



Sacred
MONEY ARCHETYPES®
WITH DENISE DUFFIELD THOMAS

WORKBOOK

*Leverage Your
Strengths and Make
More Money Workshop*

NAME: _____

denisedt.com/leverage

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Access to your Leverage Workshop

You can dive into the Leverage Your Strengths and Make More Money for your top Archetype or find out more about the other Archetypes below:

Accumulator

The Banker:
Reliable, fair and trustworthy.



[ACCESS THE ACCUMULATOR WORKSHOP](#)

Alchemist

The Idea-Generating Visionary:
Creative, unconventional, manifester.



[ACCESS THE ALCHEMIST WORKSHOP](#)

Celebrity

The Charismatic Tastemaker:
Glamorous, magnetic and fun.



[ACCESS THE CELEBRITY WORKSHOP](#)

Connector

The Relationship Builder:
Kind, inclusive problem solver.



[ACCESS THE CONNECTOR WORKSHOP](#)

Maverick

The Rebel:
Rule-breaking, risk-taking revolutionary.



[ACCESS THE MAVERICK WORKSHOP](#)

Nurturer

The Compassionate Caretaker:
Kind, generous people-pleaser.



[ACCESS THE NURTURER WORKSHOP](#)

Romantic

The Pleasure Seeker:
Abundant, easy-going dreamer.



[ACCESS THE ROMANTIC WORKSHOP](#)

Ruler

The Empire Builder:
Visionary leader, serial entrepreneur, driven



[ACCESS THE RULER WORKSHOP](#)

Share the quiz with your community

Knowing the Archetypes of your followers or members is so helpful to understanding who your ideal customer is and how to market to them.

I recommend running a poll with your audience or in your group to see the type of Archetypes you're currently attracting and how this relates to you and your marketing.

The link to share is denisedt.com/quiz

denisedt.com/leverage

Welcome



Welcome to the free **Leverage Your Strengths and Make More Money** workshop.

You've just completed the first step - the Money Archetype Quiz, and by now you should have received your results email and video.

In this workshop, I'm going to share how you can use your Archetype to create more ease in your business - not by following generic cookie-cutter advice - but by doubling down on your strengths and learning how to avoid your particular challenges.

Just by watching, you'll get to know yourself deeper than before, and I know you'll be just as obsessed with the archetypes as I am.

And if want to work with me beyond these free videos to implement the SMA framework in your business, I have an exciting offer for you to consider, so stick around until the end.

This is a free and practical business training workshop to help you make more money.

This first lesson will be a game-changer for you - it's about doing business based on your personality and why following cookie-cutter business advice doesn't work.

But with all the Archetypes, there's more to this than meets the eye - so the true value is in watching the entire workshop and applying the lessons to your business.

And, before you make any assumptions, there's is no such thing as a 'good' or 'bad' archetype.

Each Archetype has their own path to wealth, and they each have a few pitfalls to watch out for, too.

You already have everything you need - the perfect recipe of skills, talents and discipline to do this - you just need some tools and support to help you take everything to the next level.

So dive in and watch the **Leverage Your Strengths** workshop. See you there!

xx Denise

P.S. If you don't receive your quiz results via email, please check your spam folder and contact my team on sma@denisedt.com if you have any tech problems or questions.

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Your Money Archetype

Result



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Complete the quiz at denisedt.com/quiz to find out your top Money Archetype and get started with our Leverage workshop. Use this page to record your result and notes on the strengths of your Archetype.

Your Money Archetype is: _____

Your Money Strengths

Your Money Challenges

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Notes



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A large, empty rectangular box intended for taking notes.

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Your Big Question



Question

Your SMAhas

What realizations or ahas have you had from learning your Archetype?

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"I loved the idea of understanding my particular archetype with money. I love, love personality and archetype profiling because distinctions help us understand particulars that we are unable to identify before they are laid out before us. This was the case for me. It also helps to understand why my particular boldness and courage is attractive to others, while also being difficult for them to actually do."

Vanessa Horn
Business Coach, US
Archetype: Maverick



"Finding out about my Connector money personality was such a revelation. I could suddenly see my old, unhealthy money patterns and access blocks I just couldn't see before. Within 24 hours I found myself spontaneously clearing out a huge amount of scarcity consciousness that was keeping me playing smaller than I needed to be. This is exactly the work I was looking for to help me take my business to the next level."

Sam Nolan-Smith
Visibility Coach, Australia
Archetype: Connector



"I wasn't the least bit surprised that the quiz revealed I'm a Nurturer; however, what I found extremely surprising was how much power I could actually cultivate if I owed that archetype. I had a perception that being a nurturer was soft, gentle... maybe a bit of a pushover. I've been able to step into the strengths of my archetype recognize how much it could serve me in my career."

Sara Crolick
Entrepreneur, US
Archetype: Nurturer



"When I found out Accumulator was in my top three, so many things from my life made sense. I find it's really easy to invest in my business because I know it'll come back to me tenfold. I've recently upped my rates and I've made 10 times more than usual. More people are hiring me; I'm more in demand. I feel really happy in my business, I feel valued, and well rewarded financially."

Katie Chappell
Illustrator, UK
Archetype: Accumulator



"I remember very clearly watching that first video - I cried. Up to that point, I had run my business from my Accumulator side. You gave me this permission slip. I remember taking it to my partner and saying to her, "Just watch this, it's me." It was so special to hear that not in a spiritual setting but in a business setting. That's been the strongest thing for me."

Adele Bates
Behaviour & Education Specialist, Keynote Speaker & Author, UK
Archetype: Alchemist

Video 2



In part 2 of the **Leverage Your Strengths and Make More Money Workshop** we'll talk about how your Archetype's money sabotages are showing up in your business and what to do about them.

At the end of video 1 you met some of my SMA students who had similar challenges to you.

Recently I asked each Archetype group how their sabotages are specifically showing up in their business and you're going to want to watch this very closely to spot possible pitfalls before they become bigger problems for you.

I've been in the business world for a long time - and personally, I've made millions of dollars - not by being perfect but by being honest about my strengths and challenges. In that time, I've seen many "success stories" come and go.

The people who succeed value **self-knowledge, self-responsibility, and self-acceptance**.

When you make your unconscious patterns conscious, you'll stop wasting time and energy emulating someone else, or following business advice that's not meant for you.

You stop looking for the mythical Blueprint that will magically grow your business. And you give yourself permission to thrive exactly as you are.

And that's why I teach the Money Archetypes. Because every single archetype has a path to wealth. But it starts with acceptance of who you are, and knowing your sabotages.

Enjoy video 2 and if want to work with me beyond these free videos, I have an exciting offer for you to consider, so make sure you check it out in video 3.

Let me know in the comments under video 2, how your sabotages are showing up and your aha's from this video.

xx Denise

Your Money Sabotages

WORKSHEET



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Your Money Archetype is: _____

Your Money Sabotages

How is your Archetype sabotaging your business?



What's the number 1 challenge of your Archetype?

Your SMAhas

What realizations or ahas have you had from learning more about your Archetype's sabotages?



Capture your ideas for tweaks, shifts and upgrades you could make to your business to bring more alignment with your Money Archetype:

What money sabotages or habits are you going to stop?

SMA Member Roundtable Notes



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"It was eye opening to understand where my self-sabotage is coming from and that there are gifts that can be brought to light from those parts of my personality as a Romantic, Celebrity, Maverick. SMA has helped me understand my business blocks. I'm thinking about how I can emphasize my primary archetypes and sprinkle in the others. I believe it's my time and I'm ready for the next step."

Michelle Stevens

Body Compassion & Movement Mentor, US

Archetype: Romantic



"SMA is just such a fantastic place to step into and explore all of those parts of yourself that you thought were not so great. You might have thought that they were bugs in your system that you needed to fix but really they're your gifts. It's amazing what you can accomplish when you lean into your gifts, and work through all of your self sabotages."

Jess Keating

Author, Scientist & Soul Coach, Canada

Archetype: Ruler



"I've listened to SMA three or four times. I really love going back and revisiting because there's always a new nugget I pick up about myself. It really helps me to either see where I might be sabotaging myself or what I get to look out for."

Shazia Imam

Life Coach & Life Engineer, USA

Archetype: Maverick



"I've learnt not to be cheap. To invest in software, especially when it saves me time and allows me to be more efficient. In the beginning, I gave all my time and energy to my business. I love the idea of being able to make more money and work less. That's my goal. Money Bootcamp had already changed my money mindset a lot. I love and trust Denise. The money back guarantee was a deal sealer for me!"

Susan Welch

Success Coach for Women, USA

Archetype: Accumulator



"The biggest part for me really was the balance. When I know what my Archetypes are, it lifts the veil and you can see past them and balance them out because you understand all those things that are going inside your head that may be messing with you too."

Anne Bruce

Veterinary Business Owner & Coach, Finland

Archetype: Ruler

Video 3

Hey there friend!

Congrats and welcome back to part 3 of the free **Leverage Your Strengths and Make More Money Workshop**.

You've made amazing progress already and simply by watching this free workshop you're going to uncover so many new insights about your relationship with money.

Honestly, so many people register for these free trainings and never take action.

And this means you'll miss out on discovering your money personality, honing in on your top strengths, and getting practical tips to start earning more.

So I want to make sure you watch Video 3 and don't get left behind.

I have so much more to share with you.

So thanks for playing along - and let's jump straight in.

Remember - SMA is about finding your map to an easier and more profitable business.

So in today's video, we're going to look at some of the possibilities for your business, not just from knowing your archetype, but all the others too.

We'll look at your Top 3 Archetypes and how they interact so you get a much clearer picture. And that's when things become really interesting.

Your other archetypes can really leverage and magnetize your opportunities and, in some cases, magnify your challenges too.

So, you're going to love going deeper on this - and don't worry, I've included a **free cheat sheet** in this workbook, so you don't have to remember all the Archetypes.

Keep watching until the end of Video 3 to find out more about your next steps in this workshop.

xx Denise

Your Archetypes Combination



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Your Full Quiz Results

Fill in the table below with your full set of quiz results from your Results email.

Search in your inbox for the email with the subject "Your complete quiz results"

	Archetype	Score
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____

My Top 3 Archetypes are:

What comes up for you when you see these results?

Please turn over the page for common FAQs about your full quiz results.

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ABOUT YOUR QUIZ RESULTS



I didn't get the results email ... now what?

Please check your spam, promo and junk folders. If you still can't find the email please send an email to sma@denisedt.com and we'll make sure you receive your full results.

I have two archetypes with the same or very close score - what does that mean?

It is common that you will have two or more Archetypes that score highly and you may even have a joint top two Archetypes. Your money personality is made up of the characteristics, gifts and challenges faced by your top 3 dominant Archetypes. You're a complex being and money is a complex issue so it is important to take a complete view of your Archetype profile.

What if I don't resonate with my result?

Most people feel a connection to their primary Archetype and the personality traits and money beliefs in the free training video. If you don't resonate with your results please consider:

- **There's no right or wrong Archetype...**

Each of the Archetypes has different gifts and challenges when it comes to money and just because the results do not initially resonate with you does not mean they are wrong. Take some time to re-watch the video and consider your full results. This may be an opportunity for deeper learning and reflection to uncover your unconscious feelings about money which can help you reset your financial situation and future.

- **What are your top 3 Archetypes?**

As your relationship with money is governed by your top 3 Money Archetypes you may feel more connected and have a stronger understanding of your quiz results by considering your top 3 results which show the multifaceted nature of your money DNA.

- **Did you select the correct answers?**

Some people misinterpret the instructions and use the wrong options when answering questions. Make sure you use the Strongly Disagree to Strongly Agree scale correctly. Consider whether you answered the questions correctly and if not, please re-do the quiz.

- **Did you overthink the answers?**

The quiz requires you to give your first answer and not spend too much time overthinking what you think the answer should be or what you want the results to be. Answer the questions honestly based on your lifetime experience, feeling and beliefs about money. Do not answer just based on the last few months or on how you want your relationship with money to be. You can take the quiz again but often your first set of results are the best and provide some powerful insight for you to start transforming your relationship with money.

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ABOUT YOUR QUIZ RESULTS

Should I re-do the quiz?

I don't recommend repeating the quiz multiple times. You will get the most accurate results by answering the questions honestly rather than trying to engineer a particular result.

It's highly likely that even if you do repeat the test there will not be any major shifts in your top 3 archetypes.

Can my archetypes change over time?

Again, it is unlikely that there will be any major shifts in your Archetypes as they relate to your innate and unique personality and beliefs.

You will not see an Archetype move from position 6 to position 1. However at different times in your life and business journey you may flex towards one particular Archetype as you draw on it's energy and strengths.

There could be some slight movement in your top couple of Archetypes, but this simply reflects your growth as a person or the different roles you're playing.

I recommend focusing on your top three Archetypes and learning how they interact and how you can unlock their gifts to help you in different situations.

This is where the mastery, fun and magic happens.

How can I learn more about the other archetypes?

We will work through the 8 Archetypes and learn more about them in Video 3 of this free workshop.

Then to go further you'll have an opportunity to work with me in my Sacred Money Archetypes® business coaching program.

The 8 Sacred Money Archetypes



Here's your Cheat Sheet to look at each of the eight money archetypes in more detail. You might instantly recognize yourself in more than one of them!

As you go through each archetype, start to think about who that sounds like in your life.

It might be describing your partner, your best friend, your best or worst types of clients, or your mentor.

This will give you very valuable clues about how to create more harmony and understanding, avoid personality clashes, be able to speak the language of your clients, and so many more benefits.

Introducing the Sacred Money Archetypes®

The Accumulator is the banker, the money-conscious saver, and often penny-pinching bargain hunter who gets stuck in analysis paralysis and perfectionism.

Strengths:

- Conscientious
- Disciplined
- Trustworthy

Challenges:

- Secrecy, lack of trust and generosity
- Obsessiveness or compulsion
- Feeling guilt or doubt about investing



The Alchemist is the idea generator, dreamer of possibilities, and sometimes woo-woo hippie who gets stuck at the follow-through stage and struggles to make money out of any of their millions of ideas.

Strengths:

- Idealistic
- Transformational
- Daring

Challenges:

- Relying on others for financial support
- Feeling judgemental about money
- Discounting or rebelling against creating money goals or habits



The 8 Sacred Money Archetypes

The Celebrity is the fabulous star and impeccable taste-maker who loves the spotlight and microphone but sometimes lives way beyond their means on luxury goods, travel, and VIP experiences.

Strengths:

- Magnetic
- Confident
- Radiant

Challenges:

- Compulsive spending
- Valuing status above financial security
- Spending on appearance to avoid feeling empty or criticized



The Connector is the relationship builder, sometime-counselor, cheerleader, and problem solver who gives away their ideas and advice freely but struggles to charge ANYONE because everyone they meet becomes their new best friend.

Strengths:

- Trusting
- Innocent
- Resilient

Challenges:

- Lack of financial independence
- Not feeling empowered with money
- Feeling overwhelmed with basic financial details



The Maverick is the ruler breaker and underdog champion who hates being told what to do and often remakes entire industries with their bold and courageous ideas, but who sometimes burns down their business in the process, even when it's working.

Strengths:

- Clever
- Flamboyant
- Charismatic

Challenges:

- Secrecy or potential deception
- Gambling with financial security
- Getting caught in feeling the need to win approval



The 8 Sacred Money Archetypes



The Nurturer is the kind-hearted, gentle and wise soul always thinking about serving others, solving other people's money problems, and overdelivering with clients, even when it causes grief and leads to martyrdom and resentment.

Strengths:

- Giving
- Devoted
- Reliable

Challenges:

- Feeling the need to rescue
- Abandonment of self
- Feeling resentful or becoming a martyr



The Romantic is the go-with-the-flow dreamer and luxury lover who inspires others to live in the moment and give themselves permission to enjoy the finer things in life. Still, they often ignore pesky details like money or retirement.

Strengths:

- Luxuriant
- Abundant
- Pleasure-Seeking

Challenges:

- Flamboyant spending
- Ignoring or avoiding anything to do with finances
- Spending to mask feeling undeserving, unappreciated or unloved



The Ruler is the boss and visionary empire builder, and sometimes workaholic who has big plans but thinks they can do ALL the things and sometimes gets burnt out trying to monetize everything simultaneously.

Strengths:

- Courageous
- Visionary
- Determined

Challenges:

- Not indulging in enjoying life in the moment
- Always chasing a moving money target
- Never feeling there's enough money



Your Archetype Combination



What are your SMAhas after learning more about the other Archetypes?

Where are you feeling the push-pull effect of your Archetypes?



Can you see how one of your sabotages could have screwed up something in your business?

What would be your ideal balance between your top 3 Archetypes?

Equal? 50% of One Archetype? Which Archetype do you feel you need to lean into right now to grow your business and income?



The SMA framework is really a superpower!

I wish we had longer together!

But don't worry - I have your special invite to join my course on how to use this in your marketing, sales and in designing your business.

There's more information on the next page.

First - let's sum up what we've learned over the 4 videos of the **Leverage Your Strengths and Make More Money Workshop**.

We learned all about your strengths and some of your challenges - these are probably already showing up in your business - manifesting as procrastination, fear, and resistance to getting support and help.

Then we talked about the fact that your archetypes are actually about your top 3 - and how sometimes they create a push-pull effect - making some of your challenges even harder.

And then we introduced all of the 8 archetypes - so you can start to see how the other people in your life show up.

What are your SMAhas from the workshop?

Uses of Sacred Money Archetypes®



Here are just some of the uses of not only knowing your own archetypes but other people's too. This is just the beginning...

#1 Business Models

Choosing a business model that works for you - although every archetype can do anything they like, there's no doubt that there's some business set ups work better than others.

2 Hiring

Finding the skill gaps in your company and hiring the right people for the right roles. I don't know about you, but I definitely have made a ton of mistakes around hiring.

#3 Client Research

You can use the archetypes to discover your ideal clients - so you're not trying to work with everyone.

And there are so many nuances within that - you could be working with an earlier version of yourself, or you might find one of the other archetypes is a perfect match for your skills.

4 Marketing

Finding the right words to market to your ideal clients.

I see so much generic branding around and it just doesn't work. It's boring and when you try to speak to everyone, you speak to nobody!

There are so many applications for increasing your marketing and sales all while being true to your values.

Remember, every Archetype needs to hear something different so you have to put yourself in their shoes.

Join Sacred Money Archetypes®

Leverage your strengths to make more money with ease



Grow your business on **YOUR** terms by working to your strengths and personality.

Training customized to your Money Archetype to **unlock your potential for greater freedom and impact.**

[CLICK HERE TO FIND OUT MORE AND JOIN NOW.](#)

In SMA, I'll teach you to unlock the potential of your Money Archetype to:

- Earn **MORE MONEY** from your natural strengths and gifts
- Stop your repetitive financial mistakes and overcome your money challenges
- Which way to go and how to **GROW WITH EASE.**
- Make you magnetic and irresistible to **MORE IDEAL CLIENTS**
- Build your business and **TEAM** in alignment with your personality

With in-depth training customized to your Archetype, join us to discover a way to make things feel easier and more fun while still growing your income.



"It has helped me realise that I can run my business the way I want to. Being equal parts Nurturer & Ruler, I often have a tug-of-war within myself about how I can best help people. This course has shone a light on all of those gifts that I have and it was so fun to go through. The support throughout the course was fantastic!"
Laurel Goulden-James,
Life Coach, Canada
Archetype: Nurturer/Ruler



"SMA was so eye opening about my own drive towards money. It showed me how far I've come and the road that is still ahead. It has motivated me to keep going, because I know I already have everything inside of me that I need. Thanks Denise!"
Bianka Thielcke,
Money Coach, Germany
Archetype: Maverick

Here's a collection of bonus free resources to help you learn more about your Money Archetype and the Sacred Money Archetypes® Framework:



Share The Money Archetypes Quiz

Share your results, send this to your friends or survey your followers - getting the people in your life to take the quiz and share their results can give you so much valuable information.

Here's the link to share: denisedt.com/quiz



Blog Article: Money Personality Quiz - Which Money Personality Are You?

When it comes to money, we each have a unique "Money Personality" and you have your own blend of money strengths and unconscious money blocks. By understanding your personality and leveraging your strengths you CAN get rid of money blocks and limiting habits.

[> CLICK HERE TO READ MORE](#)



New Podcast Episode: What are the 8 Money Archetypes®?

Listen to my latest podcast episode to go deeper into the Sacred Money Archetypes® framework and get an introduction into all 8 of the Archetypes.

[> CLICK HERE TO LISTEN](#)



Blog Article: 8 Sacred Money Archetypes: What Are They & How To Use Them

The way you run your business needs to be aligned with your unique money personality. You can't blindly follow generic marketing advice or copy someone else's business model - it might be completely wrong for your particular archetype!

Knowing and understanding your money personality will set you on your path of least resistance to more money. Learning to leverage your strengths will make business so much easier, fun and profitable.

If you're obsessed with personality quizzes, you'll love going deeper into your Sacred Money Archetypes®. It's literally game-changing!

[> CLICK HERE TO READ MORE](#)

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What Other People Are Saying



"My biggest "aha" has been that I am an Accumulator and that is why I always feel stressed about money. I am working on believing that there is always enough money. I have the power to always create wealth, no matter what happens. SMA has helped me to understand myself so much better. I've been able to put boundaries in place around my time and taking weekends off and taking care of myself. I'm also no longer discounting ANYTHING! My prices are my prices."

Gail Starr

Kajabi Coach & Specialist, South Africa

Archetype: Accumulator



"It's really helped me to understand my money patterns and also been great for my relationship. My husband and I are on the same wavelength now thanks to understanding our archetypes. Highly recommended! Thanks Denise for sharing this with us!"

Sarah Sienkiewicz

Strategy and Alignment Coach, UK

Archetype: Maverick



"Through SMA I realized what makes me feel safe. But I also learnt that if I hoard money, I'm not allowing the abundance to flow. I completely shifted my business model and became a consultant. It's more enriching for my clients. I think this is why SMA is so magnificent because you learn about your unique strengths and weaknesses. It's up to you to apply to your own life and business."

Lennis Perez

Wellness Engineer, USA

Archetype: Accumulator



"It was interesting finding out I was Accumulator and realizing actually I'm quite good at numbers and quite frugal with it. Numbers, detail and caution are part of my personality. Since discovering SMA, I've moved to a coach consultant model, which has enabled me to massively increase my fees. And also, I've got happier clients. I've streamlined everything so I'm focusing on one target market and two main services. I've stopped working weekends and evenings."

Jenny Bracelin

Business Mentor, UK

Archetype: Accumulator



"Finding out that I'm a connector really made me appreciate the unique qualities that I have. It was also useful to have the pitfalls spelt out so clearly. It was interesting for me to just notice how I've been hiding under the desk, not looking at my money things, and kind of leaning on other people very lightly, but for basically all my life, never being totally independent. "

Orit Ojos

Holistic Vision Teacher & Visual Educator, Spain

Archetype: Connector

About

DENISE DUFFIELD-THOMAS



Denise Duffield-Thomas is the money mentor for the new wave of online entrepreneurs who want to make money and change the world.

She helps people charge premium prices, release the fear of money and create First Class lives.

Her books "Lucky Bitch", "Get Rich, Lucky Bitch", and "Chillpreneur" give a fresh and funny roadmap to living a life of abundance without burnout.

Her books, courses and events have helped thousands of entrepreneurs all around the world.

She's a lazy introvert, a Hay House author and an unbusy mother of 3. She owns a rose farm and lives by the beach in sunny Australia.



As Seen In: **Forbes** **Inc.** **HAY HOUSE** **smh.com.au** **BODYSOUL**
The Sydney Morning Herald

Denise Duffield-Thomas [is] one of the foremost financial advisors for females. - Entrepreneur.com

Denise has helped her growing community of 120,000+ business owners overcome their money blocks and build successful companies. - Forbes.com

Denise Duffield-Thomas is a much-needed voice of practical wisdom for women looking to build a financially thriving future. She's also a shining example of what it means to create a business and life you love while also serving the world. - Marie Forleo, Founder of MarieTV & B-School

I am a massive fan of Denise, her books and her courses. Down to earth, honest, and at times hilarious, she shows us how to create a truly exceptional life. - Rebecca Campbell, Author of Light Is The New Black & Rise Sister Rise

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It's your time and you're ready
for the next step

Join me for training customized to
your Money Archetype to unlock your
potential for greater freedom, impact
and income.



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