

# Guide

**Unlock Your Financial Archetype:  
The Path to Clarity**



# Your Money Blueprint Archetype Guide

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Welcome to the deep dive! You've just taken the next crucial step toward financial mastery by uncovering your dominant **Money Archetype**. This isn't just a fun result; it's a key that unlocks your unique relationship with money.

Crucially, remember this is not a life sentence. Whether you resonate with the avoidance of the Innocent or the hoarding of the Tyrant, this profile simply reveals your current patterns—the starting line for your journey.

Inside this guide, we pull back the curtain on the **8 Money Blueprints**. You will learn exactly why you react to money the way you do. Use this Archetype Profile as your personalised roadmap to stop financial stress, overcome any challenges associated with your blueprint, and start building the wealth and freedom you deserve.



# The Innocent

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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 blueprints because they do not see people or situations for what they are.

They are not unlike small children in the sense that they have not yet learned to judge or discern other's motives or behaviour. While this trait can be very endearing, it is also precarious for an adult trying to cope in the real world.

We all start out our journey in life as innocents. However, as we grow and develop, the veil of innocence is lifted and replaced by our experience with the outer world.

The innocent Money blueprint is where we all began before we had to face the real world and take charge of our lives. The gifts of The Innocent are optimism, a beginner's mind, curiosity, and joy.

They desperately seek someone to take care of them until they are forced to look at their finances. This could be because of a divorce, a traumatic event, or mounting debt. Now they are confronted with having to deal with the language of money and they feel stupid and/or unequipped to deal with.

# The Innocent

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## Characteristics:

- Don't trust themselves and their decisions around money
- They avoid money issues
- They prefer to hand the money making and managing over to someone else

## Money Practices for the Innocent

- Take small steps to educate yourself,
- Hire a Money Coach,
- Read more books on the subject,
- Build a financial toolbox and become more financially aware,
- Take small steps to take over your finances and make informed decisions

When The Innocent feels confident and educated it is easier to lead their financial lives with clarity and purpose rather than fear and avoidance.



# The Fool

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The Fool plays by their own set of rules. 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.

The primary difference between Fools and Innocents is that Fools are relatively fearless in their endeavours and remain eternal optimists regardless of the circumstances. In this manner, Fools are like Warriors in that they seem to always land on their feet and are not easily defeated. The Fool also sets out to conquer the world but is easily distracted and lacks the discipline of the Warrior. The Fool is much more interested in money making as a sport or form of recreation than as a serious endeavour. Fools would happily give the shirt off their backs only to realise later that it wasn't their shirt or that it was their last.

The Fool does possess some rather remarkable qualities that if mastered make them quite capable of becoming a Magician. The Fool lives very much in the moment and is quite unattached to future outcomes. Most of what Fools pursue is for the simple pleasure of doing it. Most of us could learn from this characteristic of the Fool.

# The Fool

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However, until the Fool becomes enlightened, he will continue to attract money easily, only to have it quickly slip through his fingers because he's simply not paying attention.

Failure to do your due diligence when making financial decisions. The Fool often avoids anything that feels painful or uncomfortable.

The Fool is one of the money blueprints needed to kick start the money journey. If the fool is your dominant blue print you could just be starting out in your journey or you could be deeper but stuck in a pattern.

It is often difficult for the fool to change their ways because they usually land on their feet. The eternal optimist often wins because they are willing to roll the dice more than any other blueprint.

The fool is an adrenaline junkie and money are just a game for them. They will take the leap into the unknown better than any other blueprint.

## Characteristics

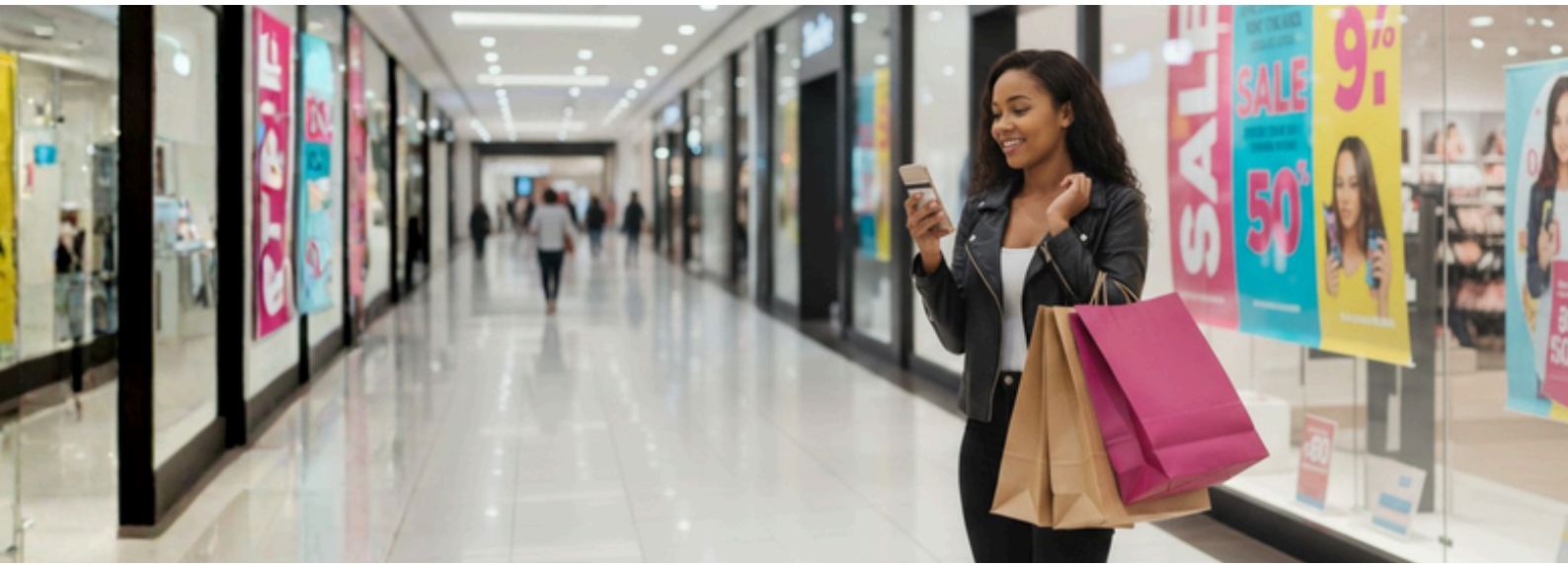
- Impulsivity
- Fearless
- Risk-Taker
- Irresponsible
- Undisciplined
- Eternal optimist
- Takes shortcuts

## Money Practices for the Fool:

- Slow down, breathe, and ask more questions,
- Meditation and patience need to be fostered,
- Start to honour money and allow it to have a place in your life,
- Learn how to have money in the bank and not spend it,
- Learning how to be with difficult emotions (money mindset) is mastery for the Fool,
- Do your research and take calculated risks,
- Create and manage a budget

# The Victim

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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 list 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 happened to the Victim.

Often, Victims have been abused, betrayed, or have suffered some great loss. The problem is that they have never processed/faced their pain, and so it has turned on them. Victims are always looking for someone to rescue them because they believe they have suffered enough. They carry a sense of entitlement: "I paid my dues, look at my battle scars, where's my free....."?

They may become highly emotional when money challenges arise and overspend to soothe the discomfort these challenges bring.

The fear of failure prevents them from striving for success. Betrayal is part of the victim's matrix, and they will betray themselves first and then others.

Susceptible to advertising - looking for the right image outside rather than a deeper satisfaction.

# The Victim

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## Characteristics:

- They believe that they are on their own when it comes to money,
- Trust is a big issue,
- Feelings of powerlessness,
- Blames others for financial situation/problems,
- Always has excuses why they don't have money,
- Over spender,
- Don't budget or don't stick to a budget

## Money Practices for the Victim

- A deep self-forgiveness practice,
- Take responsibility and stop blaming others for difficult circumstances,
- Practice gratitude daily,
- Learn how to feel rather than react,
- Begin to save money and watch how it feels as it grows. It is there to nurture and support you,
- Don't impulse buy,
- Take small steps to educating yourself so you can make more informed financial decisions,
- Take control of your finances and stop letting your emotions drive your spending behaviour



# 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.

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 realising their dreams because they put so much energy into needing to be right.

Like Victims, Martyrs often live in high drama, experience a lot of highs and lows, and struggle with their attachment to negative experience. They see the glass as half empty instead of half full. Their focus on the negative often keeps them from realising the deep wisdom that lies within their experience. Martyrs who are willing to do their own work to heal their woundedness have the capacity to become gifted healers and powerful manifestors — money Magicians.

Over time they may feel resentful and overwhelmed if their giving is not acknowledged. But they will suffer in silence. They can passive-aggressively use guilt and obligation to motivate others.

# The Martyr

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Martyrs have high standards for themselves. They are often perfectionists and incredibly hard workers. They have difficulty receiving from others and the flow of money is often going out towards others. An exhausted and depleted martyr may use external things to fill that emptiness. Overspending on gifts, overeating, drinking, or binging on unnecessary things.

## Characteristics:

- Self-sacrifice – a strong need to help others,
- Saying No is difficult,
- Poor or no boundaries,
- May use guilt and obligation to motivate others,
- Rescuers and the helpers,
- They have difficulty receiving,
- The flow of money is always “out.”
- The caregiver will take the money journey but usually for their family.

## Money Practices for the Martyr

- Explore what your own needs and wants are first,
- Pay yourself first and prioritise saving,
- Set clear boundaries,
- Practice saying no,
- Let go of control and allow things to unfold naturally,
- Don't try to fix everything, sometimes people just want to vent,
- Trust that others want to support you,
- You will need to ask for help if you need help,
- Instead of giving so much to other, give more to yourself.

I NEED TO  
SAY 'NO'

# The Creator

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Creators 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.

Creators most fear being inauthentic or not being true to themselves. The Creator is constantly struggling for financial survival. This is not because they lack talent or ambition. Rather, they are stuck in a belief system that disempowers their ability to manifest money. Too many people on the creative or artistic path feel that money is bad or lacking in spirituality. This is only true to the extent that one believes it is true. And to the extent that Creators maintain this belief system, they are limiting themselves and creating a block to the flow of money.

The Creator who work to integrate the spiritual with the material world will find an end their struggles. Since they have often spent much of their time and paid much attention to their inner journeys and creative potential, Creators already possesses many of the qualities necessary to become Magicians. This type most needs to accept the world they lives in and embrace in all its many dimensions.

To stop suffering from the tension we feel between the spiritual and material worlds, we must learn to embrace both worlds as part of our own.

# The Creator

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Inspired by an active Creator blueprint, you are naturally imaginative. Constantly thinking of new possibilities, there are times when ideas effortlessly flow, as if you were an antenna channelling them. You conceive of new possibilities and can express those ideas in a tangible form, as in art, writing, design or inventions....

You may feel money is the root of all evil. Feeling detached from the physical world, you may be conflicted when it comes to taking care of your physical needs at the same time as nurturing your inner world.

On the money journey, they may show up at any time. They bring innovative approaches to how to travel the journey with unique and beautiful outcomes.

However, they can get stuck in their limiting beliefs.

## **Characteristics:**

- You're on a spiritual or artistic path.
- Living in the material world is difficult,
- You have a love-hate relationship with money,
- You work for money because you need money to live,
- Money is often hard to come by and hard to keep

## **Money Practices for the Creator**

- To discover the beauty and magic in the material world,
- Learning that money can be sacred,
- Money can be a force for good,
- They need to let go of their beliefs and assumptions that money is evil or wrong,
- Begin to access both their spiritual wealth and the material manifestation of that abundance,
- Create some positive financial statements,
- Business, money, and the flow of currency can be creative and powerful energy,
- Learning that there is a sacredness to money. That it is not void of spirit or religion.

# The Tyrant

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Tyrants use money to control people, events, and circumstances. 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.

Today Tyrants are the political leaders, businesspeople, or family figureheads who use whatever means necessary to win at all costs. The Tyrant is a master manipulator of both people and money. Perhaps it's because the Tyrant type is often the most financially successful image, we have in our society that so many of us believe that money is the root of all evil.

Television and the media do their part to further convince us that although we may think we want more money, we just need to look at what's become of those who have it. It's enough to make anyone hesitate. Tyrants, however, are not as rich as they appear. Sure, they have everything money can buy (which often does include beautiful people) and never have to worry about paying the phone bill, but they lack many things that money cannot buy.

# The Tyrant

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They are often, despite their apparent success, very fearful and rarely feel any sense of fulfillment. The Tyrant suffers from a condition called “chronic-not-enoughness.”

The Tyrant can show up for many of us along the money journey, especially when we are feeling out of control.

A rigidity with others can show up as demanding receipts from a spouse or controlling the flow of money to other family members.

They may obsessively check their bank balances or develop elaborate excel sheets to track everything. They can substitute real safety with rules, hoarding, and at times a refusal to share. No matter how much money they have it is never enough.

## **Characteristics:**

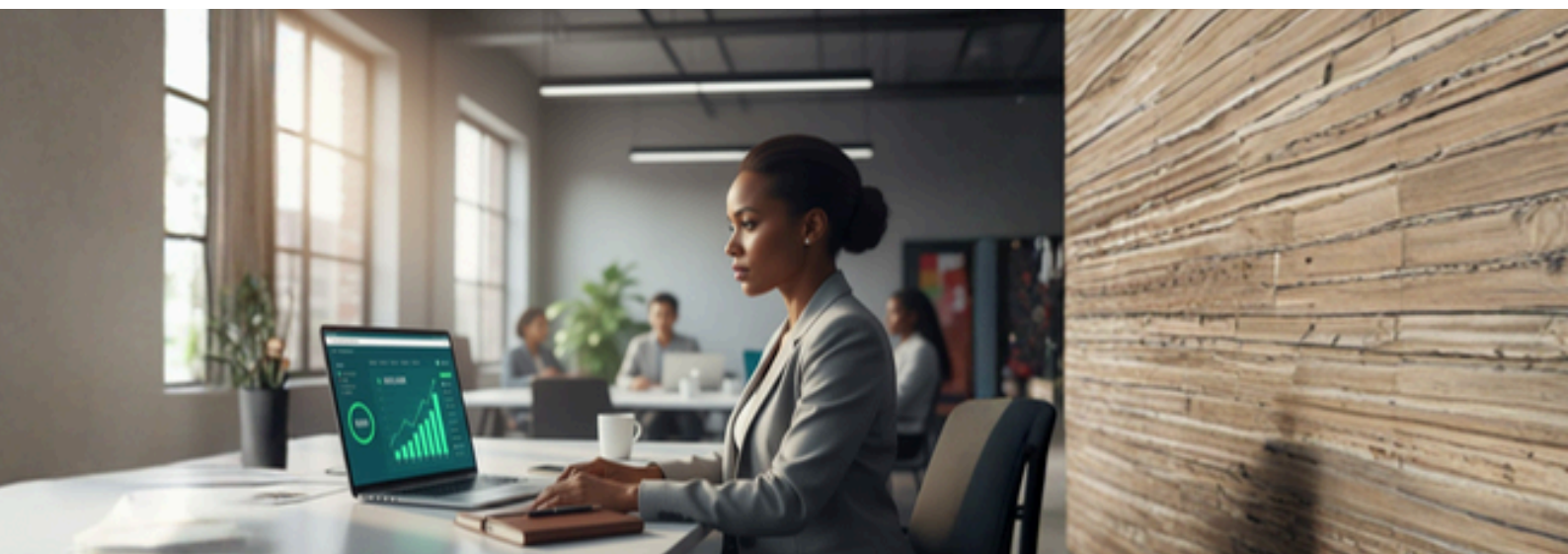
- At a core level, they feel that something is missing,
- They have cut off their inner reality and they need to control the outer world to find a sense of control,
- Scarcity and lack are running the show and there is a deep sense that they are all alone,
- They use money to control the people around them,
- They use money as a tool to gain power over others and situations,
- They will often throw money in your face, they offer help and then remind you of the help repeatedly,
- Money is a weapon to get what they want

## **Money Practices for the Tyrant**

- To learn that their worth is not connected to what they do or accumulate,
- To begin the journey of loving who they are as a person,
- Learn how to trust that they are supported by the world and others,
- Great practice for a Tyrant is to volunteer their time in helping others,
- Money can be used for good and not only to control others,
- Create some positive money statements to create some new beliefs around money,
- Educate yourself so you don't feel so out of control

# The Warrior

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Motivated by the Warrior blueprint, you set and meet goals, for you are mission driven. There is a pride in meeting challenges, and when you meet obstacles, you try harder, assuming the tough prevail. You enjoy competing, fighting to protect yourself and others, or spearheading crusades.

The Warrior sets out to conquer the money world and is generally seen as successful in the business and financial worlds. 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 recognising 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 recognise the potential for growth and transformation being offered in disguise.

Worthy opponents are most easily recognised as the person with whom you have the greatest conflict. When we are willing to step back and recognise the lesson and truth this person must teach, even when it is disguised as conflict, their presence is worthy of our attention. When we recognise the conflict as an opportunity for growth, our “opponent” has, in fact, served us. The world is filled with Warrior types, who run the game from enjoying the sport of business and the skilful art of negotiating to those whose single-minded intent is simply to win at any cost.

# The Warrior

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The Warrior can get out of balance at times. An over-developed Warrior may become aggressive, and goal-driven and forget to have compassion for those around them. An unconscious Warrior may refuse support and interrupt the flow of receiving that gives them the strength they need to do the impossible. As a result, they become depleted and resentful.

As the Warrior becomes more balanced and conscious, they will be one of the Money blueprint that adds to your financial health and wealth. The Warrior is one of the foundational pillars of a healthy relationship with money.

## Characteristics:

- Courageous.
- Frugal,
- Hardworking,
- Disciplined,
- They can see how their actions affect and boost the energy of those they care about,
- Driven to achieve their goals and educated in financial matters, they tend to be good in business and money,
- The warrior takes a stand for their justice-oriented values.

## Money Practices for the Warrior

- Learn when to put your sword down. The real battle is often within,
- Have the courage to confront your inner dragons first so that you can face the outer dragon with skill and self-awareness.
- Take time to rest and re-evaluate where you're going,
- Remember you are not alone,
- You don't always have to be achieving with money, you can achieve in other areas of your life,
- Don't gauge your success on money alone

# The Magician

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The Magician is the ideal money type. 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 blueprint 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 behaviour that are preventing you from having the relationship with money you desire.

When you have reached the point of understanding and have become aware of all that you need to know at this point on your journey, you will be ready to transform your newly acquired consciousness into the reality of your life.

The Magician is fully awake and aware of themselves and the world around them. The Magician is armed with the knowledge of the past, has made peace with their personal history, and understands that their source of power exists within in their ability to see and live the truth of who they are. Magicians know the source of power to manifest lies in their ability to tap into their Higher Power. With faith, love, and patience, the Magician simply waits in certainty with the knowledge that all our needs are met all the time.

Magicians embrace the inner life as the place of spiritual wealth and the outer life as the expression of enlightenment in the material world. They are infinitely connected.

# The Magician

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An active Magician blueprint recognises that what is real to a person is determined by what one believes. You sense the interconnectedness of events, people, and ideas. You notice serendipity, meaningful connections, and the ripple effects of small changes. You help create change by transforming perceptions in yourself and others....

A true magician can be financially successful but that doesn't define them. They use their wealth to support the community and causes that nourish everyone.

The Money-magician know that they will be taken care of. They trust that the universe is abundant. They are wise, generous, and at ease. A true Money-magician can manifest their desires almost instantaneously.

They know that their spiritual wealth is directly connected to their outer material wealth. Qualities of the magician are compassion, joy, ease, generosity, and wisdom. During challenging times, they start feeling anxious and afraid about your financial future? What if, like the magician you could feel abundant and joyful with your money?



# The Magician

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## Characteristics:

- They have an air of joy and ease,
- Money-magicians are in the flow of this abundant universe,
- They have a highly developed intuition and a connection with source energy: God/Spirit/Universe,
- They are positive, happy people,
- They have positive financial statements that they use daily,
- They have educated themselves and make responsible financial decisions,
- They are good at budgeting,
- They are savers

## Money Practices for the Magician

- They set goals and achieve them,
- They confidently manage their money,
- They are always growing their knowledge and learning,
- They understand what they value and spend money on things that are important to them,
- They have a positive money mindset,
- They say daily positive financial statements,
- They have a spending plan for their money (budgets)
- They work hard and play hard. They believe in balance

