

THE VIRTUOSO

AKA THE MAGICIAN

Performer Archetype

GOAL

Make The Impossible Possible

STRATEGY

Develop A Vision And Bring It To Fruition

VOICE

Curious, Clever, Visionary

FEAR

Spontaneity, Negative Outcomes, Normalcy

DRIVE

Transform The Audience's Perceptions

POWER

Making Dreams Come True

The audience feels...

Dreams Are Possible

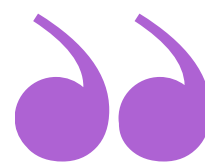
Examples

Taylor Swift, Prince, Jim Henson



Quote

Life's like a movie, write your own ending. Keep believing, keep pretending. - Jim Henson



Colors

#AE62D3

#22C177

#11392E

#CBC1BF

Motivation

LEAVE A MARK