

# Money Habitudes







We all have a “money personality” type. Understanding our tendencies will help us develop behaviors that are more beneficial.

## What is a Habitude?

- A combination of habits and attitudes formed through subconscious motives and biases
- Our observations and experiences ingrain thoughts and feelings in us that influence our behaviors
- Humans develop habitudes naturally over time, ranging from how we view pets to how we manage money

## What is a Money Habitude?

- Money Habitudes describe how we think and behave when it comes to handling money
- Understanding our dominant traits can help us interpret how others see us and why they may react as they do
- There are 6 core Money Habitudes, or money personality types, each with differing advantages and challenges
- Which message describes your relationship with money most accurately?

Type	What Habitudes Reflect
 Security	Money helps you feel safe, secure, and in control
 Spontaneous	Money encourages you to enjoy the moment
 Status	Money helps you present a positive image
 Giving	Money helps you feel good by giving to others
 Carefree	Money isn't a priority, you just let life happen
 Planning	Money helps you achieve your goals


## Can I have more than one Money Habitude?

- Yes, while we each have our own dominant habitude types, most of us are a combination of multiple
- While there is no perfect combination of habitudes, there are certainly more toxic combinations
- Too much of any one habitude usually brings more challenges
- Carrying a good mix of habitudes makes us more versatile and adaptable to life's circumstances
  - For example, someone who is generally Carefree about day-to-day money can become more of a Planning type when coordinating activities with friends or organizing family events


## Which Money Habitudes do I carry?

Determine your dominant Money Habitude type and overall personality mix by reviewing the habitude reflections, advantages, and challenges in the tables below. The habitude that most accurately describes you is likely your dominant trait. Each habitude page shares related tips for improvement!


### Security

Reflection:	 Money helps you feel safe, secure, and in control
How do you see yourself? How do others see you?	Thrifty - Prepared - Suspicious - Cheap
Possible Advantages	<ul style="list-style-type: none"> <li>• Have a budget, financial goals, and savings</li> <li>• Shop wisely for value items</li> <li>• Protect money by being conservative</li> <li>• Save now to have more choices later</li> <li>• Take care of possession so they last</li> <li>• Disciplined to make choices and delay gratification</li> <li>• Can get to your money in case of emergencies</li> </ul>
Possible Challenges	<ul style="list-style-type: none"> <li>• Save so much there's no money for today's wants and needs</li> <li>• Buy based on price, even if you don't get what you really want or purchases won't hold up over time</li> <li>• By avoiding risk, money is safe but doesn't grow or your job is secure but you can't go any higher</li> <li>• Your strict budget means you are unable to take advantage of unexpected sales and opportunities</li> <li>• Sacrifice enjoyable activities or relationships because of the cost</li> </ul>
<b>If you overuse Security, consider starting with these suggestions to create more balance:</b>	
Improvement Tips	<ul style="list-style-type: none"> <li>• Include fun, gifts, and spontaneous opportunities in your budget</li> <li>• Spend less time checking and managing your money</li> <li>• Plan to spend money on a gift or activity for yourself every month</li> <li>• Talk to people you love to understand how your money behavior affects your relationships</li> <li>• Face your fear - put everything you need to survive in a bag or suitcase, keep it to be prepared for the worst</li> <li>• If you say no out of habit to something you want to buy, make a fist, open it one finger at a time to remind yourself to allow money to float in and out, then decide if you want to buy it</li> <li>• Find a financial professional you can trust to focus on planning for your life, not just saving every penny</li> </ul>


## Spontaneous

Reflection:	 Money encourages you to enjoy the moment
How do you see yourself? How do others see you?	Daring - Open Minded - Impulsive - Unconcerned with Consequences
Possible Advantages	<ul style="list-style-type: none"> <li>• Enjoy adventures and the unexpected</li> <li>• Able to quickly respond to opportunities</li> <li>• Get a lot of attention and recognition</li> <li>• Have many friends and acquaintances who will join you when you want to go places or do things</li> <li>• Get things right away, no waiting or overthinking</li> <li>• Experience the thrill of taking risks</li> </ul>
Possible Challenges	<ul style="list-style-type: none"> <li>• Spend even when you don't have money</li> <li>• Go into debt to buy things you don't need</li> <li>• Don't have money for the unexpected</li> <li>• Often owe money</li> <li>• Feel powerless to control your spending</li> <li>• Keep money secrets because you feel guilty or ashamed of your spending, debt, or how much you give to others</li> </ul>
<b>If you overuse Spontaneous, consider starting with these suggestions to create more balance:</b>	
Improvement Tips	<ul style="list-style-type: none"> <li>• Use direct deposits and automate payments/saving</li> <li>• Save a set amount weekly, even \$1 a week adds up</li> <li>• Make a list of alternatives to shopping, do them with others</li> <li>• Pay with cash - keep one major credit card for emergencies, leave it at home</li> <li>• Stay out of stores and away from TV shopping networks, stay off online shopping websites, delete shopping apps from your phone and tablets</li> <li>• Establish "no shopping" periods monthly, try starting with one week every month</li> <li>• Write down everything you spend for a week or a month, rank each item from 1 to 10 for enjoyment and value</li> <li>• Before each purchase ask yourself: Is this a need or want? How long will I have to work to pay for it? Is it worth an hour's pay? Is it worth a week's pay?</li> <li>• Talk to a financial professional to make a plan to pay off your debts</li> <li>• If you feel guilty, ashamed, or embarrassed about your spending or debt – or if you physically feel out of control when shopping - consider a support group or counseling</li> </ul>


## Status

Reflection:	 Money helps you present a positive image
How do you see yourself? How do others see you?	Generous - Impressive - Superficial - Insensitive
<b>Possible Advantages</b>	<ul style="list-style-type: none"> <li>• Present a strong first impression</li> <li>• Make generous donations</li> <li>• Give expensive or unexpected gifts</li> <li>• Attentive to what is important to others</li> <li>• Don't burden others about money problems</li> <li>• Appreciated for your generosity</li> <li>• Enjoy when others return favors and are generous</li> </ul>
<b>Possible Challenges</b>	<ul style="list-style-type: none"> <li>• Create a false image of having wealth</li> <li>• Feel constant stress to keep up with others</li> <li>• No money saved for the unexpected</li> <li>• Spend unwisely to keep up an image</li> <li>• Feel entitled to special treatment</li> <li>• Actions motivated by personal gain may be seen as suspicious and insincere; people may feel used</li> <li>• Fear losing friends or status if others knew your real financial situation</li> </ul>
<b>If you overuse Status, consider starting with these suggestions to create more balance:</b>	
<b>Improvement Tips</b>	<ul style="list-style-type: none"> <li>• Shop for quality, not name brands - limit trendy items to 10% of your purchases</li> <li>• Make a gift list with price limits for each person, look for sales, and do not buy extra gifts with the savings</li> <li>• If you have debt, talk to a professional to learn how to pay it off as quickly as possible</li> <li>• Don't shop with people you want to impress</li> <li>• Shop when you are feeling good, not when you feel stressed, angry, tired, or hungry</li> <li>• Learn to influence and negotiate instead of winning people over by spending money to impress them</li> <li>• Set up a budget, use direct deposits to ensure there's money to pay bills and save for the future, set up automatic payments for bills if possible</li> <li>• Support yourself with affirmations, remind yourself that you are a valuable person</li> </ul>


## Giving

Reflection:	 <b>Money helps you feel good by giving to others</b>
How do you see yourself? How do others see you?	Thoughtful - Charitable - Enabling - Martyr
<b>Possible Advantages</b>	<ul style="list-style-type: none"> <li>• Have strong values and convictions</li> <li>• Generously give to other people or causes</li> <li>• Live simply to reflect non-materialistic values</li> <li>• Act ethically and with integrity</li> <li>• Depended upon by others, dependable</li> <li>• Appreciated for being thoughtful</li> <li>• Admired for being able to anticipate others' needs</li> </ul>
<b>Possible Challenges</b>	<ul style="list-style-type: none"> <li>• Disappointed if money or gifts are not appreciated</li> <li>• Unrealistic expectation that others will give back when you need help</li> <li>• Use giving as a form of control to get others to agree with your personal values</li> <li>• Intolerance of people who have different lifestyles</li> <li>• Resent when giving is expected and assumed</li> <li>• Sacrifice your needs or future security for others</li> <li>• Promote dependence or irresponsible behavior by giving too much or too often</li> </ul>
<b>If you overuse Giving, consider starting with these suggestions to create more balance:</b>	
<b>Improvement Tips</b>	<ul style="list-style-type: none"> <li>• Plan activities you'll enjoy that are unrelated to charities or people who need your help</li> <li>• Do you give away your time? Know the value of your work, negotiate a fair salary</li> <li>• Know how much you can give and how you like to give - one big amount, small gifts to multiple people/charities, stick to your plan</li> <li>• Have a plan for giving that includes giving to yourself and your future</li> <li>• Realize that having money is not, by itself, bad or sinful and being poor is not honorable or shameful</li> <li>• Before helping others, consider if you're keeping others from learning to be responsible</li> <li>• If you attract people in need, consider the benefits you receive by being needed by others</li> <li>• Identify your needs, wants, and ideas - be aware of a tendency to agree to others' plans before you have thought about what you would like to do</li> </ul>

## Carefree

Reflection:	 Money isn't a priority, you just let life happen
How do you see yourself? How do others see you?	Easygoing - Flexible - Immature - Irresponsible
Possible Advantages	<ul style="list-style-type: none"> <li>• Optimistic that things will work out</li> <li>• Can jump on new opportunities</li> <li>• Not distracted by money considerations or details</li> <li>• Easily share what you have with others</li> <li>• Do not feel pressured by others' expectations</li> <li>• Adapt easily to new situations</li> </ul>
Possible Challenges	<ul style="list-style-type: none"> <li>• Lack the skills and information to feel confident</li> <li>• Unable to support yourself if the person(s) providing for you can't or won't continue</li> <li>• Feel trapped or obligated by being supported</li> <li>• Miss opportunities by avoiding commitments or missing deadlines</li> <li>• Lose track of money or possessions</li> <li>• Frustrated by how often things don't work out</li> </ul>
<p><b>If you overuse Carefree, consider starting with these suggestions to create more balance:</b></p>	
Improvement Tips	<ul style="list-style-type: none"> <li>• Know the realistic expenses needed to support yourself even if you don't pay them – insurances, rent, utilities, clothes, etc.</li> <li>• Become familiar with the basics - make a basic budget and track your money, simple things like rounding expenses up and rounding income down make the numbers easier to work with</li> <li>• If someone pays your bills, go over a month's expenses to know what you need</li> <li>• If you have investments or inherited money, go see a financial professional – find out how much money you have and how it's managed</li> <li>• Determine if you are being paid fairly at work</li> <li>• If you avoid managing money because of a lack of skills, consider taking a class or being tutored</li> <li>• If you have fears about commitment, responsibility, or having money / anything valuable, you may find it helpful to work with a counselor</li> </ul>

## Planning

Reflection:	 Money helps you achieve your goals
How do you see yourself? How do others see you?	Responsible - Accomplished - Driven - Conservative
Possible Advantages	<ul style="list-style-type: none"> <li>• Make intentional money decisions based on values and desired long-term outcomes</li> <li>• Have reserves to pay for the unexpected</li> <li>• Set and accomplish goals</li> <li>• Buy items you really want that will retain value</li> <li>• Have a sense of well-being and control</li> </ul>
Possible Challenges	<ul style="list-style-type: none"> <li>• Feel pressured to spend in ways that don't fit your budget or values</li> <li>• Expected to help others</li> <li>• Find it hard to respond to new opportunities</li> <li>• Find it hard to adapt or let go of a plan</li> <li>• Be intolerant or impatient when others do not meet your standards or have different values</li> <li>• Hide or withhold information from significant others to stay in control of the money</li> </ul>
<b>If you overuse Planning, consider starting with these suggestions to create more balance:</b>	
Improvement Tips	<ul style="list-style-type: none"> <li>• Learn effective communication skills to use when others pressure you to spend money in a way that conflicts with your values or goals</li> <li>• Understand the money messages from your past, remember those situations and outcomes</li> <li>• Ask yourself if your goals reflect your wants and needs, or if you're just doing what others expect or think you should do</li> <li>• Be supportive and giving to others</li> <li>• Take a break from being productive and goal-orientated to relax, be spontaneous and enjoy life</li> </ul>

## How can I improve myself?

Understanding yourself better is the first step, taking action is the next. Identify the challenges you relate to most from your dominant habitude, then determine the improvement tips that would help the most. List your choices in the spaces provided to establishing your specific focus. This could help you take a big step forward!

My Focus	
My Dominant Habitude	
Challenge I relate to most	
How I will improve	

## Take Action

Now that you have a focus for your dominant habitude, waste no time in taking initiative overall. If we are to improve and inspire a healthier lifestyle, we must commit ourselves to action. Which of these action items will you commit to in your plan?

Money Management	Preparing for the Future
<ul style="list-style-type: none"> <li><input type="checkbox"/> Keep track of everything you spend for a month</li> <li><input type="checkbox"/> List all the money you have, earn and receive</li> <li><input type="checkbox"/> List all your debts</li> <li><input type="checkbox"/> Know how much interest you are paying on every loan or credit card</li> <li><input type="checkbox"/> List all of you known expenses for one year</li> <li><input type="checkbox"/> Do you need to earn more or spend less to stay or get out of debt?</li> <li><input type="checkbox"/> Read a book, go online, take a course or talk with someone who manages money well to learn more</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Open a savings account &amp; commit to putting a set amount every paycheck-it can be \$5</li> <li><input type="checkbox"/> Make a list of what you would like to be able to afford in your future</li> <li><input type="checkbox"/> Talk to a financial educator, counselor or advisor to develop a realistic savings and investment plan</li> <li><input type="checkbox"/> List how you can proactively prepare for predictable life events: emergency fund, life, health &amp; long term care insurance, retirement, education, etc.</li> <li><input type="checkbox"/> Read a book, go online, take a course or talk to someone who can mentor you.</li> </ul>
Self-Development	Communication
<ul style="list-style-type: none"> <li><input type="checkbox"/> Say <b>YES</b> to yourself</li> <li><input type="checkbox"/> Identify your values and priorities</li> <li><input type="checkbox"/> Say <b>NO</b> to people and things that conflict with your values, priorities, life &amp; financial goals</li> <li><input type="checkbox"/> Live healthier-eat well, exercise, have regular checkups</li> <li><input type="checkbox"/> Have a positive attitude</li> <li><input type="checkbox"/> Learn to be assertive and how to negotiate</li> <li><input type="checkbox"/> Take a class in assertiveness training, anger manager or how to work more collaboratively with others</li> <li><input type="checkbox"/> Seek the insights of a counselor or coach</li> <li><input type="checkbox"/> Learn from others through self-help groups and support groups</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Learn how to negotiate</li> <li><input type="checkbox"/> Communicate your feelings, passions and fears more effectively</li> <li><input type="checkbox"/> Read body language-your own and others</li> <li><input type="checkbox"/> Be able to say <i>I'm Sorry</i></li> <li><input type="checkbox"/> Be able to say <i>I think... I feel... I want...</i></li> <li><input type="checkbox"/> Use <i>who, what, when</i> and <i>how</i> questions instead of questions that can be answered yes or no</li> <li><input type="checkbox"/> Clarify instead of making assumptions that you know what the other person is thinking/feeling</li> <li><input type="checkbox"/> Express yourself instead of expecting the other person to know what you are thinking/feeling</li> <li><input type="checkbox"/> Seek the insights of a counselor or coach, use books/online resources for ideas and strategies</li> </ul>

## What will you do to take control?

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[Click here to schedule your Personal Financial Checkup today for helpful guidance and more tips!](#)

Or contact us directly via email:  
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