

## Archetypal Profiling

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During his lifetime, Carl Jung, sometimes called the father of modern psychology, put forward a theory that archetypes are universal patterns of behaviour that reside in the realm of the human collective unconscious.

You could say that each archetype is like a collection of thoughts that have combined to form an idea, and an ideal, for each role that a person plays. Since the dawn of time as we know it, every human being has contributed their ideas and thoughts toward what it means to be a healer, for example, or a warrior, a servant, a mother, a hero, and the many other roles that people play. Each person has added their thoughts to this collective 'pool'. This suggests that each archetype is subject to change and the evolutionary process. Archetypes continue to grow and change, being particularly affected by the ever-changing social, environmental, economical and political climates.

You can see that the evolution of these patterns would never stop, which also suggests that Archetypes have the potential to hold a vast amount of collectively pooled wisdom that has been gathered throughout the ages. Having been in development over eons of time, they are now well and truly established, and yet, are constantly evolving forms. Therefore, it would make sense to say that archetypal information never goes out of date because it continues to grow and change with the times. This up to date information and wisdom has always been there and is available to you now.

Your Archetype Profile is a tool you can use to consciously access this enormously rich source of wisdom. It's a river that never runs dry. There is no shortage of ideas and solutions to your problems when you use Your Archetype Profile as a road map to follow on your journey throughout the course of your whole life. Your archetypes are the signs and symbols you can use to navigate your way. Your Profile leads you to your hidden treasures and reveals an abundance of gifts that you have to offer the world. You can use the wisdom of archetypes and the insights gleaned from your profile as a guide for the rest of your life.

Consisting of four one hour sessions, Your Archetype Profile is created during the Archetype Consultation process. Profiling your Archetypes gives you insights into the twelve major roles that you play. Those roles eventually become the stories that impact your relationships, your finances, your work, and in fact, your entire life in a positive or negative way.

Once you understand the roles that you play, when you know your personal archetypes, you will gain insights into the stories that for better or worse, repeat and impact the quality of your life. If you want to change the stories that continue to hound you or hold you back, or you want to repeat your success stories, then it pays to know your archetypes. The dividends are extraordinary.

You can't be 100% certain that you have more than one life to live. You have to stop wasting the only life you may have on this earth. How much time do you really have here? How much can you afford to waste? The only thing you have to lose is your underlying discontent with your current situation. The

choice is yours. Let go of wishful thinking and magic wand solutions. Give yourself permission to take charge of your destiny and create your own good luck. Put yourself back in the driver's seat of the vehicle that is your life. Repeat your success stories and put a stop to self-sabotage. Renew your lust for life, clear up doubt and confusion, rebalance your sense of duty and achieve more of what you really want out of this life. Know your archetypes. Now is the only moment you can honestly say is truly yours.