

*Persona #2*  
**STRUTTIN',  
PEACOCK**



# STRUTTIN' PEACOCK



money persona:  
status

## Does this sound like you?

- I believe that money is meant to be enjoyed
- My ultimate dream is to win the lottery or strike it rich in the stock market
- If I can't afford something now, I just put it on my credit card and worry about it later
- I love treating my friends to a night out
- If I ever won some money or got a raise, my friends would be the first to know
- I believe brand names make everything better

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## GUIDING BELIEF:

*What's the point of having money  
if you can't enjoy it?*

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## **Main traits:**

Shopping addiction, desire to impress others, very vocal about money (especially big wins).

## **Prone to:**

Overspending, major debt, risky investments, get-rich-quick schemes.

## **If you're a Struttin' Peacock:**

You need a solid budget to prioritize your spending. Look into frugal hangout/date ideas to see that you can have fun without a hefty price tag.