



Defining and engaging your ideal member will help you:

- Maximize your engagement efforts
- Deepen member relationships
- Create the best experience

Step 1: Identifying Archetype

An archetype is a universally recognized idea or character. It is the essence of a specific type of personality. Every member is different, but your ideal members share characteristics that fit a certain archetype.

Select one of the following as the archetype for your ideal member:

- The Networker:** Craves community, collaboration and being the center of activity. Motivated by the intuitive knowledge of other people's skills and talents.

Strengths: Outgoing. Empathetic. People-focused.

Weaknesses: Opportunistic. Manipulative. Gossipy.

- The Rebel:** Looks to create social change and bring fresh perspectives. Often a rule breaker questioning the status quo. A bold leader with courage and power.

Strengths: Leader. Risk Taker. Brave.

Weaknesses: Negative. Susceptible to being fueled by hate or anger.

- The Everyman:** Believes everyone matters equally. Driven by feelings of belonging. Seeks to do right without needing recognition. Has a casual approach to life, "what you see is what you get".

Strengths: Faithful. Supportive. Strong character.

Weaknesses: Ignorant. Preoccupied with basic routine. Group Think.

- The Advocate:** Strongly supportive of social change and tireless champion of issues, ideas and concerns of service and benefit to the group first, individuals second.

Strengths: Energetic. Driven. Able to Inspire Others.

Weaknesses: Motivated by personal causes over public good.

- The Guardian:** Keeper of traditions, legacy and values. Finds happiness by defending, protecting and caring for others. Powerful and self-sacrificing, working to guide toward the greater good.

Strengths: Nurturing. Protective. Compassionate.

Weaknesses: Overbearing. Tendency to abuse power.

- The Athlete:** Focused on mental acuity, discipline and endurance. Relentless in the pursuit of goals. Challenges conventional wisdom in order to achieve their highest potential.

Strengths: Discipline. Competence. Honor. Tenacity. Achievement Orientated.

Weaknesses: Easily tempted to cheat. Bully.

Step 2: Defining Your Archetype

Craft a more detailed portrait of what's important to your ideal member using the following behaviors & insights:

First thing they check in the morning:

- The daily newspaper
- Email, Facebook or their favorite website
- The morning news on TV or radio
- What their spouse would like for breakfast

On a Saturday afternoon, you'll find your member:

- At their kids' or grandkid's soccer game
- Running weekend errands
- Doing as little as possible
- Volunteering or organizing

On a Saturday night, you'll catch them:

- Having dinner with friends
- Dancing the night away
- Seeing a movie or play
- Enjoying a quiet night in

What keeps them up on a Sunday night:

- Family matters
- Money plans
- World peace
- Career challenges

What gets them up on a Monday morning:

- Love for the weekly routine
- Making a big career move
- It's one day closer to the weekend
- Learning what everyone did over the weekend

Friends and colleagues consider them:

- An all-around good person
- Eternally optimistic
- Life of the party
- Honest, but fair

They get involved in organizations:

- For the good of the group
- To be part of something bigger
- Just to stay connected
- For new angles and opportunities

Notice Disclaimer: Nationwide is providing this information to as part of Nationwide's Member Experience Network. There is no guarantee that implementing the strategies or concepts shared through The Network will ensure an organization's success. Nationwide's Affinity partners are responsible for managing their own organization and should consult with their organization's business advisors, accountants, attorneys or other experts regarding any strategies adopted by their organization.