



Topics

- ▶ [Business Development Lab](#)
- ▶ [Business Planning](#)
- ▶ [Client Management](#)
- ▶ [Financial Planning](#)
- ▶ [Managed Money](#)
- ▶ [Marketing](#)
- ▶ [Practice Management](#)
- ▶ [Prospecting](#)
- ▶ [Psychology](#)
- ▶ [Rookie Success Forum](#)
- ▶ [Selling](#)

Tools

- ▶ [Business Plan Builder](#)

Understanding the 8 'Money Archetypes' Among Your Clients

By Nicole O. Coulter
Horseshmouth Senior Editor
May 23, 2008

Being aware of clients' unconscious attitudes and behaviors toward money can give you an edge in retaining their business.

Have you had a client who never seemed interested in sitting down for a portfolio review? Despite your best efforts, this client ignored or procrastinated financial planning decisions until the latest possible minute.

Or perhaps you've worked with a client who blew big sums of money on fancy consumer goods or poured resources into the investment scam of the month without regard for risk and consequences.

Maybe you've even seen a client gamble away a large share of his or her life savings.

Money therapy

Whatever your biggest client headache, it's a safe bet that one of your client's money archetypes is at play in it.

Former financial advisor Deborah Price is a money therapist and founder of the [Money Coaching Institute](#) in Petaluma, Calif. From her own experience in the financial services industry and a background in Jungian psychology, she has

Related Articles

[How Emotions Can Derail a Client's Finances](#)

A client's emotions affect his money decisions more than you think.

[Uncovering Your Client's Hidden Money Attitudes](#)

Understand your clients, build trust, and problem-solve with "Money Habitudes," a quick and fun financial planning tool.

[Two Client Types You Must Understand](#)

All your potential clients will fall into one of two categories. When you understand the simple behaviors that mark each group, you can tailor your messages to suit their thinking styles and boost your success. Here's how you do it.

Get
**loyal,
 wealthy,
 referring**
 clients in 2008



Join the
 Rich Niche
 Mastermind
 Group

identified eight common behavior patterns relating to money, some of which lead to success, and others to frustration.

"Archetypes are unconscious behaviors, not personalities," Price explains. "All of these archetypes exist inside each of us. It's a question of which one is the loudest at any given time."

In times of stress, Price says, people often revert to a more problematic archetype. Price has seen clients from all rungs of the socioeconomic ladder battling behavior patterns they've learned from their families. With help, she says, people can better understand their relationship with money, maximizing the positive behaviors and minimizing unhealthy, knee-jerk reactions.

Price believes that financial advisors who recognize these archetypes will be able to coach their clients toward better financial accountability and healthy decision making. Moreover, she says, advisors will begin to recognize favorable patterns in their best clients—and more easily replicate them.

The eight money archetypes defined

Can you see any of your clients (or yourself) in the archetype descriptions below, which are excerpted from Price's website? When you notice someone behaving this way, you can use the suggestions I have included on interacting with that type.

1. **The Innocent.** "The Innocent takes the ostrich approach to money matters. Innocents often live in denial, burying their heads in the sand so they won't have to see what is going on around them. The Innocent is easily overwhelmed by financial information and relies heavily on the advice and opinions of others. Innocents are perhaps the most trusting of all the money archetypes because they do not see people or situations for what they are."

"We all start out as innocent," Price says. "When we have the impetus to want to create our own financial life, we move from innocent to another archetype."

- o **Keys to working with Innocents:** The primary issue for individuals living the Innocent archetype is disempowerment and avoidance. They want to feel safe. Yet by avoiding responsibility, they fail to achieve the security they desire. To become more

empowered, they must start to take ownership of decisions.

When meeting with Innocents, ask them to explain what they just heard you say, in their own terms, repeating it back so you know they understand. Another important strategy with Innocents is to acknowledge them when they make good decisions. For example: "You've made a great choice to review your portfolio today. This will allow you to feel confident about the direction you're headed in, and it shows you care about your family's future." These acknowledgments can help motivate them to stop avoiding issues. "They have the capacity to make good decisions; they just don't trust it," Price says.

2. **The Victim.** According to Price, "Victims are prone to living in the past and blaming their financial woes on external factors. Passive-aggressive (prone to acting out their feelings in passive ways rather than through direct action) in nature, Victims often appear disguised as Innocents, because they seem so powerless and appear to want others to take care of them.

"However, this appearance is often either a conscious or subconscious ploy to get others to do for them what they refuse to do for themselves. Victims generally have a litany of excuses for why they are not more successful, and they are all based on their historical mythology. That is not to say that bad things haven't actually happened to the Victim."

- o **Keys to working with Victims:** Victims often won't take responsibility for the results of their financial decisions. As an advisor, it's important to make sure you follow disclosure protocols to the letter, and get them to sign off (or you're likely to wind up as the next person they blame).

Address Victims with compassion and allow them to share their experiences. For example: "I understand you've had some bad experiences in the past. I'd like to look at what you think went wrong. What would you have liked to happen? What information could you have had in advance that would have changed the outcome?" Encourage them to ask questions. (This is good with Innocents, too.)

"A Victim needs to be heard," Price says. "They can get fairly wound up. Let them speak about where they think it went wrong. Use that information so that doesn't happen in your relationship."

3. **The Warrior.**

"The Warrior sets out to conquer the money world and is generally seen as successful in the business and financial worlds," writes Price.

"Warriors are adept investors,

focused, decisive, and in control. Although Warriors will listen to advisors, they make their own decisions and rely on their own instincts and resources to guide them.

"Warriors often have difficulty recognizing the difference between what appears to be an adversary and a worthy opponent. A worthy opponent should be embraced as an opportunity to put down the sword and recognize the potential for growth and transformation being offered in disguise.

- **Keys to working with Warriors:** Warriors are usually enjoyable to work with, because they make decisions quickly and take responsibility for their actions. But as an advisor, you must deliver value. "You have to prove yourself, and your level of performance has to be there," Price says, "or the Warrior will call you on it." Oftentimes Victims can morph into Warriors when they shift their energy away from anger and blame toward making empowered decisions.

4. **The Martyr.** "Martyrs are so busy taking care of others' needs that they often neglect their own. Financially speaking, Martyrs generally do more for others than they do for themselves. They often rescue others (a child, spouse, friend, partner) from some circumstance

or other. However, Martyrs do not always let go of what they give and are repeatedly let down when others fail to meet up to their expectations. They have formed an unconscious attachment to their own suffering."

Price notes that the Martyr "moves between two distinctly different energies: one that seeks to be in control and control others and the other being the wounded, often very needy, child. Martyrs tend to be perfectionists and have high expectations of themselves and of others, which makes them quite capable of realizing their dreams because they put so much energy into needing to be right."

- **Keys to working with Martyrs:** Martyrs have a lot of underlying Warrior potential. They are often wise with money, though they might use money as a means for control. "It's important for advisors to recognize the passive aggressiveness in martyrs, just like with Victims," Price says. "You need to have clear agreements upfront about expectations."

[Investment policy statements](#) can be helpful for this purpose. Encourage martyrs to fully commit to decisions so they don't later have regrets. Talk them through various planning scenarios and ask them open-ended questions to gauge their feelings and understanding level.

5. **The Fool.** Price tells us, "The Fool plays by a different set of rules altogether. A gambler by nature, the Fool is always looking for a windfall of money by taking financial shortcuts. Even though the familiar adage 'A fool and his money are soon parted' often comes true, Fools often win because they are willing to throw the dice; they are willing to take chances.

"The Fool is really a combination of the Innocent and the Warrior. Like the Innocent, the Fool is often judgment impaired and has difficulty seeing the truth about things. An adventurer, the Fool gets caught up in the enthusiasm of the moment, caring little for the details."

- **Keys to working with Fools:** Fools are probably among your more likable clients. They may also be the people who come to you and say, "My friend's investing in options and made a ton of money. I think I want to open an option account."

Fools need help overcoming some of their more rash impulses. "You need to talk about consequences with the Fool," Price says. "Give them examples of how they can get further ahead by more consistent discipline strategies."

"A fool is a beautiful archetype if they can learn to become disciplined," she notes. "The Fool and the Magician are the closest aligned. They're great people, because they don't have a lot baggage. Fools are actually well positioned to learn from their mistakes with your help."

6. **The Creator/Artist.** "Creator/Artists are on a spiritual or artistic path. They often find living in the material world difficult and frequently have a conflicted, love/hate relationship with money. They love money for the freedom it buys them, but have little or no desire to participate in the material world. The Creator/Artist often overly identifies with the interior world and may even despise those who live in the material world. Their negative beliefs about materialism only create a block to the very key to the freedom they so desire."

- o **Keys to working with Creator/Artists:** Because Creator/Artists have such a love/hate relationship with money, they don't invest a lot—so they might not be clients you encounter frequently. But you may see them among the offspring of your clients.

"The important thing with this type of client is to address them in terms of their own interest," Price says. "Help them see money as a means to practice their art. You will reach them better if you address their desire to live a more simple, spiritual life. Lead with what's important to them, otherwise they'll shut down and won't listen to you."

7. **The Tyrant.** "Tyrants use money to control people, events, and circumstances," Price writes of this difficult archetype. "The Tyrant hoards money, using it to manipulate and control others. Although Tyrants may have everything they need or desire, they never feel complete, comfortable, or at peace.

"The Tyrant's greatest fear is loss of control. Tyrants are often overdeveloped Warriors who have become highly invested in their need for control and dominance. While Warriors are often heroic in their true concern for others' welfare, Tyrants are purely self-interested. This type is

interested in power and control for its own sake and will forsake other people if necessary to gain more of it. Throughout history, the Tyrant has emerged as the ruler who dominates and destroys with no sign of remorse."

- **Keys to working with Tyrants:** The Tyrant is the most fearful of all archetypes. They're likely to be the clients who call you at the first sign of a market downturn. "Their underlying fear and fear of loss creates an exaggerated need for control," Price says. "They can be very high maintenance."

Ironically, just as in your process with Victims, you must cover yourself by documenting your disclosures carefully. Show a lot of compassion in asking these kinds of clients what they most fear and what kind of clear agreements they would need to feel good about your relationship.

"Performance reviews are great for these clients to keep them informed, and if there's a market slide, you need to be proactive, because they do tend to be the most prone to anger," Price adds. "And if they do lash out, don't react. Be calm, assuring, and validating, recognizing that a Tyrant is a Tyrant because of something in their childhood. They've developed an unhealthy attachment to money, but at least they see money as important."

8. **The Magician.** "The Magician is the ideal money type," writes Price. "Using a new and ever-changing set of dynamics both in the material world and in the world of the Spirit, Magicians know how to transform and manifest their own financial reality. At our best, when we are willing to claim our own power, we are all Magicians. The archetype that is active in your life now is the place you need to grow from. By understanding your own personal mythology and the history behind your current money type, you will become conscious of patterns and behaviors that are preventing you from having the relationship with money you desire."

- **Keys to working with Magicians:** Magicians are your ideal client, and you'll recognize them because they're not ruled by fear and they take responsibility for their choices. "A Magician is someone who has made peace with their past and consciously works to transform whatever underlying archetypes that have caused them

difficulty financially and personally," Price says. "A Magician doesn't define his life by money, but realizes money is an important tool. They're usually pretty generous with their money, but they're purposeful."

For more information

Price has started a Money Coaching-lite program for financial advisors, an abbreviated course on how financial advisors can use basic money coaching tools, including these eight archetypes in working with their clients. Check out the [Money Coaching Institute](#) website.

 [save this article](#)  [print this article](#)  [link to this article](#)

Senior Editor Nicole Coulter specializes in helping financial advisors manage their businesses more effectively. She has previously written about practice management issues for publications such as Registered Representative and Bank Investment Representative. She holds an MBA from the University of Nebraska at Omaha.

Copyright © 2008 By Horseshmouth, LLC. All Rights Reserved.
SEE BELOW FOR [IMPORTANT RESTRICTIONS ON USE](#).



feedback

Rate how much this helps you right now: low high

Rate how much this will help you in the future: low high

Rate your interest in learning more about this topic: low high

Please use the box below for any other feedback, comments or questions for the author. Your responses are confidential.

submit feedback

related content

Search for articles on these related topics:

[client management](#)
[psychology](#)

IMPORTANT NOTICE

This material is provided exclusively for use by Horsemouth members and is subject to [Horsemouth Terms & Conditions](#) and applicable copyright laws. Unauthorized use, reproduction or distribution of this material is a violation of federal law and punishable by civil and criminal penalty. This material is furnished "as is" without warranty of any kind. Its accuracy and completeness is not guaranteed and all warranties express or implied are hereby excluded.