

Taking aim at my Target spending

I was driving with my son on the 5 freeway past the Irvine Spectrum and I noticed the brightly lit-up, twirling ferris wheel.

“Look Ben!” I said, motioning in the direction of what would be most kids’ point of interest.

He looked out his window and said, “Yeah! Target!”

Uh-oh!

Target has a store in front of the festively lit-up, twirling ferris wheel.

I just couldn’t get enough of that red and white store with its tidy aisles, killer kid’s shoes, and P.J.s that I would stack to the ceiling of my closet, if my husband would let me. Obviously, this was a sign we were spending too much time and, more importantly, money at my store of choice.

“I would pay twice that somewhere else!” I schemed as I slid a new set of summer dishes in my cart.

“It’s a discount store!” I would lie to myself as I threw in yet another pair girl’s leggings.

Stop!

I made an earnest vow to myself to cut back since the ferris wheel incident, and after a painful (and tearful) “budgeting meeting” with my husband. All of those “little things” were adding up to a huge bill at the end of the month.

I am proud to say that I have stopped the splurges and unapproved purchases. Here is my easy-to-use, almost totally painless Target budget plan—don’t go. (Suzanne – Temptation = more \$ at end of month)

I have found that simply not going to Target as much as I used to for incidental things—like for Icee’s or to pick up things I can get at the market—I have cut my family’s Target bill in half. (In half I say!)

Today, I did go for the first time in three weeks and I bought

a new pair of P.J.'s on a whim, but with no nagging guilt.

I have been sooo good.

Target Linkage:

For support these Target blogs: Slave to Target and Target Addict.

Comedian, Orny Adams rants about: "How big are sales receipts going to get?" *(Not specifically Target related, but I think he is 'ilarious!)*

From my blog, (Emphasis Mine): "Ira Glass coming to the Irvine Target."

Fortune Magazine's feature on how they do it: "Target's Inner Circle."