
- Search Engines (Google, Bing, Yahoo)

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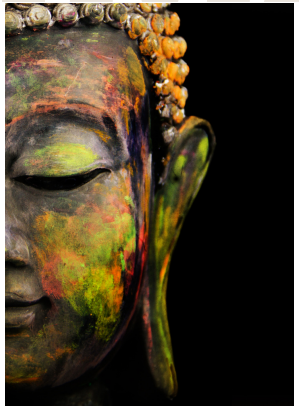
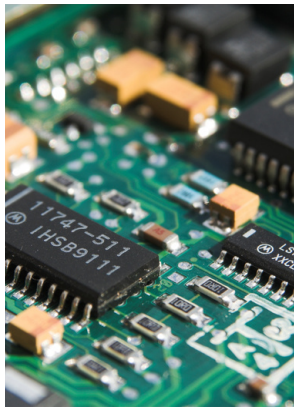
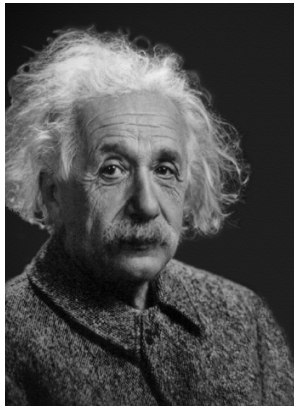
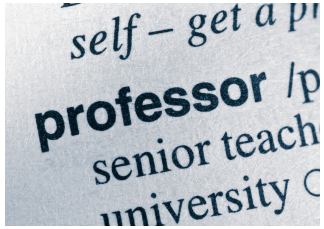


Discover
the Truth







Brand Voice

Knowledgeable. Assured. Guiding.

Brand Message

Education is the path to wisdom and wisdom is where the answers lie.

Sage Brands

Google
THE WALL STREET JOURNAL. WSJ
OLAY
HARVARD UNIVERSITY
Betty Crocker
charles SCHWAB
MAYO CLINIC
CNN

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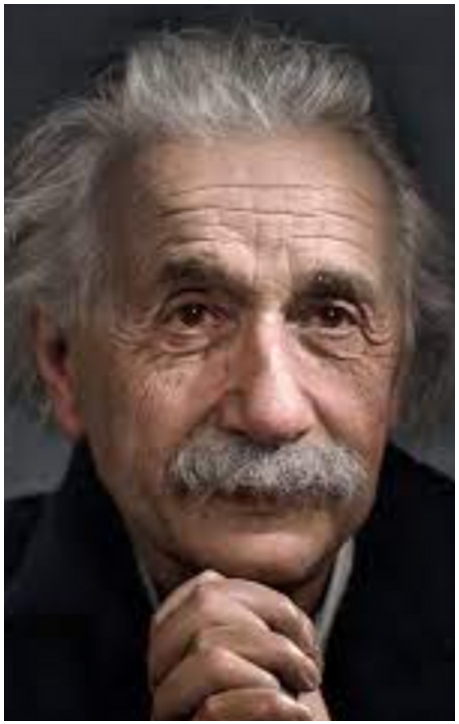
Personal Brand Characters

Personal brands that represent this archetype



Albert Einstein

Oprah Winfrey

Deepak Chopra

Ruth Bader Ginsburg

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The Brand Personality

SAGE

Personality Statements

- The Sage is driven to search for information, wisdom, and insight, and share these with the rest of the world.
- The Sage personality is a natural skeptic and seeks to find proof or evidence to validate their discoveries, insights, or hypotheses.
- At their best, they integrate information and insight to uplift our spirit and advance our lives.
- When expressing their gifts they are able to uncover true wisdom from the merely factual.
- They value experience, advice, and legacy.
- The Sage appeals to our desire for rationale, logic, and explanations to support their insights.

Brand Voice: Factual, decisive, authoritative, researched, intelligent
Brand Style: Sleek, elegant, sophisticated, glamorous, and modern
Brand Message: Education is the path to wisdom and wisdom is where the answer lies.
Customers Feel: Educated, in the know, wise, intelligent
Be Your Brand: Read, analyze patterns, test all assumptions; and share your research process and statistics.

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Personality Statements

Motto: The truth will set you free.
Driving desire: To find the truth through careful analysis and close study of the world they inhabit
Goal: To use intelligence and analysis to understand the world
Biggest fear: Being duped, misled—or ignorance.
Strategy: Show the path of wisdom. Celebrate life long learning. Seeking out information and knowledge; self-reflection and understanding thought processes
Weakness: Can study details forever and never act
Talent: Wisdom, intelligence
Also known as: Expert, scholar, detective, advisor, thinker, philosopher, academic, researcher, thinker, planner, professional, mentor, teacher, contemplative, guru
Sage's are different because they:

- Provide expertise or information to customers
- Encourage customers to think
- Are supported by research-based facts
- Differentiate from others whose quality or performance is suspect

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SAGE

Core Words

- Learning
- Curiosity
- Knowledge
- Expertise
- Enlightenment
- Insight

Driving Strengths

- Original thinking
- Seeking information
- Discovering the truth
- Enlightening others
- Being objective
- Encouraging independent thinking
- Sharing wisdom
- Solving a mystery
- Expertise
- Information
- Influence

Fears & Weaknesses

- Detachment
- Opinionated
- Indecisive
- Over-analysis
- Inaction
- Uncommitted
- Ignorance
- Inaccuracy
- Powerlessness
- Misinformation

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SAGE

Descriptive Words for the Sage

- Establish
- Mastery
- Wisdom
- Knowledge
- Study
- Learn
- Academic
- Proof
- Lesson
- Expert
- Data
- Contemplate
- Elite
- Information
- Objectivity
- Analyzed
- Intelligence
- Plan
- Reliable
- Investigate
- Research
- Believe
- Honor
- Curiosity
- Independence
- Think
- Respect
- Experience
- Mentor
- Harmony
- Tutorial
- Understanding
- Advice
- Trust

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Sage Examples

- Oprah
- T.E.D. talks
- Discovery Channel
- Procter & Gamble
- Consumer Reports
- Deepak Chopra
- Smithsonian
- Wall Street Journal
- Sherlock Holmes
- Walter Cronkite
- Mayo Clinic
- Google
- Chanel No. 5
- BBC
- University of Oxford
- Discovery Channel
- Buddha
- Albert Einstein
- Stanford University
- Betty Crocker
- Oil of Olay
- Harvard University
- MIT
- The New York Times
- National Public Radio
- CNN

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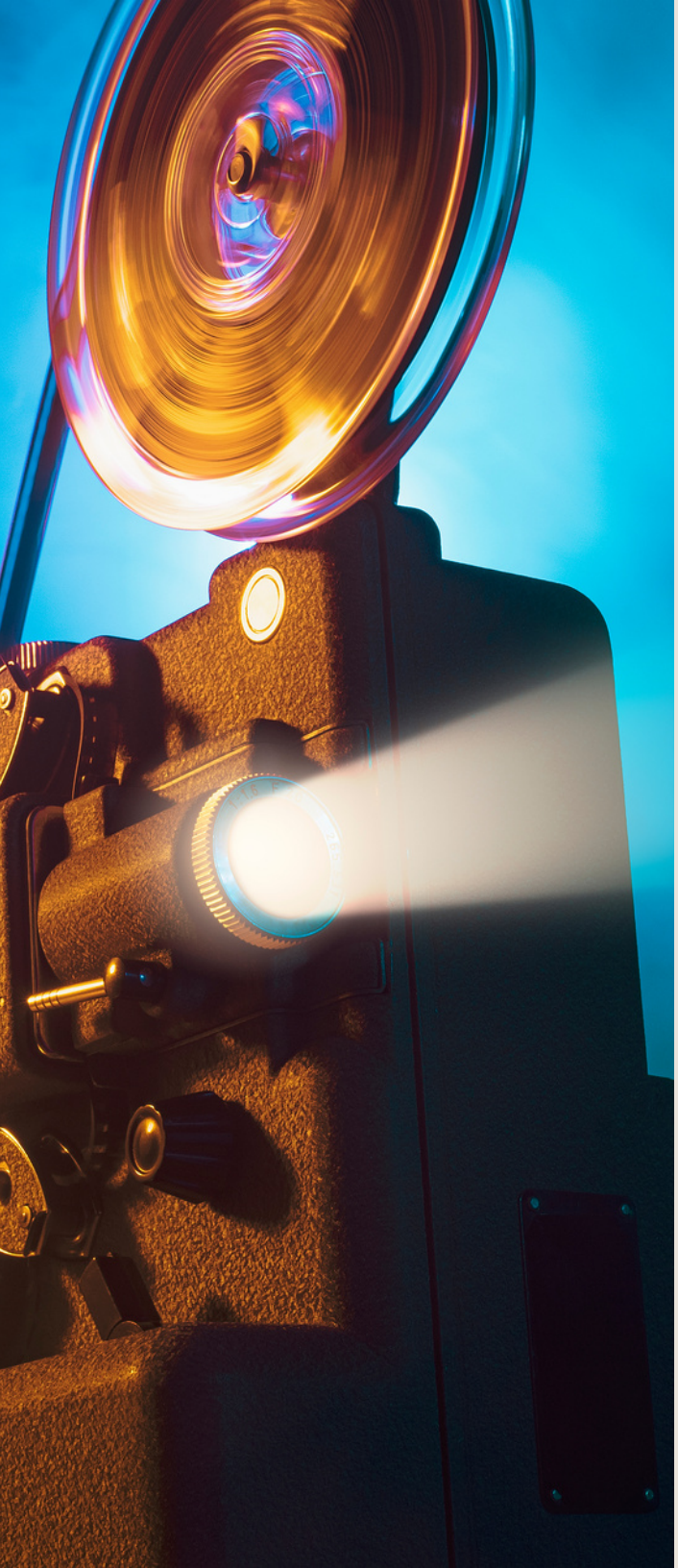

Sage's in Film

- Discovery Channel
- Obi Wan Kenobi
- Oil of Olay
- Deepak Chopra
- Wall Street Journal
- Mayo Clinic
- Google
- Harvard University
- New York Times

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The SAGE 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.

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.

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If your Clients are a Sage

It doesn't matter what industry you are in, your Sage brand appeals to those who desire information they can trust and believe. Sages want to understand the world (and help others do so) by discovering and refining the knowledge and wisdom that exists all around us. But that understanding is useless if it's based on things that simply aren't true.

Sages crave using information to make up their own minds. They want to feel validated and have their opinions respected. They value empathy and want to know if you've been in their shoes so they can learn the steps you took to go from struggle to success. Establish in your branding that you are an expert, giving plenty of proof that your information can be trusted. Always enable clients to make the right decision by showing them the pros and cons of working with you. Use knowledge-based tools such as writing a book or creating a course in order to show your expertise. Everyone is hungry to increase their knowledge and abilities, and your Sage brand can easily be positioned as a trusted source that your ideal clients respect and admire!

In appealing to a Sage, it is important to establish your credibility. Otherwise, why would they listen to you? Never talk down to the Sage, and never use a hard sell: They want to feel competent, smart, and in charge of the transaction. If they feel you are pushing them they are likely to distrust you and walk away. To a sage, a purchase is a rational transaction. They want you to provide information about the quality of the goods or service being sold and its cost. Then they simply want to make a logical decision based on the information. Reinforce their wisdom, and if you have a product that is of high quality, they will reward you with their loyalty.

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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 best 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 phycology, 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!

Kirchner Marketing LLC

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

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CERTIFIED BRAND STRATEGIST

CERTIFIED BUSINESS STORYTELLER