

**Painless Green: 111 Tips to Help the Environment,
Lower Your Carbon Footprint, Cut Your Budget,
and Improve Your Quality of Life—With No
Negative Impact on Your Lifestyle**



By Shel Horowitz

<http://greenandprofitable.com>

<http://greenandpractical.info/>

Painless Green: 111 Tips to Help the Environment, Lower Your Carbon Footprint, Cut Your Budget, and Improve Your Quality of Life—With No Negative Impact on Your Lifestyle

Copyright © 2009 by Shel Horowitz. All rights reserved. Written permission required to reprint.

Permission given to reprint up to three tips in whole or in part for the purposes of reviewing or promoting the Work. Selling useful information is how the author makes his livelihood; please respect his work. **It is a violation of U.S. and international copyright law to circulate, repost, or reprint this document without permission, but you may freely share the following summary and purchase link, or even just the link:**

Painless Green is an easy-to-digest e-book of 111 tips to help the environment, lower your carbon footprint, cut your budget, and improve your quality of life—with no negative impact on your lifestyle, available at <http://www.PainlessGreenBook.com>.

If you would like to license this material for reprint, reposting, or distribution, please contact the author at <http://www.frugalfun.com/contact.html> (select License or Reprint an Info-Product from the drop-down menu) or by phone at 413-586-2388 (8 a.m. to 10 p.m. US Eastern Time)

Disclaimer: This information is presented with the hope that it will help you live a Greener lifestyle and save money on your electricity, water, and fuel bills. There is no guarantee of results. How much you save will depend on how Green your lifestyle already is, what your energy and water costs are, and how disciplined you are at putting the tips into practice. This is not presented as legal advice or any other kind of expert advice, only as one concerned citizen to another. Use your own judgment and monitor your results. The author is not responsible for unexpected consequences; all tips are at your own risk.

Painless Green: Table of Contents

<u>Save Money and Energy on Heating, Cooling, and Lighting</u>	I
<u>Lower Your Carbon Footprint for Cooking</u>	3
<u>Slash Your Water Consumption (and Your Bill)</u>	5
<u>Green Transportation</u>	7
<u>Greener Yard and Garden</u>	9
<u>Save Paper/Packaging (and Trees)</u>	9
<u>Miscellaneous Bonus Tips</u>	10
<u>Other Resources</u>	11
<u>Consulting, Copywriting, Speaking, and Training</u>	12
<u>Bulk Purchases</u>	12
<u>Contact Shel</u>	12
<u>About Shel</u>	13

Painless Green: 111 Tips to Help the Environment, Lower Your Carbon Footprint, Cut Your Budget, and Improve Your Quality of Life—With No Negative Impact on Your Lifestyle

By Shel Horowitz, www.FrugalFun.com

Saving energy is not only good for your wallet (and a lot better for your wallet than just a couple of years ago, as fuel prices soar), but also good for the earth. If every household did all the free and almost free things listed here, we'd save enough energy to start closing down the dangerous nuclear and coal plants.

This booklet is about the easy, free and almost-free things that all of us can do in our existing homes or apartments. If you're building from scratch, you can do far more, with proper siting, passive and active solar, radiant flooring, superinsulation, maybe even geothermal. (See the Sustainable Business section of Down to Business magazine, <http://www.frugalmarketing.com/dtb/dtb-sustain.shtml>, and especially the article about Amory Lovins as well as the report from SolarFest).

Save Money and Energy on Heating, Cooling, and Lighting

1. Get an energy audit from your local electric company. Power companies are under instructions to encourage conservation, so they typically do energy audits for free or for a \$10 or \$20 fee.

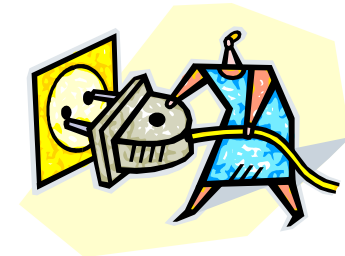
2. Often, energy auditors will supply you with all sorts of goodies that you'd otherwise have to buy: pipe wrap, outlet insulators, hot water

heater blankets, and so forth.

3 If you have to mix cold water in to make your hot water usable, turn down the temperature setting until it comes out just right.

4. Put your hand over an electrical outlet on an outside wall on a cold night and you'll feel the rush of frigid air! Insulate your electrical outlets, switches, and phone jacks on outside walls. If your energy auditor didn't give them to you, most hardware stores sell inexpensive foam outlet

and phone jack insulation pads; just unscrew the face plate, slip the foam pad on, and put the face plate back.



5. If you're not using exterior-wall outlets, slip in outlet protectors. You'll find these in the child safety section of your hardware store, and they block a lot of heat loss.

6. Put a Y-jack (line-splitter plug) into phone jacks on outside walls; these will block most of the heat loss.

7. Caulk your windows. A \$3 to \$5 box of Mortite or similar rope caulk will probably last two or three years—even longer if, come spring when you remove the caulk, you store it in an airtight plastic bag for reuse. Any place you feel a draft, fill the crack with rope caulk.

8. If a window is still really drafty after caulking, cover it from the inside with a single sheet of clear plastic, taped into place with clear tape.

9. Insulate your hot water pipes. You'll save both water and energy costs, as you won't need to run the water a long time to get it hot.

10. Insulate metal heating/air conditioning ducts.

11. If you have window air conditioners, during the colder months, close the air conditioner vents and install tight-fitting plastic covers.

12. Make sure there's no gap between the air conditioner and your windows and walls.

9. For even better protection, insert foam insulation between the air conditioner and the cover (remember to take it out again before you turn it on next summer).

10. If you're on the first floor, consider removing the a/c for the cold season and simply closing the window tightly.

11. During air conditioning season, vacuum the air conditioner regularly and check the filter if it has one.

12. Turn your dishwasher's dry cycle off and let the dishes air dry. (Tip: an hour or so after you turn it off, turn the cups upside down so the water collected on the bottoms can dry.)

13. Dry clothes on a wooden drying rack or—on sunny days—a clothesline. If you're using a machine dryer, note that gas is much cheaper to operate than electricity, and that any dryer will perform more efficiently if you clean the filter before each

load, and clean the vents occasionally.

14. If drafts come in under outside doors, buy or make "door snakes" that fit underneath and block the draft (you will have to move these when you open the door)—or have a handyperson install door sweeps that attach to the door and close the gap.

15. If you go out for more than an hour or two, turn down the heat or turn off the air conditioning. Most houses will come back to temperature very quickly when you return.



16. If everyone regularly leaves the house for most of the day, consider a programmable thermostat. You can set, for example, winter temperatures for 60°F at night, 65 in the mornings before you go to work, 60 when the house will be empty, and 65 starting half an hour before you come home.

17. If you're home alone and others leave, heat

the house to a basic level and use a *modern, safe* space heater to only heat the room you'll be in.

18. Wear sweaters and slippers, so you can comfortably reduce the temperature.

19. Get a warm wool blanket or down quilt for your bed, and turn down the heat at night.

20. Clean or replace your furnace filter every month during heating season.

21. In the summer, it's amazing how cool you can be by taking a cool shower, gradually turning it to cold, and then parking yourself in front of a freestanding or window fan—using far less energy than air conditioning, and enjoying actual fresh air instead of recirculating the tired air.

22. Close off rooms you aren't using, and close their heating/air conditioning vents. If the vents aren't tight, you can make or buy non-flammable covers.

23. Adjust drapes, shades, and curtains for windows and skylights—to shade

sunny areas during hot days, lock in the heat on cold nights, and let the sun in on cold days.



24. Awnings and shutters can also help with this.

25. For windows that lose large amounts of heat, consider a thermal window quilt.

26. Compact fluorescent lamps (CFLs) last much longer and consume much less electricity than conventional incandescent bulbs—and their cost is comparable to incandescents.

27. LED lights save more and last longer than CFLs.

28. If using CFLs in a dimmer, make sure you get the kind that's rated for use in dimmer-switch fixtures. Otherwise, it's a fire hazard.

29. When you leave a room, turn off lights and appliances.

30. Get rid of the “phantom power vampires” by plugging appliances that live in standby mode (ready to jump fully on in nanoseconds) into power strips, and turning the strips off when the appliance is not in use. You can save quite a bit of power by doing this with your TVs, video players, computers and peripherals, toaster ovens and microwave ovens, etc. (Shut your computer down properly, using the shut down command, before flipping the power strip off.)

31. Only turn on your computer printer when you're actually going to print.

Lower Your Carbon Footprint for Cooking

32. If you're using your oven, throw in other stuff that you can eat later. So while your casserole is cooking, you can also cook potatoes or winter squash with no additional energy cost.

33. If you're just heating one little thing, use a toaster-oven, stove top, or microwave/convection oven, rather than turning on your full-size oven. You'll be heating a lot less air, and thus much more efficient, especially if your full-size oven uses electricity to heat.

34. When you cut food into smaller pieces, it needs less energy (and time) to cook.

35. Clean the coils behind your refrigerator. Vacuum them every four to six months. (You may have to unscrew a panel to get to them.). Your refrigerator will run cooler and quieter, last longer, and use less electricity.

36. Buy organic, locally made food and personal care products whose every ingredient you can spell without looking.

37. Join a Community Supported Agriculture (CSA) farm; pay an annual membership and receive vegetables, herbs, and other goodies every week. This helps local farmers, provides your family with extremely high-quality food, and eliminates the environmental

consequences of transporting food long distances.

38. Shop at local farmers' markets, pick-your-own farms, and farmstands.



39. Grow some of your own food. If you have any land at all, an organic garden is easy. If you have no land, you can at least grow tomatoes and herbs on your windowsills, and sprouts on your kitchen counter. Warning: you may lose your tolerance for lifeless storebought veggies once you've gotten used to the real thing!

40. Compost your food scraps. Aged compost is absolutely great as a garden fertilizer. But even if you don't garden, compost returns nutrients to the earth and keeps them out of the landfill.

41. Eat more raw/unprocessed food. Especially those veggies you've been growing.

42. Cook ecologically: a few minutes steaming or stir-frying instead of 20 to 60 minutes baking or boiling, for instance.

43. Eat less meat. Did you know it takes seven times as much land to raise a pound of beef as it does to raise a pound of grain? And did you know that global warming is speeded up by the abominable practice of knocking down tropical rain forests to create artificial grazing lands for beef? Beef and pork, especially as commercially produced, have a very high carbon footprint; reducing our intake could dramatically reduce not only world hunger but also global warming and threats to biodiversity (especially in the rainforest). Consider Asian-style meals based around rice or other grains and using meat more as a flavoring than a main ingredient. Or eliminate it from one meal a day. Or give it up entirely. As a vegetarian since 1973, I can tell you that I never run out of fascinating foods to prepare, try, and eat.

44. When you do eat meat, insist on naturally and humanely raised, humanely killed local

meat—instead of antibiotic-laden meat raised on far-away factory farms.

45. Let hot foods cool to room temperature before refrigerating or freezing.

Slash Your Water Consumption (and Your Bill)

Water may be *the* resource issue of the coming decades. While we use oil as one way to get energy into our homes and food on our tables, there are substitutes. Life could go on (although very differently) without oil. **Life cannot go on without clean, drinkable water.**

In many parts of the United States—and the world—water is taken for granted. But anyone who lives in a dry area knows that water is extremely precious, and can play hard-to-get. Water is essential for life, health, and the food supply.

Yet water is often squandered. It's all-too-common for people to leave the water on full-force, instead of just turning it on when they actually need it. Thus, for

many people, it's probably easier to reduce water use in and around the home than any other resource—because so few people even think about it. A typical household can easily reduce water consumption by 50 to 80 percent, just by thinking differently. Get in the habit now, before water bills start to skyrocket!



And again, if you're building from scratch, incorporate water-saving technology such as *gray water recycling*, which captures nearly-clean waste water from sinks and baths for use in gardens, maybe even toilets...*composting toilets* (with virtually no use of water, change toilet waste into fertilizer)... *commercial solar hot water* and *photovoltaic systems*.

Many of the tips in this section revolve around a few basic principles: Turn the water off when it's not actively needed, shorten the time the

water is on, avoid waste, and use less force at a time. Here's how:

Free and Easy Water to Drink:

46. Switch from bottled water to filtered tap water, if you live in a place where the tap water is good enough to drink (which it is in many parts of the world).

Bottled water is an environmental disaster! It consumes petroleum and wastes or contaminates several times as much water as goes in the bottle—and bottling plants can draw down the local water supply, causing problems for agriculture and for local residents. Plus, the carbon footprint of transporting the water around the world is significant.

For better flavor and health, use a simple, inexpensive home water filtering system, which will lower your costs and produce far less waste.

47. Buy a high-quality seltzer-maker (I use a Sodastream, which is easy to use and produces excellent seltzer) instead

of buying bottled seltzers or sodas.

48. Don't let the water run until it gets cold. Fill a bottle and refrigerate it so you always have cold water with no waste.

49. For times you need a water bottle because you're out and about, fill a reusable bottle or cup from your water filter.

50. When you have old water in your tea kettle or reusable water bottle, use it to water plants, presoak dishes, etc., instead of dumping it down the drain.

Washing Dishes in a Dishwasher

51. Learn the secrets of loading your dishwasher (in mine, I can fit most of the prep and all the serving, cooking, and eating dishes for a dinner that serves eight people). Load it as full as you can without interfering with the water's ability to get to the tough places.

52. If you've got something like an eight-quart soup pot or a large mixing bowl, consider washing it by hand sometimes—and freeing up the space for six or eight plates and bowls.

53. Presoaking in a dishpan with hot, soapy water gets dishes a lot cleaner.

54. Turning off the "dry" cycle saves a lot of energy. (Yes, I could have put this in the energy section. But we're talking about washing dishes.)

Washing Dishes By Hand:

55. Scrape food residues into the compost, dog's dish, or trash. Then let the dishes soak for a few minutes in a dishpan with hot, soapy water. Sponge them with the water off, and then rinse in a light stream of water.

Cooking:

56. Pasta packages always ask you to use far more water than you need. You'll save not only water but energy if you only fill the pot to just over twice the height of the uncooked pasta (and you'll save even more energy if you turn the burner off for the last 1-2 minutes before you drain).

57. If you steam or boil vegetables, freeze the cooking water for soup stock.

Laundry:

58. Only run full loads.

59. Use warm water just long enough to mix the soap powder, and then turn the temperature to cold.

Brushing Teeth:

60. Wet the toothbrush with a small trickle of water, and then turn the water off! Turn it back on to rinse the toothpaste off the brush at the end. A family of four could save hundreds of gallons every month just from this simple trick.



Baths and Showers:

61. A two- or three-minute shower will use a lot less water than a bath—especially if you turn the water off while you shampoo. A 20-minute shower will not—so aim for short showers. If you're taking a luxurious hot bath, see if anyone else wants the water before you drain the tub. Even if the next person freshens it with a couple of gallons of new hot water, it's a lot less than refilling from scratch. (In

Colonial times, a whole family would use one weekly bath—pity the last person in!

Toilet:

62. Make sure the stopper goes in tightly enough so the toilet stops running within a minute or so after each flush.

63. Never put a brick in your tank! The clay will erode and mess up your plumbing, big time. But the principle of water displacement is sound. If you have an older, water-hogging tank-style toilet, try filling a plastic 1-quart milk jug with water, and put that in your tank; you'll use a quart less water on every flush.

64. Especially in the cooler months, consider not flushing every single time there's a wee bit of urine in the bowl.

Watering Lawns, Shrubs, and Gardens:

65. Use an aerator hose

66. Water in the early morning or late evening; you'll lose much less to evaporation than in the heat of the day.

67. See how your lawn does without irrigating; it doesn't really have to be emerald green! In many places, there's enough rain so you rarely or never need to irrigate.

Very Low-Cost, High-Payback

68. Install faucet aerators on all faucets, and low-flow high-performance shower heads with on-off switches so you don't waste water while lathering your hair on all showers.

Some of these items may be free with an energy audit from your local utility. Even if you have to pay for them, the aerators should cost only pennies, and the shower heads no more than \$25 or so (sometimes as little as \$5). You can easily install them yourself.

69. Fix All Leaks! Get a plumber in and do them all at once. Even a small drip can make a huge dent in your water use. If you don't have a spray nozzle on your kitchen sink, get one installed at the same time.

70. Put an insulating wrap on your hot water heater, **only** if yours is an older, uninsulated model. You'll save both water and energy costs, as you

won't need to run the water a long time to get it hot. Don't do this on the newer ones that have insulation built in.

Modest Cost.

71. As your old toilets wear out, install low-water (1.5 liters per flush, versus 3-5 gallons—12-20 liters! for some old ones) toilets and/or valves that flush with more water for solid waste, less for liquid.

72. In high-use public bathrooms, low-flow and/or timed-flush toilets will pay the investment back far more rapidly.)

73. For those who are fairly handy, home-built solar hot water systems can lower energy bills at least during the warmer months. A tank to heat water in the yard or in a greenhouse can ease the load on your regular water heater—but be sure to drain it thoroughly before the frost!

Green Transportation

74. Use your car less. For trips up to five miles in urban areas, or three miles in suburban or rural neighborhoods, a bicycle is often nearly as fast as a car, and sometimes faster. For

trips up to a mile, the same is true for walking. Added bonus: you'll get exercise that's actually enjoyable.



75. You can carry a lot when walking or biking. On foot, bring a fold-up shopping cart. Fit your bike with a rear rack and panniers (sidebags), a front basket, and maybe even a trailer. A backpack can add more space too.

76. Gang several driving errands in the same neighborhood together, park your car once, and walk or bike between stops.

77. Use public transportation when it makes sense. When traveling, it's often cheaper and less stressful than renting a car, too. The World Wide Web makes it easy to investigate before you ever leave home.

78. Join a ride-sharing service (find them online).

79. Be creative in developing carpools. When my kids went to a school 12 miles away, we organized a carpool of four families from four different towns. We would meet at a drop-off point eight miles from the school that was on the way for all of us, and carpool from there. By carpooling the last eight miles, we collectively saved 640 miles every week (two 16-mile round trips per day instead of eight), not to mention saving a whole lot of precious time.

80. Keep your vehicle weight down. Take things you're not using out of the trunk and store them.

81. Avoid driving times that put you in heavy traffic. Fuel economy suffers terribly in traffic jams. Arrange with your boss to come in and leave an hour earlier or later.

82. Start slowly and gradually; avoid gas-guzzling jackrabbit starts.

83. When approaching a red light or toll booth, back off on the gas and slow down gradually (tap the brakes lightly to signal your speed decrease to cars behind

you). You'll save fuel (and brake pads!) over bringing your car to the light at full speed, and you'll save more gas if you're still rolling even a tiny bit when the light turns green—it takes a lot more power to get going from a full stop.

84. Keep your tires properly inflated.

85. Fill your fuel tank in the morning or evening; the gas is denser then, so you get more for the same price.

86. Fill your tank whenever it goes below a quarter full.

87. Tune your engine and change the oil regularly.

88. On hot sunny days, park in the shade and use a cardboard or Mylar sunshade to block incoming sun.

89. Leave the windows open a crack while parked to reduce heat build up (use common sense on this. Especially if you drive an expensive car, don't do this in a crime-prone neighborhood).

90. Run the air conditioner sparingly; bring the car to a cool

temperature and then maintain the temperature with the a/c off and the fan on, repeat as necessary.)

91. Above 50 miles per hour, you'll get better gas mileage on most cars with the windows closed.

92. If you're stopped for more than 60 seconds, turn the engine off (open the windows first, if it's hot).

Greener Yard and Garden

93. Instead of buying one for each family, get together with two or three neighbors and share a single lawnmower, snow blower, etc.



94. Better still, use hand tools: shovels, rakes, and so forth.

95. Just say no to (often-toxic) chemical pesticides and herbicides; you'll be healthier, your resale values may go up, and your lawn and garden can still look great!

Save Paper/Packaging (and Trees)

96. Use reusable cloth or sponges instead of disposable paper whenever possible: rags, mops, and sponges instead of paper towels... cloth napkins instead of paper...handkerchiefs instead of tissues... reusable cloth diapers (with or without a diaper service) instead of disposables that would contaminate your landfill for hundreds of years.

But keep a roll of paper towels around for things like wiping out the cat litter box or draining fried foods.

97. When you do buy paper, buy recycled. It's easy to find 100% recycled copy/printer paper, as well as napkins, issues, and toilet paper with a high percentage of recycled.

98. Get a "duplexing" computer printer (and copier, if you use one) that prints on both sides of the page.

99. Read short documents on screen; don't print unless you need to.

100. Unbleached paper products are more eco-friendly.

101. Reduce the amount of toilet paper you use, one square at a time, until you reach your minimum comfort level. For me, it's 2-3 squares (sometimes a second round). This tip will also significantly increase the life and performance of your plumbing.

102. Buy in bulk when feasible. If the bulk department measures tare weight so you don't get charged for the container, bring your own yogurt containers or glass jars to the store. If not, use the store's bags, transfer to jars when you get home, and use the bags again for something else.

103. Most commercial wrapping papers are not friendly to the environment. Instead, wrap in old newspapers, colorful rags, or other household objects.

104. Reuse is better than recycling. Write notes on the back of one-side-blank paper, bring bags back to the store for reuse (and consider cloth tote bags instead of paper or plastic), donate

cardboard tubes from toilet paper or paper towels to a preschool or kindergarten art teacher, store dried beans or nuts or flour in old nut butter or tomato sauce jars, make iced tea in glass juice bottles, reuse clean pieces of aluminum foil, use yogurt or hummus containers to store leftovers, store your produce in the same plastic bags you got when you bought produce ... you are limited only by your imagination.

106. Once you can't use it anymore, recycle all your office paper, incoming mail, cardboard boxes, toilet paper cores, etc.



105. Clothes that have some worn parts can be made into smaller items of clothing or décor.

Miscellaneous Bonus Tips

107. Shop local—and that doesn't mean the local branch of a giant international

conglomerate, but a locally owned, locally operated merchant. The dollars will continue to circulate in your own local economy, helping to recession-proof your own community.

108. Make your own highly effective nontoxic and nonpolluting household cleansers and cosmetics, using things like baking soda, lemon juice, borax, or vinegar. Find recipes online. You'll find recipes and ideas online at <http://www.frugalfun.com/cleansers.html>, <http://www.frugalfun.com/vinegar.html>, <http://www.frugalfun.com/bakingsoda.html>, and many other locations.

109. Consider gift certificates to local stores, or even a town-wide gift certificate redeemable at many participating stores (many Chambers of Commerce offer these).

110. Make a commitment to buy organic, local, non-sweatshop, fair-trade/fair-wage products whenever possible: in food, clothing, and other purchases.

111. If you have a hot tub or Jacuzzi, only heat it

just before using. A friend of mine says she cut her electricity bill in half by not heating the Jacuzzi all the time!

The author thanks Maggie Van Ostrand, maggievanostrand.com, for two of these tips.

This Space Reserved for You!

Purchase this booklet in quantity and we'll customize it to promote your organization

Call 413-586-2388 or e-mail using the contact form at <http://www.frugalmarketing.com/contactform.shtml>

Other Resources From Shel Horowitz

Be green! Make a Difference on social crises! Be profitable! Live more lightly on the earth!

All of these resources are designed to save you money, live more lightly on the earth, have more fun, and be more successful in business. Seven of Shel's ten books have won awards and/or been translated and republished abroad. He also publishes a free monthly *Clean and Green* e-zine and five free webzines—and provides profitability services to green and socially conscious businesses:

Consulting, Copywriting, Speaking, and Training

Shel is available to help you directly. Turn to him when you need...

- Profitability strategies and product ideation for companies addressing such challenges as hunger, poverty, war, and catastrophic climate change
- Marketing plans
- Names for a product, company, book, or domain
- Marketing and informational copywriting: press releases, pitch letters, direct-mail, web copy, advertisements, brochures, fliers, sell sheets, book covers, and more
- Advice and training on getting traditional media coverage—and on effective business use of social networks
- Help going from unpublished writer to well-published, well-marketed book author
- Win-win partnerships with other businesses, nonprofits, and community group who can bring you to new markets
- Presentations to large or small groups (Shel's an international speaker and TEDx Talker)
- Help going green and reaching the three key markets for green products and services

Consumer Resources

The Penny-Pinching Hedonist: How to Live Like Royalty with a Peasant's Pocketbook. 280 page e-book on how to have fun cheaply: dining, dating, travel, entertainment, kid activities, shopping and more. <http://www.frugalfun.com>

Grassroots Marketing for Authors and Publishers. 292 pages of information on how to make your book stand out in a very crowded field, without breaking the bank. On direct orders, includes two useful e-books: *How to Write and Publish a Marketable Book* and *Web 2.0 Marketing for the 21st Century*, plus several other bonuses. <http://www.grassrootsmarketingforauthors.com>

Business Resources

Guerrilla Marketing to Heal the World (co-authored with Jay Conrad Levinson and endorsed by Chicken Soup's Jack Canfield, Seth Godin, and many others). The definitive book on not just going green but **profitably** turning hunger and poverty into sufficiency, war into peace, and catastrophic climate change into planetary balance—and turning that into a marketing advantage. Learn more at <http://goingbeyondsustainability.com/guerrilla-marketing-to-heal-the-world/>

Grassroots Marketing: Getting Noticed in a Noisy World. 306 oversize pages of hands-on, step-by-step marketing instructions emphasizing affordable, effective approaches. <http://shelhorowitz.com/shels-green-products-and-services/>

Shel Horowitz's Clean and Green Newsletter, with bonuses, published monthly since 1997. Subscribe by entering your email in the area on the right side at <http://goingbeyondsustainability.com/5-ways-business-can-create-a-better-world/>

Down to Business (includes some really important writing on Sustainable Business) <http://www.frugalmarketing.com/dtb/dtb.shtml>

Ethics Articles Page <http://www.principledprofit.com/ethics-articles.html>

Bulk Purchases

Most of Shel's information products are available for bulk purchase/license at reduced prices—some with customization. Contact him for details.

How to Contact Shel

Phone (8 a.m. to 10 p.m. US Eastern Time): (1) 413-586-2388.

Twitter: @shelhorowitz

E-mail contact form: <http://greenandprofitable.com/contact/>

About Shel

Shel is a lifelong environmental and social activist whose earliest memories include an environmental direct action in his own house, at about age three. The first of his ten books (seven have won awards and/or been translated and republished abroad) was on why nuclear power is NOT the answer to the energy crisis. He participated in both the Seabrook occupation of 1977 (which turned the safe energy movement into a mass movement) and the Black Hills Gathering of 1980 (where he became aware of water-use issues). He has helped achieve significant victories on safe energy, sustainable/appropriate development, and nonsmokers' rights, and has also worked on community food self-sufficiency, sustainable transportation, water conservation, and other environmental issues.

In 1999, he founded Save the Mountain, which saved the Mount Holyoke Range in Massachusetts from an extremely inappropriate development project after all the “experts” said the project was terrible

but there was nothing they could do to stop it.

Shel and his wife Dina Friedman solarized their 1743 New England farmhouse in 2001 (hot water) and again in 2004 (a small PV system); he thinks it may be the oldest solar house in the United States.

For his “day job,” Shel offers profitability and marketing consulting for socially conscious and/or green companies, as well as authors and publishers. He’s also a popular speaker who has presented at TEDx, Forum Davos (Switzerland), Green America’s Green Festival, Bioneers-by-the-Bay, and many other events. Visit him at <http://goingbeyondsustainability.com> and on Twitter @ShelHorowitz

Thank you for reading this ebook.