

# EGOIC LABEL EXAMPLES

## Profession-based identities

- Nurse
- Manager
- Entrepreneur
- Teacher
- Engineer
- Doctor
- Therapist
- Creative
- Freelancer
- Parent-coach
- Executive
- Accountant
- Engineer
- Corporate leader

## Stage-of-life identities

- First-time mother
- Newly single man
- Retired executive
- Empty-nester
- Graduate student
- Divorcee
- Widow/widower
- Career-changer

## Self-concept / belief-based identities

- Perfectionist
- Empath
- Overachiever
- Highly sensitive person
- Helper
- Fixer
- Lone wolf
- Outsider
- Spiritual seeker
- Stoic
- Caregiver

## **Affinity / belonging identities**

- Christian woman
- Veteran
- LGBTQ parent
- Feminist leader
- Conscious entrepreneur
- High performer
- Heart-centred leader

## **Performance / value-driven identities**

- Growth-oriented leader
- Burned-out executive
- Awakening seeker
- Purpose-driven parent
- Meaning-maker
- Protector
- Provider

## **Situational identities (short-term but strong)**

- Stressed CEO
- Single mom in survival mode
- Burnout-recoverer
- Grieving dad
- New manager drowning in responsibility

## **Quirky but powerful egoic labels (these often work great)**

- Over-thinker
- Fix-it woman
- Recovering perfectionist
- The strong one
- First-born achiever
- Quiet leader
- Lone wolf visionary

### **Reminder:**

Choose a label your audience would proudly claim — not a label you diagnose them with.