

The Psychology of Money: Why Your Beliefs Could be Holding you Back

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Our views about money are typically set during early childhood and we are not even aware of them.

No one would argue that some divorces are caused by money. But perhaps it is not the reasons that you may think. Money is very emotional and deeply rooted in our psyche.

When people meet and decide to marry their views about money may not be explored enough to ensure harmony in their finances.

Some of couples come into my office and seem to have contrasting views on how to handle their money. I believe this is normal and typically will only lead to problems if not addressed early on so that each can understand the others' views. This can be difficult when most people don't know how to articulate their views about money and why. In my next series of posts, I will explore the 6 Archetypes of money and how important it is to see what money means to you and your significant other.

I believe that understanding how you view money and how the people closest to you view money can bridge some of these gaps and lead to better compromise.

Our relationship with money is deeply personal, shaped by childhood experiences, cultural influences, and life events. These beliefs often operate silently in the background, guiding how we earn, spend, save, and invest. Psychologists and financial experts have identified **six core money archetypes** that reveal what money represents in your life.

Take a moment to see if you recognize yourself—or someone you know—in any of these:

1. Safety & Security

For this person, **money equals stability and peace of mind**. They prioritize building a strong financial cushion, avoid unnecessary risks, and often fear financial uncertainty. Their mantra? *"I need to feel safe."*

2. Stature & Status

Here, **money equals success, power, and respect**. This archetype often spends to showcase wealth, seeks prestige items, and ties self-worth to net worth. Their financial choices are driven by the desire to be admired and recognized.

3. Freedom & Autonomy

For this individual, **money equals independence and choice**. They value flexibility, dislike debt, and often prioritize experiences—like travel or adventure—over material possessions. Their goal? *Freedom to live life on their terms.*

4. Love & Generosity

This archetype sees **money as a way to nurture and care for others**. They find joy in giving—whether to family, friends, or charitable causes—but may overspend in the process. For them, money is an expression of love.

5. Control & Power

Here, **money is a tool for influence and authority**. This person tends to hoard wealth, micromanage finances, and dominate financial decisions. Their sense of security comes from being in control.

6. Avoidance

For this archetype, **money feels stressful or even “bad.”** They procrastinate on budgeting, ignore financial planning, and avoid money conversations altogether. Their coping mechanism? Pretend money doesn't exist—until it becomes unavoidable.

Does any of this feel familiar?

The good news: you can reshape your core money beliefs. It takes **awareness, intentional effort, and consistent practice**—because these patterns are deeply ingrained.

Understanding your archetype can be the first step toward building a healthier, more empowered relationship with money.

Are you ready to uncover your money mindset?

Take the first step toward financial clarity: See the Quiz in this section and find out what you truly believe money provides you.

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