



Financial Archetypes

from It's Not About the Money by Brent Kessel

Archetype	Values	Strengths	Challenges	Balancing
star	style, leadership, hipness	classy, elegant, stands out	self-importance, anxiety, loneliness	practice exploring non-material ways to feel good about yourself
pleasure-seeker	pleasure and enjoyment, here and now	enjoys life to the fullest	impatience, greed, impulsiveness	practice taking a day of rest each week from wanting and spending
empire builder	power, innovation, creation, value	hard work, focus, decisiveness	domineering, grandiose, insatiable	practice fully enjoying your life today with what you already have
idealist	creativity, compassion, spiritual growth, social justice	compassion, vision, philanthropy	mistrust, skepticism, rebelliousness	practice finding ways to use money to further vision such as imagining how money can support your ideals if you're more self-sufficient
caretaker	giving and lending to support others	generous, empathic	burden, superiority, resentment	practice setting aside "not doing" time daily to take care of yourself
saver	planning, security	self-sufficient, financial abundance	obsession, tension, restriction	practice using some money for pleasure and giving to others

Archetype	Values	Strengths	Challenges	Balancing
guardian	analysis, thoughtfulness, structure	alert, prudent, careful	worry, hyper-vigilance, anxiety	practice waiting to make financial decisions until feelings have settled
innocent	present time desire, non-material, faith	hopeful, adaptable, creative	overwhelm, helplessness, procrastination	practice holding on to money for a few days before sending it back out