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There's gold in being a friend to the planet

Author of 'Go Green, Live Rich' offers ideas for being eco-friendly — and rich

TODAY
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While many people want a greener planet, some think that "going green" is a luxury, an expensive choice they can't afford. But there are simple things we could do that will not only help protect the planet, but will also help you save money — creating a green path to wealth. It's all the brainchild of David Bach, the author of the new book "Go Green, Live Rich: 50 Simple Ways to Save the Earth (and Get Rich Trying)." Here's an excerpt:

If I have learned one thing in my nearly twenty years as a financial advisor and coach, it is this: It's not what you earn that makes you rich or poor; it is what you spend. Millions of Americans are burning up money every day while they squander the planet's nonrenewable resources and pollute the environment in ways that lead to global warming and climate change. And we don't even realize it. We are just doing things the way

Go Green Action Steps:

- ◆ See how it all adds up. Calculate your savings from breaking the bottled water habit by using my Latte Factor calculator at www.finishrich.com. Click on the "Learn" tab and select "Find Your Latte Factor."
- ◆ Get a reusable water bottle and fill it with water from your tap. The newest generation of reusable water bottles, like those from [SIGG](http://www.mysigg.com) (www.mysigg.com), are made of lightweight aluminum. And those from Klean Kanteen (www.kleankanteen.com) are made of stainless steel. EnviroProducts manufactures a water bottle that is made from 100 percent corn grown in the United States. You can refill this bottle up to 90 times, and when you're done it biodegrades in just 80 days in a commercial compost! Check it out at www.newwaveenviro.com.
- ◆ If you have concerns about your tap water, it can easily and cheaply be filtered and purified. Visit www.waterfiltercomparisons.com to compare the leading brands and find one that's right for you.

Excerpted from "Go Green, Live Rich: 50 Simple Ways to Save the Earth (and Get Rich Trying)" by David Bach with Hillary Rosner. © 2008 by David Bach. Reprinted by permission of Broadway Books, a division of the Doubleday Broadway Publishing Group of Random House, Inc.

