

THE SEVEN SPENDITOS



Meet Perry Goldman: Lead Spendito Penguin

WHICH TYPE ARE YOU? ARE YOU A COMBO OR A CROSS-OVER?

TYPE 1: SPLURGERS

★★★★★★ 110% Urge-2-Splurge Score

Any excuse, or no excuse... *Let's Spend it Now* is the shopping call-to-action for this group of birds. If their money was to talk to them, it would only say, "See ya, Good-Bye!" They are always creating 'It Lists' of more to buy. We can always print more money! If this is you, nothing smells better than new... a.k.a **FRESH FISH!**

TYPE 2: GATE CRASHERS

★★★★★☆☆ 100% Urge-2-Splurge Score

These birds are on a mission. They like to stay up late for **Midnight Madness Sales**, or being **Front of the Line** sleeping in parking lots overnight before the doors open! They love letting the 'feathers fly' and consider shopping a contact sport. They shop cross borders on missions to US malls & beyond!

TYPE 3: MONEY MAVERICKS

★★★★★☆☆ 80% Urge-2-Splurge Score

Oddly different than your average bird, **this group is smarter!** They buy good quality at fair prices and usually shop local. If others are zagging, then this group is zigging! They separate themselves from the flock with their style leadership, keen *beaks* for value and good relationships with local merchants.

TYPE 4: PURGERS

★★★★☆☆☆☆ 65% Urge-2-Splurge Score

Buy, Buy, Buy... Sell, Sell, Sell! This bunch of birds likes to keep their inventory moving, in, out or trade! If they spend it and something doesn't fit or they don't like it, it goes back or they sell it. This group loves eBay, Craigslist, Flea markets, Yard sales & loves to collect, buy, sell and trade more!

TYPE 5: MOOCHERS

★★★★☆☆☆☆ 40% Urge-2-Splurge Score

"Umm... are you finished with that Salmon Burger? Can I borrow your fish finder today?" These might be the questions you hear from this type of birdy... They are really good at remembering inventories of others in the flock. These birds are loving it - Free! They take condiments home for use in their nests...

TYPE 6: CHERRY PICKERS

★★★★☆☆☆☆ 25% Urge-2-Splurge Score

Well read in all grocery flyers, rewards club points programs and loyalty clubs, these birds like a BIG Score... Even if it's more rotting fruit, toilet paper and lentils? These birds have incredible stories of how they only paid \$10 for a BIG Bag of fresh fish that cost \$100... *then you never see them again?*

TYPE 7: MONKEY MONKS

★★☆☆☆☆☆☆ 10% Urge-2-Splurge Score

If they opened their wallets, only moths would fly out! They don't carry cash, or they might Spend it! Of all the different birds out there, non spending is close to a religion with this flock. They believe, a penny earned is a penny saved — for a rainy day... But they still wouldn't go anywhere on a rainy day!

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