

# *Common Money* **BELIEFS**

BROUGHT TO YOU BY



- IT'S A -  
**MONEY**  
**THING®**

---

## **How do you relate to money?**

Do you see it as a source of freedom or anxiety?

Do you ever talk about money with friends?

Are you a saver or a spender?

---

*What's your*

**MONEY PERSONA?**

---

**Each money persona has its own set of beliefs and behaviors.**

Identifying your money persona allows you to better understand and improve your relationship with money.

---

**Most people can relate to at least one of the following money personas:**



**AVOIDANCE**



**STATUS**



**WORSHIP**



**VIGILANCE**

*Persona #1*  
**AVOIDING  
OSTRICH**



## AVOIDING OSTRICH



money persona:  
avoidance

### Does this sound like you?

- I have piles of unopened mail at home
- Automatic debit is the best thing in the world—I would forget to pay my bills without it
- I'll open my bank statements, but I only pretend to read them
- The concept of asking my boss for a raise terrifies me
- I never talk to my partner or my friends about money

## AVOIDING OSTRICH



money persona:  
avoidance

### GUIDING BELIEF:

*Money is complicated and almost impossible to manage well*



## AVOIDING OSTRICH



money persona:  
avoidance

### **Main traits:**

Financial self-sabotage, reluctance to talk about money.

### **Prone to:**

Unnecessary late fees, struggles with debt management.

### **If you're an Avoiding Ostrich:**

Don't be afraid to ask questions at the credit union. Try a new budgeting system or play around with a new personal finance app—anything to make money management less intimidating.

*Persona #2*  
**STRUTTIN',  
PEACOCK**



# STRUTTIN' PEACOCK



money persona:  
status

## Does this sound like you?

- I believe that money is meant to be enjoyed
- My ultimate dream is to win the lottery or strike it rich in the stock market
- If I can't afford something now, I just put it on my credit card and worry about it later
- I love treating my friends to a night out
- If I ever won some money or got a raise, my friends would be the first to know
- I believe brand names make everything better

# STRUTTIN' PEACOCK



money persona:  
status

## GUIDING BELIEF:

*What's the point of having money  
if you can't enjoy it?*

# STRUTTIN' PEACOCK



money persona:  
status

## **Main traits:**

Shopping addiction, desire to impress others, very vocal about money (especially big wins).

## **Prone to:**

Overspending, major debt, risky investments, get-rich-quick schemes.

## **If you're a Struttin' Peacock:**

You need a solid budget to prioritize your spending. Look into frugal hangout/date ideas to see that you can have fun without a hefty price tag.

*Persona #3*  
**STASHING  
CROW**



# STASHING CROW



money persona:  
worship

## Does this sound like you?

- I think financial success isn't about spending the most money, it's about *having* the most money
- I can be a bit of a workaholic
- Of all my friends, I'm the most competitive
- I geek out over at least one of the following: investing, online deal-hunting, couponing
- I can't remember the last time I spent more than \$100 on something "just for fun"

## STASHING CROW



money persona:  
worship

### GUIDING BELIEF:

*Money is important and scarce  
and you can **never** have enough*



# STASHING CROW



money persona:  
worship

## **Main traits:**

Compulsive shopping habits, hoarder tendencies, workaholic types.

## **Prone to:**

Underspending on activities or fun things.

## **If you're a Stashing Crow:**

You need to relax a little bit! Realize that a realistic budget includes saving *and* spending. Money can be enjoyed responsibly.

*Persona #4*  
**WARY OWL**



# WARY OWL



money persona:  
vigilance

## Does this sound like you?

- I'm detail-oriented and I love organizing and planning things out
- Stories about hackers, credit card scams and data breaches kind of freak me out
- I'm scared of the consequences of making a bad financial decision
- Investing is not worth it because there's a chance I could lose everything
- I'm amazing at budgeting

# WARY OWL



money persona:  
vigilance

## GUIDING BELIEF:

*Spending and investing money is  
what gets people in trouble*

# WARY OWL



money persona:  
vigilance

## **Main traits:**

Fear or distrust of economy/government, strong desire to “play it safe”, detail-oriented.

## **Prone to:**

Extreme underspending, negative effects of inflation, holding money instead of growing it.

## **If you're a Wary Owl:**

Explore new investment products and ways to grow your money—better yet, talk them over with a financial planner.

**Did you relate to more than one persona?**

Most people are a combination of several money personas.





**The next time you're making a financial decision,** play into the strengths of your money persona and avoid its weaknesses.

BROUGHT TO YOU BY



**Foothill**  
credit union

Sources: *Mind Over Money* by Brad Klontz, PsyD & Ted Klontz, PhD; [Lifehacker.com](http://Lifehacker.com); *The New York Times*

It's a Money Thing is a registered trademark of Currency Marketing

- IT'S A -  
**MONEY**  
**THING**<sup>®</sup>