

*Persona #1*  
**AVOIDING  
OSTRICH**



## AVOIDING OSTRICH



money persona:  
avoidance

### Does this sound like you?

- I have piles of unopened mail at home
- Automatic debit is the best thing in the world—I would forget to pay my bills without it
- I'll open my bank statements, but I only pretend to read them
- The concept of asking my boss for a raise terrifies me
- I never talk to my partner or my friends about money

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### GUIDING BELIEF:

*Money is complicated and almost impossible to manage well*

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### **Main traits:**

Financial self-sabotage, reluctance to talk about money.

### **Prone to:**

Unnecessary late fees, struggles with debt management.

### **If you're an Avoiding Ostrich:**

Don't be afraid to ask questions at the credit union. Try a new budgeting system or play around with a new personal finance app—anything to make money management less intimidating.