

She Means Business

The Warrior Archetype



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Boadicea - The Greatest of Them All

Welcome to the Roman nightmare. A bronze statue of Boadicea stands in London, one of the few women depicted in battle. But Boadicea was no ordinary woman. Indeed, she was a Warrior Woman who fought a Roman legion and almost defeated them.

After the death of her husband, the Romans refused to recognise her rule as Queen. They attacked her and raped her daughters.



Understandably, Boadicea was upset. So much so she gathered her tribe and took the fight straight back to the Roman oppressors. She conquered three cities before the Romans, with superior numbers, fought back.

Boadicea took her own life to avoid capture and imprisonment. A caption beneath the statue reads:
*Regions Caesar never knew
Thy posterity shall sway.*

The Warrior's Toolkit



Contemporary Warrior Women Worthy of A Statue

Erin Brockavitch: Expose major corruption scandals within a corporation - you betcha. This woman - without a legal degree - managed to do what big buck lawyers couldn't. She brought justice to a small town and kicked the bad boys out.

Hillary Clinton - love her or hate her - and most people seem to hate her - this woman's got bigger balls than Bill and the smarts to use them. Could she have beaten Obama and made a better President? Well, she couldn't have made a worse one.

Arianna Huffington - Digital media goddess who builds an empire whilst all the male media moguls twiddle their thumbs wondering why print newspapers are going out of business. Sassy, tough, smart and fabulously wealthy, I salute this Greek Goddess of Fortune.

Aung San Suu Kyi - Fifteen years of house arrest under a brutal military dictatorship so she could bring democracy to her country. This lady deserves more than a statue.

Warrior Philosophy

↪ Eat cake and then buy the store.

↪ A Warrior Woman doesn't dress for success because success has already dressed her.

↪ When the tough get going the Warrior Woman gets tougher.

↪ The Warrior Woman doesn't believe in reaching the glass ceiling because she knows it's made of plastic.



Six archetypes walk into a bar. The Cultivator orders a Lime Spritzer and frowns at the plastic plants. The Creative asks for a Gin and Tonic and contemplates the decor. The Sage orders a brandy, stands by the open fire and ruminates on attending an upcoming lecture. The Sorceress asks the barman to pour her a Mescal Tequila so she can reminisce about a recent desert retreat. The Daredevil orders a bottle of champagne to celebrate another successful skydiving adventure.

The Warrior orders six shots of whisky and lines them all up on the bar.





She turns to her archetype friends. “Who’s going to bet me one hundred dollars to skull all these shots in one go?”

The archetypes look at one another with bemusement and then decide to take on the bet.

“OK,” says the Warrior, and drowns the shots one after the other. The archetypes shake their heads in amazement and each hands over a \$20.00 note.

“You see,” the Warrior explains as she pockets the cash. “Never let a business opportunity pass you by.”

With that she paid the barman, left the bar and caught a taxi home.

Social Media and the Warrior Woman

Social media is all the buzz these days. If you run a business you need to have a social media presence whether it be Facebook, Twitter, Pinterest, a blog or YouTube account.

More women shop online than men and many use Facebook to tell their friends about it. Advertisers are scrambling to cash in on this lucrative market.

Savvy Warrior Women understand that communication is the key to promoting your brand.

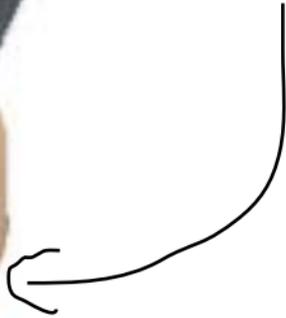
Women are great at building relationships and communicating their thoughts and feelings.

Warrior Women have an advantage over their male counterparts because they understand how to use social platforms to get their message across. Whilst this is the age of the Internet, it is also the age where Warrior Women build lucrative empires and show the men how it's done.

Warrior Women, let's conquer the online world.



Male Fantasy Warrior Woman



Real Warrior Woman



A woman in a red suit and a man in a grey suit are shown in a sparring stance, facing each other with their fists raised. The woman is on the left, and the man is on the right. They are both looking towards each other. The background is plain white.

The Warrior Women of Sparta

In Ancient Greece the women of Sparta were unique. They were educated, independent, fit and free. They maintained their homeland and their homes whilst the men were away fighting wars.

In contrast, most Greek men had little time for their women and kept them enslaved at home whilst they enjoyed public life and debating the meaning of democracy in forums. However, democracy only applied to male freedom.

Yet, impressed by the training and intelligence of Spartan women, Greek philosopher Aristotle thought that a government managed by women was possible.

The Warrior Women of Sparta led the way in proving to those misogynistic Greeks that women were equal to men. It only took another 2,000 years for women's liberation to catch on everywhere else!