

■ 30-Day Challenge: Resisting Consumerism & Building Delayed Gratification

Week 1: Awareness & Reset

- Read 5–10 pages of Atomic Habits daily (focus on identity-based habits).
- Podcast: Listen to The Minimalists – 'Why We Buy'.
- YNAB: Create 2 categories (Needs & Wants) and track every expense.
- Community: Post your intro in r/simpleliving.
- 📝 Action: Write down 3 consumer triggers (ads, boredom, social pressure).

Week 2: Experiment with Restraint

- Apply 'habit stacking' → pair resisting a purchase with a positive action.
- Podcast: The Minimalists – 'Minimalism Rules'.
- YNAB: Add a small savings goal (even \$20).
- Community: Share your first 'win' in resisting consumerism.
- 📝 Action: Apply the 24-hour pause rule before non-essential buys.

Week 3: Build New Rewards

- Read on 'temptation bundling' and create one bundle.
- Podcast: Hidden Brain – 'The Psychology of Scarcity'.
- YNAB: Track savings gained from resisted purchases.
- Community: Share one tip that worked for you.
- 📝 Action: Choose one healthy dopamine source (walk, journal, cooking).

Week 4: Solidify & Share

- Finish Atomic Habits. Write 3 keystone habits you'll keep.
- Podcast: The Happiness Lab – 'You Can't Always Want What You Get'.
- YNAB: Review your month and calculate saved money.

- Community: Share your 30-day results & inspire others.
- 📌 Action: Plan your next 30-day no-buy challenge (pick a category).