

Persona #4
WARY OWL



WARY OWL



money persona:
vigilance

Does this sound like you?

- I'm detail-oriented and I love organizing and planning things out
- Stories about hackers, credit card scams and data breaches kind of freak me out
- I'm scared of the consequences of making a bad financial decision
- Investing is not worth it because there's a chance I could lose everything
- I'm amazing at budgeting

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money persona:
vigilance

GUIDING BELIEF:

*Spending and investing money is
what gets people in trouble*

WARY OWL



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Main traits:

Fear or distrust of economy/government, strong desire to “play it safe”, detail-oriented.

Prone to:

Extreme underspending, negative effects of inflation, holding money instead of growing it.

If you're a Wary Owl:

Explore new investment products and ways to grow your money—better yet, talk them over with a financial planner.