



## Emotional spending

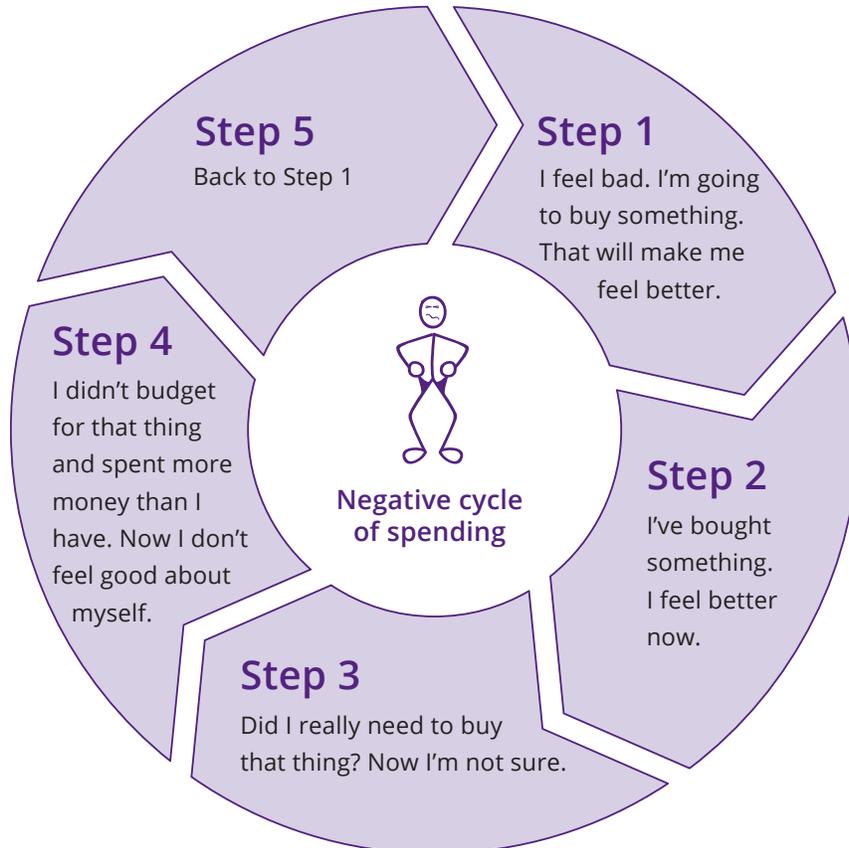
Sometimes when we feel negative emotions, we buy things to make ourselves feel better. This reaction to strong feelings is called **emotional spending**. People also call it retail therapy. You might spend money emotionally when you are stressed, tired, bored, sad, or anxious.

Emotional spending makes us feel good for a short time because it:

- Distracts us from difficult emotions we feel
- Makes us feel more in control of our lives since we're using our own money for something
- Makes us excited about getting something new

## Negative cycle of spending

Emotional spending feels good at first, but it can cause a lot of damage. It can create a negative cycle of spending money.





## How to stop emotional spending

The best way to stop emotional spending is to see it coming before it happens. Next time you want to buy something you don't normally buy, try the 48-hour rule:

1. Ask yourself how you're feeling. Be honest.
2. Not feeling great? Tell yourself you can still buy the item, but you have to wait 48 hours. For the next 48 hours, focus on things that make you feel good.
3. After 48 hours you might change your mind. But you might still want to buy the item 48 hours later. Then check your budget to make sure you can afford it.
4. If you can't afford it, take a piece of paper and write down your answers to these 3 questions:
  - Why do I want to buy this?
  - Why do I think it will make me feel better?
  - What else can I do that would make me feel better that won't cost as much?
5. Try to talk to someone you trust about how you're feeling. Let them know if you just want someone to listen or if you also want their advice.