



Do Not Buy to Impress

02 September 2026 | Freedom | 3 minutes

THOUGHT FOR THE DAY

When you do not buy to impress, you stay freer and can build wealth with greater purpose.

Diogenes of Sinope

What does it mean?

Many centuries later, Diogenes Laertius reported that Diogenes lived simply and rejected status, luxury and unnecessary possessions. Today's thought turns this later tradition into a modern rule.

A purchase made to impress other people costs money and makes your satisfaction depend on their opinions. When your own goals come first, you strengthen your independence and keep more money for building long-term wealth.

Put it into practice

- 01 Name one purchase you want mainly to impress other people.
- 02 Wait seven days before deciding whether to buy it.
- 03 Move the money you do not spend into your cash reserve.

YOUR TASK FOR TODAY

In five minutes, write down one desired purchase and its price. Complete: "I need this purchase because ..."

YOUR QUESTION

Would you still choose this purchase if nobody could see it?