

# THE INGENUUE

AKA THE INNOCENT

## *Performer Archetype*

### GOAL

To Show That Life  
Can Be Simple, And  
That Is Good

### STRATEGY

Convey And Share  
Passion

### VOICE

Heartfelt,  
Warm,  
Intimate

### FEAR

Rejection,  
Loneliness,  
Indifference

### DRIVE

Love Makes The  
World Go Round

## POWER

Unrelenting Optimism

## *The audience feels...*

Hopeful And Optimistic

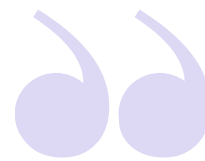
## *Examples*

Mary Pickford, James Taylor, Fred Rogers,  
Anna Paquin, Blake Lively



## *Quote*

I want to be in tune. I want to sing pretty, I want to  
sing sweet. - James Taylor



## *Colors*

#DDD8F3

#FFFEBD

#EF8AA5

#B8BFFF

## *Motivation*

SPIRITUAL JOURNEY