

[YOUR FINANCIAL ARCHETYPE]

The Star



POSITIVE INTENTIONS

Importance
Community
Interconnectedness

PAINFUL EMOTIONAL STATES

Fear of Irrelevance
Sensitivity to Criticism
Feelings of Insignificance
or Phoniness

ARCHETYPES THAT BALANCE THE STAR

The Guardian

Alertness, Prudence, and
Thorough Analysis for Safety

The Caretaker

Compassion and Empathy

The Innocent

Simplicity, Trust,
Networks and Community

The Idealist

Engaged and Active to Create Social
or Environmental Transformation

As a Star, you lead by example, perhaps by heading a movement or company, being an early adopter or investor, or having an above-average relationship to social media (or other outlets). You may be motivated by the part of you that wants to be loved and accepted, a very natural human need. Or you may be entirely comfortable with yourself, but want to influence others to move in a certain direction. Or both.

In the next few days, notice whether any of your spending, giving, career or investment decisions are even partially motivated by a desire to be noticed, or to lead others in a certain direction. If so, what do you suspect is your underlying motivation?

You're probably a Star if one or more of the following is true:

- ▶ You spend money on clothing, hair, beauty, jewelry, entertaining, personal improvement, and other items that enhance your image or influence. You invest in ideas with viral potential. You give to trend-setting charities.
- ▶ You seek recognition for your spending, investing or giving, even if only on social media.
- ▶ You're vocal about your passions and interests, be they career, social action, or consumption-related.

**Learn how you can use your
resources to maximize your
impact and influence.**

[Schedule a Call](#)

LIBERATING WISDOM AND CURATIVE MONEY MESSAGES

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

- ▶ Making sure my use of money truly nourishes all parts of me is very important.
- ▶ Leading by example brings me joy and happiness.
- ▶ Resisting the temptation to buy something mostly for attention is actually self-loving.

Commonly Distorted Money Messages

*Using money in ways that are recognized as _____
(trend-setting, impactful, elegant, cool etc.) will make
me relevant and influential.*

PRACTICE FOR THE STAR: SELF-INQUIRY

Think of the last time you felt a rush of pleasure when someone else paid attention to something about you— perhaps telling you that your outfit looked really good, that your post was really inspiring, or that the fact that you invested in an impactful business motivated them to do the same. Did the experience cause you to crave more of that kind of attention? If so, what do you suspect is behind that craving?

The next time you notice yourself being unhealthily motivated by a desire for recognition (as opposed to

a sincere desire to make a difference for others), see if you can pause for an hour, a day, or perhaps forever. While resisting your usual behavior, repeat one of the liberating wisdom lines above to yourself.

Then, see if you feel any different about yourself a day or two later. Remember, your desire to influence isn't inherently bad. Just make sure you're aligning your actions with your values and goals, and then if appropriate, influence others to do the same.