

Discover Your Dharma Archetype &  
Design Your Business for Who You Are by Nature



# Namaste



I'm Ompreneur Founder Rebecca Prien (Rama Devi). I mentor solo business owners in The Yoga of Entrepreneurship, a radical path of business as tantric spiritual practice.

The divine manifests and acts in the world through you. How you open to that grace and meet that challenge is your Dharma. It calls you to be fully alive. It calls you to serve the world.

Here's the thing about Dharma: You cannot be anyone you want. You can only be yourself. Your dharma is you acting out of your very nature.

The world needs you to be yourself. You play an infinitely important role in the functioning and evolution of the world. Your role carries out one of the five aims of life: sustenance, purpose, pleasure, wisdom, and freedom. You are uniquely positioned for and charged with this role. It is the key to your being fully alive. It is the key to designing a business in which you feel fully alive because it grows out of who you are by nature, at the deepest level. And it is the key to contributing to the world what you've uniquely and specifically come to contribute.

# How to Use this Guide

1. Take the Dharma Archetype Quiz.

2. Find your Dharma Archetype to learn about:

- Your Soul's Aim
- Your Natural Intelligence
- Your Ego Trap
- Your Evolutionary Path
- Your Business Orientation
- Your Money Relationship

3. Listen to Design Your Business for Who You Are by Nature with Your Dharma Path Archetype.

## Take the Dharma Archetype Quiz

For each set of statements, choose the statement that best describes you. If two statements equally describe you (and you did not instinctually lean toward one immediately) choose both.

Sustenance	Purpose	Pleasure	Wisdom	Freedom
<input type="checkbox"/> I love my work. It is an expression of love.	<input type="checkbox"/> I love acquiring mastery.	<input type="checkbox"/> I love to make money for its own sake & for what it can do	<input type="checkbox"/> I love learning. I have a thirst for knowledge for its own sake.	<input type="checkbox"/> I've been searching for what I love for a long time.
<input type="checkbox"/> I'm a specialist. I'm not interested in, or good at, things that require broad knowledge.	<input type="checkbox"/> I am purpose-driven and like being focused on a purpose.	<input type="checkbox"/> I am value-driven and want a fair exchange of value for resources, talents & efforts.	<input type="checkbox"/> I'm a generalist. I'm frustrated and stagnated by repetitive or specialized tasks.	<input type="checkbox"/> I am a master of change. I've reinvented myself various times.

<input type="checkbox"/> I like the comfort of routine.	<input type="checkbox"/> I like having a goal.	<input type="checkbox"/> I like leisure & luxury.	<input type="checkbox"/> I like variety. I'm a Renaissance woman/man.	<input type="checkbox"/> I like the unusual & the foreign.
<input type="checkbox"/> I seem more resilient and grounded than others.	<input type="checkbox"/> I've been told I have a strong presence (without saying a word).	<input type="checkbox"/> I'm charismatic & attract people easily.	<input type="checkbox"/> I'm wise & engender people's confidences.	<input type="checkbox"/> I am a visionary & spark new ideas and insights.
<input type="checkbox"/> I have endurance and good physical strength. I am highly manually skilled.	<input type="checkbox"/> I am energetic. I am athletically agile and able.	<input type="checkbox"/> I innately understand people's emotional states. I am a master of persuasion & storytelling.	<input type="checkbox"/> I am fiercely intelligent, with a sharp, flexible mind & linguistic skill.	<input type="checkbox"/> I have a strong mystic connection. I see possibility other's don't see.
<input type="checkbox"/> I most value security.	<input type="checkbox"/> I most value justice.	<input type="checkbox"/> I most value pleasure.	<input type="checkbox"/> I most value wisdom.	<input type="checkbox"/> I most value freedom.

<input type="checkbox"/> I most fear I will be ridiculed (esp. of my intellect)	<input type="checkbox"/> I most fear what I cannot control (the unseen, the spiritual).	<input type="checkbox"/> I most fear I will be worthless.	<input type="checkbox"/> I most fear I will not survive.	<input type="checkbox"/> I most fear I will be restrained.
<input type="checkbox"/> I am deeply loyal. I can be opinionated.	<input type="checkbox"/> I am competitive. (It's fun for me.) I can be angry or prideful.	<input type="checkbox"/> I am agile & persuasive. I can take shortcuts & step on others.	<input type="checkbox"/> I am idealistic. I can fail to follow my own ethics/advice.	<input type="checkbox"/> I am adaptable. I can also be anxious and/or deceptive.
<input type="checkbox"/> I like to make or work with tangible things.	<input type="checkbox"/> I like to work for something I deeply believe in, that is just & right.	<input type="checkbox"/> I like connecting people & resources together to enhance life.	<input type="checkbox"/> I like to advise others & offer good counsel.	<input type="checkbox"/> I like to combine things into a whole new, unique offering or perspective. I like to "shed light."

<input type="checkbox"/> My instinct is to care for others.	<input type="checkbox"/> My instinct is to protect others.	<input type="checkbox"/> My instinct is to provide for others.	<input type="checkbox"/> My instinct is to teach others.	<input type="checkbox"/> My instinct is to liberate others.
<input type="checkbox"/> I value work.	<input type="checkbox"/> I want to challenge myself & others.	<input type="checkbox"/> I seek experience, pleasure & stimulation	<input type="checkbox"/> I seek truth.	<input type="checkbox"/> I wander & explore.
<input type="checkbox"/> I seek a deep sense of community & belonging.	<input type="checkbox"/> I enjoy the company of others but I work alone.	<input type="checkbox"/> I need to be with others & feel lonely otherwise.	<input type="checkbox"/> I need and enjoy a lot of time alone.	<input type="checkbox"/> I never really fit squarely anywhere.
Total _____	Total _____	Total _____	Total _____	Total _____
Sustenance	Purpose	Pleasure	Wisdom	Freedom

Total the number of statements you've chosen from each column. The column with the highest number indicates your Dharma Archetype.

# The Sustenance Archetype

Laborer • Caregiver • Crafter • Healer • Lover



Your Soul's Aim: Provide Care & Security

Your Natural Intelligence: Intuiting Needs

Your Ego Trap: "I Know."

Your Evolutionary Path:  
Service, Love & Devotion. Learn the  
Intelligence of The Pleasure Archetype.

Your Business Orientation: Hand-crafted with Love, Care & Devotion

Your Money Relationship: Own the value of your work & keep your devotion to it. Evoke emotion.



# The Purpose Archetype

Warrior • Advocate • Champion • Leader • Activist



Your Soul's Aim:  
Pursue & Defend a Just Purpose

Your Natural Intelligence:  
Focusing & Expending Your Energy

Your Ego Trap: "Money is my Power."

Your Evolutionary Path: Knowledge,  
Purpose & Discernment. Learn the  
Intelligence of The Wisdom Archetype.

Your Business Orientation: A Single-Pointed, Passionate Cause

Your Money Relationship: Focus on your just purpose, not money. Acquire knowledge & discernment in earning & spending.

# The Pleasure Archetype

Merchant • Mogul • Gourmand • Entertainer • Sensualist



Your Soul's Aim:  
Create Conditions for All to Enjoy Life

Your Natural Intelligence:  
Valuing & Reallocating Resources

Your Ego Trap: "It's Not Enough."

Your Evolutionary Path:  
Charity, Gratitude & Contentment.  
Learn the Intelligence of The  
Sustenance Archetype.

Your Business Orientation: A Clear Exchange of Massive Value

Your Money Relationship: Acquire money & wealth for its own sake. Give back joyously & generously.

# The Wisdom Archetype

Educator • Sage • Shaman • Luminary • Guide



Your Soul's Aim: Enlighten

Your Natural Intelligence: Distilling, Articulating & Cultivating Wisdom

Your Ego Trap: "I Can."

Your Evolutionary Path:  
Surrender. Detachment. Learn the Intelligence of The Purpose Archetype.

Your Business Orientation: A Platform to Guide toward Deeper Wisdom

Your Money Relationship: Master the Allocation of Your Energy. Do Not Strive. Surrender.

# The Freedom Archetype

Outsider • Explorer • Visionary • Alchemist • Renegade



Your Soul's Aim:  
Liberate from Societal Limitations

Your Natural Intelligence:  
Seeing What Others Do Not

Your Ego Trap: "It's 'their' fault."

Your Evolutionary Path: Responsibility.  
Ruth. Respect. Return.

Your Business Orientation: Alchemy. Disruptive Innovation.

Your Money Relationship: Honesty.