

UNMASKED

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The eight-archetype *identity-in-Christ* platform.

Unmasked names the eight most common false identities people quietly live behind — Performer, Orphan, Hider, Pleaser, Controller, Escapist, Achiever, Religious Mask — and walks people from the lie of each mask to the scripture truth opposite of it. Free assessment, 90-second card game, 4-part welcome series, facilitator-led group experience, counselor certification track. Built in 2026 by a pastor, a strategist, and a builder.

FOUNDED

2026

BASED

Brooklyn, NY

EIGHT ARCHETYPES

Identity model

LANGUAGES

English

WHAT IT IS

An eight-archetype framework anchored in scripture.

Schema Therapy-informed identity model mapped to the gospel. Each archetype gets a lie, a wound, a scripture truth, and a practice. Delivered as a free assessment, a card game (Name That Mask), a 4-part welcome email series, a group experience (Quest Mode), and a 6-week certification cohort for Christian counselors.

APPROVED QUOTES

Most people know about God. They don't know who they are.

— UNMASKED, PUBLIC SITE

The mask was an answer to a real problem. It worked then. It kept you alive. The grief is that it didn't tell you the truth.

— THE WOUND · 4-PART WELCOME SERIES

THE TEAM

PASTOR + CO-FOUNDER

Victorious Roberts

Pastoral leader behind the eight-archetype framework. 30+ years in identity-formation ministry.

STRATEGIST + CO-FOUNDER

Peter Robotham

Marketing strategist + spiritual director. Lead writer for the assessment and curriculum.

BUILDER + CO-FOUNDER

Karlton C

Engineer + filmmaker. Built the assessment, the game, and every piece of the platform.

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For interviews, embargoed previews, or distribution partnerships. Reply within 24 hours.

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