



# The Money Mindsets

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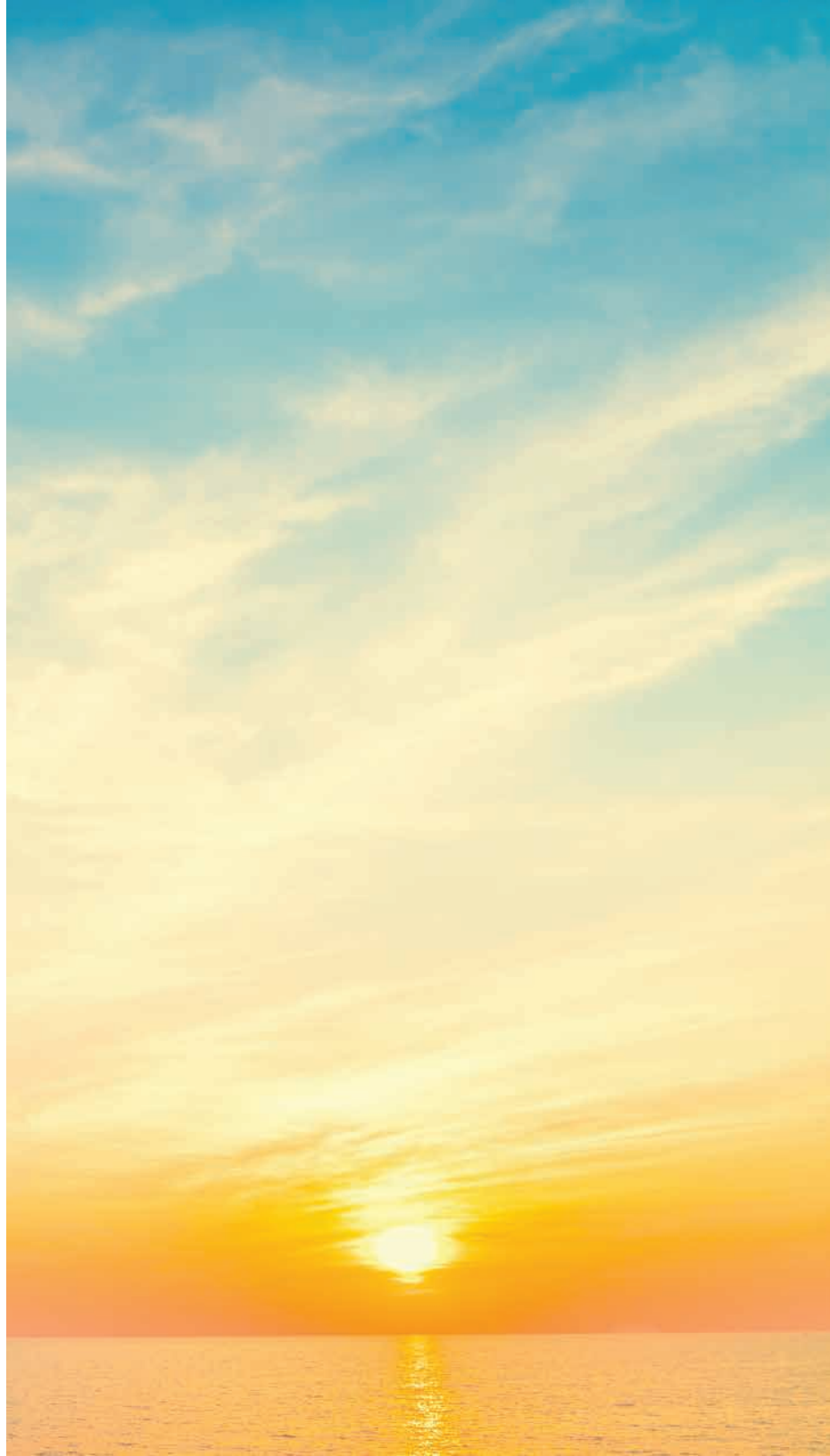
# THE DREAMER

You've been taught or learned that anything is possible; and rightfully so, because anything is possible. This belief that you can do anything is one of the greatest things about you. Everyone loves that you are so driven to lead the life you believe you can have.

You are likely an entrepreneur. If you do happen to still be an employee, you're a natural fit in sales where entrepreneurial spirit is always drawing you to a world where the possibilities are endless. The Dreamer as an employee is often running a home-based business on the side, or has plans of making a break for it and striking out on their own. The Dreamer as a business owner is just as keen on chasing that feeling of achievement and success. You daydream about the life you'll have when you get there. You see your goals in vivid Technicolor.

You like books like *The Secret* and *Think and Grow Rich*. Tony Robbins, or any other motivational speaker who tells you to 'just go for it', is your cup of tea. You thrive on exploring your own abilities and pushing yourself to achieve new levels of success. You are generally a reader, or a listener; both audio and traditional books are your thing. You spend a good deal of time and money attending seminars on building your net worth, creating new streams of income or perhaps a how-to seminar on managing investments in real estate or the stock market.

You are a risk taker. You know it takes a nickel to make a dime and you have no qualms with investing in yourself and/or your business. You always believe you'll get back from every investment in yourself, and feel your return will be





at least as much as you put into it. You just know you will get what you want if you keep at it.

You have an appetite for risk and you are willing to take them with your career, hard assets, like real estate, or liquid assets, like mutual funds or stocks. You believe that taking a risk is required to achieve great success in life. However, when evaluating an opportunity, it's not uncommon for you to only evaluate the upside. Being a Dreamer, you are just so convinced that the downside won't happen to you that you often try to grab every opportunity all at once and you would feel a real sense of loss if you were to let something pass you by.

Your spending habits are not always atrocious, but for all your ambition, you often overspend. You feel it is a good longterm investment to maintain an image of success. If not now, once upon a time you did subscribe to the phrase "fake it till you make it", which is oh so popular in the financial services world. You sometimes feel that what you can afford might be inconsistent with the image you are trying to project. Perhaps a well-meaning manager or colleague once recommended that you buy something you couldn't afford in order to put the pressure on you to earn enough to cover the payments; you totally went for that advice.

As an investor, you are more likely keen to invest in your business or the bricks and mortar of

commercial or residential rental properties than you are to choose mutual funds, stocks or the like. Investments you can touch are much more exciting to you. It's not that you necessarily dislike the more liquid investments held in the market, but you just don't feel like you can control them or get your hands around them.



What you don't realize is that you only have limited control over your preferred hands-on investments. This added sense of control over these more tactile

assets may also lead you to remove cash more frequently from them to fund the next big thing. Sometimes, a third party, like an advisor that comes with those retail investments, can be good for you. They may slow you down long enough to think before you cash out to invest in your next "big" idea.

You have a hard time saving. It's not that you don't believe in saving, but you just haven't gotten around to putting much away just yet. Whenever you try to save, something else in your life—usually an opportunity or an image-boosting item of some sort—crops up and directs your attention and your money elsewhere. You figure you'll save eventually, when the big bucks really start rolling in. Net worth and liquidity are two very different things and you concern yourself with the former.

You believe you will become a major success at some point, so you'll pay for all of the spending you are doing today, tomorrow, when the money rolls in. You will also talk yourself into believing that almost any expense is an investment in your future. In many cases, your ambition is thwarted by your inability to save, so you can't actually fund many of your own dreams. Infinite success is what a Dreamer can create for themselves with more disciplined savings; the sky really is the limit!

You may have gone without as a child, or conversely, you may have been raised by successful



entrepreneurial parent(s). Either way, something jarred you hard enough to make you believe in yourself and drive you to succeed.

Your friends would characterize you as a free spirit and are certain you can achieve just about anything. Those who know you well believe in you, too, and feel that you are going places. They look up to you, ask for your advice and marvel in your seemingly flawless approach to grabbing your life by the horns. They wouldn't be surprised to read about you in the paper someday —if they don't already—or see you on the tube. You are known by those closest to you as someone who thinks outside of the box.

You can be an easy mark, and you will often buy just about anything that appeals to you emotionally; although you will never admit to that. It is much easier to sell you an overpriced sales coaching program, or Get Rich With Real Estate seminar than it is to get you to save for your taxes. You will go far despite the sometimes self-destructive nature of your financial habits. Be aware, however, that some of your Dreamer habits could unknowingly place a governor on your potential.

Untethered or runaway business growth or the rapid gathering of non-liquid assets like real estate properties is just the type of thing that can actually topple your house of cards. It's not that you

shouldn't build wealth, or invest in assets; you, the Dreamer, just have to be very careful not to bite off more than you can effectively chew all at once.

You are impatient with success. You want to have a great idea today and be well-off tomorrow. You believe you will succeed— and you are probably right—you just wish your big break would hurry up and get here. Of all the Money Mindsets, you may have the most overwhelming potential for tremendous financial stability. If you can only wait long enough for your ship to come in, you'll be in the position to truly enjoy it. Keep investing in that Dreamer Mindset of yours. You are passionate and driven.



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# THE JUSTIFIER

Just to be clear, we all buy things for emotional reasons—yes gentlemen, even you! Just because your purchases happen to come with an eight-cylinder hemi instead of four-inch heels, doesn't make them any less emotional. Emotions drive so much of our behaviour and money is strongly connected to how we feel about a lot of things. We all buy with our emotions and then justify the purchase with logic and reason after the fact.

The Justifier is the queen or king of rationalizing their spending. As a Justifier, you can come up with a reason for buying just about anything. You would wear it every day of every spring, at least that's what you told yourself when you bought that \$400 aquamarine trench coat. It's been three years and that thing is still hanging lifeless in your closet, only donned a half dozen times. Or maybe, it's that V8 pick-up you needed. You swore you'd be doing so many home improvement projects that baby would just pay for itself. If you buy something you don't really need, you can come up with a very convincing back story on the necessity of the item in seconds.

To be a Justifier, you almost always have to have been raised by one. This ability to reason your way out of just about any corner is a learned behaviour; in my experience anyway. (If I said this to a Justifier they would usually deny that fact and then circle the conversation around to explain why the Justifier parent had to be a Justifier.) This level of finding the



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silver lining in just about any decision is a true skill and luckily for you, it can be used to your advantage; as you'll see later on as we explore your strengths and how to harness them.

As a Justifier, you have a void somewhere in your life and you believe that a nice lifestyle will eventually make you feel better. It's not that you have a bad life or any major problems, but there is some level of anxiety you live with for whatever reason and it makes you feel in control to buy things. There is something about having something new, or even seeing the face of a loved one when you buy something for them, that soothes you. Mind you, the warm feeling is short lived and that's when you start to justify your actions.

You will often encourage others around you to overspend as well so you won't feel so badly about your own spending habits. You are the one who cheers on your girlfriend's purchase of a pair of expensive shoes with a "go on girl, you deserve it!". Or you egg on your buddy to have just one more beer, to play just one more hand or do just one more renovation. You don't mean to encourage anyone to spend beyond their means, but you subconsciously crave permission to spend yourself, so watching others spend their money freely helps you feel more comfortable when you spend.



Your spending habits, while not necessarily sending you into excessive debt, are likely stifling your cash flow's ability to fund an adequate retirement. Again, this helps you justify. You tell yourself, "I can't be that bad, I'm not in huge debt". Whenever you let yourself go there and start thinking about your overall finances, you just remind yourself that life is short and you are the "living for today" type of person. Besides, you have some relative you can use as an example who died too young, never getting to use their hard-earned savings.

You are the sort of person who would spend money you didn't really have on a minivan or SUV instead of a car in your price range when you

have only one child. When questioned on your logic, you'd say yes, you only have the one child but you might have more, and you do have a dog, and you do a lot of camping and your child has a lot of friends. Or perhaps, you think ahead about the fact that your now three-year-old might just be obsessed with playing hockey one day and you'll need room for his or her gear; kids start in sports early these days, after all. You are one of the more likely of the Mindsets to replace a car before it is fully paid off. You have a million reasons why it's a good idea, but you rarely take a good look at the financial reality of that choice. You can be a rarely take a good look at the financial reality of that choice.



You can be a good saver. You understand the importance of having an emergency fund and totally subscribe to the idea of automated deposits to a high interest savings account. You may even be saving monthly as you read this. As a Justifier, your biggest risk with savings is not that you won't or don't put money away, it's that your skill of talking yourself into purchases is too often used to drain your savings for a "good reason".

The Justifier, as an investor, likes to think of every purchase as an investment or a must-have. It's not a hard asset versus liquid asset choice for you. You can see the value of every interaction in life and you often extract that value and equate it to an investment. You are more likely to invest in a course, an experience, or trip than a mutual fund or rental property. In one way, this is a good thing about you; the downside is that you don't always take the time to plan how you'll afford these "investments", or how to discern whether you'll get value out of them.

When you do invest in your future, you are most comfortable with things that don't require you to make constant trade decisions. You have likely managed funds of some sort. You are neither overly involved with your investments nor overly passive. For you, finding the money is the hurdle, not necessarily choosing the investment.

Your friends would characterize you as generous and supportive. They feel like you are always going to be there for them. As a Justifier, you always make them feel better. You almost never judge people for their mistakes and everyone loves that about you. Your ability to rationalize



doesn't only come in handy when attempting to validate an unnecessary purchase. When a friend has a need to feel better about something that has happened to them, whether by their own doing or by chance, you are there to comfort them. You make people feel good about their body, house, car or even their marriage, as long as you think that's where they want to be. You truly love your friends and you feel they should never be sad.

You are helpful and kind, but you secretly feel badly about your finances. When those guilty feelings creep up, you squish them with your clever reasoning skills. You know you could do a better job, but you are not so sure you want to give up this habit that makes you feel so good. Justifying anything, especially the way you use money, has become a part of you. You have no idea how to deal with your life when you don't look at everything through your current filter.

You feel like you are balanced and you will continue to believe that until you burn out, or run out of money and/or energy that is. You are a good person and you feel you are more than capable of managing your money and your life. However, all the stuff in the world won't ease what is really bothering you, whatever that may be. You are protective and supportive.



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# THE BRICK WALL

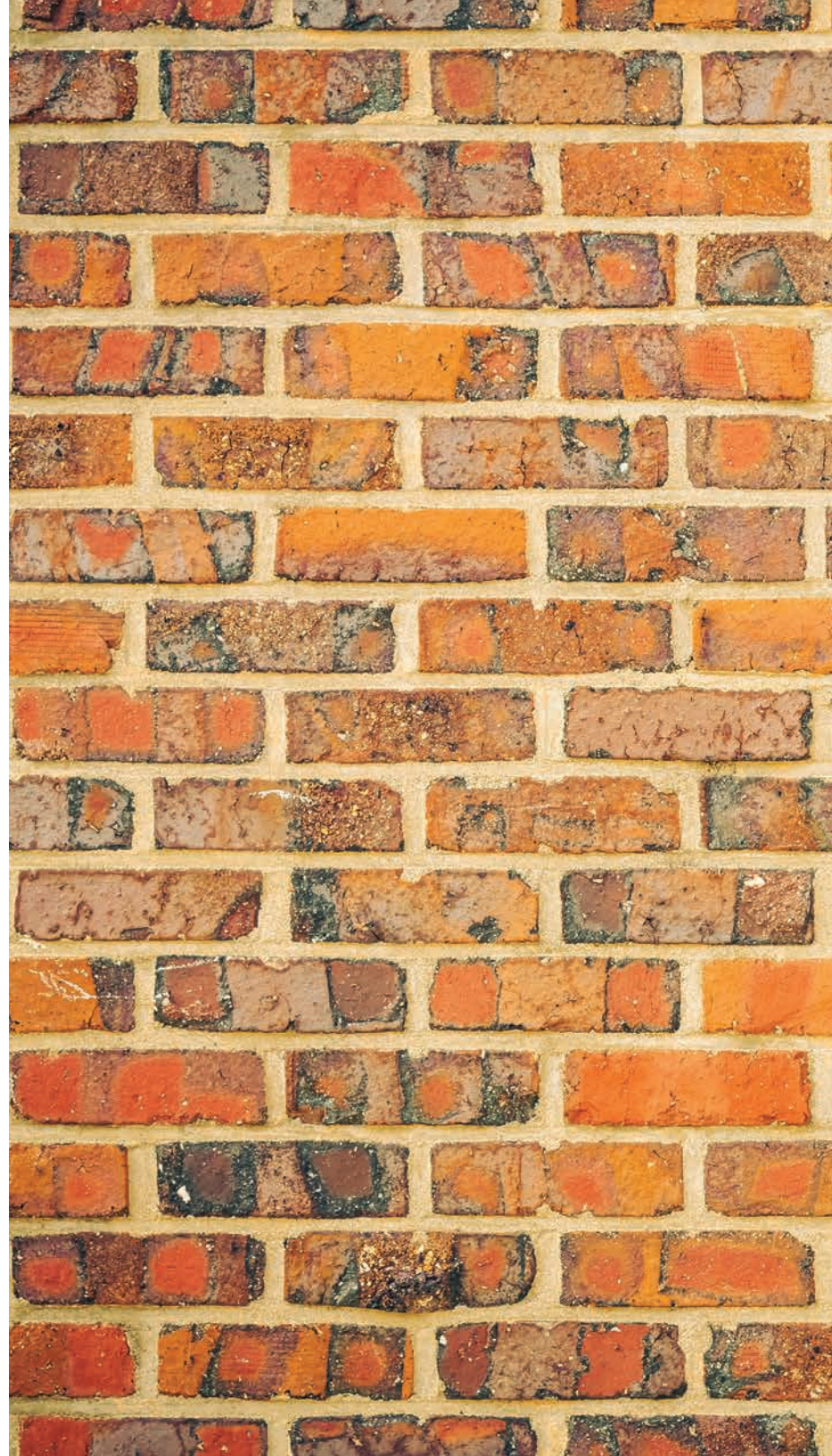
Oh my dear Brick Wall . . . you are one smart cookie! You are also the most stubborn of all the Mindsets. You are convinced you should get to make any choice you want, after all, it's a free country, damn it. You should make any choice you want and you should get to custom select the consequences. You want what you want, and you prefer to be able to control everything. You feel you are very controlled, disciplined and expect those traits of everyone else. You may not be aware of it, but you can be very vocal with your expectations of others and as a result, you could be perceived as very critical when people don't instantly meet those high expectations.

You make decisions based on logic and reasoning and you carefully weigh your options and review details at every turn. You feel you do not make decisions

emotionally. No, not you; those pesky feeling things you've heard rumours about, don't get in your way. You believe if you let your guard down and allow your emotions to show that someone could and would take advantage of you.

Often, the Brick Wall will seek out careers in which they are able to be in control. They make great military officers, school principals, or supervisors. The Brick Wall tends to be a good leader, but sometimes they rule with an iron fist and have trouble listening to others. Not that their ways are without merit.

As a Brick Wall, you don't believe in letting people waste your time and you feel you do not waste other's time. You are a 'no-fooling-around', 'straight-from-the-hip' kind of individual; you sugar-coat nothing!





As a spender, you feel very in control. You don't mess around; you research what you want, look it up six ways from Sunday online and go straight out and buy it. By the time you get to the store or car lot, you know more about your desired purchase than the sales guy. You feel confident that you stay within your means, but you may not always confirm that with the same degree of research you put into purchasing items. You are very cautious with big purchases; you ask a lot of questions and go to many sources before making a decision. Anyone who has sold you a car or home theatre system would remember you for sure. All this is not to say that you are in perfect financial shape, although you would likely argue with that.

You're rarely bad with money when times are good, but in the face of a financial crisis, you retreat heavily into denial. You will outright refuse to make necessary changes to get through a tough time. You will stay in a house you can't afford after a divorce, you will not pull a child from private school when you can no longer afford it, you don't want to appear weak or affected by anything that goes on around you.

As a saver, you are pretty darn good at socking it away; once, of course, after you have completed a comprehensive and exhaustive search of every savings account on the face of the earth. If your spouse is not a Brick Wall like yourself, you monitor their spending and worry about their bad habits.

You may even be tempted to squirrel away money for a rainy day on their behalf as you may not trust their financial prowess when it comes to acting in their own best interest.



You can be a very savvy investor, but you can be a horrible client. It's not that you lack intelligence or are uninvolved with the investing process, you just don't trust anyone's judgment but your own. You may not realize just how intimidating you can be to a financial professional who has the good fortune of working with your portfolio. Don't get me wrong, you don't always mean to be intimidating, you just aren't always aware of how effective you are at it. You really do know your stuff and you invest in nothing you don't understand.

You need to be careful, however, that the degree to which you scrutinize every investment choice doesn't become a sophisticated form of procrastination, as it can easily result in missed

opportunities caused by the time lost doing your in-depth research. Remember, not making a decision is a decision in itself.

Another issue with the Brick Wall is that you often won't make financial changes, even for your own good, if those changes are not your idea. It isn't unlike you to seek out professional advice. The problem, however, is that because you like to be in charge of all financial conversations, it is not uncommon that the professional's advice often goes unheeded.

Your friends would say you are strong and independent, and if they thought you weren't listening, they'd add in stubborn and pigheaded. Many of your friends respect you for your intelligence and determination but wouldn't want to confide in you about areas of their life where they feel they fall short for fear they'd be judged. If you have employees or are in a position of authority, you may feel you have the respect of your team, but chances are that what appears to be respect is heavily tainted fear. People are afraid of what you will do or what you will say; those who respect you will go beyond that and take initiative, putting their whole self into working for or with you.

As the Brick Wall, you want much for yourself and your family and you will not go without. You do care, and you mean well, but you sometimes can't see that being so nearsighted could be very harmful to your financial future. You are analytical and traditional.

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# THE POLLY ANNA (PAULY)

You are blissfully unaware when it comes to your finances; and that's just fine with you. You have a lovely and pleasant disposition and everyone who knows you thinks the world of you. You are a delight to be around and you don't see the bad in anyone, or any purchase for that matter. You are never any trouble for anyone, preferring never to rock the boat. You are the easiest going of all the Mindsets, as almost nothing can get under your skin.

If you have a spouse, you abdicate your financial responsibilities to them as frequently as possible. If you are single, you do what you have to and keep your bills paid, but you make a conscious effort not to think about your money. If you are in charge of your finances, you find it overwhelming and stressful. You look at it as little as possible, taking

the attitude, "out of sight, out of mind". As soon as you find yourself in a new relationship, the minute they move in, you'll hand over every scrap of paper or decision related to your finances. You don't always feel confident in your own financial knowledge, so you feel it best to defer to those who you feel have more experience with money.

You are just as likely to overspend on others as you are on yourself. You can't help but offer to cover lunch with a friend; after all, it's just a few extra dollars for their sandwich and drink. If there is a concert you really want to attend, you'll often buy the tickets for everyone and won't be too intent on getting everyone to pay you back.

If you or your spouse make a healthy income, it's not unusual for you to





turn gift buying into a sport. The minute you feel financially secure, you spend quite freely, sure that whoever has a hold of your financial reins is keeping a close eye and would tell you if there were any need to worry. You can sometimes use this tendency to put others first in order to make yourself a martyr. You give until your cup is empty and then emotionally turn on those closest to you because they have taken what you gave.

Sometimes, you even have enough to keep debts paid off in full but you are afraid of doing so, feeling safer to carry debt and know the cash is on hand, even if it costs you 18 percent interest for the privilege. There is something about paying a bill in its entirety that frightens you. If you happen to be looking at your account, you prefer to see those dollars as part of your balance rather than have them go out to a bill, even if that feeling costs you a fortune.

As a saver, you also delegate. If you are married to a saver, or a financial professional has convinced you to commit to regular automated savings—that is difficult for you to access on a moment's notice—then you have savings. Otherwise, you are more of a pay cheque-to-pay cheque kind of person. If no one else has influenced you to save regularly, you just don't. It's not that you don't believe it's important, you just don't like dealing with anything to do with money and the stress of exploring your savings options nearly causes you to break out in hives.

If questioned about your spending, even if it were terribly out of control, you may giggle or almost try to flirt your way out of the conversation as a defense mechanism. As a Polly Anna (Pauly), it is possible that someone, a parent or former partner or spouse, has controlled you with money before. You can take out your past negative experiences with money by developing some seriously expensive passive-aggressive spending habits. You are no dummy, but sometimes you feel that life runs smoother if you downplay the level at which you could understand your money.

As an investor, you are scary. Again, it's not that you don't agree that investing for your future is important, you just don't participate. If someone were to eavesdrop on your conversations with your banker or financial planner, or even your spouse, they'd hear you continuously say, "Well, I trust you . . . whatever you think, you know what's best".





These are horrifying phrases. While that makes you really easy to deal with, it also means that when you aren't happy with the consequences—even temporary ones—you abdicate the blame to the same person you gave your decision making power to. So, if that advisor/planner/banker made a sound recommendation but you happened to get caught up in some severe volatility (be it personal or market related), even if it is temporary, you will assign 100 percent of the responsibility to them.

You find it stressful to even think about investments. The whole process is overwhelming and unappealing to you and you will agree to whatever you need to, just to get away from it. This is something that not only puts your own financial future at risk, but it can cause professionals or

others to inadvertently act on investment choices or directions from you even though you don't really understand or feel comfortable with those decisions.

If you go through a relationship breakdown, the finances often come as a surprise to you, even though you wove the wool that you pulled over your own eyes. In fact, it is not uncommon for your financial situation to be an overall mystery if you are married to any of the other Mindsets (with the exception of the Bunker), which can set you up to be taken advantage of.

Your friends would describe you as sweet and selfless and a doormat, even if they knew you were listening, because they know you wouldn't

say a thing to defend yourself. They would say you are a loyal friend, a considerate co-worker and an adoring human. Your good friends worry about you and they know you are easy prey for someone who wants to take you for a ride. People love you, care about you and want to protect you.

You wish there was no money and that we all just had what we needed. You wish your family never has to worry about money. You even shudder at the thought of any of your children learning their life and money lessons the hard way. You love life and in every way you are living it to the fullest. You subscribe to the "live for today" theory and expect that tomorrow will take care of itself. You are kind, considerate and hopeful.



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# THE MASQUERADER

You are a very smart individual and chances are you are very well educated. If you don't have some background in finance, like a degree in finance, accounting, or mathematics, anyone who knows you would certainly think you did. You may even have a career in the financial services industry; in particular, you might be a high-earning banker, advisor or financial company representative.

You may also be a physician, dentist, psychologist, or other highly esteemed professional. You worked hard in school; in fact, you work hard at everything. You work hard; and you play hard. Your image leaves nothing to be desired; you have the life that everyone who knows you expects you to have. If you play a sport, you are one of the standouts on the team. If you attend a corporate social event, you are wearing the most expensive suit in

the room. If you are off for a boys/girls weekend, you are the big spender.

You made a deal with this world—you would work hard at school and build a great career; in return, you expect not to have to worry about money. You feel you are expected to live a certain lifestyle and you do not disappoint. From the outside, your life looks perfect. You have two kids and a white picket fence. You drive the right car, live in the right neighbourhood and rub shoulders with all the right people. Your friends want to be you and you know it.

People make assumptions about you. They assume that with your background, or obvious intelligence, that you must know what you are doing with your personal finances. The Masquerader, however, is just that—a Masquerader. If the people who admire



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your life got a look at your balance sheet, they'd see they were wrong to make the assumption that your intelligence automatically spills over into your ability to handle money. This doesn't mean you are bad, it just means you are a walking contradiction.

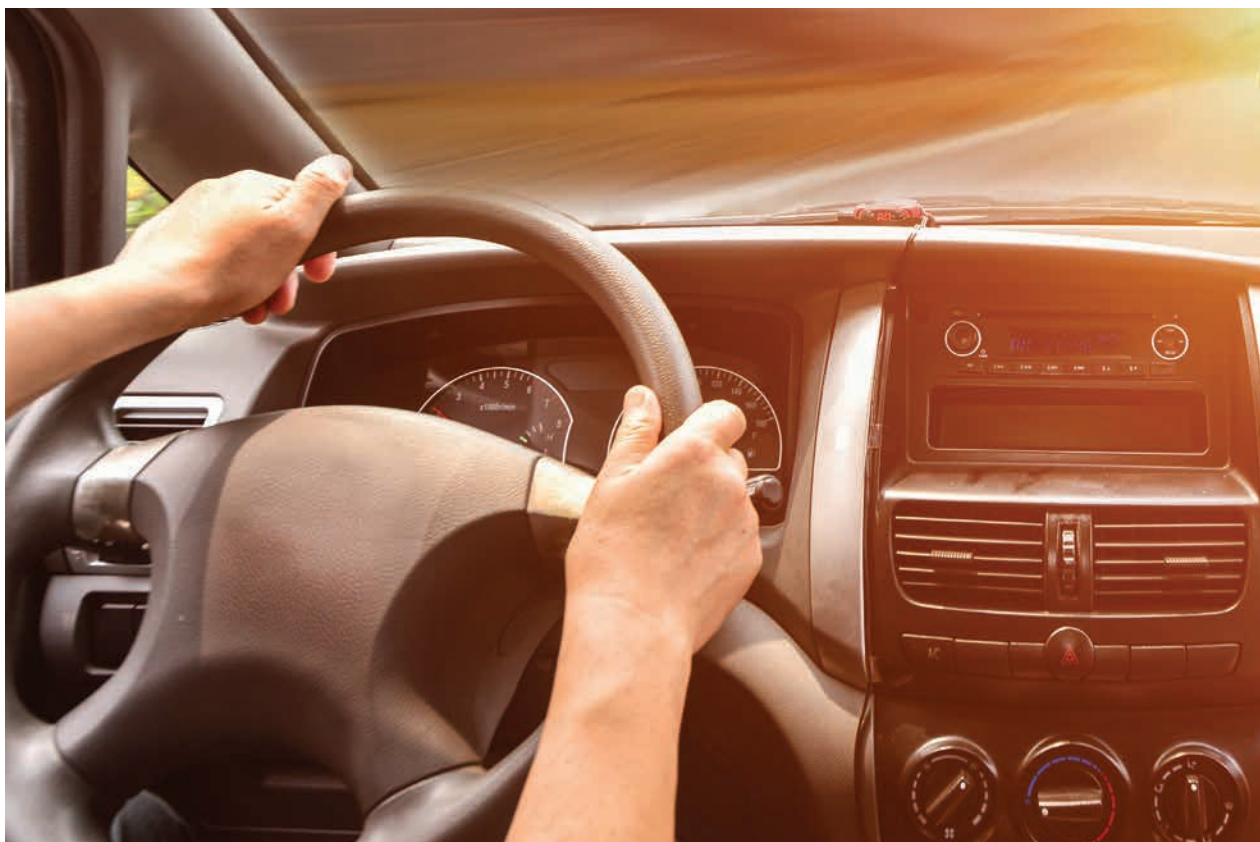
One of the definitions of the word image is: "to reflect a vivid representation of what is real". But for many, image is more about creating a character that is then projected to those around you. The Masquerader is a prime example. As a Masquerader, you think of your image as something to shape, and live up to; what you put forward as a public face. You would be less than pleased if your image was an actual reflection of your real financial decision making skills.

As a spender, you are every high-end sales person's dream customer. You love brand names, quality products and scarcity when you make a purchase. You don't look at the bill at a restaurant when it comes to the table, you just slap the plastic down. You love to attend charity auctions and fancy functions where your fineries will not go unnoticed. You don't pay attention to anything when it comes to spending. You do have good cash flow and as long as the money doesn't run out and you have no emergencies, you'll be able to continue to spend in a fog, paying little attention to your totals.

The Masquerader gets a rush from spending. If you are self-employed or a business owner, you might

actually seek out the pressure that comes with making massive purchases you can't quite afford. You are a nightmare with a fluctuating income. You feel on top of the world when you are surrounded by what you feel is "The Good Life", which to you, means "The Good Stuff". Of all the Mindsets, you have the biggest struggle with 'stuffitis'; especially with major purchases. Your stuffitis often flares up with the big stuff because you feel you need to go over the top, especially with major purchases, like your car.

As a saver . . . simply put, you are not a saver; at least, not if you can help it. You figure your cash flow could cover most reasonable emergencies until it doesn't. Probably the only reason you might save is if you are married to a saver. You believe it better to have access to a line of credit on the very off chance you'll need it rather than stashing cash away for a rainy day. You don't totally dismiss the importance of savings; you feel that, in particular, those with lower or more volatile income streams





than yours, could strongly benefit from saving regularly—but not you.

As an investor, you prefer hard assets that others can see, especially things like buildings on which you can place your name—in big letters, if possible. These types of assets are much preferable to more liquid assets that only you and your institution can see. You may have a healthy portfolio, but it could be outweighed by your debt. You are not a particularly difficult client. It can sometimes be a challenge to get you nailed down to make deposits and you will rarely fess up about your debt to anyone who also manages your assets. You are careful to make sure no one is able to see all of your debts and assets side by side unless absolutely necessary. If an advisor calls you on your cash-flow, you will try to avoid the discussion, steering them back toward the investments or into your business, if possible.

You are more likely than some of the other Mindsets to invest money and then in short order, take that money back out. This increases your risk of losing money on investments like mutual funds, stocks or other market-based funds because they can be volatile over a short period of time. Experiencing a short-term loss like that could turn you off these types of investments, driving you more headlong into real estate, or business investments. It is also not uncommon, however, for you to dip into those assets as well, looking for cash when you find yourself in a corner. You have great potential

for financial success if you stop taking out early returns or dipping into your capital to fund your spending habits.



On occasion, the combination of your spending, savings and investing behaviours intersect and you find your cash flow strapped. This can cause extreme pressure, which is intensified by a feeling of obligation to keep the facade afloat. At some point, it will become more than you can bear. Your ego and other people's expectations have worked in concert to hold you back. You'll never reach your full financial potential with only the tools you obtained during your education.

Your friends would describe you as confident and intelligent, some would even say cocky. They look up to you and use your lifestyle as an example when counseling their children about the life a good education can afford. Those around you, who are less successful in their careers, wish they'd worked as hard as you did. Some are envious of your life, which is A-okay by you. People think you've got your act together and admire your success.

You are the least likely of the Mindsets to talk with your children about money, since living the facade is much easier than explaining it. You figure if you give them whatever they want, you'll never have to go into the details with them. You tend to guide them toward a career of a similar status and pay grade as your own. You love your kids and perceive any lack of abundance in their lives as unacceptable.

Your greatest fear is judgment and you'll do whatever it takes to keep from feeling judged. You are well-educated, brilliant and you are just fine with the common assumption that you must be good with your money. Your carefully crafted exterior is the first to come tumbling down in the face of a declining economy. You are cunning and focused.

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# THE UNDERCOVER AGENT

The CIA should have snapped you up when they had the chance. You are the most stealth-like with your financial habits of all the Mindsets. In fact, your spouse would have to hire a forensic accounting team to figure out what you are really doing with the money.

You are the most likely of the Mindsets to hide money, savings or spending. It's not that you are necessarily intentionally trying to be deceitful, but you just feel money is very private and you prefer to keep it that way. You are a fan of separate accounts for both you and your spouse. You have your list of expenses you are responsible for paying and your spouse is expected to pay the remaining ones. You feel it's up to each of you individually to manage your cash flow. You owe no one an explanation when it comes to where

your money goes. Once you've paid your share, you feel that if you want to light your money on fire and do the dance of the seven scarves around it, it is no one's business but your own.

As a spender, you are very inconspicuous. You often live a middle-of-the-road lifestyle and where your money is going, isn't often as obvious as a fancy car or a big house. You are more likely to spend your money on experiences rather than tangible things. When you do buy anything, small or big ticket items, if you are questioned about how much it cost, you might even round down the price a little.

You like to do everything and be everywhere and you have expensive taste for certain items, particularly consumables like a good wine, and





frequent meals out. You've been known in the past to "surprise" loved ones with exclusive vacations on short notice. Your spending habits are okay but there isn't a lot of evidence lying around your house to prove it. When the mood strikes you, you just act. Anyone that knows you wouldn't say you spent a lot of money because your spending is so spread out. It would be hard to notice unless they followed you around with a calculator. If you tracked your spending for a month though, you might find you spend more on discretionary items such as coffee, clothing and lunch out than you do on your mortgage payment.

Female Undercover Agents, in particular, will go as far as hiding a purchase in the back of the closet and removing the tags. Then they slowly weasel it into their clothing collection, hoping no one will notice. When you make a larger purchase, you'll finance it on your own, avoiding joint applications and possible accompanying joint decisions at all cost. Your spouse likely doesn't even know what credit cards you have, let alone if there is a balance on any of them. I've even seen Undercover Agents send "secret" bills to a P.O. Box rather than their home address where it could be seen.

As a saver, you are equally secretive. If you are a saver, you will go as far as opening up different savings accounts at different institutions, not wanting even the bank to get a clear picture of your total savings. Undercover Agents can be good

savers, but they are not always the most efficient ones. You are remiss to share that you have a secret stash of cash even in emergency circumstances, believing it's best you always have access to that money, no matter what. As a single person, your spending and saving patterns affect no one but you, however, in a committed relationship, keeping secrets can be very costly and your partner could take your behaviour as distrust in them, possibly even putting your relationship in jeopardy.



When you invest, you tend to be very difficult to advise because you aren't forthcoming and even when you do seek advice, you may be given unsuitable recommendations based on the incomplete information you provided. Anyone who gives any kind of financial advice for a living should rely on full disclosure, otherwise they could unintentionally tell you to zig when you should zag. The Undercover Agent is most likely to seek out the services of an advisor who will allow them to simply tell them exactly what kind of account they would like to open and what they would like to invest inside it. This is because, as an Undercover Agent, too many questions about your entire financial picture spook you and you feel uneasy having to share details, even with the most well-respected professional.

If you are an Undercover Agent who is over spending, you'll likely be withdrawing money from those secret accounts just as fast as you save or invest in them. If this is your M.O., you'll be even more hesitant to share the details of your cash flow, debt and savings with any professionals you deal with.

For the most part, as the Undercover Agent, your friends describe you as extremely social and the 'life-of-the-party'. They don't see you as secretive at all. Even though you are very social and everyone knows you, it takes you a long time to form a deep relationship with anyone, even longer to trust



them; if you ever do. You are probably not even aware of how guarded you are.

The Undercover Agent wants a great life. If this is your Money Mindset, you likely believe that because you work hard, you deserve the lifestyle you are living. Every now and then, you do look at the total debt you have and continue to accumulate, and sometimes, you even stop to contemplate the fact you might not be at the place in your life you expected you'd be by now. You tell yourself that you don't have a fancy car, or a big house, "It's not like

I'm living above my means", which isn't necessarily true. Just because your spending is harder to see, doesn't mean it's under control.

The Undercover Agent who doesn't put money away for the future would say they don't invest because there is a chance they could lose money, but realistically, they never stop to think they are losing every dollar they spend when it is not put into savings. It's just an excuse.

For those that do decide to save, the problem

is that since the Undercover Agent is so good at hiding their spending, they can never accurately account for it either, which means predicting their actual income needs later on will be a guess at best. Ultimately, this could leave them without enough money socked away when it counts. If this should happen, the Undercover Agent will likely just blame the government or big business for the fact they have to live on less.

You are mysterious and independent and this is how you approach your finances.



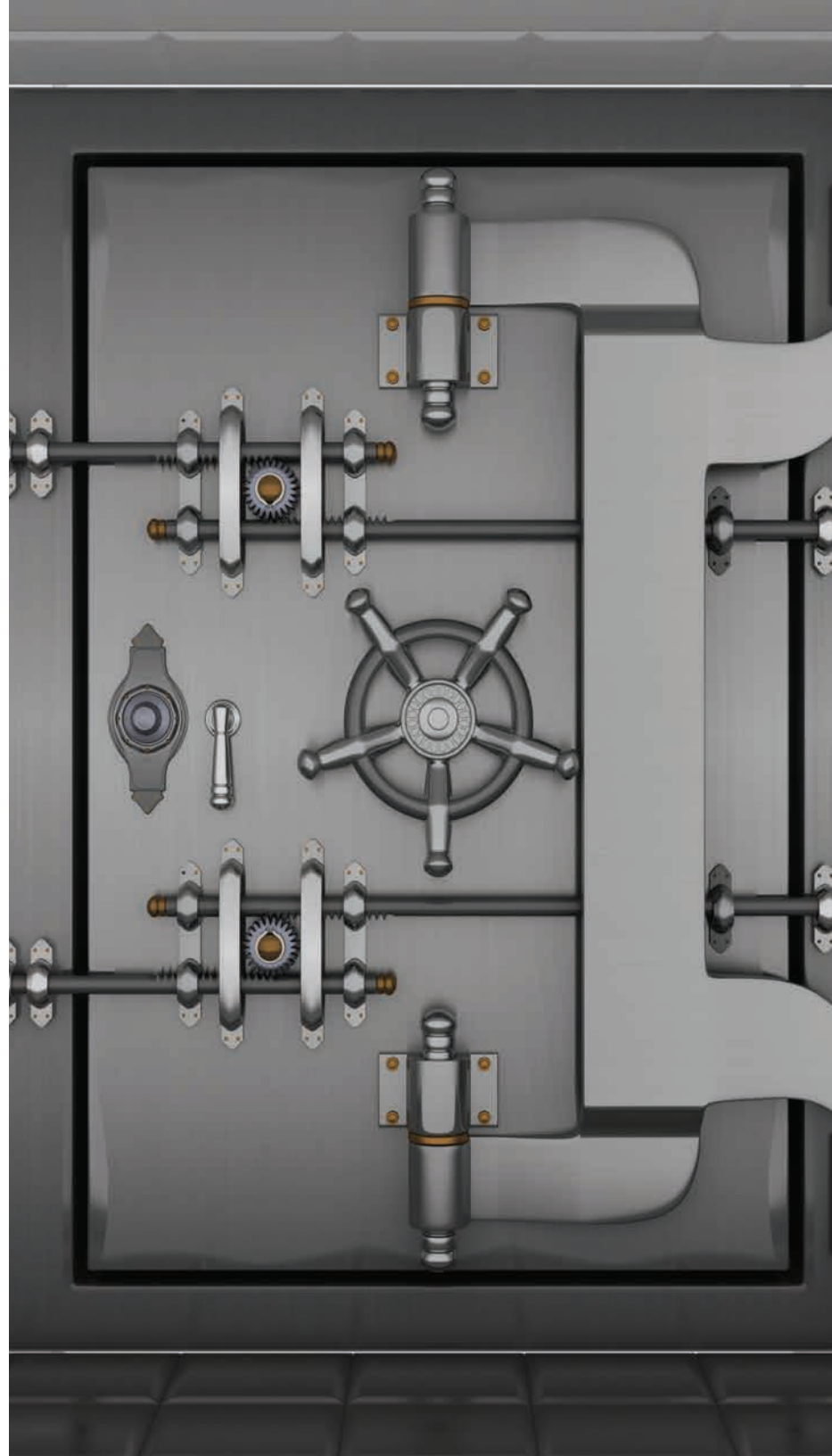
# THE BUNKER

You are a shelter in a storm, the rock-solid foundation your family is built on. You are very careful with money, to the point where you will recycle the tags from your bread bags for later use. You may be a child or a grandchild of the depression and the fear of loss runs deep in your veins. Sometimes you feel your frugality is a badge of honour. You don't realize it, but you often alienate people with your constant focus on how little you manage to spend.

Your greatest fear is to lose everything, having to worry about money. What you don't realize is that you live your greatest fear everyday because all you do is worry about money, no matter how much you have managed to gather in order to protect yourself. You consistently take a conservative approach to everything you do. You

don't value things as much as security. Your home is nice and well maintained, big enough for your family, but nothing is overdone. The cars you and your family drive are reliable, affordable and you drive them years longer than most. You take care of your things; waste not, want not is a motto you live by.

Even the thought of spending frivolously causes your heart to race. You think five-dollar lattes are for people with holes in their heads and that eating out is for birthdays and anniversaries. You have great respect for your money and don't take a single dollar for granted. When you do make a purchase, it is always something that is of good quality because to you, frugal doesn't mean cheap. After all, you don't want to pay for things twice if you can avoid it, so those purchases you feel are necessary, are worth the investment.



You like saving for the things you purchase, although sometimes you save and save. . . and save, and don't ever purchase what you intended. You are not the favourite customer on the local car lot, although you come in with plenty of cash to put down, and usually to buy a car outright. You are not swayed by fancy features and options. You don't do the up-sell. You are the least emotional about your purchases of all the Mindsets. Cars are for getting you from point A to point B, houses are to keep you warm and safe, clothes are to keep you covered and food is to nourish you.

Your steadfast commitment to living within or even below your means may have an adverse affect on your children. There is a rebellious teenager in all of us that doesn't always grow out of the strongest feelings of deprivation. For example, if your parents made you do all your chores, have your breakfast, do the dishes and get dressed in your Sunday best before allowing you access to your Christmas presents, you may vow never to put your children through that. In other words, if your children see how you behave with money as 100 percent sacrifice and zero percent fun, those well-intended behaviours of yours might send the pendulum of your children's financial behaviour in precisely the wrong direction.

The Bunker practically invented saving. It's what they do best. Generally speaking, the Bunker is the world's best saver, however, there are

circumstances, like being married to another Mindset with opposite behaviours or not earning enough to really save, that can put a crimp in your saving intentions. In those cases, your life is deprivation 24/7 and you don't even get the payoff from the security of having savings. Normally, The Bunker is very much the grasshopper to the general population's ant; slowly and consistently squirreling away every spare penny.



Your intense need to feel safe can sometimes put you in financial harm's way, especially when fear is used to sell you products or services. For example, you love to buy the extras when they make you feel safe. If you feel you can buy something to keep anything bad from happening, like extra warranty on electronics, you'll pony up the additional funds. When it comes to financial products in particular, you will often go with something familiar, even if it costs you more in the long run. Your need for

security can cause you to lull yourself into making choices that aren't in your best long-term interest. When it comes to investing, your fear can get in the way of your intellect.

While you do invest, you don't tend to take much risk, even long-term investments. When you do take any risk and your investments go down even a small amount, you jump the gun and immediately put it all back into cash. Rather than taking the time to research investments, you probably revert to whatever you've done in the past. In reality, this is not an issue, as long as you are willing to put more into long-term investments to make up for the lower growth rate you might have to endure as a result.

You sometimes feel deprived, but you shove that feeling down by reminding yourself of your fear. You feel too guilty to enjoy anything you purchase anyway, so what's the point? You always have your mortgage locked in for example, because you feel that is the safest route. You will rarely investigate other options, because you believe 'the devil you know' is better than even mathematical proof of any other valid strategies.

Your friends and family would say you are very careful, even timid. While they find you incredibly reliable, they worry you are not happy. Everyone feels they can count on you. You are great at controlling your spending—a little too great. You are cautious and trustworthy.