

Persona #3
**STASHING
CROW**



STASHING CROW



money persona:
worship

Does this sound like you?

- I think financial success isn't about spending the most money, it's about *having* the most money
- I can be a bit of a workaholic
- Of all my friends, I'm the most competitive
- I geek out over at least one of the following: investing, online deal-hunting, couponing
- I can't remember the last time I spent more than \$100 on something "just for fun"

STASHING CROW



money persona:
worship

GUIDING BELIEF:

*Money is important and scarce
and you can **never** have enough*

STASHING CROW



money persona:
worship

Main traits:

Compulsive shopping habits, hoarder tendencies, workaholic types.

Prone to:

Underspending on activities or fun things.

If you're a Stashing Crow:

You need to relax a little bit! Realize that a realistic budget includes saving *and* spending. Money can be enjoyed responsibly.