

Like items
Love people
Save money



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How many times a day do you hear "I love that"...

...referring to an item at a store, a piece of clothing that is being worn, or a written online review? Don't even get me started on the ❤️ signs all over social media. This "love" is causing significant stress in our lives. Here's why:

When we love something, it hurts when we lose it (think family, friends, pets) So when we put the same "love" value on an inanimate object, we are giving that item the same emotional value as a loved one. No wonder we struggle with letting items go. It is only natural to want to avoid a sense of loss.

We unknowingly anticipate "the love item" chemicals will make us feel good and special, like we feel when someone compliments one of our traits or tells us they love us. But the item can't, it is just a temporary dopamine high that we get from acquiring items. It provides no long-term lasting feelings, just the unconscious desire to have more of that feeling.

So how does this "love item" affect us, the clutter in the home, and our finances? When we buy something new, we receive a quick rush of dopamine (the feel-good chemical). This established connection can make it harder to edit items out of our home. Leaving us wanting more, of what, we are not sure.



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What can you do?

Start with changing your wording.

Like Items –

You can love how something makes you feel, because the feeling of love is tied back to you, but don't love the item, it will never love you back.

Love People –

Choose to spend time connecting with people, talking on the phone, getting together for coffee, or going for a walk with a friend. We are missing this level of connection that fills our emotional bucket. No amount of items will ever fill this void.

Save Money –

Using the word “love” creates an emotional connection to an item. You get to choose what deserves your emotional energy. Ask yourself what you want in your home and life, what items you want to edit out, and what items to leave at the store. Pausing before acquiring saves you money.



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Replacement Suggestions

ITEM LOVE STATEMENTS

I love this shirt

I love this gift

I loved that
book

I love my new
phone

I love these
new shoes

I love this pen



PERSON LOVE STATEMENTS

I love how I feel in this
shirt

I love that you thought
of me, it makes me feel
special

I enjoyed the book, it
was well written

I appreciate the
features that make this
phone easy to use

I love the comfort that
these shoes provide

I enjoy how this pen
writes



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Have any questions or concerns?
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