



## MVS: Strategic Scarcity Mentality

### Title

Strategic Scarcity Mentality

### Description

Why should you care about scarcity mentality? Let's be real. Probably most of you are living paycheck to paycheck, spending every cent, then crying when the bills come in or when an unexpected event knocks on your door. **You think arriving at the end of the month with €5 left is a win.** You're deluded, and **it's costing you your future.** Worse, you might be borrowing from tomorrow to finance today's luxuries or simply to **sustain a lifestyle which in reality does not correspond to your actual possibilities.**

On the flip side, there's another tragedy: **the rich who never struggle.** Usually clueless about survival because they've never faced real problems. They can just lie in comfort, and if a worst-case scenario happens, their problem-solving ability and reaction time would probably be insufficient.

**Struggle creates innovation. Hunger sharpens your instincts. Scarcity fuels creativity.**

Without it, you rot.

But here's the catch: you don't have to actually go broke to simulate scarcity. You can **train your brain to see the world differently** and **unlock the hidden power of having less**. This isn't about being poor — it's about thinking like you have access to less resources than you actually have access to and unlock unexpressed potential.

**Scarcity forces your brain to focus on what matters.** Studies in behavioral science show that limited resources push people to **innovate** and **prioritize effectively**. Instead of wasting time figuring out how to buy more junk, you'll learn how to **create value, stretch resources**, and **solve problems**. Straight to the point.

Stop being soft. Stop pretending that living on the edge is “making it.” **It's not. You're one emergency away from losing it all** because **you refuse to face reality**. Embrace scarcity, live below your means, and build the discipline you need to thrive and to create wealth for yourself and your circle.

**Scarcity isn't your curse—it's your cure.**

### Tasks

#### **1. Cut Yourself Off — Completely.**

Spend 30 days living on **50-70%** of your normal budget. Yes, you read that right. Cancel subscriptions. Ditch takeout. No new clothes. Feel the pinch. The discomfort **will show you how wasteful** you've been, how faster you could get out from your current situation. It **force you to prioritize what matters** and to **find alternative solutions** (second hand shops, learn DIY, etc.).

**Write down everything you spend money on in a week** (I guess 8 out of 10 can't answer to this question). Then cut it down to the **essentials**: food (not dining out), rent, and transportation.

#### **2. Stay Light. Stay Sharp.**

When you're hungry, your brain sharpens. Decisions become faster, clearer, and more intentional. Don't eat like there is no tomorrow every time. How can you function correctly and produce quality thoughts after 1 kg of pork roll? Eat healthy. **Stay light.**

### **3. Limit Your Options.**

Scarcity focuses the mind. When resources are limited, we become **laser-focused on solving problems** and **avoiding waste**. Simulate this by **restricting your choices**.

For 30 days, give yourself only two-three choices for meals, clothes, and entertainment. The goal is to train your brain to simplify decision-making and **reduce mental clutter**. You should **use mental energy for important choices**.

#### **Expected Results**

- You'll stop living like a clown. No more spending money you don't have on things you don't need.
- Your **problem-solving skills will increase**. Scarcity forces you to get creative, think critically, and execute efficiently.
- You'll **gain control**. When you simulate scarcity, you're no longer a slave to money — you master it.
- You'll become **relentless**. Scarcity breeds hunger. Hunger breeds resilience. Resilience breeds success.
- You'll **think faster** and **avoid overthinking over useless matters**.

#### **Duration**

At least 3 months progressively cutting your usual resources. In reality you should adopt this strategy almost forever, or at least till you will be in a much better situation. It really depends on your situation.

It's gonna be hard, someone could consider this approach strange, abnormal, blabla. That's it. **The only way out is through hard stuff**. But, as usual, your life, your choice Mr./Mrs. Couch Potato.

For any feedback, criticism, suggestions, chat:  
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