

# Money...to the RED Personality



- What money represents:
  - Power and status
  - Level of their success
  - Stability
- They use money to:
  - Impress others
  - Buy love of others
  - Gain power
- Fears around money:
  - Being taken advantage of
- Perception of money:
  - Conservative
  - Practical
  - Pragmatic
- Approach with money:
  - Conservative / frugal
  - Controlling
  - Believe in budgeting
  - Savers
  - Purchase negotiators
  - Low-risk investors

# Money...to the ORANGE Personality



- What money represents:
  - Security
  - Comfort
  - Ability to serve humanity
- They use money to:
  - Buy house & family needs
  - Pay for child's education
  - Buy gifts for others
- Fears around money:
  - Scarcity / loss of money
- Perception of money:
  - Conservative
  - Concerned & careful
  - Realistic of spending
- Approach with money:
  - Budget & save
  - Aware of spending
  - Feel guilt if spend on self
  - Low risk investors
  - Worry & anxiety
  - Generous to others

# Money...to the **YELLOW** Personality



- What money represents:
  - Independence & freedom
  - Resource for liberation
  - Means to an end
- They use money to:
  - Have quality of life
  - Not have to conform
  - Do what they want
- Fears around money:
  - Giving up autonomy
- Perception of money:
  - Conservative
  - Straightforward
  - To be used & maximized
- Approach with money:
  - Conservative
  - Independent
  - Believe in budgeting
  - Research before buying
  - Savers
  - Mid-risk investors

# Money...to the GREEN Personality



- What money represents:
  - Freedom & possibilities
  - New things & experiences
  - Instant gratification
- They use money to:
  - Buy what they want
  - Go wherever they please
  - Advance self-development
- Fears around money:
  - Feeling stuck (job/relationship)
- Perception of money:
  - Put it out – it will return
  - About dream fulfillment
  - Not much of a motivator
- Approach with money:
  - Live in the now
  - Impulsive / Impatient
  - Don't usually budget
  - Challenged w/ management
  - Not big savers (only if important)
  - Invest emotionally