

# *Ruler*

Your Inner Empire Builder

## THE RULER IS YOU IF

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- You never feel satisfied you've made enough, continually challenging yourself to achieve higher financial goals
- Your business dominates most of your time and attention
- You fear losing control of your money, power and identity
- You hide feeling not good enough behind over achieving, ambition and a quest for more
- You are a natural and passionate leader people want to follow, giving you the prestige and reputation you desire
- You believe what you're creating now will bring you happiness in the future, often driving you to overwork
- You love empowering people and enriching lives through your business
- You thrive on creating, innovating and building something of lasting value
- You feel safe and protected from danger by accumulating financial resources
- You're reluctant to pull money out of your business and are often cautious about spending

## SACRED MONEY CONTRACT

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*To innovate, achieve  
and empower wealth  
with grace and ease.*



# Ruler

Illuminating The Desire To Achieve

## SACRED MONEY DESTINY

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Your drive to create makes you an unstoppable, passionate force for making a big impact and significant income. For you, money measures your level of achievement and accomplishment. While outwardly admired for your successes, the danger is in measuring your inner sense of value by your bank balance.

While outwardly successful, fear is often your driving force. Since you are a natural at leading, accomplishing and innovating, why not challenge yourself to focus your ambitious nature on the soul-work of finding your highest and truest source of self-worth? The payoff of creating emotional freedom and significance at the soul level will be priceless.

## CREATING SACRED MONEY ALIGNMENT

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- ▲ Is there a dream you've kept a secret, maybe in fear you'll look arrogant or be judged as "being too big for your britches", or you won't be able to accomplish it?
- ▲ If you were challenged to create your life's wealth within the next year, what would you let go of and what would you embrace?
- ▲ What are ten things you'd like to do in life purely for the fun of it?

## SACRED STRENGTHS

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- Courageous
- Visionary
- Determined

## GIFTS

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- Creating an empire where everyone thrives
- Innovating new and exciting growth opportunities
- Being decisive and creating value

## CHALLENGES

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- Not indulging in enjoying life in the moment
- Always chasing a moving money target
- Never feeling there's enough money

## EMPOWERING MONEY MINDSET

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*"I fulfill my destiny by achieving prosperity and leadership with grace and ease."*

## EMPOWERING WORDS

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Share  
Assumption  
Courage

Leisure  
Purpose  
Wealth

Peace  
Save  
Status

Empire  
Privilege  
Loyal

Decision  
Generous  
Freedom

Prosper  
Accumulate  
Champion

Sacrifice  
Rich  
Fund



# Accumulator

Your Inner Banker

## THE ACCUMULATOR IS YOU IF

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- You tend to judge others for their money habits
- You feel a great emotional connection — love, joy, happiness — about saving money
- You often feel anxious, worried or greatly reluctant about spending money
- You're likely to be frugal, over think purchases or insist on only buying things on sale
- You are careful to always live below your means
- You often consider items or services a luxury that others consider commonplace
- You rarely, if ever, carry debt and are amazing at saving money
- You're driven to save out of fear of being dependent or losing personal freedom

## SACRED MONEY CONTRACT

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*To respect the power of money by investing to create freedom.*



# Accumulator

Illuminating Respect And Appreciation

## SACRED MONEY DESTINY

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You and money are outwardly a match made in heaven. For you, saving and living within your means comes naturally.

But inwardly, worrying about spending even small amounts of money, not trusting that money is an unlimited resource or fearing that you'll run out of money can cause you tremendous stress and anxiety and limit your willingness to invest in yourself. Self-imposed limits keep you from stretching into your fully expressed brilliance.

Since you are already skilled at careful money management, why not challenge yourself to apply your energy and talents to the creation of greater wealth, so that you are expanding your opportunities and the number of people you're meant to serve?

## CREATING SACRED MONEY ALIGNMENT

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- ▲ What is frugality keeping you from doing or becoming?
- ▲ Imagine for a moment that nothing is going to happen that will diminish your savings for the next five years, how would this change the way you live?
- ▲ What are three investments you could make that would expand your vision?

## SACRED STRENGTHS

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- Conscientious
- Trustworthy
- Disciplined

## GIFTS

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- Saving easily
- Creating financial independence
- Being financially responsible

## CHALLENGES

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- Secrecy, lack of trust and generosity
- Obsessiveness or compulsion
- Feeling guilt or doubt about investing

## EMPOWERING MONEY MINDSET

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*“Say ‘yes’ to opportunities because opportunities create wealth.”*

## EMPOWERING WORDS

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Save  
Invest  
Indulge

Respect  
Receive  
Stretch

Increase  
Secure  
Possess

Responsible  
Opportunity  
Freedom

Generous  
Luxury  
Rich

Secret  
Abundance  
Open

Give  
Trust  
Expand



# Connector

Your Inner Relationship Creator

## THE CONNECTOR IS YOU IF

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- Your connection to others helps you create long term relationships that can generate income
- You are happy when someone else is making financial decisions for you
- You wish you didn't have to think about making or managing money
- You are more likely motivated to be taken care of financially than driven to create financial independence
- You avoid facing your money situation, hoping it will improve on its own
- You can easily allow others to make you feel disempowered or inadequate about money
- You care more about heart to heart connections than about making money
- You believe that somehow, you'll always be taken care of financially

## SACRED MONEY CONTRACT

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*To empower financial independence through the value of relationships.*



# Connector

Illuminating Faith And Optimism

## SACRED MONEY DESTINY

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Your faith and optimism that money will always be available keeps you from feeling much, if any, financial stress. Yet this same innocent quality that believing you'll always be taken care of can cause you to lack financial independence or blindly trust the handling of financial details to others. Your lack of concern about money can cause you to be taken advantage of financially or keep you from creating wealth, yet this is likely not something you often think about.

Since money is an important aspect of empowering yourself, why not focus a portion of your energy on educating yourself and taking care of your life's basic financial needs? The payoff will be a deepening of your sense of self-respect and self-worth.

## CREATING SACRED MONEY ALIGNMENT

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- ▲ If you were solely responsible for your money management, what are 8 financial details you need to know?
- ▲ What are 3 qualities you appreciate in the people who have assisted you financially, and in what specific ways would your life change if you adopted these qualities for yourself?
- ▲ What beliefs would you have to acknowledge and transform in order to empower yourself to be independent financially?

## SACRED STRENGTHS

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- Trusting
- Innocent
- Resilient

## GIFTS

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- Not overly stressing about money
- Faith and optimism
- Creating valuable relationships

## CHALLENGES

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- Lack of financial independence
- Not feeling empowered with money
- Feeling overwhelmed with basic financial details

## EMPOWERING MONEY MINDSET

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*"The more comfortable I get with money, the more I empower myself."*

## EMPOWERING WORDS

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Happiness  
Connection  
Uncomplicated

Permission  
Independent  
Powerful

Grounded  
Talent  
Joyful

Playful  
Simple  
Faith

Abundant  
Authentic  
Strategy

Detail  
Choice  
Bold

Prosper  
Serve  
Relate



# *Alchemist*

Your Inner Idealist

## THE ALCHEMIST IS YOU IF

- You are attracted to unconventional or alternative ways of making money
- You care more about social justice and leading a movement than making money
- You often feel a love/hate relationship with money
- You can find yourself relying on others for financial support
- You inwardly feel vulnerable or insecure about your ability to create income
- You find it easy to empower others to believe in themselves
- You are talented at attracting money in unusual ways
- You believe there is an unfair balance of wealth in the world
- You never seem to have enough money to support the causes that are important to you

## SACRED MONEY CONTRACT

*To transform  
ideas into  
financial success.*



# Alchemist

Illuminating Positive Change

## SACRED MONEY DESTINY

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Your love/hate relationship with money signals your appreciation for the good it can do in the world, even though you resent its importance. Money doesn't have the power to corrupt; only people do.

By focusing your energy towards monetizing your ideas you have the power to impact others in positive, amazing ways. Your will is powerful. Why not use it to ground your ideas in practical actions that transform and inspire?

You will never be a slave to money so why not create financial freedom?

## CREATING SACRED MONEY ALIGNMENT

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- ▲ What negative belief about money are you willing to release in order to make a positive impact in the world?
- ▲ If money were sacred to you, how would you treat and value it?
- ▲ What is the most exciting thing about money?

## SACRED STRENGTHS

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- Idealistic
- Transformational
- Daring

## GIFTS

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- Creating ideas
- Championing others
- Seeing possibilities

## CHALLENGES

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- Relying on others for financial support
- Feeling judgmental about money
- Discounting or rebelling against creating money goals or habits

## EMPOWERING MONEY MINDSET

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*"The more I do well in the world, the more I can help others do good."*

## EMPOWERING WORDS

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Brilliant  
Trust  
Delight

Surprise  
Magic  
Idea

Paid  
Play  
Leap

Increase  
Transform  
Visionary

Accept  
Possibility  
Value

Create  
Grow  
Spirit

Invest  
Real  
Have



# *Maverick*

Your Inner Rebel With A Cause

## THE MAVERICK IS YOU IF

- You are attracted to get rich opportunities
- You are willing to take a financial risk in exchange for a potential big win
- You are happy to stand out from the crowd
- You have courage and tenacity when it comes to generating income
- You like being rebellious and showing what you're made of
- You usually don't cave in to the opinion of others
- You are always looking at how to gain a financial advantage
- You pay great attention to the up and down side of your numbers
- You are often drawn to becoming the hero for the underdog, modeling for them what's possible

## SACRED MONEY CONTRACT

*To balance  
extreme risk with  
financial security.*



# Maverick

Illuminating That Risk Is Essential

## SACRED MONEY DESTINY

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Your creativity when it comes to generating money is amazing. But balance isn't something you often value or find exciting, which can lead you into situations of creating extreme financial highs and lows.

Ironically, by focusing your energy and talents on creating sustainable income, you'll achieve the rich success you crave.

Why not use your courage and cleverness to generate consistent income? The payoff will be a financial foundation that frees you to play with new and exciting opportunities.

## CREATING SACRED MONEY ALIGNMENT

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- ▲ What is the simplest, most practical way you could create a year's income within the next 90 days?
- ▲ List eight ways your life would change if you created secure, "bread and butter" income?
- ▲ If your income were assured for the rest of your life, how would you feel fulfilled?

## SACRED STRENGTHS

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- Clever
- Flamboyant
- Charismatic

## GIFTS

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- Structuring deals and handling financial complexity
- Paying attention to numbers and financial details
- Taking risks

## CHALLENGES

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- Secrecy or potential deception
- Gambling with financial security
- Getting caught in feeling the need to win approval

## EMPOWERING MONEY MINDSET

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*"Sometimes the biggest risk is investing regularly in the tried-and-true."*

## EMPOWERING WORDS

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Break  
Rebel  
Counter

Edge  
Safe  
Risky

Return  
Contract  
Savings

Leverage  
Reward  
Freedom

Payoff  
Limit  
Beware

Negotiate  
Agreement  
Dramatic

Juggle  
Deal  
Potential



# *Celebrity*

Your Inner Big Shot

## THE CELEBRITY IS YOU IF

- You value money as a tool to achieve the status, image and recognition you want
- You have no problem spending money to enhance your image, including designer brands, hip clothing, entertaining and plenty of bling
- You love to stand out in the crowd and impress people
- You likely didn't receive the approval, unconditional love or positive opinion from people important to you as a child
- You often have a charismatic or magnetic personality
- You love being recognized anytime you're generous
- You often project an image of wealth and success that might not match your bank account balance
- Your business often includes a lot of visibility, celebrity or making a big impression
- You feel that by showing wealth you'll protect yourself from the negative opinions or judgment of others

## SACRED MONEY CONTRACT

*To accumulate wealth while being admired and valued in the world.*



# Celebrity

## Illuminating Impact And Recognition

### SACRED MONEY DESTINY

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Your charismatic personality makes you a magnet for attracting '5 Star' people and experiences. You love to bring on the bling, create a lot of attention and you deeply appreciate the doors that money can open. But under the glitz and glam you may be over compensating for having felt criticized in your younger years.

While you'll always enjoy being in the spotlight, allowing others to see your vulnerability and allowing yourself to be loved for who you are, imperfections and all, can be immensely healing. Why not challenge yourself to let others know that regularly sharing their appreciation and acceptance of you is priceless for you?

### CREATING SACRED MONEY ALIGNMENT

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- ▲ If impressing others were no longer important to you, what are 3 financial decisions you would make?
- ▲ If you were to be the star of your financial future 3 years from now, what habits would you transform today?
- ▲ What are 5 specific ways you spend money in order to get approval, acknowledgement or recognition?

### SACRED STRENGTHS

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- Magnetic
- Confident
- Radiant

### GIFTS

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- Leadership
- Helping others make a great impression
- Standing out in a crowd

### CHALLENGES

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- Compulsive spending
- Valuing status above financial security
- Spending on appearance to avoid feeling empty or criticized

### EMPOWERING MONEY MINDSET

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*“Increasing how much I love, accept and believe in myself is priceless.”*

### EMPOWERING WORDS

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Opportunity  
Responsibility  
Achieving

Invest  
Status  
Value

Spotlight  
Freedom  
Success

Satisfaction  
Flamboyant  
Abundance

Gift  
Tracking  
Worth

Realistic  
Balance  
Saving

Special  
Validate  
Priceless



# *Nurturer*

Your Inner Sponsor

## THE NURTURER IS YOU IF

- You appreciate money yet feel you need to over give for every penny you bring in
- Your natural generosity includes wanting to protect, shelter or nurture others financially
- You are responsible with your personal finances but often attract people who need your help, financially and otherwise
- You're likely motivated to give generously to help others, often at the sacrifice of yourself
- You have good money habits but either don't have much saved or may carry debt because of helping others
- Your self-worth comes from compassion, giving and 'being there' for others
- You find it painful to set financial boundaries with people you care about
- You can be taken advantage of financially by others or secretly feel resentful because what you give is not reciprocated
- You find asking for what you're worth requires every ounce of courage you possess
- You tend to create emotionally entangled, dependent financial relationships, which unconsciously disable the people you want to help

## SACRED MONEY CONTRACT

*To care for others  
by empowering  
oneself.*



# Nurturer

Illuminating Caring And Compassion

## SACRED MONEY DESTINY

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Your desire to be of service often inspires you to share your financial resources. But what you see as selfless generosity can easily create enabling relationships and problematic boundaries with the people you want to help, plus sow seeds of resentment or martyrdom within you. It's not unusual for your giving to even end up compromising your own financial stability.

The people in your world, and in the world at large, need support, yet giving can take many forms. When you see others as powerful, even in their hour of need, you create the possibility for helping in ways that are priceless beyond money. Why not apply your compassionate and caring nature to empowering others without this including financial support?

## CREATING SACRED MONEY ALIGNMENT

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- ▲ If giving money were not an option for you, what other ways could you help the people who are important to you?
- ▲ What are 3 relationships that (often) require your financial support and what would these relationships look like if you were not involved financially?
- ▲ What would your life be like in 3 years, 5 years and 10 years if the support you provided others was not financial?

## SACRED STRENGTHS

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- Giving
- Devoted
- Reliable

## GIFTS

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- Generosity
- Giving amazing value
- Loyalty

## CHALLENGES

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- Feeling the need to rescue
- Abandonment of self
- Feeling resentful or becoming a martyr

## EMPOWERING MONEY MINDSET

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*“Creating clear money boundaries is a powerful way for me to demonstrate my caring.”*

## EMPOWERING WORDS

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Courage  
Responsible  
Accumulate

Generous  
Empowered  
Safety

Caring  
Ask  
Giving

Help  
Rely  
Decide

Boundary  
Sacrifice  
Speak Up

Value  
First  
Serve

Support  
Attention  
Priority



# *Romantic*

Your Inner Hedonist

## THE ROMANTIC IS YOU IF

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- You buy things to feel gratification, sensory pleasure or because you “feel like it”
- You dislike feeling like a slave to money, preferring to use money to enjoy the good things in life
- You believe money is to be enjoyed and dislike being told “no”
- You often don’t see the point in saving money, as life is to be enjoyed
- You indulge in yourself to feel special, appreciated, loved or valued
- You often spend money on things because you feel “I deserve it”
- You often avoid making changes in your money behavior, even when you know it would benefit you
- You can easily spoil the people you care about with lavish or abundant gifts
- You may shrug off your money habits, telling yourself you’re not good with money

## SACRED MONEY CONTRACT

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*To create financial security while living life to its fullest.*



# Romantic

Illuminating Enjoying The Pleasures Of Life

## SACRED MONEY DESTINY

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You know how to use money to enjoy your life, and often spend it because you feel you deserve it or you want to indulge the people you care about.

But spending can be a cover-up to avoid feelings of emptiness, an absence of love or a lack of feeling valued and acknowledged. And the thought of not buying something you want can cause feelings of resistance or defiance.

Yes, life is to be enjoyed but not if the expense of it distracts you from creating wholeness and self-worth from the inside out. Why not focus your considerable energy on creating meaning and worth in your life, beyond which money can't buy?

## CREATING SACRED MONEY ALIGNMENT

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- ▲ What are 8 ways you could enjoy the perfect day, without spending any money?
- ▲ What are 3 things you could tell yourself that would make saving 6 months of living expenses motivating?
- ▲ What is the underlying source and emotional need triggering the statement of "I deserve it"?

## SACRED STRENGTHS

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- Luxuriant
- Abundant
- Pleasure-seeking

## GIFTS

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- Believing there will always be more
- Being generous with others
- Enjoying the things that money can buy

## CHALLENGES

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- Flamboyant spending
- Ignoring or avoiding anything to do with finances
- Spending to mask feeling undeserving, unappreciated or unloved

## EMPOWERING MONEY MINDSET

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*“Creating and embracing a secure financial future is a way I can always enjoy the best of life.”*

## EMPOWERING WORDS

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Beauty  
Luxury  
Possess

Respect  
Indulge  
Craving

Admire  
Special  
Connect

Responsible  
Trust  
Belong

Plan  
Emotion  
Save

Relish  
Mindful  
Love

Future  
Appreciate  
Gift