



*Sacred*

**MONEY ARCHETYPES®**

WITH DENISE DUFFIELD THOMAS

# Setting Goals by your Money Archetype

# What you'll learn

- Helpful and harmful traits
- Leveraging your strengths
- Finding your word for the year

# Setting SMArt goals

# Your Archetypes influence

- How you make money
- How you spend and save money
- How you price your offerings
- How you build a team
- Everything!



A woman with dark hair pulled back, wearing a bright yellow dress with large circular patterns, stands in a room with a blue wall and a doorway. She has a shocked expression, with wide eyes and an open mouth. The text "I'll make it fit!" is overlaid on the image in a large, white, bold font with a black outline.

**I'll make it fit!**

**Permission, strategies  
and support to do  
business YOUR way**

# Who is Denise?

- Ruler / Maverick / Romantic
- Imperfect multi-millionaire
- Virgo with ADHD
- Mum of 3 kids and 2 dogs





# What's your Money Archetype?

[www.denisedt.com/quiz](http://www.denisedt.com/quiz)



# Your money personality

*Ruler*



*Maverick  
&  
Romantic*

# is a combo of your top 3



# Your Money Archetypes



impact everything you do



# Every Archetype has a path to wealth





# Helpful and Harmful Behaviours





*In 2024...*

**What helpful traits do you  
want to amplify?**

**What harmful traits do  
you want to overcome?**

Accumulator

The Banker

# Helpful Accumulator Traits

- Great attention to detail
- Saving money and living within means
- Integrity and high quality in everything
- Negotiating, finding bargains and deals
- Organized and responsible with finances

# Harmful Accumulator Traits

- Buyers remorse or guilt
- Taking frugality to the extreme
- Missing the forest for the trees
- Missing out due to analysis paralysis
- Worrying and obsessing about money

*Alchemist*

The Inventor

# Helpful Alchemist Traits

- Amazing money manifester
- Can make gold out of anything
- Finds endless creative ideas and solutions
- Connection to the Universe and collective
- Generous with others without expectation

# Harmful Alchemist Traits

- You promise things and don't deliver
- Shiny object syndrome and flakiness
- Love / hate relationship with money
- You discount your idea-generating ability
- You get excited and then bored with ideas

# Celebrity

## The Star



# Helpful Celebrity Traits

- Charisma and magnetism
- Trend-spotting taste-maker
- Looking like a million bucks
- Creating memorable experiences
- You're generous and inspiring to others

# Harmful Celebrity Traits

- Dimming your light for others
- Buying things to impress others
- Resentment or jealousy of others
- Impulsive spending and shopping habits
- Your generosity can cause financial stress

Connector

The Relater

# Helpful Connector Traits

- You see the good in all of humanity
- See all sides of a situation or concept
- Kind and helpful cheerleader to others
- Freely gives ideas and solutions to others
- Make everyone feel welcome and included

# Harmful Connector Traits

- Struggle with boundaries
- You feel bad for charging people
- You resist monetizing relationships
- Collect "strays" and co-dependent people
- Create success for others but not yourself

# Maverick

## The Rebel

# Helpful Maverick Traits

- Not afraid of taboo topics
- Champion of the underdog
- Smash down barriers for others
- Self-driven, fast when you're motivated
- Creative, visionary out-of-the-box thinking

# Harmful Maverick Traits

- All or nothing approach
- Love feast or famine rollercoaster
- Sabotage easy wins if it's too obvious
- Rebel against strategy and consistency
- You burn things down when you're bored



Nurturer

The Caretaker

# Helpful Nurturer Traits

- Non-judgemental compassion
- High-quality and thoughtful in biz
- You're loyal, reliable and have integrity
- You put heart and soul into everything
- You're generous and help everyone freely

# Harmful Nurturer Traits

- Feel resentful and martyred
- You struggle with boundaries
- You muddy charity and business
- You put others' needs ahead of your own
- Overdelivering and undercharging (if at all)

Romantic

The Hedonist

# Helpful Romantic Traits

- Optimistic prosperity mindset
- Generous with self and others
- Appreciating life in the moment
- Making things beautiful and easy
- Knack for simplicity and shortcuts

# Harmful Romantic Traits

- Reward yourself to feel good
- You say yes but then regret it
- Lose interest if things get hard
- Procrastination and shiny objects
- Impulsive, instant gratification mindset

# *Ruler*

## The Boss

# Helpful Ruler Traits

- You're a monetizing machine
- Your creative visionary genius
- Your empire-building ambition
- You create win-win partnerships
- An incredible, unbeatable work ethic



# Harmful Ruler Traits

- You're never satisfied or content
- You rarely switch off or take breaks
- You ignore well-being for more work
- You can be controlling and perfectionist
- Unrealistic about deadlines and workload



# Every Archetype has a path to wealth





*But it's easier to...*

**leverage your helpful  
and minimise your  
harmful traits**

*You have permission*

**to design every part of  
business YOUR way**

**ACC:** Skepticism, analysis paralysis, perfectionism.

**ALC:** Shiny objects, flakiness, diffusion of effort.

**CEL:** Hiding, distraction, surface without substance.

**CON:** Overgiving, FOMO, research rabbit hole.

**MAV:** Rebellion, oppositional defiance, sabotage.

**NUR:** Self-doubt, confidence, boundaries, fear.

**ROM:** Overwhelm, commitment issues, CBF.

**RUL:** Perfectionism, all-or-nothing, overcomplicate.

*In 2024...*

**What helpful traits do you  
want to amplify?**

**What harmful traits do  
you want to overcome?**

What's your  
**WORD** of the year?

**ACC:** Expand, invest, growth, leverage

**ALC:** Magic, manifest, genius, reward, leverage

**CEL:** Shine, inspire, success, leverage

**CON:** Connect, play, explore, leverage

**MAV:** Boldness, reward, reinvent, leverage

**NUR:** Courage, self-love, receive, leverage

**rageROM:** Chill, permission, pleasure, leverage

**RUL:** Decide, freedom, legacy, profit, leverage



**What do you want to  
BE, DO and HAVE?**



**What are your  
SMAhas so far?**



How to apply  
SMA to your...

*Business  
Model*



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WITH DENISE DUFFIELD THOMAS



# Does your model suit your...

- Working preferences
- Natural skills and talents
- Preferred marketing methods
- Challenges and sabotages





# Maverick

## THE REBEL

Thinks outside the box  
but gets bored and  
burns it all down!



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# Maverick

## THE REBEL

Can sell **ANYTHING** to  
**ANYONE...**

**...but should they?**



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# Length of commitment

**Shorter term**

- **Mavericks**
- **Alchemists**
- **Romantics**
- **Celebrities**

**Longer term**

- **Nurturers**
- **Connectors**
- **Accumulators**
- **Rulers (either)**



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# The wrong business model

- Sabotage yourself
- Get bored and give up
- Resentful of your clients
- Feel frustrated and powerless
- Wastes time, energy and money

Some business models  
suit some archetypes  
more than others



# Products



# Services



# Consulting



# Information





# Bad business advice



*"Don't do 1:1,  
only do groups or  
make e-courses"*



**Ruler**

**Connector**





# Bad business advice



**Celebrity**

*"Networking and speaking is the best way to get clients"*



**Romantic**



# Before you quit...

- Change the delivery
- Change your pricing
- Change your audience
- Change your marketing
- Do it all on your own terms





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**How you do money,  
is how you do everything**

*Kendall Summerhawk*



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**When you're out of alignment  
with your Archetypes...**



# You feel...

- **Stuck** - business and money don't flow
- **Lost** - can't follow generic gurus
- **Doubt** - can I do this?
- **Burned out** - overwhelmed, unsupported
- **Joyless** - hating tasks and customers

# 2024 SMA - LIVE

**Ecourse  
Access now**

**May  
Intro + Profitable  
Profiles**

**May  
Business Models  
+ Ideal Customers**

**June  
8 x Individual  
Calls**

**June  
Branding +  
Marketing**

**June  
Dream Team**

**June  
Passive Income**

**June  
Integration**

# Join now for...

- Complete SMA training program - ALL Archetypes
- Live coaching calls
- Six-weeks pop-up community
- Lifetime access
- Future live rounds and updates



**JOIN SMA > [denisedt.com/sma12](https://denisedt.com/sma12)  
or full package [denisedt.com/package](https://denisedt.com/package)**



# Training for YOUR Archetype

- Profitable business models
- Attracting your ideal client
- Magnetizing your marketing and branding
- Creating passive income
- Hiring your dream team

**JOIN SMA > [denisedt.com/sma12](https://denisedt.com/sma12)  
or full package [denisedt.com/package](https://denisedt.com/package)**

**You don't have to watch  
or do EVERYTHING.**

**This is life-time access.**

# Profitable Profile Module

- Understanding your archetypes
- 100+ muses and celebrity examples
- Helpful and harmful behaviors
- Archetype cheat sheets



*Profitable Profile*  
CHEATSHEET

Sacred MONEY ARCHETYPES  
WITH DENISE DUFFIELD THOMAS

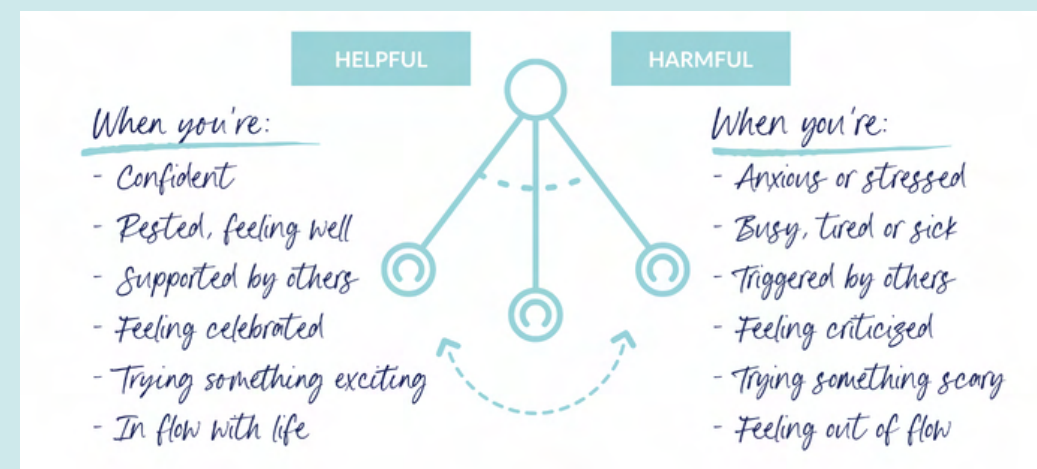
*Alchemist*

HELPFUL	HARMFUL
<input type="checkbox"/> You use your business to support causes you care about.	<input type="checkbox"/> You buy allllll the domain names and then forget about them.
<input type="checkbox"/> You easily generate endless ideas and solutions about anything!	<input type="checkbox"/> You promise things that you don't deliver because you got bored or forget.
<input type="checkbox"/> You give away ideas freely to anyone without expecting anything in return.	<input type="checkbox"/> You get distracted with shiny objects and often don't finish or launch projects.
<input type="checkbox"/> You see incredible possibilities in others they can't see for themselves.	<input type="checkbox"/> You ditch launches last minute because you change your mind or it didn't feel right.
<input type="checkbox"/> You're a life-long seeker of knowledge. You're always soaking up information to share.	<input type="checkbox"/> You blame yourself for being "flakey" and discount your idea generating ability.
<input type="checkbox"/> You tune into the collective wisdom and download ideas from the Universe.	<input type="checkbox"/> You let people pick your brain for free because you don't think it's a valuable skill.
<input type="checkbox"/> You manifest money unexpectedly and in wild, creative ways.	<input type="checkbox"/> You leave things to the last minute and have to expend a lot of energy.
<input type="checkbox"/> You easily improvise on the fly without preparation or stress.	<input type="checkbox"/> You have a love/hate relationship with money and still feel like it's evil to be rich.
<input type="checkbox"/> You find creative or alternative ways to make money.	<input type="checkbox"/> You judge wealthy people in your industry for being a "sell-out" and for their prices.
<input type="checkbox"/> You can make art out of anything. You can turn anything into gold.	<input type="checkbox"/> You get bored with the details of running a business and avoid consistency.

More Helpful More Harmful

WHERE ARE YOU RIGHT NOW?

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# Business Models Module

- 4 common types of models
- Pros and cons for each archetype
- Pitfalls and challenges
- How to pivot and tweak

ARE YOU WORKING WITH YOUR STRENGTHS?

ACCUMULATOR

- Incredible attention to detail.
- Conscientious and trustworthy.
- Creates financial independence.
- Makes wise, considered decisions.

ALCHEMIST

- Idealistic and optimistic.
- Inspires others with their magic.
- Connection to Universal energy.
- Magical money manifester at will. in create magic out of anything. es endless ideas and possibilities. ampions others and their success.

CONNECTOR

- Face-maker and mediator.
- Summes the best in everyone.
- Trusting, innocent, and resilient.
- Usually gives solutions and referrals.
- Deals with kindness and inclusivity.
- Faith and optimism that everything will ways work out financially.

NURTURER

- Loyal, patient, and kind.
- Caring, devoted and patient.
- Generous with time and money.
- Provides amazing value and quality.
- Provides space and listens to others.
- Non-judgemental and empathetic.
- Inclusive and sensitive to all needs.

RULER

- Inspires others to take action.
- Strong, determined work ethic.
- Strives to achieve "impossible" goals.
- Bold, creative business visionary.
- Innovates with new exciting ideas.
- Creates win-win business empires.
- Knows how to monetize and market anything.

PRODUCT / MAKER / PHYSICAL GOODS MODEL

Makers make things! For example, clothing, toys, art, jewellery, candles, etc. You might consider yourself an artist, an artisan, a creative, or a designer.

You might sell your wares to a distributor, wholesale to a larger company, or sell it yourself – either in person or online, on a site like Etsy.

You generally have one-off sales or commissions, but many makers are branching out into subscription models with new products like crystals, books, makeup, and crafts.

PROS

- You get to make something tangible!
- You can outsource a lot of the logistics.
- You can bring your creative ideas to life and into the world.
- Art and beautiful handmade goods make the world a better place!
- Physical goods improve people's lives.
- People still love buying physical goods and art work from people they follow.

CONS

- More time and energy intensive.
- Higher upfront cost because of materials and logistics (delivery etc)
- You have to get your pricing / costing right because of lower profit margins.
- Supply chain issues or delivery problems can derail your business fast.
- You can get burned out if you're trying to produce everything yourself.

ACCUMULATOR:

- Don't bootstrap and try to do it all yourself. Good help can pay for itself.
- Cost in good packaging and branding.
- Don't price based on what you'd pay.

ALCHEMIST:

- Keep an eye on your hard costs like packaging and delivery.
- Is this a shiny object? Will you get bored and not be able to fulfil?

CELEBRITY:

- Be wary of big impulsive commitments. Dip your toes in first.
- Consider outsourcing the whole process or use a white label service.

CONNECTOR:

- Ensure you're factoring in your actual time - not just hard costs.
- Make sure you're not giving too many freebies to family and friends.

MAVERICK:

- You can sell anything to anyone. Make sure you have the logistics and bandwidth to actually deliver.
- Is this a shiny object?

NURTURER:

- Don't let confidence issues tell you you're not good enough.
- Don't undercharge - factor in all your costs (including your time).

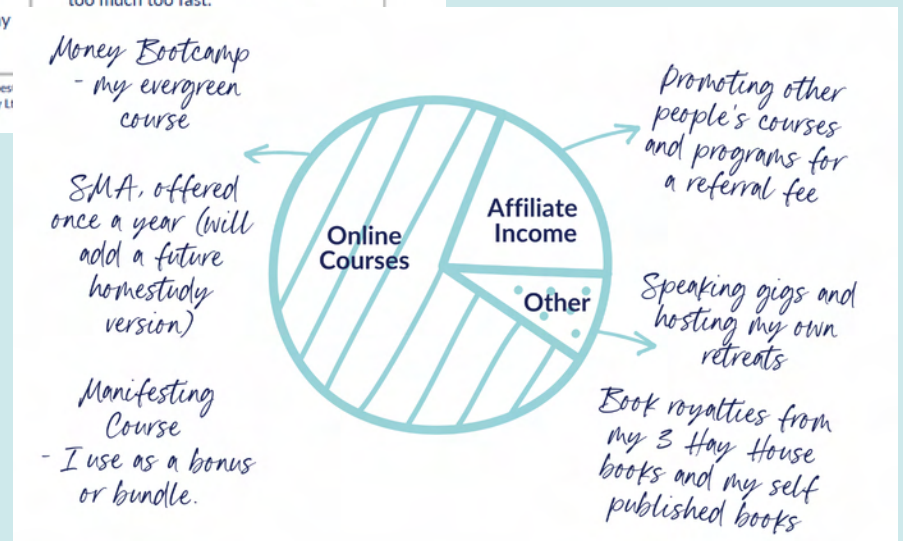
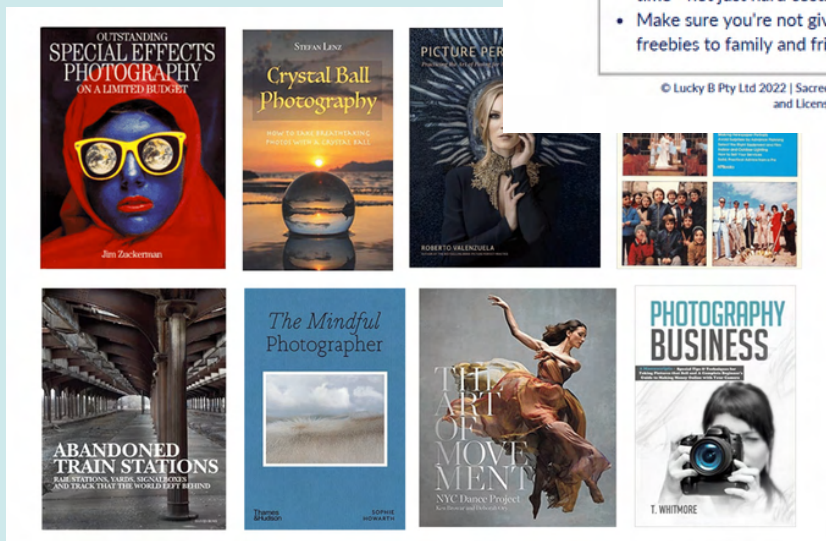
ROMANTIC:

- Be wary of making impulsive decisions and committing to big contracts.
- Consider outsourcing or licencing ideas to others rather than doing it yourself.

RULER:

- Simplify to make sure you're not doing too much too fast.

WHAT ARE YOU SELLING?		KEY WORDS	
<b>PRODUCTS / PHYSICAL</b>	You sell physical things and tangible products.	MAKE CREATE TANGIBLE	DELIVER ENHANCE SOLVE
<b>SERVICE / DONE FOR YOU</b>	You solve a problem and also do the work.	HELP SUPPORT SERVICE	RELIABLE FINISH SOLVE
<b>COACH / SPEAK CONSULT</b>	You steer and support but don't do the work.	INSPIRE CHALLENGE LEAD	SUPPORT CHEERLEAD DIRECT
<b>INFORMATION PRODUCTS</b>	You provide solutions and curate information.	TEACH CURATE PACKAGE	INSPIRE SOLVE RESULT





# Ideal Client Module

- Client matrix with commonalities
- Pain points and opportunities
- How to market to each archetype
- Exact keywords to use
- Working with similar or opposite archetypes
- Cheat sheet 'How to Spot' archetypes

*Ideal Client*  
CHEATSHEET

**MARKETING TO Accumulators**

Accumulators research, analyze (and over-analyze) before they make a purchase decision and need time and space without being pushed, pressured, or guilted into buying. Sleazy sales techniques turn them off.

Accumulators will read your whole sales page, pick up all your typos, and buy at the last minute as they calculate the Return on Investment in a spreadsheet. They don't like to miss out on bonuses, and often pay in full.

Accumulators' greatest fear is running out of money and ending up broke and homeless. They need help with faith and seeing possibilities for themselves. Be honest, ethical, and reliable.

Accumulators try and save money by doing everything themselves. They are coming to you because you can offer something they can't do themselves. Don't be offended by probing questions on your process.

**TIPS**

- Clear instructions on your thank you page can avoid buyer's remorse.
- Be organized and reassure them they've made a safe decision.
- Accumulators will look for a coupon or worry they're missing a bargain!
- Have a Money Back Guarantee, so they feel safe to purchase.
- They hate deadlines but often won't purchase without a little push!

**GIFTS & STRENGTHS**

- Incredible attention to detail.
- Conscientious and trustworthy.
- Creates financial independence.
- Makes wise, considered decisions.
- Rarely in debt, saves money easily.
- Financially responsible and ethical.
- Methodically and disciplined in work.

*Ideal Client*  
CHEATSHEET

**ACCUMULATOR**

1. Can seem skeptical or have a scarcity mindset. Will ask HOW HOW HOW???
2. Attention to detail is important to them. Will point out mistakes or broken links. making a smart decision with a good ROI.

**WORDS**

- Save
- Safe
- Earn
- Trust
- Smart
- Invest
- Return
- Secure
- Expand
- Wealth
- Stretch
- Growth
- Receive
- Possess
- Deserve
- Respect
- Increase
- Prudent
- Research
- Appreciate
- Responsible
- Reciprocate
- Opportunity

**CHALLENGES**

- Secretive and untrusting.
- Pessimistic about outcomes.
- Anxiety about losing money.
- Feels guilty spending money.
- Obsessive or compulsive frugality.
- Analysis paralysis and perfectionism.
- Judgemental about others' spending.

**How can you help Accumulators feel that working with you is a safe, secure, SMART investment?**

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**GUESSING ARCHETYPES**

**EMIST**

anding (Unicorn emojis in their bio!)  
nesses and interests. Can seem indecisive.  
ost when they get bored or details are too hard.

**BRITY**

their charisma shines through the screen.  
, clothes, grooming, and beautiful accessories.  
hem. They won't air their dirty laundry online!

**ECTOR**

ust want to help people"  
They might use hearts, rainbows, peace emojis!  
other people's successes and showcasing others.

**ERICK**

l, unmarketing, uncommon.  
hair and clothing. Unusual branding.  
destructive or complaint type marketing.

**URER**

g words. Hearts, roses, and angels!  
s, not for themselves but for others.  
; Will give generously but rarely ask for the sale.

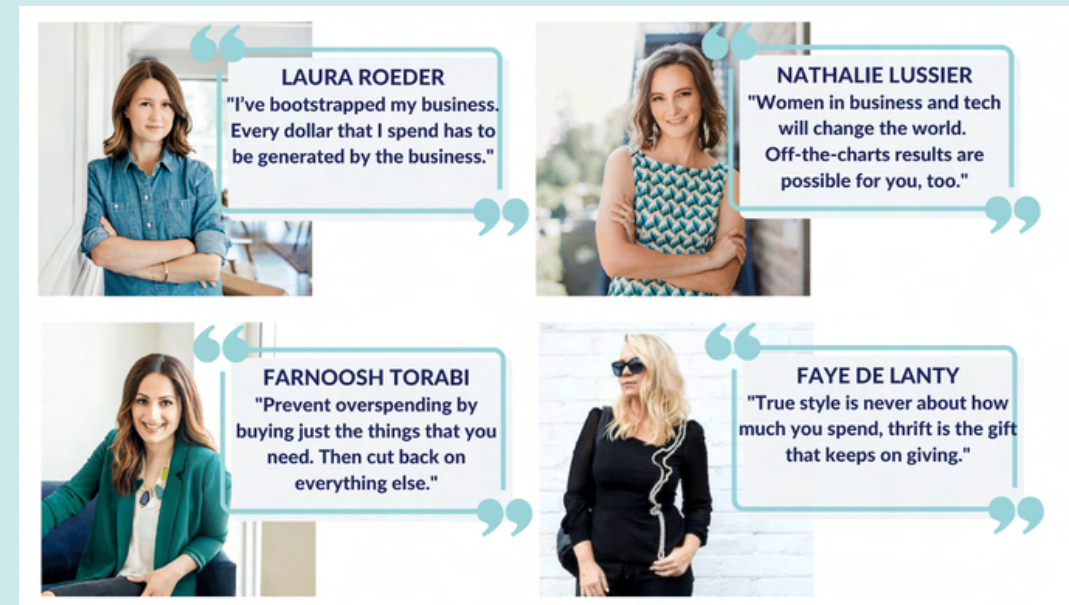
**ANTIC**

er times luxurious and high-end.  
imistic, "it's all going to work out"  
sharing a million travel or pet photos!

**LER**

iple empires at the same time.  
l income to show others that it's possible.  
holidays! They're always launching and hustling.

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# Branding Module

- Branding makeover checklist
- How to flex between ideal clients
- 60+ tag line examples
- 120+ keyword examples
- 120+ book titles examples
- Branding case studies

The collage features several branding resources:

- Branding CHEATSHEET**: A document with a logo and the text 'Sacred MONEY ARCHETYPES WITH DENISE DUFFIELD THOMAS'.
- BRAND INSPIRATION**: A grid of various brand logos including FedEx, The Ordinary, TESCO, ia, grammarly, ALDI, Tesla, MAGIC SPOON, Etsy, R. ENT, MOËT & CHANDON, MONT BLANC, VOGUE, TOMS, TED, airbnb, AC/DC, PETA, Vivienne Westwood, AVON, Hallmark, HAY HOUSE, SPCA, Boden, exander, lululemon athletica, JO MALONE LONDON, NDE NAST, Forbes, Harvard Business School, and Business Pickles.
- BRANDING CHECKLIST**: A checklist with 10 items, each preceded by a checkmark icon:
  - BUSINESS NAME**: Does your business name, tag line, URL reflect your Archetypes and attract your ideal client? Do you need to upgrade or tweak?
  - MISSION STATEMENT**: Can you sum up your business aims and mission in a few words? Mine is "Make Money, Change the World"
  - LOGO**: Does your current logo represent your own Archetypes and appeal to your ideal client? Do you want to make any tweaks or upgrades?
  - BRAND VOICE**: Do the words you use in your marketing reflect your own Archetype strengths and appeal to your ideal client? Refer to the SMA Cards.
  - BRAND COLORS**: Do your colors feel good for your Archetype? Do you want to showcase other parts of your combination? Does it attract your ideal client?
  - BRAND PHOTOS**: What images would reflect your Archetypes, and appeal to your ideal client? Do you need to book a new shoot or upgrade stock photos?
  - WEBSITE**: Click around your website. Is there anything confusing, complicated, outdated or a turn-off to you and your ideal client? What needs an upgrade?
  - BIO / ABOUT PAGE**: Does your bio or About page accurately reflect and showcase your Archetype strengths and how you can help your ideal client?
  - SOCIAL MEDIA**: Align and update your social media to reflect your Archetypes and your ideal client. Clean up and remove anything outdated.
  - MARKETING ASSETS**: Update, tweak or retire marketing assets like opt-ins, freebies, etc to better reflect your Archetypes and your ideal client.
  - BRAND GUIDE**: Can you put this into a simple guide to give to your team, suppliers and graphic designers to ensure consistency?

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**The Denise DT Brand**

denise·dt MAKE MONEY, CHANGE THE WORLD ddt ddt

Headings *display font*

SUB-HEADINGS or Sub-Headings

PICTURE CAPTION

Accumulator Alchemist Connector Celebrity

Maverick Nurturer Romantic Ruler



# Marketing Module

- 'Pleasure and pain' cheat sheet
- 160+ keywords
- 120+ blog titles
- 80+ marketing campaign examples
- Million-dollar marketing plan
- 50+ content examples
- 21 CTA scripts

Marketing CHEATSHEET

Sacred MONEY ARCHETYPES WITH DENISE DUFFIELD THOMAS

PLEASURE OR PAIN

DO	DON'T
<ul style="list-style-type: none"> <li>Praise their attention to detail.</li> </ul>	<ul style="list-style-type: none"> <li>Don't ignore their need for safety.</li> <li>Don't tease them about being "tight."</li> <li>Don't pressure them to spend money.</li> </ul>

SAFE, SECURE AND IN CONTROL

- Don't pressure them to choose.
- Don't be boring or cookie-cutter!
- Don't tease them about being "flakey"

AND DOWNLOAD IDEAS FREELY

- Don't pressure them to compromise.
- Don't use "diva" in a derogatory way.
- Don't dismiss their desire for recognition.

FOR THEIR FABULOUSNESS

- Don't pressure them into a decision.
- Don't tease them about their optimism.
- Don't ignore their need for connection.

ATED FOR THEIR CONTRIBUTIONS

- Don't tease them about being rebels.
- Don't ignore their need for excitement.
- Don't pressure them to conform to rules.

WITHOUT RULES OR BOUNDARIES

- Don't ignore their need to help others.
- Don't tease them about being sensitive.
- Don't pressure them to leap too quickly.

SSION TO LIVE THEIR DREAMS

- Don't tease them about being "lazy."
- Don't pressure them to compromise.
- Don't overwhelm them with decisions.

REAM AND CREATE BEAUTY

- Don't underestimate their abilities
- Don't pressure them to slow down.
- Don't tease them about being "bossy."

AKE THEIR BIG DREAMS A REALITY

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Marketing CHEATSHEET

Sacred MONEY ARCHETYPES WITH DENISE DUFFIELD THOMAS

CONTENT IDEAS BY ARCHETYPE

ACCUMULATOR	ALCHEMIST
<ul style="list-style-type: none"> <li>Listicles and infographics.</li> <li>Common mistakes in XZY.</li> <li>'Before and After' showcase.</li> <li>Best practice system or checklists.</li> <li>'What Not to Do' cautionary tales.</li> <li>Step-by-step tutorials and 'How To'.</li> <li>How to do X on a budget (AFF links).</li> </ul>	<ul style="list-style-type: none"> <li>Creativity tips and prompts.</li> <li>Share emerging or unusual ideas.</li> <li>Inspire a creative life by example.</li> <li>Share your manifesting processes.</li> <li>Interview interesting thought-leaders.</li> <li>'Before and After' magical makeovers.</li> <li>Share and review innovative products.</li> </ul>
CELEBRITY	CONNECTOR
<ul style="list-style-type: none"> <li>'Before and After' makeovers.</li> <li>Share your VIP client processes.</li> <li>Innovative new product reviews.</li> <li>Clips of speaking gigs and events.</li> <li>Inspiring, fab, and motivating posts.</li> <li>Insider secrets and exclusive VIP tips.</li> <li>Share fabulous lifestyle and travel tips.</li> </ul>	<ul style="list-style-type: none"> <li>Diverse roundtable interviews.</li> <li>Recommendations and referrals.</li> <li>Celebrating client results and wins.</li> <li>Problem-solving Ask Me Anything.</li> <li>Encouraging and cheerleading posts.</li> <li>Sharing people and products you love.</li> <li>Showcase inspiring, interesting people.</li> </ul>
MAVERICK	NURTURER
<ul style="list-style-type: none"> <li>Truth-telling or whistleblowing.</li> <li>Out-of-the-box solutions to FAQs.</li> <li>Hacks and shortcuts to big results.</li> <li>Challenges to get people fast results.</li> <li>Discuss taboo topics and break norms.</li> <li>Unusual, uncommon, or weird biz tips.</li> <li>Niches your competitor doesn't touch.</li> </ul>	<ul style="list-style-type: none"> <li>Gentle, encouraging support.</li> <li>Celebrating clients and biz friends.</li> <li>Generous and thoughtful 'How-To's.</li> <li>Step-by-step systems and biz advice.</li> <li>Review useful products and services.</li> <li>Softer alternatives to common advice.</li> <li>Serve niches your competitors neglect.</li> </ul>
ROMANTIC	RULER
<ul style="list-style-type: none"> <li>'Before and After' makeovers.</li> <li>Reassuring permission-based posts.</li> <li>How to make things more beautiful.</li> <li>Inspire a pleasurable life by example.</li> <li>Referrals to easy systems and hacks.</li> <li>Share and review beautiful products.</li> <li>Easier alternatives to common advice.</li> </ul>	<ul style="list-style-type: none"> <li>'How I did XZY' results posts.</li> <li>Client 'Before and After' results.</li> <li>Motivating, accountability posts.</li> <li>Step-by-step systems or strategies.</li> <li>Challenges to give people big results.</li> <li>Advanced tips to common biz advice.</li> <li>Hacks and shortcuts to getting results.</li> </ul>

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MON	TUES	WEDS	THURS	FRI	SAT	SUN
Goal for the week ahead	A practical tip	Inspiring quote	Blog Post / podcast episode	Book / resource recommendation	Inspiring or interesting quote	Lifestyle pic

to inspire you for your next marketing campaign. Notice how many campaigns have a "before and after" transformational theme.



SMA Content Ideas

File Edit View Insert Format Data Tools Extensions Help Accessibility

100% Lato 14 B I A

A1 Randomize to find content suggestions. Copy the whole sheet, go to Data, then Randomize Range.

	A	
1	Randomize to find content suggestions. Copy the whole sheet, go to Data, then Randomize Rang	
2	[DON'T EDIT THIS COLUMN] Just copy the title below	Starting suggestions
3	The instant way to manifest becoming abundant beyond your wildest dreams	The instant way to m
4	The magical guide to building a unique personal brand	The magical guide to
5	Your inventive plan for creating magical experiences on any budget	Your inventive plan f
6	You asked, I answer: ignoring the naysayers who question your wild dreams	You asked, I answer:
7	Game-changing tutorials for exploring your creativity like the world's great artists	Game-changing tuto
8	The essential four steps to building a life of freedom without compromise	The essential four st
9	Brilliant wisdom for infusing prosperity practices into your life	Brilliant wisdom for
10	The sanity-saving must haves for putting your creative dreams before boring obligations	The sanity-saving mu
11	Behind the scenes of creating meaningful branding using your intuition	Behind the scenes of
12	5 fun short cuts for thriving in your business without shame	5 fun short cuts for
13	5 journal prompts for creating a beautiful, inspiring art space	5 journal prompts fo
14	The lost secret to daydreaming your way to more wealth	The lost secret to
15	Law of Attraction secrets to working from wherever you please	Law of Attraction sec
16	How to manifest more abundance by living entirely on your terms	How to manifest mo
17	The artist's guide to connecting with nature when you're feeling low	The artist's guide to
18	Energizing guided visualizations for asking for what you desire	Energizing guided vis
19	My favourite shortcuts for quitting projects that no longer light you up	My favourite shortcu
20	Soak up this wisdom about avoiding criticism about your work	Soak up this wisdom
21	What the great artists can teach you about getting double the results working half the time	What the great artis

5000+  
content titles  
when you're  
stuck for  
ideas



# Passive Income Module

- 200+ keywords
- 56 passive income ideas
- 8 "Quick and Dirty" ideas
- 100+ example book titles
- Sabotages & opportunities
- How to choose your idea

## SABOTAGES & OPPORTUNITIES

### ACCUMULATOR

- Skeptical that people will pay, worry my or unethical.
- Worry about the definition of success rather than having a plan of action.
- Analysis of the best way to go, leading to procrastination.
- You can geek out on the numbers without taking it personally.
- Your incredible work ethic and ability to finish projects to launch.
- You'll see that it's a smart way to conserve your energy, time and marketing spend.

### ALCHEMIST

- You're getting paid for ideas you didn't "work for".
- You're a genius and you're stuck on one - so you're stuck.
- You're a genius and you're stuck on one - so you're stuck.
- You're a genius and you're stuck on one - so you're stuck.
- You're a genius and you're stuck on one - so you're stuck.
- You're an ideas machine! You'll never run out of passive income ideas.
- Your divine connection to the Universe means you create things people really need at this time.
- You love helping people so remind yourself people need you.

### CELEBRITY

- You're high-end enough to be a celebrity.
- You're high-end enough to be a celebrity.
- You're high-end enough to be a celebrity.
- You're high-end enough to be a celebrity.
- Your high standards mean that people will be thrilled to have a piece of your brilliance and energy.
- Your charisma works in any medium, it won't be diluted in a passive form.
- Give people what they want! They want more of you.

### CONNECTOR

- You're a connector.
- You're a connector.
- You're a connector.
- You're a connector.
- You are a problem-solving machine, and you can create so many solutions.
- You understand what people need intuitively and without judgment.
- You can multiply your giving without the guilt of not being able to help everyone personally.

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### DECISION MATRIX

Place all your passive income ideas on the decision matrix.

Identify your easy wins from the "DO NOW" square.

STEP 3: Take action!

HARD TO CREATE	DELEGATE	DELETE
	DO NOW	DO LATER
EASY TO CREATE	FAST TO LAUNCH	SLOW TO LAUNCH

## PASSIVE INCOME IDEAS BY ARCHETYPE

### ACCUMULATOR

- How to find bargains.
- How to get out of debt.
- How to do \_\_\_\_ "for less."
- How to negotiate discounts.
- How to do \_\_\_\_ "on a budget."
- How to make smart purchases.
- How to save money and live frugally.

### ALCHEMIST

- How to manifest \_\_\_\_.
- How to do \_\_\_\_ 101 ways.
- How to make \_\_\_\_ magical.
- How to connect to the divine.
- How to create a lot of content.
- How to solve specific problems.
- How to listen to your own intuition.

### CELEBRITY

- How to develop charisma.
- How to do \_\_\_\_ "with style"
- How to be "the star" of \_\_\_\_.
- How to develop confidence.
- How to stand out in a crowd.
- How to "makeover" your \_\_\_\_.
- How to look like a million dollars.

### CONNECTOR

- How to create consensus.
- How to create communities.
- How to bring people together.
- How to mediate \_\_\_\_ problems.
- How to create good client care.
- How to remember people's names.
- How to make friends / meet clients.

### MAVERICK

- How to "hack" \_\_\_\_.
- How to break the rules.
- How to design your own life.
- How to smash the status quo.
- How to do \_\_\_\_ quick and dirty.
- How to do \_\_\_\_ faster or bolder.

### NURTURER

- How to nurture \_\_\_\_.
- How to be a better listener.
- How to hold space for people.
- How to show love to customers.
- How to care for people who \_\_\_\_.
- How to show appreciation to \_\_\_\_.

### ROMANTIC

- How to make \_\_\_\_ easier.
- How to create more pleasure.
- How to find shortcuts to \_\_\_\_.
- How to make your life beautiful.
- How to create ease and less stress.
- How to take time off and enjoy life.

### RULER

- How to market \_\_\_\_.
- How to monetize \_\_\_\_.
- How to get new clients.
- How to build an empire.
- How to grow a \_\_\_\_ business.
- How to do a business plan for \_\_\_\_.

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### KEYWORDS:

GUIDE, PLAN, SAVE, RECYCLE, THRIFT, BUDGET, COMPLETE, STEP-BY-STEP, CHEAP, DETAILED, LESS, OFFICIAL, BLUEPRINT, SYSTEM, METHOD, TESTED, TECHNIQUE, PROPER, TRADITIONAL, FORMULA, THOROUGH, FRAMEWORK, ECONOMY, SIMPLE, MEASURED, CALCULATE, ACCURATE, SUSTAINABLE, CREDIBLE, EXPERIENCE, MAINTAIN, KEEP, RESTORE, INSTRUCTION, MANUAL, LEARN.





*Kate Arbuckle*

NURTURER

I have now invested in software that means people can buy from my website, and I wrote and published a book and created a deck of oracle cards.

When I look back, it's been incredible.

[denisedt.com/sma12](https://denisedt.com/sma12)

"You can start to understand other people, their archetypes and open up new channels of success and abundance.



*Lata Hamilton*

ACCUMULATOR

**JOIN SMA > [denisedt.com/sma12](https://denisedt.com/sma12)  
or full package [denisedt.com/package](https://denisedt.com/package)**



# Dream Team Module

- Gap analysis
- 50+ outsourcing ideas
- Hiring cheat sheets
- Example job descriptions

*Dream Team*  
WORKSHEET

**SECRET MONEY ARCHETYPES**  
WITH DENISE DUFFIELD THOMAS

**BIZ OUTSOURCING IDEAS**

There is no right or wrong task to outsource. Outsource as much or as little as you like. Start with what you can afford and upgrade as you make more money! Here are ideas for you:

<p><b>CUSTOMER SERVICE</b></p> <ul style="list-style-type: none"> <li>• Answer customer questions.</li> <li>• Handle complaints.</li> <li>• Write product descriptions.</li> <li>• Manage email newsletters.</li> <li>• Handle customer feedback.</li> <li>• Manage social media comments.</li> <li>• Handle customer inquiries.</li> <li>• Handle customer complaints.</li> <li>• Handle customer returns.</li> <li>• Handle customer refunds.</li> <li>• Handle customer disputes.</li> <li>• Handle customer disputes.</li> <li>• Handle customer disputes.</li> </ul>	<p><b>SOCIAL MEDIA</b></p> <ul style="list-style-type: none"> <li>• Batch creation of graphics.</li> <li>• Post and schedule content.</li> <li>• Monitor social media accounts.</li> <li>• Answer comments and questions.</li> <li>• Research and create content ideas.</li> <li>• Follow influencers, and share content.</li> <li>• Write captions and research hashtags.</li> </ul>
<p><b>COMMUNITY</b></p> <ul style="list-style-type: none"> <li>• Organize client gifts.</li> <li>• Organize community meet-ups.</li> <li>• Moderating community groups.</li> <li>• Welcome new clients into groups.</li> <li>• Answer comments on social media.</li> <li>• Troubleshoot community problems.</li> <li>• Create engagement content for clients.</li> </ul>	<p><b>PODCAST HELP</b></p> <ul style="list-style-type: none"> <li>• Send guest interview pitches.</li> <li>• Promoting podcasts on socials.</li> <li>• Creating graphics for social media.</li> <li>• Research podcasts in your industry.</li> <li>• Transcript podcasts into show notes.</li> <li>• Editing and uploading onto websites.</li> <li>• Filter and coordinate guest enquiries.</li> </ul>
<p><b>DESIGN</b></p> <ul style="list-style-type: none"> <li>• Create logos and branding.</li> <li>• Create marketing materials.</li> <li>• Create social media graphics.</li> <li>• Design website look and feel.</li> <li>• Updating branding across all media.</li> <li>• Create course graphics and handouts.</li> </ul>	

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*Who can you hire to help?*

**ACCUMULATOR**

1. Can test and proofread everything and find any mistakes or inconsistencies.
2. Can help you plan, prioritize and strategize your passive income plan and tasks.
3. Can provide accountability or be an implementer to help you complete / finish projects

**ALCHEMIST**

1. Helps you brainstorm names and tag lines for your offerings.
2. Can help you with manifesting tips to call in your ideal customers.
3. Can download an entire passive income strategy for you if you're stuck.

**CELEBRITY**

1. Can help you create buzz or PR for your launches.
2. Can help to create magnetic branding and gives you the confidence to launch.
3. Can introduce you to gate-keepers or influencers to help market your offerings.

**CONNECTOR**

1. A cheerleader when your confidence is low, they believe in you!
2. Helps you consider the inclusion and accessibility of your offerings.
3. A great resource of referrals and people to help you implement and market your offering.

**MAVERICK**

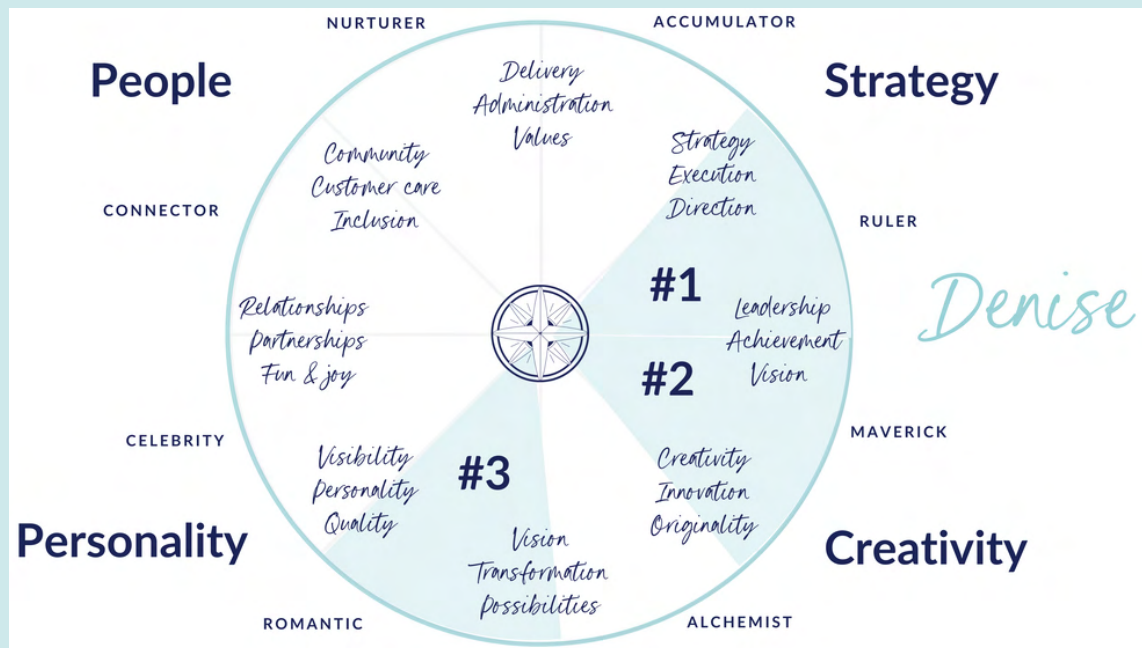
1. Helps you to feel brave and just DO IT fast.
2. Pushes you to set bigger goals than you think you can achieve.
3. Helps you see innovative and out-of-the-box ideas that you haven't considered before.

**NURTURER**

1. Can hold space for your fears and sabotages around creating passive income.
2. Helps you with customer care and experience. Can help you nurture your customers.
3. Helps you consider your own self-care and self-nourishment when you're feeling stressed.

**ROMANTIC**

1. Helps you to create beauty and harmony into your offerings.
2. Helps you build celebration and rewards into your launch plan.
3. Helps you find the easiest way to achieve something with a shortcut, hack or strategy.



TEAM	Strategy		Creativity		Personality		People	
	AC	RU	MA	AL	RO	CE	CO	NU
Denise - CEO		1	2		3			
Mark - Marketing		1	2			3		
Mel - Admin	2	3					1	
Mara - Community	1	3						2
Jess - Community	2	3				1		

**HIRE AN ACCUMULATOR!**  
RELIABLE AND ETHICAL  
WON'T LET YOU DOWN  
GOOD WITH MONEY

**HIRE AN ALCHEMIST!**  
TO BRAINSTORM IDEAS  
TO BLOW YOUR MIND  
FOR NEW POSSIBILITIES

**HIRE A CELEBRITY!**  
TO BRING THE SPARKLE  
TO MAKE YOU OVER  
FOR FABULOUS FUN

**HIRE A CONNECTOR!**  
TO SOLVE PROBLEMS  
TO CONNECT THE DOTS  
TO CREATE COMMUNITY

**HIRE A MAVERICK!**  
TO CHALLENGE YOU  
TO BRING WILD IDEAS  
FOR A KICK UP THE BUTT

**HIRE A NURTURER!**  
FOR WISE ADVICE  
FOR LOVE AND HUGS  
TO HOLD SPACE FOR YOU

**HIRE A ROMANTIC!**  
FOR EASE AND PLEASURE  
TO FIND SHORTCUTS  
FOR BEAUTY INSPO

**HIRE A RULER!**  
FOR ACCOUNTABILITY  
TO PLAN OUT BIG IDEAS  
FOR BIGGER POSSIBILITIES





*Mia Hunter-Pappas*  
NURTURER

"SMA has really helped me to find the people that I need to fill the gaps in my business."

**JOIN SMA > [denisedt.com/sma12](https://denisedt.com/sma12)  
or full package [denisedt.com/package](https://denisedt.com/package)**

# Bonuses

- Meditations and visualizations
- Roundtables and case studies
- "Batching like a Millionaire"
- SMA for Introverts
- SMA for Partners
- 16 Quick Wins Library
- Money Boundaries



**Every Archetype has a  
unique path to wealth**



It's **YOUR** year and  
you're ready for  
the next step





*Questions*