11. SUBJECT: I’ve got to have those shoes!

The people who write television commercials are geniuses. They fill our eyes and ears with images and sounds that make us believe that we’ve just got to have \_\_\_\_\_ (fill in the blank with the latest and greatest).

Our kids are not immune to this draw, are they?

How can we help our kids resist the allure of consumerism?

Here’s today’s *Tip for Modern Parents*:

**Talk (a lot!) with your kids about buying things—but don’t buy a lot of things.**

When you see those commercials on TV, start the conversation:

*“Why do you think that’s a great toy?”*

*“How do you think that commercial tries to get us to buy it?”  
  
“Do you think that what the commercial is saying is real and true?”*

And then lead by example: don’t buy a lot of stuff for your child—or for yourself. Of course there are things we need to buy, and it’s fine to buy things we want, too. But we must teach our kids that true happiness isn’t found in buying more—and more and more.

Onward to better parenting,

ADD NAME