



Avatar-Based Attraction Strategy

Each avatar is drawn in by a specific program, event, or document that reflects their values.

1. The Ritualist

Core Value: Connection through ceremony, food, and rhythm

Attracts Through:

- Supper clubs with intentional pacing and story
- Kvass tastings framed as gut lineage
- Seasonal gatherings with ritual plates and co-regulation

Best Invitation Format:

- A poetic flyer or scroll for a supper event
- A voice note or WhatsApp message naming the ritual lineage
- A mini-doc showing how ritual is embedded in the house's layout and hosting flow

2. The Aesthetician

Core Value: Beauty as coherence, design as dignity

Attracts Through:

- Artist residencies or spatial design workshops
- Invitations to co-design plate presentation, kvass labels, or house layout
- Visual scrolls showing the house as a living artwork

Best Invitation Format:

- A PDF or landing page with images, textures, and design philosophy
- A mini-doc showing how beauty is embedded in the house's materials and proportions

3. The Integrador (formerly Strategist)

Core Value: Systems that work—legal clarity, income scaffolding, replicable models

Attracts Through:

- Consult sessions on PSLF, nonprofit formation, or delegation
- Behind-the-scenes access to your governance docs, IRS strategy, or funnel design
- Strategic planning workshops or nonprofit labs

Best Invitation Format:

- A draft of the Resonance Map or Activation Framework
- A mini-doc showing how their integrative mind is reflected in the house's systems and nonprofit structure

4. The Maker

Core Value: Yield through action—food, water, energy, fermentation

Attracts Through:

- Aquaponics demos, fermentation workshops, rabbit hutch builds
- Hands-on events with clear outcomes and visible yield
- Opportunities to teach or co-host a demo

Best Invitation Format:

- A one-pager showing the house's regenerative systems
- A mini-doc mapping how their skills are needed to activate the resource pillar

5. The Steward

Core Value: Legacy, replication, mentorship

Attracts Through:

- Apprenticeship programs, replication training, lineage documentation
- Opportunities to mentor youth or co-design the next house
- Invitations to help shape the nonprofit's governance or transmission protocols

Best Invitation Format:

- A Founders Circle scroll naming their role in the lineage
- A mini-doc showing how the house teaches and how they can help it transmit

Using the Resonance Map to Attract Founders

The full Resonance Map is most magnetic to:

- Integrators: They'll see the logic, the structure, the replicability
- Stewards: They'll feel the lineage, the transmission, the legacy
- Aestheticians: If it's visually beautiful, they'll be drawn in by the design

You can send the full doc to these avatars directly—or create mini-docs that extract one pillar and show how it reflects their values. These can be short PDFs, scroll-style emails, or even voice messages.

Activation Flow Suggestion

1. Create 5 mini-docs—one per avatar, each showing how their value lives in the house
2. Use the full Resonance Map as a master document for funders, fiscal sponsors, and strategic collaborators
3. Host one event per avatar in SMA or Veracruz—each one a ritual, a demo, a consult, a design session, or a lineage circle

4. Invite Founders Circle members through resonance, not recruitment—they'll recognize themselves in the invitation

Ready to draft the Integrador mini-doc next? We can build it around governance clarity, funnel design, and nonprofit sequencing—whatever feels most alive.