

# THE TIGHTROPE WALKER

AKA THE EXPLORER

## Performer Archetype

### GOAL

To Live Your One Life  
To The Fullest

### STRATEGY

Go Where Others Have  
Not Ventured

### VOICE

Daring,  
Self-sufficient,  
Trailblazer

### FEAR

Normality,  
Sameness,  
Boredom

### DRIVE

Adventure As A  
Means Of Self-  
Discovery

## POWER

Curiosity

## The audience feels...

"I Have No Limits," Inspired To Express Their  
Own Individuality

## Examples

Meryl Streep, Mary J. Blige, Ella Fitzgerald,  
Christina Aguilera, Brene Brown, Elizabeth Gilbert



## Quote

I can do a record with Elton John, I can do 'One'  
with Bono, I can work with Method Man, Jay-Z,  
and no one says, 'Why is she doing that?' And  
that's because I know exactly who I am and what I  
want. - Mary J. Blige



## Colors

#DCFDAD

#49CB5A

#49CBAB

#00FFA3

## Motivation

SPIRITUAL JOURNEY