

WHO ARE YOU in relationship to MONEY?

Helping world-class professionals
answer **the most important
Money Question**



THE MONEY ARCHETYPES

Your First Step to Financial Self-Discovery

"I gained remarkable clarity about where I want to go and how I want money to support that path."

– Antje Gentgen, Germany (LinkedIn Review)

ABOUT MONICA SALAZAR



Monica Salazar is a bilingual (English/Spanish) keynote speaker, Money Coach, and the creator of the WHO Framework – a signature system helping world-class professionals answer the most important money question of their lives.

With over 20 years of combined experience in online business, cross-cultural leadership, and coaching, Monica brings a rare blend of practicality and deep human understanding to every conversation about money.

As a Sacred Money Archetypes® Certified Coach (IAWBC), she guides entrepreneurs and professionals to identify their financial gifts, work through their challenges, and map out their unique path to wealth.

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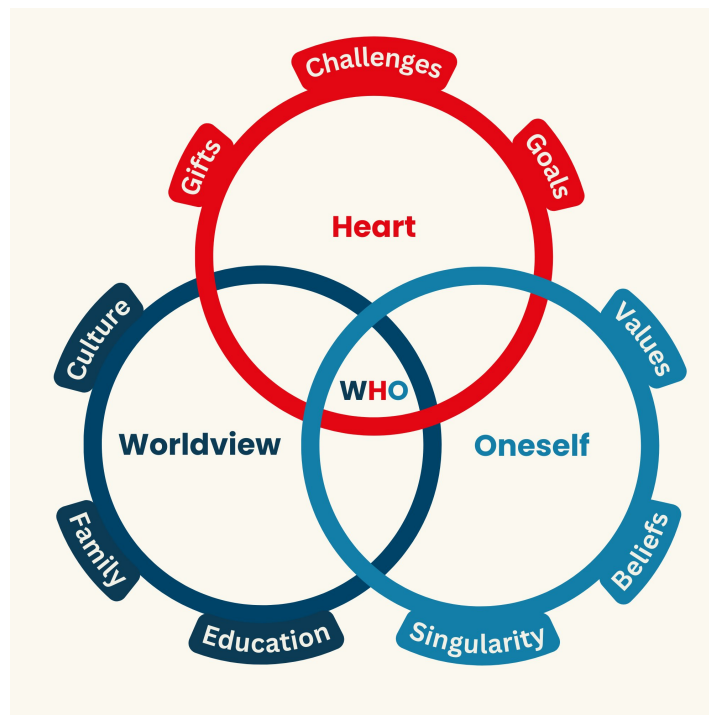
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THE WHO FRAMEWORK

WHO ARE YOU IN RELATIONSHIP TO MONEY?

My signature WHO Framework provides the complete picture of your relationship with money across three interconnected dimensions:

W – Worldview	The external forces that shaped your money beliefs: family, culture, education, and the world you grew up in.
H – Heart	Your inner relationship with money: your gifts, challenges, goals, and the emotional meaning behind every financial decision.
O – Oneself	Your individual identity in relationship to money: your values, beliefs, and the singular way you experience financial reality.



We begin with your Archetypes because understanding your financial gifts and challenges gives you the foundation to explore every other dimension of the WHO Framework with clarity and purpose. This is how world-class professionals finally answer the most important money question of their lives: Who Are You in Relationship to Money?

LET'S GET STARTED.

DISCOVER YOUR FINANCIAL GIFTS

YOUR FINANCIAL GIFTS ARE ALREADY IN YOU

Congratulations! In the following pages, you will discover aspects of your relationship with money that will help you leverage your financial gifts to your advantage.

TAKE THE TEST

If you haven't taken the test yet, take the next 8 minutes to find out your Money Archetypes Profile, here:

www.Archetypes.SalazarMonica.com

KEEP IN MIND

- Your WHO is in good part described by the three Archetypes with the highest scores.
- Your gifts are part of your personality and do not change over time, even if they may have been hidden.
- The challenges of each Archetype can be worked through using the strategic use of your gifts.
- Your "last" Archetype (lowest score) – from this one, you only have the gifts, not the challenges.
- If you have ties on your Archetypes results, decide which comes first based on which best describes your relationship with money throughout your life.

WRITE YOUR RESULTS HERE

RECORD YOUR ARCHETYPES

First Archetype (highest score)

Second Archetype

Third Archetype

Last Archetype (lowest score)

REFERENCE

MONEY ARCHETYPES SUMMARY CHART

ARCHETYPE	CONTRACT	GIFTS	CHALLENGES
Nurturer	To care for others by empowering oneself.	• Generosity • Giving value with remarkable qualities • Loyalty	• Rescuing and sacrificing yourself for others • Resentment or guilt • Abandonment of your own self
Maverick	To balance extreme risk with financial security.	• Structuring agreements and managing financial complexities • Paying attention to numbers and financial details • Taking risks	• Taking big risks carries the potential of losing big • Creating large financial gains and losses • A tendency to gamble with financial security
Alchemist	To transform ideas into financial success.	• Creating ideas • Valuing others • Seeing possibilities	• Achieving complete financial independence • Accepting money as a catalyst for transformation • Creating practical financial habits and goals
Celebrity	To accumulate wealth, while being valued and admired in the world.	• Leadership • Helping others make a great impression • Extending the paradigm of luxury for others to imitate	• Saving • Compulsive spending • Spending on appearance to avoid criticism or emptiness
Connector	To empower financial independence through the value of relationships.	• You don't stress too much about money • Faith and optimism • You don't feel obligated to keep up with others	• Lack of financial independence • Disempowerment around money • Feeling confused about basic financial details
Accumulator	To respect the power of money by investing to create freedom.	• Saving money easily • Creating financial independence • Being responsible with your finances	• Secrecy, lack of trust, and generosity • Obsession and compulsion • Feeling guilt or doubt when investing
Romantic	To create financial security while living life to its fullest.	• Believing there will always be more • Showing generosity toward others • Supporting the economy	• Spending extravagantly • Ignoring or avoiding anything related to finances • Buying things to try to fill a void
Ruler	To innovate, achieve and empower wealth with grace and ease.	• Creating an empire where everyone grows and progresses • Innovating new and exciting opportunities for growth • Acting decisively and creating value	• Not allowing yourself to enjoy life in the present • Being unrealistic about how much you need to retire • Never feeling like there is enough money

REFLECTION

GETTING TO KNOW YOUR FINANCIAL POTENTIAL

1. List your financial gifts – write down the gifts from your first, second, third, and last Archetypes.

Gifts:

2. What is your biggest financial challenge right now?

My biggest challenge:

3. What specific action can you take in the next 24 hours to make a positive impact in your finances?

My action:

Estimated impact (money saved or earned):

READY TO GO EVEN DEEPER?

Working with the Money Archetypes is like entering an infinite gold mine.
The more you extract, the more gold you find.



Join 4 Days to Money Clarity, where I personally will help you gain clarity around your financial gifts and challenges, mapping out your unique path to wealth.

This is currently the only way to become a 1:1 coaching client. I'm so committed to your transformation that I offer a 100% money-back guarantee.

🔗 **Click below to get started:**

www.Clarity.SalazarMonica.com

"I was able to discover various mind blocks that were causing me to sabotage my relationship with money."

– Jaskanwar Singh, Canada

BRING THE TOPIC OF MONEY TO YOUR NEXT EVENT

BOOK A DISCOVERY SESSION

Talk about your needs and desired outcomes with Monica directly.

calendly.com/monicasalazarp/20min

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