



..... SAGE ARCHETYPE .....



# SAGE

## Archetype



### Sage Archetype North Star

The truth will set you free!

### Sage Archetype Sub Categories

Scholar, Investigator, Detective, Mentor, Translator, Researcher, Philosopher, Teacher, Wise Woman/Man, Psychologist, Doctor, Scientist, Consultants

### Sage Totem Animal

Owl - In many indigenous traditions the Owl represents wisdom. The owl has a natural ability to see in the dark, therefore its medicine teaches you how to see deeper truth and be able to discern a lie from truth. The Owl can see things that are unseen and it can teach you to do the same.

### Sage Gifts / Magic

- You have little to no need to control or change the world - instead you want to understand it.
- Your life journey is about finding the truth about yourself, the world, and the universe.
- Your journey is not just about finding knowledge but of becoming wise.
- Your search for the truth behind the appearances and uncover the hidden.
- Gratification is found by supporting others towards empowerment, passing on wisdom and supporting others towards reaching their highest potential.
- You seek for a truth bigger beyond yourself.

## Sage Gifts / Magic Cont.

- Your strength is being able to see your own limiting thoughts (and of others) and how they are blocking you (and others) from seeing/ knowing a deeper truth.
- You have the ability to let go of ego concerns to open up to a deeper truth about life.
- You understand that everything is relative. What is true to you might not be true to others.
- You have an ability to stand beyond your thoughts, feelings, and desires and just observe your actions (which helps you remain calm under pressure). This helps you understand that you are not your thoughts and feelings so you are no longer a prisoner of your own flawed beliefs.
- You are curious and prefer to think things through to filter out your own biases and be objective and fair as much as possible.

## Sage Spells To Watch Out For

- Obsessively searching for truth so much that you become cut off from reality and numb.
- Obsessed with non attachment you cannot commit to people, projects or ideas.
- Being addicted to being perfect, truthful and right that you have no tolerance for human feelings, vulnerabilities and you become judgmental and feel you are superior or smarter than others.
- Using knowledge to control people or your environment.
- Becoming overwhelmed with relativity it becomes difficult to take any action because you don't know what's right or true for you. Cutting yourself off from listening to your gut (inner knowing).
- Getting caught up in obsessive thinking, attempting to figure everything out on your own by a rational process to the point that thinking becomes circular.



## During Conflict / Spells

You respond by doing research on how others have addressed the problem you are dealing with. You check in with your inner wisdom for guidance. You seek out the best way possible to think the process through, find an answer, take action to solve the problem and then track and evaluate the results.

### To Manifest A Sage Brand

- They are looking to make a logical decision based on the information provided. In the process help them feel like an expert. If they feel confused, incompetent or pressed they won't buy from you.
- Never use a hard sell. They will think you have something to hide and won't trust you.
- Use grey, beige, white, and light blue colors. Colors that have a wise tone to them.

## Sage Brands

### Companies

Harvard University, MIT, high-end consulting firms such as McKinsey, Arthur Andersen, the Mayo Clinic, Charles Schwab, CNN, Barnes & Noble

### Notable People/ Characters

Oprah Winfrey, Socrates, Confucius, Buddha, Galileo, Albert Einstein, X Files, Sherlock Holmes

## Sage Action Steps To Take Now

- Stay open to new information even if it contradicts what you have believed before. Avoid dogmatism. Balance the strengths of the Sage with those of the Jester.
- Listen to your gut, inner wisdom and body knowledge.
- Pay attention to what works in the real world, rather than just getting lost in your mind. Also, communicate simply instead of showing off your genius.

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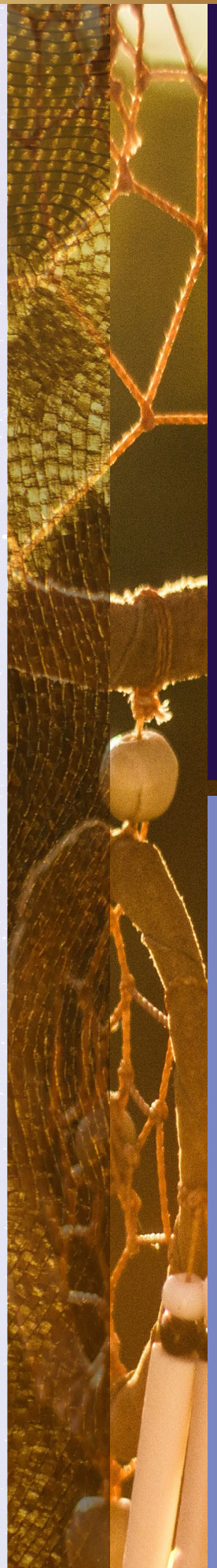
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