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SPEAKERS

Emily King, Britney Gardner

- B** Britney Gardner 00:00
Hello Hello everyone. Today we're gonna be talking about money personalities with Emily King.
- i** 00:10
Welcome to the know, like and trust show with Britney Gardner, the podcast where we explore the world of personal branding, and how to build your know, like and trust factor up for ultimate business success. And now here's your host, Britney Gardner.
- B** Britney Gardner 00:30
All right, guys, you already know if you're a longtime listener of the show, I love personality tests. I love geeking out on them, and I love talking about them. So I'm so excited to share Emily King with you. She is a wealth and abundance coach for entrepreneurial women and the founder of the rich woman signature coaching program. Since 2015, she's worked with hundreds of women to help them create a loving relationship with money, so they can massively increase their income and impact armed with an MBA and certifications as an NLP practitioner, timeline therapist and Pilates instructor. Yes, all of those things. Emily brings the perfect mix of manifesting Whoo, and business chops to the table to help women across the world live their best rich woman lives, a life of financial freedom, fulfillment, and fun. And we are going to be diving in and talking about the eight different

money archetypes that you can have or talking about how they apply to your business, how they apply to your life, and what you can do to use those strengths and weaknesses for up leveling your success. All right on to the interview. All right, Emily, welcome to the no like intro show.

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Emily King 01:36

Thank you very much for having me.

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Britney Gardner 01:38

Yeah, of course, I'm really excited for you to tell us a little bit about money. But from your unique perspective. And I guess one of the reasons I'm excited about that is I've become very aware and the online industry have some people who have maybe not so great tactics, talking about money, convincing people to, you know, be on their program, when maybe they shouldn't be and all of that. And I think I think you have a really different way of talking about money. And I'm actually really excited to hear you talk about that. Yes, absolutely. Yeah, there's no one size fits all, I don't think when it comes to money. So where did you kind of end up in this place? Like, how did you get into this niche.

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Emily King 02:18

I feel like I was born to do this, which might sound kind of cheesy and lame. But like, I was literally selling pieces of my hair when I because I had like this long, pretty red hair when I was a kid. And I was literally selling pieces of my hair to relatives because they said they liked it. Wow, that's definitely like the most interesting first business story I've ever heard. Like, out of the box, like, Yeah, I agree uncle's that he loved the color of my hair. And I was like, oh, I'll sell you a piece for \$1. And then I made some money that way. So I've always been fascinated by money. And then I was very much a money hoarder like it took everything out of me to spend \$1, I was very much a saver. And then when I got to do my MBA, I finally had to go into debt because I was like, just in school all the time and couldn't work. So then I experienced the flipside of that of like being in debt, and then coming to a place of then learning about, okay, my mindset can actually impact my money, and then having a complete transformation of like, from the hoarder to then the debt to then using money mindset principles to then get me into a surplus of cash flow, right? And just go on from there and just expanding bigger and bigger. So I just became obsessed with money manifesting, and I got really good at it. And then I was like, I gotta teach is that like to other people, because one of the top stressors, statistically, is money for people. So it's not something that we can divorce. It's not something that we can be like, Yeah, I don't really like that. I'm gonna like, drop it. It's like no, like, all of us need money to survive. So we

might as well get in a good relationship with it. Because like, giddy up, we got a long road ahead with this thing.

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Britney Gardner 03:56

It's so funny. A few years ago, my husband and I sold a house and our realtor at the time told us that buying and selling a house is typically more stressful than losing a child to like an accidental death. What I was floored, I was like, that can't possibly be true. And he's like, it might not be for everybody. Like if you have a good you know, nice circumstance. But you know, a lot of times we're not in a buyer's market or a seller's market. So you combine your, your place of living with all the money you've ever seen in your life, and it's like the most stressful thing people go through. Right? Okay, gotcha. No, that sounds a bit dramatic. Well, I still think it sounds a little bit dramatic, but I think people can be dramatic about money, right?

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Emily King 04:38

Oh my god. Yes. And so that's what I find is that people kind of wake up around this because people get into a whole home like, kind of this is the way it is, you know, I'm always gonna be a dad are always going to be you know, struggling or whatever. They get into their mindset, just thinking that's the way it is because maybe that's the way they grew up or that's what they saw. And so then I find the most fun thing for me is when people start to explore the different possibilities with money. It doesn't have to be such a hard, stressful thing. And they're like, what? Like I can actually sleep at night, I'm actually looking at my bills. And I actually kind of feel good about this thing. Like, it's just like mind blowing to them. But I'm just like, yes, this is how it can be.

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Britney Gardner 05:18

So when you're talking about your money mindset, and money manifestation, I think a lot of people in the personal development space or the online marketing space have been in and around these topics. Maybe they haven't, you know, fully dived in, but maybe they have heard of them and have some preconceived notions. So what would you say to those people,

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Emily King 05:39

I would say, stay open, I would say take only what you want. Because there's gonna be things out there that might seem like totally wacky to them. You don't have to take it like, just like and be like, I don't know, let's just say if you want to get into healthy eating, there's

1,000,001 ways that you can get into healthy eating, you can do the keto you can do I don't know a detox, you can do whatever, pick the one that works for you. So just like manifesting money, like some people are diehard, say, like Dave Ramsey method where it's just like, don't eat out, only buy used cars, like spend way less than you make, like he's just hardcore, save, save, save, get out of debt, like being in debt is the worst thing ever. And then there's people out there who share you know, that spending, even when they were in debt, actually had them get into a better money vibration, because they felt wealthy, and it actually helped them attract more money, ironically enough to then pay off the debt. So there's so many different outlets out there are like ways to do it. And so pick one that resonates with you. So like even today, if you're listening to what I'm going to share, and you're like, I don't really like it. Cool. Go on to the next thing.

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Britney Gardner 06:47

Yeah, find something that does work for you The point being find something, right. Yes, exactly. So I know that you have some trainings on the different money personality types. And I want to preface this by saying I love personality tests. But I don't think I've ever looked into my money personality. This is a new concept for me. So yeah, let's face it, it is the best.

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Emily King 07:08

It is the best. So last year, yeah. Last year. I know two years ago, I was exposed to this whole concept of money personality, and I was saying what he was like, what, and it was like, my mind was so blown that I was like, I gotta I gotta learn this for myself and get certified and teach it. So I was already teaching money mindset. And so this is just another thing to add to my toolkit. So basically, the whole premise of this certification that I got is that there's eight different money personality types. And they can range from anything from the accumulator, which is like that inner banker, the old me who wouldn't spend a dime on anything to the celebrity that's like, yes, give me all the glitz and glam and like, I love it all. And then kind of different than them is someone like, let's say, the alchemist who just is one. I don't know, if you're this person, or you know, of these people who they can think of a million different ideas in any given day, like ideas and ways to make money or no problem for them. But it's the actual follow through where they fall flat.

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Britney Gardner 08:13

That is my husband.

E

Emily King 08:18

Where they're just like, I would like they're just like, I wish that money could just magically take care of me like somebody take care of the money management thing, because I just want to go run with my ideas. As soon as as soon as money and like, what do we charge for this and all that gets involved, then it just makes them shrink. And they're like, I'm on to the next thing. Right? So there's so many different money personalities out there. And my husband and I are actually complete opposites. So in learning that so he's a nurturer. And my top one is accumulator are one of my top ones, and nurturers are those people that are like the first person to pay for something or like if someone's like, Oh, I need you to loan me this. He's like, yeah, sure, we're on the complete opposite where I'm like, don't get your own damn money. Or like, if like somebody owes me money, I'm like, it's like on the back of my mind forever until that's like the IOU is paid back. So learning about these just opened my eyes so much to Oh, my God, we all work so differently with money. And as business owners, especially like working with clients, who are women entrepreneurs, it opened my eyes to, we're motivated differently in terms of growing our businesses. So for example, money, like numbers very much motivate me. The combination of my top my archetypes like I'm very driven by financial goals, and some people can kind of feel bad about that. It's not that like, you know, money is the be all end all. I don't care about people. It's just I kind of see it in the flip side where I see okay, if I make \$10,000 that's going to motivate me and I'm going to know that in making that \$10,000. I've helped say 100 people, Okay, awesome. So the number actually is my motivation to serve people. Whereas I was trying to work with clients. I'm like, how can this just isn't like, they're not getting it like this motivation or numbers, it's because if they're a nurturer or a connector or an alchemist, for example, they don't give a shit about the numbers. And if I tried to, Alright, come on, let's get 100 people to sign up for your thing. I actually have a client where she's like, maybe the 2% of people that I actually don't dive into numbers with at all I'm like, if I give you a number target, it actually has her crumble. So if I'm just like, what feels fun to you, because like service First, it comes first for her, and then the money flows. I'm just like, what feels amazing to you. She's like, oh, if you asked him to like launch this course, I'm like, perfect. Let's not put any number behind it, I don't care if 10 people sign up, I don't care if 100 people, the main goal is just fun is what allows the money to flow to you. So knowing how different people operate around money is so helpful, because we can hear different strategies out there like sell every day, or you got to like have a high ticket offer or whatever it is. And like, we might be thinking that we're a bad entrepreneur, because we're not doing it that way. But it's not that at all. It's just it's not your money personality. So we're not all meant to make money in the same way. 100%

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Britney Gardner 11:13

I love that you're calling this out. Because there are so many trainings or programs or

whatever you want to call them out there that they're like, well, this is the best way to do it like this. And I'm like, okay, so cool. Great. My mastermind was just having a conversation about that. This morning, we were talking about how you know, all the sudden there's like a hot new way to do things like these days, it's like the VIP day or the done in a day programs, right. And the person who leads the mastermind, Maggie was like, yeah, we've been doing this for 20 years. I remember doing that and copywriting like ages ago. And we just didn't call it that. And it's just a new way to package it up. But to see that that's the only way a copywriter or a website designer, or what have you can work really puts a lot of limits on us. And then that's not even counting the actual money portion. That's just like the way you deliver a service. So I can only imagine that telling someone who loves giving gifts that they have to focus on. Acquisitions isn't going to work out so well.

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Emily King 12:11

Yeah, so is that like fine like with with any, with any personality in general? Let's just use nurture ologies and many personality nurturer. So they naturally are nurturing like they're very caring, very giving all that goodness, that's not a bad quality. That's a great quality. But we can get into danger territory is when they don't have any boundaries when clients walk all over them when they're supposed to have a one hour coaching call and it turns into two hours when they get into resentment, you know, that kind of stuff. So, yeah, with any of these personalities, there's gifts and all of them and there's shadow sides and all that. But that's not to say, if you're a nurturer like you're destined to have terrible boundaries and that kind of stuff. It's just in knowing your personality, you know, okay. So for example, if I was working with a nurturer, and they're like, I really suck at like, I don't know, following up on an invoice or something like that. I'm like, for me, it's easy peasy. Because that's like, that's not my archetype to follow up on invoices. But this is something where I say, okay, you're a nurturer, you need to have your system do this. Right. Like, if you do this, you're gonna like lose sleep over it. And I be like, are they mad at me for following up on that invoice? Yeah, so just so but even myself, I know. So one of my top archetypes is also Maverick. So we're big risk takers, we'd love to like change things up. high risk, high reward type thing. So doing something passive is like goes against my grain, meaning like, if I were to sell a course of, you know, \$50 course and just have it running on a, you know, oh, my God, that takes everything out of me. Because my Maverick is like, this is boring. Like, yes, sales are coming in. But like, Come on, let's jazz it up a little bit. So I know as a maverick, okay, naturally, I'm going to think this is boring. But the end of the day, it's exhausting having to hustle every single month for your new sale. So I have to just lean into my shadow in case it Okay, this might on paper seem boring. But how can this actually be fun? Well, you know, what's fun, is making \$5,000 passively at the end of the month, that's fun. So and then having them those people then sign into different programs. So yeah, it's just, I just love playing with the strengths and shadow

sides of things and really like amping it up to make the best of your archetypes that you have.

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Britney Gardner 14:17

So I'm super curious because I'm listening to you describe all of these personality types. And I'm like, okay, I can see a little of myself here, I can see a little bit of myself here, like I called, I called my husband out earlier, because that was really easy. But unlike I do take big risks, but I also love passive income. And I'm like, so you know, passive income to me, I look at it as more of a challenge. Well, how can I make this passive income source a little bit more efficient? What can I tweak to change the conversions a little bit? If we swap this headline out? What does that do to it? So I like the challenge of making that passive income source as efficient, shall we say, as possible, but then I also am someone who will take a big money risk if I can really see the rewards and I get really excited about it. Making an idea work for me.

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Emily King 15:01

Yeah, so sounding like you have doubled down on the strength of your archetypes, where it's like, okay, yeah, like to take these risks. And now you've like gamified your passive sources, right? Oh, I'm

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Britney Gardner 15:12

huge on gamification, I basically get nothing done without gamifying it in my world.

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Emily King 15:18

Yeah, like even with my coach today, I shared with her I was like, I don't get my content done for like, the next month by Monday, like, I'm gonna pay. I was just like, making it like a little things to get my incentive going. But yeah, so And the thing is, so some of my clients do the test. And they're kind of even across the board. So just like personalities, like I have a friend of mine who's like extrovert to the tee, like, she needs like, I could never do that. But on the flip side of that, I'm I'm considered technically an introvert, but I'm not like hardcore introvert, I'm like, kinda in the middle. So I can kind of dabble on both sides of the coin. So the same thing is with like, the money personality, some people have pretty even scores across the board. But someone like me, I like really high high scores, and really low low scores. So that just means like, the things are, my top scores are gonna be that much more amplified. The End, same thing on the bottom. Yeah, so by the sounds of it, like, I'd be curious what your test results will come back to see like kind of where your

scores sit with it all. And maybe you are a bit more even across the board. And that's perfect, then you can just take a little sprinkle from all the archetypes but like, Okay, cool. Like on that one, you know, I need to improve my boundaries a little more, because Okay, maybe I'm not so great at that, you know, so take a little taste from each of them.

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Britney Gardner 16:32

I like that idea. I am so used to not being even across the board on every other personality typing thing I've ever done. I've been very extreme, shall we say? Except I forget the name of this one every time. But it's like the cleric and the melancholy. And on that one, I was pretty even on colored melancholy. So that's probably the one thing that I was even on. But yeah, Anyway, moving on, because I could geek out on personalities for a while. I know you mentioned briefly, you know, the shadow side of some of the the money personalities, like how does that come into play? And what could we be aware of, to not just, you know, fix our money relationship and have that all, you know, work out in a more streamlined way. But also, like, I know, we've talked about money blocks and things like that. A lot of people will talk about upper limits and things. Where does that all mesh together?

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Emily King 17:22

Yeah, so great question. What I do when my clients start working with me is the first thing I have them do is the sacred money archetypes quiz or the assessment because strategy, I then like cut through probably an hour of chatting with them to cut to the chase of what's blocking you. So for example, romantics romantics, that's an archetype. They're the classic person that says, I deserve it. So the first person to like when they get that influx of cash, the first person to experience retail therapy, get the new purse, or get the new, whatever, go to a travel or whatever, and be like, Oh, I deserve this, I work hard. So someone like that, they might have the block of like, one step forward, two steps back. So no matter how hard they work, no matter how, quote unquote, successful they are, on paper, they might have done like 100k launch or something, but the end of the day have \$0 to show for it in their business bank account, because they're just blown it all, you know, on whatever. So it definitely comes into play with with our money blocks. And I know, to the opposite side of that. Like I said earlier, I was a money hoarder. Now, I still technically am an accumulator, like, that's the archetype is an accumulator, like that inner banker, but now I've just worked with it. So before it was like, it's not safe for me to spend my money. If I spend my money, it's gone. It's gonna be so hard to get it back. And it was a classic, like, you got to work so hard for your money. So that was a big block for me. And now that I know, okay, those are classic money blocks with the accumulator. I just have to now know, okay, for me, I'm going to need to really reinforce, okay, it's safe for me to

spend my money. When I have some money, what's examples of ways that it's returned to me like tenfold or even double fold or whatever. And then even when they because we're human, and we're going to have times when we spent our money and it didn't work out, like we invested in something we're like, Well, that was kind of crappy. just reinforcing, like, that's okay. Like, I'm still doing well, there's still lots more money on the way I remember years ago, I had invested in something I spent like four or five grand and it did not work out. Like it was a complete flop and I remember going to bed that night just so enraged, like, how do I spend \$5,000 on this and nothing came up and blah, blah, blah, and I sat there and I just kind of had a moment myself where I said, Okay, Emily, you can either speak about this for however long you plan on doing this, or you can put like your big girl pants on get over it get back into the like this law of attraction comes into play, like get back into the vibration of abundance of feeling good around money, knowing way more is on the way and like put your big girl boots back on and like let's go and then what do you know the very next day I signed on a new private client because I was just like, decided to get over it. So yeah, there's it like knowing that your money personality can really help pinpoint, here's probably gonna be my blocks. And here is the solution for how to overcome these blocks.

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Britney Gardner 20:11

I love that. I think knowing what your tendencies are, you know, those things that are going to hang you up, even just knowing that is really half the battle sometimes because when they do start cropping up, you can look at it and be like, Oh, that's what that is. Okay, now we can deal with it.

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Emily King 20:27

Yeah. And I think it also helps release the judgment on yourself. And just really, like kind of normalizes it, because knowing that there's eight money archetypes. And so for example, I used to I still have a client who's a nurturer. And she used to really have a hard time with the boundaries and clients, you know, reaching out when they shouldn't be like, just all the all the stuff that was getting messy. And she used to really have a lot of self like bad self judgment of like, Oh, my God, I'm like, What's so wrong with me? Why can't I instill boundaries? So it was really a lot of negative self talk. And then normalizing it just being like, yeah, you're a nurturer. Like you're also really amazing. It's just these few things we got to work on here just really took that weight off of it. And then knowing that other people were also nurturers and other people struggle with that. It was like, Okay, I'm not the only one like, I'm not a loser. Oh, my goodness. Right? Really? No, and she just came like leaps and bounds with that, from just accepting this is who I am, I have a lot of amazing gifts and no big deal to work on the shadow side of this, I got this, like, it's gonna

take me a little more work than maybe you know, someone who's not a nurturer, but doesn't make me a horrible person, or like a worst coach or entrepreneur, it's just the way I am.

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Britney Gardner 21:39

So putting all this together with the money personalities. I mean, this is a business podcast, we talk a lot about online marketing, building up your know, like and trust profile, so that you can build a warm audience of clients. So, you know, knowing that we're talking about putting things into place, so you can build your business in a good way. What's the best way to take your money personality? Take this knowledge that we've been talking about and put it into action?

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Emily King 22:03

Oh, okay. Good question. Well, I wouldn't make it like that to like, flip this back. But like, is there something in particular that you find your clients get stuck on when it comes to action? Oh,

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Britney Gardner 22:17

that's actually a great question in return, let me think, I would say a lot of my clients, they come to me from a place of transition. So a lot of my clients have worked primarily one to one with people, whether that was online or in person, and they're moving more to a one to many business model. So it's a place of transition for them, it's going to have a lot of new purchases, it's going to have a lot of new tools, even you know, when it comes to you know, automation, tools, software, all that fun stuff. And when it comes down to it, you know, it's not so much that they are resisting spending. It's just that it's a different kind of spending and therefore it requires some mindset shifting to go with it.

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Emily King 22:58

Yes. Okay, gotcha. So well, straight out of the gate. And this is another thing where some personalities, it's gonna be like, pulling teeth for them to spend and some they're gonna be like, Okay, if I like the maverick, like, we were talking my other high risk, high reward, they're probably easier than the accumulator, who's like, Oh, my God, do you mean I need to spend another \$1,000 on this thing? Right. So that's where affirmations can come into play, like affirmations that are tried and true. They've been around forever, all the Guru's and everyone keeps talking about them for a reason. And still to this day, like, I ain't too cool from affirmations. Like I literally have a binder of them that I keep in my office. And I

haven't heard different things like okay, visibility, here's my affirmations around this growth. And then just general ones, like, it's safe for me to like, actually, just this morning, because I noticed a block was coming up around like, wonderful, like hundreds of people start buying this thing that I put out there I was like, Oh my god, like all eyes are gonna be on me What? And so I my affirmation this morning was like, it's safe for me to be the most successful person I know. Like, wow, like so I just kept repeating it all the time. I'm putting affirmations on my on my wall. Like even just a simple one I have there I will take the upgrade. Meaning like I'm available for all the upgrades in life, you want to give me an upgrade on travel, you want to get me upgrade and salary, like, you know, income more clients, I will take the upgrade. So the tried and true affirmations to start knowing, I would say for people out there in this transition, get out all the ship. Meaning I have something that I call the headshot journal. And it's better out that in meaning like, especially when you're transitioning, you're in that phase where it's like prime breeding ground for the ego, for fears for doubt to come in to be like, you can't do that. This is gonna stop that's gonna be a flop blah, blah, blah. Get it all out, put it down, write it down somewhere. It could be an electronic document. It could be I literally have a journal that's just for the headship. I write it all out and then I cross it out and then it would rewrite the truth like a loving thought to myself of like, Okay, this is going to be a complete flop cross that out, you know what, even if it is a complete flop, I'm gonna be so proud of myself for at least moving forward with this, I'm just gonna be so proud of myself for trying because I know that I never give up. So this thing is a quote unquote flop. I'm going to learn something and apply it to the next thing and eventually I am going to hit my sweet spot with this. So that's the first thing I would say is start with the the affirmations. The second thing is the thing that really annoys me about the whole mindset manifesting law of attraction space is doing all the mindset and taking no action. So it's fine and dandy for someone to learn their money personality and learn about their money blocks. And oh, like, you know, I have the block of, I don't know, one step forward, two steps back or like money is the root of all evil or whatever it is, Okay, perfect. You know, your blocks. Now, what are you going to do about it? And so, I like to tell my clients mindset without action is bullshit. I believe one of the first things I get my clients to do is take action on something no matter of like what I can do, I'm too scared. I'm like, get out there and do the thing. We're gonna work through the mindset as we go. But the fastest way to expedite the mindset work is to actually take the action. So I love Laura Bell gray, who's a copywriter, she I once heard from her on a podcast where she said give it the B minus effort. And I find that so often no matter what stage we're in, no matter if we're just beginning or even if we're like years into it rose like gotta be perfect got to be the best. And hearing give it the B minus effort was like the most liberating thing for me ever. So to your clients and listeners out there is just like, whatever phase you're in, like deep breath, tell yourself b minus effort, hit the Post button or whatever it is the send button, get it out there and allow yourself to be in perfect with these money blocks. Because like, they're never gonna go there's always gonna be like,

new level new devil or I like to say new level, same damn devil, just like with a different lipstick on Yeah, right? Yeah, and there's always going to be a block. So you're never gonna fully get over the like, hey, to be the bearer of bad news. So you're gonna, like, allow yourself to be perfectly imperfect, and just go forward and take that action, it's gonna be the fastest way to just overcome these blocks temporarily. Oh, Emily, that was so good. Well,

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Britney Gardner 27:15

this has been awesome. I could probably talk about this for at least twice the time that we've put in so far. But I like to keep the shows at a nice clip. So where can people find you? And if this is some kinds of work that they would like to explore what's the best way?

E

Emily King 27:30

Yeah, so I'm hanging out all the time on Instagram. So you can find me there Emily King, CO. co. And also my website, Emily Kane got ca. And if they want to find out more about sacred money archetypes, there's gonna be a link on my website, it'll probably be very obvious to go check that out. It's like a little mini course. So it's super inexpensive. And I can give you actually like a discount code for your audience.

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Britney Gardner 27:51

Yeah, that'd be great. We can put it in the show notes.

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Emily King 27:53

Yeah. And then if they want to dive in just to like meditation, because another thing I know, we didn't really touch on here today. But I'm a huge advocate for meditating. Like just getting that still time for yourself to tap into like, okay, what's my own inner voice saying? So I'm a huge like, advocate for meditation. There's three meditations, they can go download on my website as well at Emily king.ca. So they can go check me out there and if they're listening and want to DM me, I don't buy say hello in my inbox.

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Britney Gardner 28:22

Well, thanks Emily so much. This has been awesome. Thank you. This is fun. Alright guys, I hope you enjoy that time with Emily as much as I did. One of the really exciting things to me when I booked Emily for the show was specifically how she actually applies all of this money mindset kind of you know, woo woo adjacent stuff to an actual business action

point of view. So I love how we close this episode with her covering that. If you have any questions, I highly recommend go checking out her program. We will see you guys next week.