

Money Scripts

Underlying assumptions or beliefs about money that are typically only partially true, are often developed in childhood, and are unconsciously followed throughout adulthood. (Klontz et al. 2006; Klontz and Klontz 2009)

Four categories of money scripts have been identified by Klontz et al: (Klontz et al. 2011; Klontz and Britt 2012)

1. Money avoidance
2. Money worship
3. Money status
4. Money vigilance

Money Avoidance Script

- Systematically avoid dealing with their money while rejecting personal responsibility for their financial health
- Blame others and believe that money is bad or a source of evil
- Belief that money is evil and should be avoided could be in part due to the pervasive
- Associate negative feelings with money, label the wealthy as greedy, believe that money corrupts, and believe they are better off having less money
- Instead of facing the issues and feelings they have with money, they run away from their money problems

Money Worshiper Scripts

- Focus on earning, saving, or spending their money and, consequently, they associate it with safety, happiness, and/ or power
- Feel as if they must work extremely hard and excessive hours to make money.
- Believe that they need to spend their money to show others love

Money Status Scripts

- Overly concerned with the notion that their self-worth equals their net worth
- Believe that money gives them status and relate money to their socioeconomic class
- Feel as if they must always have the next new, big-ticket item
- Believe that their money equals their status suffer from lower levels of self-actualization, vitality, and happiness

Money Vigilance Scripts

- Vigilance or attentiveness to financial affairs is generally considered to be a positive characteristic
- Tend to be watchful, alert, and concerned about their finances
- Significantly less likely to avoid their financial matters, overspend, gamble, and engage in financial enabling
- Discrete with their money, may suffer from excessive wariness and anxiety, and can be distrustful of others around money

Money Identities

The Producer

- Producers are grounded, diligent, and consistent with money
- They enjoy accumulating it and watching it grow
- They watch over their money closely, and evaluate their decisions about it methodically
- Prefer to minimize their exposure to risk, regardless of how much money they have
- They're practical when it comes to money, and they'd rather save than spend on things they feel like they don't need or can do without. They are comfortable with budgets and financial plans, as they value structure and control.

The Visionary

- Visionaries see money as a tool for self-expression and a means to follow their passion. They are driven to do what they love for work and equally excited when what they're working on is a great success financially.
- While some Visionaries may be highly motivated by money, others are satisfied with having enough, as long as it means they can do their creative work in the world.
- These are people who thrive on work that lets them express their vision in the world and who see money as a symbol of success, proof that their ideas and achievements are valued.

The Nurturer

- Nurturers see money as a tool to help others, whether it's their partners, their children, their families, their co-workers, their employees, or their communities.
- Relationships come first for Nurturers, and they'll keep others in mind when making financial decisions (even though sometimes they're aware putting others first may not be possible.)
- They love giving and empowering others financially when they have money, and they follow the adage "time is money" and are generous with their time as well.
- In a relationship or family, being a good provider is a priority for them.

The Independent

- Independents deeply value freedom and autonomy.
- It's important to them to live life on their own terms, and to have the freedom to follow their bliss.
- They tend not to think about money unless it's getting in the way of living life the way they want.
- They resist having money dictate their life choices, and their choices may not make sense to others around them.
- They may see money as a game with too many rules, and they rebel against how others say it must be played. Independents may have an easy-come-easy-go attitude about money, but it's because they are resourceful—they take a big picture view, and trust they will figure it out.

The Epicure

- Epicures love money. They love spending it, primarily on material possessions, services, and experiences.
- They seek the good life, and like the finer things, however they define them.
- They pride themselves on their good taste and it's all about quality for these women.
- Epicures work hard for their money, which allows them to feel good about spending it, treating themselves and others well.