

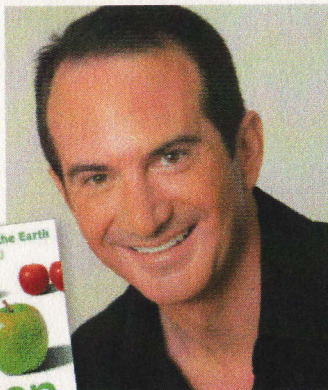
# The color of money

DAVID BACH, AUTHOR of bestsellers *Start Late, Finish Rich* and *The Automatic Millionaire*, has helped millions of people around the world take financial action to live a life of wealth, a life that is also in line with their values.

In his latest book, *Go Green, Live Rich, 50 Simple Ways to Save the Earth (and Get Rich Trying)*, Bach, along with journalist Hillary Rosner, outlines ways for people to address what he feels is the most important issue we face—saving the planet—while saving and, in many cases, making money.

Bach, who underwent a personal awakening to the benefits of changing his habits—improved health and financial savings—when he moved into a “green” building, says that the conversation about going green has been too much doom and gloom. No one, he says, has been sharing the idea that you—as an individual or business—can save money by caring about the environment and make money by investing in the huge environmental transformation that is starting to shake the global economy.

“The reality is that intelligent companies



David Bach

are realizing there is money in being green,” he says. “What is good for the environment is good for the bottom line.

“Green, as a broad category, is already profitable and will become even more profitable as demand for greener and more sustainable products and services increases, driving innovation,” he continues. “Making a profit and doing the right thing don’t need to be separated.”—*T. Foster Jones*

## Tips from *Go Green, Live Rich*:

YOUR HOUSE is sucking money out of your wallet right now, and it’s hurting the environment.

- Call your utility company to see if they can come out and provide you with an energy audit. Most utility companies will do it for free, and, on average, people who implement the recommended changes save up to 30 percent on their utility bills.
- Seal the windows and doors of your house. Unsealed gaps are like money flying out of your pocket and through the window.
- Turn down the heat 3 degrees in the winter and keep the air conditioning down a few degrees during the summer.
- Unplug the appliances when you go on vacation. It’s estimated that plugged-in appliances cost Americans \$4 billion a year due to what is called “phantom load.”
- The next time you buy an appliance, make sure it’s an Energy Star–approved model. In 2006, Energy Star appliances saved \$14 billion on utility bills and cut emissions equivalent to 25 million cars!
- Next time a light burns out, replace it with a compact fluorescent light bulb. These bulbs are getting closer to the same price as regular bulbs yet save energy and last 10 times longer.