



PEACOCK

PERSONA  
ARCHETYPE



USER GUIDE  
TO HUMANS

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# Introduction

Peacocks are here for fun, attention, beauty, glitz, glamour, style, entertainment and a 6-star lifestyle. For most Peacocks this is not a subtle, low-key Archetype. This is 'I HAVE ARRIVED' accompanied by flashing, aesthetically pleasing lights and music.

They are gifted with a design flair and natural sense of style that is unique to this Archetype. They are known for that 'effortless look', pristine, elegant homes and brilliant event management skills. Welcoming but haughty, showy but private, confident but deeply insecure. This is the Archetype of contradictions. Those with the Peacock Archetype bring life to any gathering or party.

They are a high energy, entertaining and charming Persona. Paradoxically not often associated with religious beliefs but, in the Catholic faith, Peacock Shadow can be clearly seen through the 'seven deadly sins' which were considered immoral behaviours. These are; pride, envy, wrath, gluttony, lust, sloth and greed. Even though, we think differently about some of these behaviours now, the words can be associated with Peacock.

Despite how they present themselves outwardly as the fun, stylish, exciting and beautiful entertainer, those with Peacock are known for their singlemindedness and even ruthlessness in getting what they desire.

The Peacock's journey is to travel from superficial pretence and self-indulgence to sincere love, fidelity and intimacy.

QUOTE  
People are not as beautiful as they look, walk or talk. They are only as beautiful as they love, as they care and as they share (Ritu Ghatorey)

# I've put a spell on you... because you're mine

The Peacock Archetype has an innate ability to evoke feelings of lust, desire, enticement and envy in others. Direct eye contact, a flick of the hair, a swing of the hips or a wink can be all it takes for those with the Peacock Archetype to get the reaction they are seeking.

Whilst a few other Archetypes can also be naturally fun and engaging, a clear difference is that Peacocks do not 'put on a show' for connection, but to get what they want. They are entitled by nature and believe they deserve to get what they want. This can include admiration, attention, power, partners or material possessions. They can charm, convince and lure others to do as they wish. Of course, there are inevitable consequences.

## Mirror, mirror on the wall

Beauty, appearance and style are so important to Peacocks. They exude such confidence and yet they are incredibly self-critical and harsh. Beauty and body confidence is often their currency, which they use to advance themselves further in work, relationships and life.

The tragic part of the Peacock Archetype is the 'perfect mask' they put on. It is very difficult to get to know Peacocks on a deep level. The terror of other Personas judging them and living their lives on how they are perceived rather than who they are is soul destroying.

Peacocks will go to great lengths to manage this 'perfect mask', never wanting it to slip. This includes transactional relationships, altering their appearance, huge overspending and callous gossiping.

Peacocks often find themselves overindulging in various substances to maintain a constant positive 'high'.

QUOTE  
'Not all that glitters is gold' (William Shakespeare)



# Peacocks in History

Royal courts had concubines who lived with female attendants or eunuchs. Seclusion led to competitiveness, bitchiness and hedonistic indulgences. They were allowed out only with a chaperone and today, Peacocks mimic this by only ever being seen with the "right" crowd. In history, those with the Peacock Archetype had different roles. Given the contradictory nature of Peacocks, we have divided them up into 3 types:

## 1. Princess or Queen Peacock:

The priority is to 'marry well'. This arrangement provided them with the opulent lifestyle and financial security they wanted. They fiercely guarded these relationships through any means possible and were very sensitive to any hint of betrayal and their wrath could be felt intensely.

## 2. Effortlessly Elegant Peacock:

There is a more reserved style of Peacock that speaks quietly and has an intriguing allure. Geishas in history were professional entertainers who attended guests during banquets and other occasions. Geishas were highly respected and spent years studying instruments and dances. Women would have taken this role in history to escape a life of poverty. They had to present perfectly in everything they did, and these perfectionist traits can be evident in Peacocks today where every detail needs to be 'just so'.

## 3. Showtime Peacock:

These Peacocks love drama, dance and music. In history and today, those with this Peacock Archetype, are destined for the stage. They love to perform in front of audiences and can get stuck in performer mode never learning who they are outside of the show. Even in history, Peacocks lived up to the name of being excessive, ruthless, calculating, beautiful adornments to those in power.

# Light



## Uplifting

Those with the Peacock Archetype can be incredibly inspiring to others. They can show the world how to be more confident and comfortable in their uniqueness and style. When Peacocks genuinely celebrate others and are not focused on competing with them, they can be amazing mentors and supporters. Peacocks can see strengths in others that they may not see themselves and can help these strengths to be developed.



## True Beauty

When those with the Peacock Archetype stop fixating on their star appeal, there is a genuine warmth that Peacocks exude that is real and alluring. Peacocks who are living, expressing and creating in their own sincere way can be so generous and inclusive of others. Peacocks have an incredible eye for true beauty, whether it's interior design, art collecting, flower arranging, jewellery design, a perfect simple dish prepared and plated just so.



## Entertaining

Some Archetypes can really struggle when it comes to having fun and entertaining. This is not the case for Peacocks. Bringing genuine heart-felt fun, laughter and colour to this world is what Peacocks are here to contribute. Peacocks are geniuses at creating immersive experiences that please all the human senses and if you ever need to organise an event or a party - find yourself a Peacock! They often run event management business and network extensively in the entertainment industry.



## Expression

When Peacocks abandon their performance act, stop comparing and judging others and begin to use their confidence superpowers for good - incredible things happen. They have the power to uplift and to make people feel better about themselves. Developing sensitivity and kindness, Peacocks have the ability to inspire other Personas to find and express their own personal style, discovering their own true beauty. Think Queer Eye for the Straight Guy.

QUOTE  
The human soul is hungry for beauty; we seek it everywhere, in landscapes-gardens, music, art, furniture, clothes, companionship, love and in ourselves. When we experience beautiful, there is a sense of 'homecoming' (John O' Donohue)

# Shadow



## Seeking the Elixir

There is a myth about the 'Fountain of Youth' where it is believed that if you bathed or drank from this mythical spring, it restores your youth. We can see this today through the health and wellness industries. Peacocks are terrified of aging and the potential impact this may have on their charm and social status.

They put their lives at risk through extreme surgeries, dodgy cosmetic treatments and restrictive diets in an attempt to maintain a youthful appearance and prevent aging. Stuck in this self-harming cycle, Peacocks are unreachable and remain focused only on themselves.

Quote| 'Vanity is not the only wall we place between ourselves and others. It is the wall we cannot penetrate to reach our inner depths' Michael Meade



## Diva

Melodramatic tantrums resulting from a sense of entitlement in Peacocks are common. The expectation of always being considered first, of being served, of being adored is exhausting for other Personas. They are consumed by their impact on their 'audience', which is everyone all the time. Peacocks falsely create situations where outwardly they appear as very generous and considerate as part of their veneer. They can be obsessed by their appearance, altering themselves endlessly with micro fixes and diets to be 'just right'.



## The Grass is Always Greener...

The notion that others situations and lives are better and more attractive than your own, can be the great unravelling for Peacocks. Constantly looking ahead, being completely future focused, sets Peacocks up to continually seek more and more. They can savagely go after lives that are not belonged to them creating absolute havoc and heartbreak along the way.



## Irrelevant

Those with the Peacock Archetype have a huge fear of being ostracised from their social groups. When struggling, Peacocks will slavishly conform to these elite cliques. They lose their sense of self and all wear the same clothes, behave the same and attend the same events. Even though these groups are often formed from a basis of elitism, gossip and superiority,

Peacocks are devastated when they are ostracised from them. To be erased and irrelevant with all traces removed of your existence is very painful. But Peacocks ostracise themselves. When struggling they come across as insincere and fake. Other Archetypes can see through the mask and feel the haughty judgement underneath and sever contact with them. If Peacocks slow down and pause, they can take the time to look within and stop this conformity. They realise who they are as an individual and confidently shine in their uniqueness and their Peacock 05 gifts can come through.

# Relationships

Peacocks in relationships can be very enthusiastic, charming and affectionate. They will aim for a picture perfect, Instagram worthy, version of their lives and this includes the people in it.

Ever the opportunist, Peacocks can sense potential options that they can gain from others. So, for some Peacocks, many of their relationships are not based on love but are transactional, what is in this for me? Entering into relationships with this mentality means that after a while, if the high is not sustained, Peacocks will move on. Seduction and sensuality is an artform they have mastered well.

This fast paced, hustle culture Peacocks apply to their relationships means that they rarely connect within or able to share their vulnerabilities. There can be a deep loneliness in Peacocks when they are constantly running from one thing to the next and escaping their lives through various addictions and drama.

## The Switch

A fascinating part of the Peacock Archetype is their ability to 'switch on' or 'switch off' depending on the audience.

This is an orchestrated, curated Peacock show for the people in front of them. Of course, sometimes this is great for example in the entertainment industry. But for close personal relationships with others, this can be very confusing.

Outwardly showy but personally private and constantly avoiding themselves means that Peacocks very rarely know who they are within. This can leave relationships cold, lacking depth and connection.





# Going out in the world

Peacocks are here to wake us up to the beauty in our world. They are very talented in events management, the entertainment industry, health and wellness, beauty, media and marketing. The ultimate networkers and talent spotters, Peacocks will bring colour, entertainment and sparkle to whatever they do.

Unless Peacocks learn to slow the pace of their lives, they will never learn who they really are and what they are here to contribute. Presence is key.

When time alone or aging is no longer feared, Peacocks can be freed from their constant craving to be desired by many, at all times.

Focusing on appearance and other's opinions hardens Peacocks and they can become more curated, fake, critical and harsh. When is this place, Peacocks smother Soul beauty and their true gifts of inspiring, uplifting and bringing people together are lost.

QUOTE  
'Everything has beauty in it. Not everyone sees it.' (Andy Warhol)

# Conclusion

We hope you found this brief introduction helpful. Did you see yourself in this Persona Archetype? Or a loved one?

Know you are not just one thing, this work is not about labelling or oversimplifying the complexities of the human Soul Psyche.

These Personas, created by Katie Eden Todd, are Archetypal Energies that exist in every human on planet Earth. You can see them in history, media, politics and in your own home.



As you discover the Persona Archetypes, know that this work is all about growing self-awareness and developing clarity around hidden pain and potential. This is an invitation to Soul Work. To tap into the unconscious Self that protects us from unresolved wounds and the pain that surrounds them - this is what Shadow is.

Embarking on a journey of self-discovery to uncover our authentic selves and shed our misconceptions, is the key to navigating life with self-awareness and resilience. This transformative work is not 'lightweight'; it is an act of self-compassion that paves the way for healing, fostering connections, personal growth, and purpose.

The Quiz is merely a starting point and a clue to what Persona is steering your life today. Now is when the real work starts... Are you ready to follow in the footsteps of countless individuals who have found profound transformation and fulfilment through deep Soul-Psyche Self-exploration?

Welcome to the User Guide to Humans.

# Next Steps

## SOUL MAPPING SIGNATURE COURSE 8 Week Coaching Program

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Join Katie Eden Todd or Erika Renstrom in 8 x 2h weekly live groups and discuss get your Soul Map solidified and explained. Programs run every 3 months and book out. Sign up now!

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