



Choose Pleasure with Its Consequences in Mind

08 October 2026 | Sound Judgment | 3 minutes

THOUGHT FOR THE DAY

Not every pleasure is worth choosing.

Epicurus

What does it mean?

Epicurus regards pleasure as something good. Even so, he advises passing up a pleasure if it causes greater discomfort later. The consequences matter as well as the enjoyable moment.

Today we can apply this idea to our spending. An impulse purchase may bring brief enjoyment but leave less money for an important goal. Considering the consequences before buying builds sound judgment. That habit supports building wealth over time.

Put it into practice

- 01 Choose a purchase you are planning and looking forward to.
- 02 Write down one later consequence of that purchase, such as less money for your vacation.
- 03 Note whether the enjoyment of the purchase is worth that consequence to you.

YOUR TASK FOR TODAY

Take five minutes to complete this sentence about your planned purchase: "I look forward to ..., but afterward I will have less"

YOUR QUESTION

Which pleasure is worth its later consequences to you?