

**Video: Impulse Buying**

Visual	Auditory
Video of someone staring at their phone in bed	Oh, here we go <b>again</b> . It's late at night and you're sitting in bed – wide awake because your day was busy, and <b>of course</b> , you drank way too much coffee way too late into the day.
	So now, instead of sleeping, you're on your phone shopping.
Narrator on screen with a pop-up sticker of jerky, a garden gnome, and motorcycle	The next thing you know, you've bought ten pounds of teriyaki beef jerky, a really cute garden gnome (you can't have too many right?), and accessories for the motorcycle you don't own – but dream about buying someday.
Narrator on screen with boxes piling up and covering him/her	A few days later boxes start arriving and you think oh geeze... what did I do?!  Thinking of your bank account, you realize impulse buying is probably <b>not</b> a healthy habit for your financial wellness –
Narrator with gnomes popping up all over the screen	and seriously — you have too many gnomes!
Narrator  90% on screen  \$5,400 flashing on screen or emphasized on screen	<b>You're not alone.</b> Did you know over 90% of us occasionally make impulse purchases? In fact, on average, consumers cough up \$5,400 a year on impulse buys! And studies show most of us buy impulsively at least once a week!
Narrator on screen	I'm not saying all impulse buying is bad. Spontaneity can be fun! When you discover something, you like and consider buying it, you feel a rush of dopamine from the reward center of your brain. That's one reason, it's easy to develop a bad habit.
Narrator on screen	And if it becomes an addiction – it can negatively impact both your mental and financial wellness.
Tips for Financial Wellness on screen	<b>So, what are some tips for reducing impulse buying?</b>
Mindfulness on screen	Start by <b>increasing your awareness</b> . Consider how it impacts your financial goals. For example, how could you have spent – or invested – that same money? Could you have taken care of some your home expenses or purchased your

Borll of someone paying bills and on vacation.  Narrator and pop of of clock with hand spinning	next vacation? Could you have added it to your savings to earn interest? Look at it this way.... how many hours will you have to work to earn the money you are about to spend on that impulse purchase?
Narrator holds out stop hand  Put wait a day or two on screen	<b>Pause!</b> Impulse buying is emotional. You can help control your shopping by waiting a day or two to let that dopamine rush settle down. The fresh you may realize another gnome isn't worth future financial stress. Plus, you don't need another one after all.
Pop up a dollar sign and spreadsheet	<b>Budget for your impulse buys!</b> You know you need to make a budget and stick to it. Allocating a little money toward unplanned or impulse purchases gives yourself permission to spend, knowing you are <b>within</b> your budget!
Narrator on screen	<b>Be mindful.</b> Remember, <b>you</b> are in control. Spend with a plan in mind for what you need and how much you will spend. Think before you buy.
Gnome pop-up	So next time you feel the urge to do some impulse buying or in my case adding to your super cute gnomes collection, remember these tips and you'll sleep better knowing you're building healthier habits for your financial – and mental – wellness!

**Resources:**

<https://www.cnbc.com/2018/02/23/consumers-cough-up-5400-a-year-on-impulse-purchases.html>

<https://brandongaille.com/18-dramatic-impulse-buying-statistics/>

<https://www.ramseysolutions.com/budgeting/stop-impulse-buys>

<https://www.developgoodhabits.com/impulse-buying/>