

[YOUR FINANCIAL ARCHETYPE]

The Empire Builder



POSITIVE INTENTIONS

Outsized Financial
and/or Social Impact
Leadership
Differentiation

PAINFUL EMOTIONAL STATES

Impermanence Instability
Insecurity Workaholism
Grandiosity Loneliness

ARCHETYPES THAT BALANCE THE EMPIRE BUILDER

The Pleasure Seeker

Enjoyment and Relaxation

The Caretaker

Compassion and Empathy

The Innocent

Simplicity, Trust,
Networks and Community

The Idealist

Engaged and Active to Create Social
or Environmental Transformation

As an Empire Builder, you thrive on hard work and innovation to create something with enduring impact. At worst, you can be grandiose, dominating, or insatiable, but you also exhibit great capacity for hard work, focus, innovation, and decisiveness. The question is, given that you know your time here is precious and finite, are you balancing your life appropriately?

Today, take a few hours to act "as if" your empire was already as large or impactful as you dream it will be one day. How will you spend your time? Relaxing? Hanging out with loved ones or good friends? Reading something for pleasure? Gardening, playing an instrument, or working out?

You're probably an Empire Builder if one or more of the following is true:

- ▶ Your "empire" (e.g. business, foundation, career) occupies your attention more than 75 percent of your waking hours.
- ▶ The scope and scale of your envisioned payoff, legacy or impact keeps increasing.
- ▶ You have a tendency to concentrate your assets and efforts, perhaps in too few areas.
- ▶ You're reluctant to pull money out of your empire—a business, a real-estate portfolio, a single asset—other than what's necessary for ongoing spending.

**We handle all the messy details so
you can focus on what matters most.**

[Schedule a Call](#)

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LIBERATING WISDOM AND CURATIVE MONEY MESSAGES

Practice saying these statements to yourself in a kind tone of voice:

- ▶ No amount of money or 'legacy' can provide ultimate security.
- ▶ Achieving my goals is not going to make a permanent difference to my inner quality of life.
- ▶ The only time I can be truly fulfilled is in the present moment.

Commonly Distorted Money Messages

*Once I have _____, I'll be happier or more fulfilled.
I don't have the bandwidth to focus on other aspects
of a balanced relationship to money....yet.*

PRACTICE FOR THE EMPIRE BUILDER: BE FREE NOW

Experiment and live just one day—or if you can, one week or one month—as if you had already "arrived." Do what it takes to get rid of any and all things in your life that are not going to exist once you've reached your goals (for example: business interruptions, a crammed schedule, thinking about your business or career activities while doing something unrelated).

If you had reached your vision of your future 'empire' today, what would be different—really? Is it possible

for you to stop striving during this experiment? If not, how will you stop striving in the future?

If you tend to tell yourself it will be different when has happened, explore whether that's really true before dedicating as much of your time and energy to getting there. Ask yourself, "What is the optimum way I can prepare for relaxing, for enjoying peace of mind right here, right now?"