

# Color of Money Key

Knowing your “money color” will help you better understand your money values. Most people will check at least one question under each color. Some may respond to an equal number of questions under each color. If so, you may have competing money values.

Your money is a resource to assist you in reaching goals and getting the things you need and want. If your values or how you use money prevents you from reaching financial goals, consider changing your money habits.

Remember, you can change habits once you become aware of them. Listen carefully to determine what your money colors say about you and what risks you are likely to face if you fall into a specific money color.

The color with the highest value will represent your dominant money color.

## YELLOW

***Money is not very important to you and you seldom worry about it all.***

**You are more likely to:**

- expect others to come to your rescue when faced with a financial problem
- think problems will work themselves out
- not see the value in planning ahead

**You are less likely to:**

- use a spending plan/budget
- save for emergencies
- have options if financial situations occur in the family

## GREEN

***Money is valued for the status it provides.***

**You are more likely to:**

- appreciate something if it is considered prestigious (clothing name brands, neighborhood, driving the right kind of car).
- Over-use credit and over spend
- Impulse shop for a rare item

**You are less likely to:**

- shop sales, compare prices or look for bargains.
- consider the cost of an item as long as it is the right name brand
- be concerned about the price, especially if it is an investment and will appreciate in value.

## RED

***Money itself is not important. It is how one use money to enhance their life or to improve the quality of their life that makes it important. Reds are pretty balanced when it comes to managing money.***

### **You are more likely to:**

- have financial goals
- have good insurance
- save and invest
- plan spending
- compare prices and shop for the best deals

### **You are less likely to:**

- check and update financial plans and goals as needed
- know how much has accumulated in investments and savings
- know values of life insurances and etc.

Reds understand the importance of having things in place, but often fail to check on things once they are in place.

## BLUE

***Money is valued for pampering or treating self.***

### **You are more likely to:**

- shop when stressed or unhappy
- justify why it's ok to go shopping instead of paying bills
- spend savings on what is wanted over what is needed

### **You are less likely to:**

- say no to treating self, especially when sad or depressed
- have limits on spending when there is a strong desire to have something
- have a reason for spending
- have a spending plan and savings you can stick to

## **PINK**

***Money is valued for security.***

### **You are more likely to:**

- have family members and friends to come to them for loans
- have a \$10 or \$20 hidden in wallet or checkbook for emergencies
- get frustrated with others who appear to be careless spenders

### **You are less likely to:**

- make any purchase before shopping for the best deal
- impulse shop
- shop just for the fun of it

**We can change our actions and develop skills to make  
our money colors work for us!**

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