



ARCHETYPES



From Ilana's Desk



These comprehensive Archetypes are based on the works of Carl Jung, a Swiss psychiatrist, who used the concept of Archetypes to illuminate behavioural patterns. With these insights, I can help you transform your reality into one of abundance.

Each Archetype tells a story and drives our money behaviour. By knowing and understanding yours, you can transform your life and live your true purpose.

Ilana

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M i n d f u l M o n e y C o a c h i n g . c o m



HERO

The Hero wants to 'Win' in life – and that includes money.

This can show up as being overly controlling about their money and highly driven to acquire it. You'll often see Heroes in the world of high finance – they are great at investing and assessing risk, focused on how to accumulate wealth, and making decisions with that in mind. They relish a challenge but may not always approach it in a friendly or healthy way.

The Hero can be very competitive and can be adversarial, not recognising that others have something to teach them. They guard their own money, knowledge and skills jealousy and can be unwilling to share.

#inspiration

Characteristics of the Hero;

- Strength
- Courage
- Stamina
- Faith
- Coming up against great odds

Challenges of the Hero;

- Arrogance
- Delusions of grandeur





ARTIST

The Artist lives life in a creative whirl.

To them, the material world can seem alien to them, or even hostile. That doesn't mean they don't want money – they do – because they are a free spirit and know that money will bring them that freedom. With their creativity and imagination, you'll often see Artists as a bit of rebel – taking an unconventional view of life and spending.

They tend not to plan ahead or save and that means they are often in debt or struggling to get by. They are often very spiritual and find it hard to reconcile this with the more material and practical aspects of modern living.

inspiration

Characteristics of the Artist;

- Nonconformity
- Imagination
- Sense of aesthetics

Challenges of the Artist;

- Over dramatisation
- Perfectionism





RULER

To the Ruler, money is a tool – and its primary purpose is to control other people and the world around them.

They want order and certainty in their world and use money as a means to give them this. Born to lead, the Ruler may well have money, possessions and followers but none of it makes them happy. Nothing is ever enough and their efforts to control the world, inevitably fail. They have everything money can buy and yet they feel unfulfilled and empty.

The more they chase material things, the emptier they feel and the more extreme their behaviour can become. Not enoughness, no emotional connection

#inspiration

Characteristics of the Ruler;

- Order
- Stability
- Control
- Tradition

Challenges of the Ruler;

- Entitlement
- Greed
- Irrelevance





INNOCENT

The Innocent doesn't want to talk about money because if they do, they might have to face up to the reality of their situation.

They find money matters confusing and thinking about it worries them. They just want to be a free spirit and not have to worry about 'mundane things' like money. The Innocent is very trusting of others so is overly generous, supporting adult family members and backing schemes on faith, rather than looking objectively at what is the best decision for all concerned. They are so keen to please others that they can be easily taken advantage of.

They are hopeless, and feel helpless around money, they want someone else to make the decisions.

#inspiration

Characteristics of the Innocent;

- Openess to experience
- Trust
- Honesty

Challenges of the Innocent;

- Naivety
- Denial that problems exist





MAVERICK

As the name suggests, the Maverick is unconventional when it comes to money.

They live according to an 'easy come, easy go' philosophy and will always look for a quick win. The Maverick wants to enjoy life and will take shortcuts to get there. They love to gamble and always believe that they will win in the end. They are sure that the next roll of the dice or lottery ticket will be 'the one.' If money does come the Maverick's way, it doesn't last long because they will happily spend it, give it away or invest it in the next 'get rich quick' scheme that come their way.

The Maverick plans for Saturday night and not their future.

#inspiration

Characteristics of the Maverick;

- Leadership
- Risk taking
- Individuality
- Bravery
- Honesty

Challenges of the Maverick;

- Negativity
- Lawlessness
- Fantaticism





VICTIM

The Victim has a 'poor me' attitude to life and to money.

If they don't have money it will be because someone else has all the luck or advantages. Even if they have money they don't enjoy it because they are just waiting for the world to take it away from them again. The Victim understands money and knows it is important but they don't own their own money story. They surround themselves with other people who think and act as they do and together they bemoan how unfair the world is. For the Victim life is the sum of their past trouble and they struggle to see beyond their negative history and create a positive vision of the future.

They are looking for someone to come rescue them.

#inspiration

Characteristics of the Victim;

- Fairness
- Stewardship
- Accountability

Challenges of the Victim;

- Righteousness
- Recklessness



MAGICIAN

The Magician knows how to make the best of their money.

They will find the positive in a challenging situation and are always looking for ways to learn and grow. Even if money is tight, they will find a creative and entertaining way to live on very little and not stray into debt. The Magician will take ownership for everything that happens to them – not seeking to blame themselves or others but accepting that difficult times come to us all. Then they draw on their inner strength to help those around them and find a way forward. The faith that the future holds great things will always make a Magician a great person to be around.

The Magician always finds opportunities to make money and create wealth.

#inspiration

Characteristics of the Magician;

- Surprise
- Powers of perception
- Intuition
- Cleverness

Challenges of the Magician;

- Trickery
- Hubris
- Manipulation





MARTYR

The Martyr is so busy taking care of other people that they seldom take care of themselves.

They are eager to help out anyone in financial need which means they never have money for themselves. While being the rock for others can be a worthy trait, the Martyr can end up feeling resentful or negative about their lot. They want others to recognise their efforts and appreciate them but that external validation is never enough. So, they give more, seeking more affirmation, which isn't enough – and so the cycle continues. Martyrs are always there to rescue their friends and family with financial support but are usually let down when it doesn't bring them the rewards they expect from life.

The Martyr does not know how to charge for their services because they themselves do not feel worthy.

#inspiration

Characteristics of the Martyr;

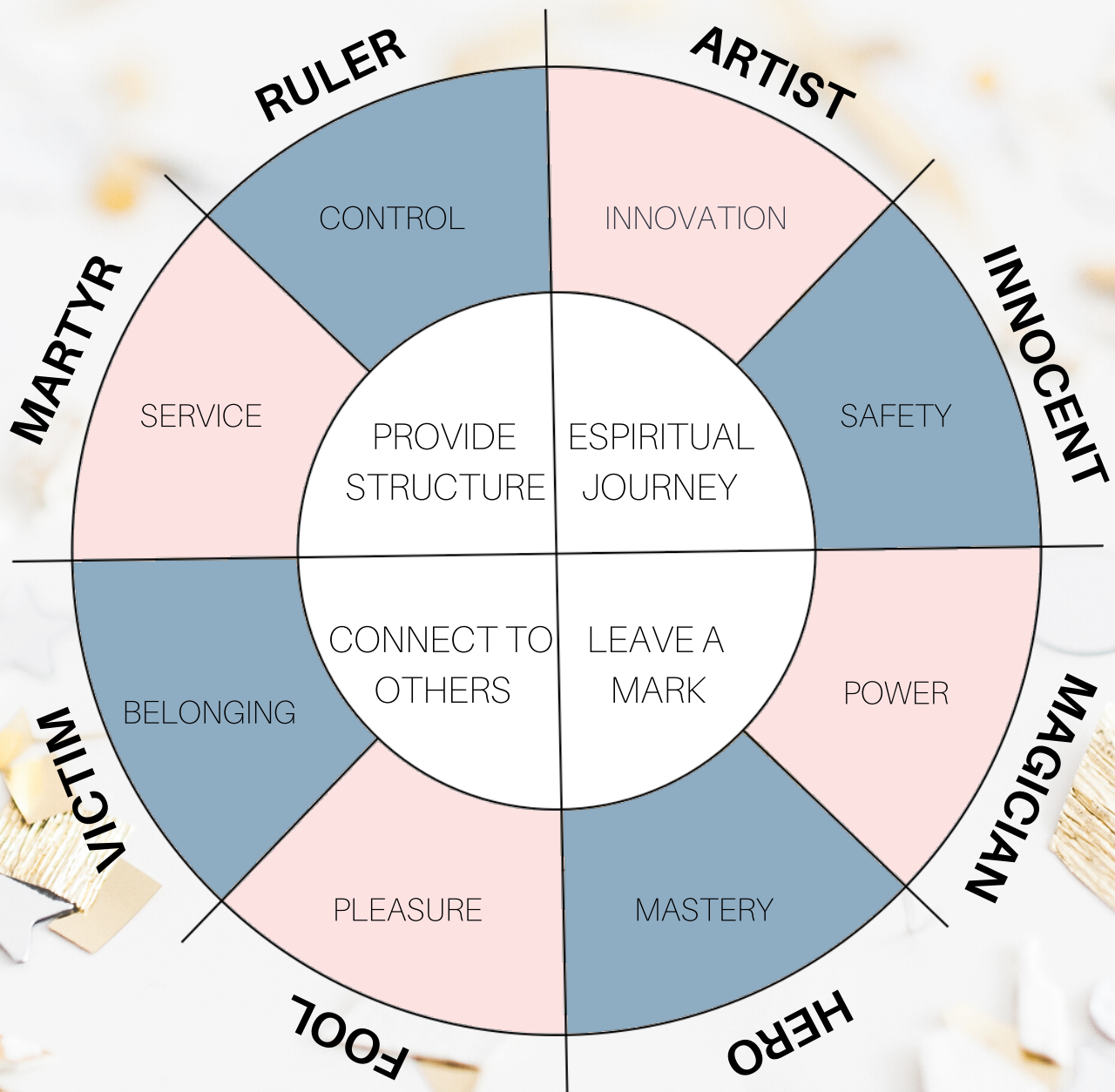
- Compassion
- Steadiness
- Loyalty
- Empathy

Challenges of the Martyr;

- Arrogance
- Delusions of grandeur



THE ARCHETYPE WHEEL



Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slightly textured appearance and some minor discoloration or staining, particularly towards the bottom left corner.