

Here's the story of



Green Success Stories



Once upon a time...

There was a guy who was getting increasingly sick of the work he was doing.

He had spent years helping other people (and himself) make money, which wasn't in itself a bad thing, by writing about products as a technical and marketing writer. But something was always missing.

More and more he just had enough of writing about things he really didn't care about, things that really didn't matter.

And then one day...





And then...

He got canned.

Pink slipped.

Let go.

Budget cuts you know.

His first reaction was –

Oh, *&^%\$.

His second reaction was –

Oh, good.

For it was time.

Time to do something that means something.





And so...

So he went straight to...his kitchen and stuffed his face with junk food. Because he was still the same guy he always was and had long given in to his nervous eating. But that's beside the point.

And then... he talked to his wife who said Oh *&^% whatcha gonna do now I know you want to do something meaningful but we've still got lots of bills to pay and expenses and the kids need help and they just raised the premiums on home insurance, car insurance, life insurance and burial insurance. You got a plan?

So he went to his computer and wrote a plan. He started with:





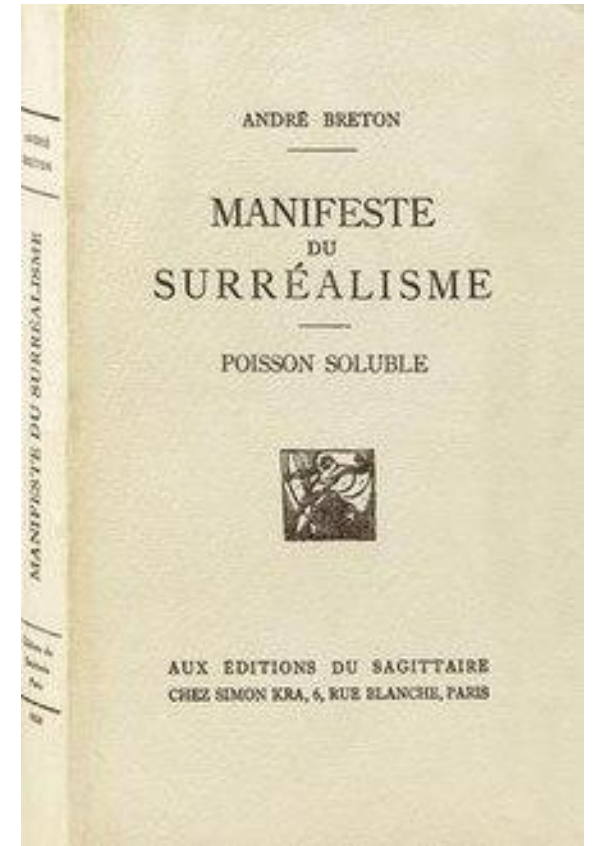
Whoa! A manifesto!

A **Manifesto** (yeah, big word).

Which included the following WHY statement of everything going forward.

This I believe:

- **A life of meaning is a life well-lived.**
- There is no greater meaning than making this world a better place than it is now, for everyone of every tribe.
- Yes, we have screwed up the natural world, but there are good people with good solutions doing good work to fix things.
- I will tell their stories, promote their stories, inspire others with their stories.
- People remember stories.
- Making good money and having fun doing so sure doesn't hurt either!





Drumroll...

And so...

Green Success Stories was born!

Ta Da!

And the world was inspired! And a feeling of meaningful accomplishment set in! And creative engagement and community created a sense of blissful flow... And the cash came flowing in! And they solved climate change!!!

(Hold on, hold on, wait a minute... that's the end of the story – how about the middle?)

OK, glad you asked. Let's pick it up from the middle...

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"Congratulations! It's a packet!"



Simon (Sinek) says...

Start with Why (purpose), then go to How (method), then go to What (offerings).

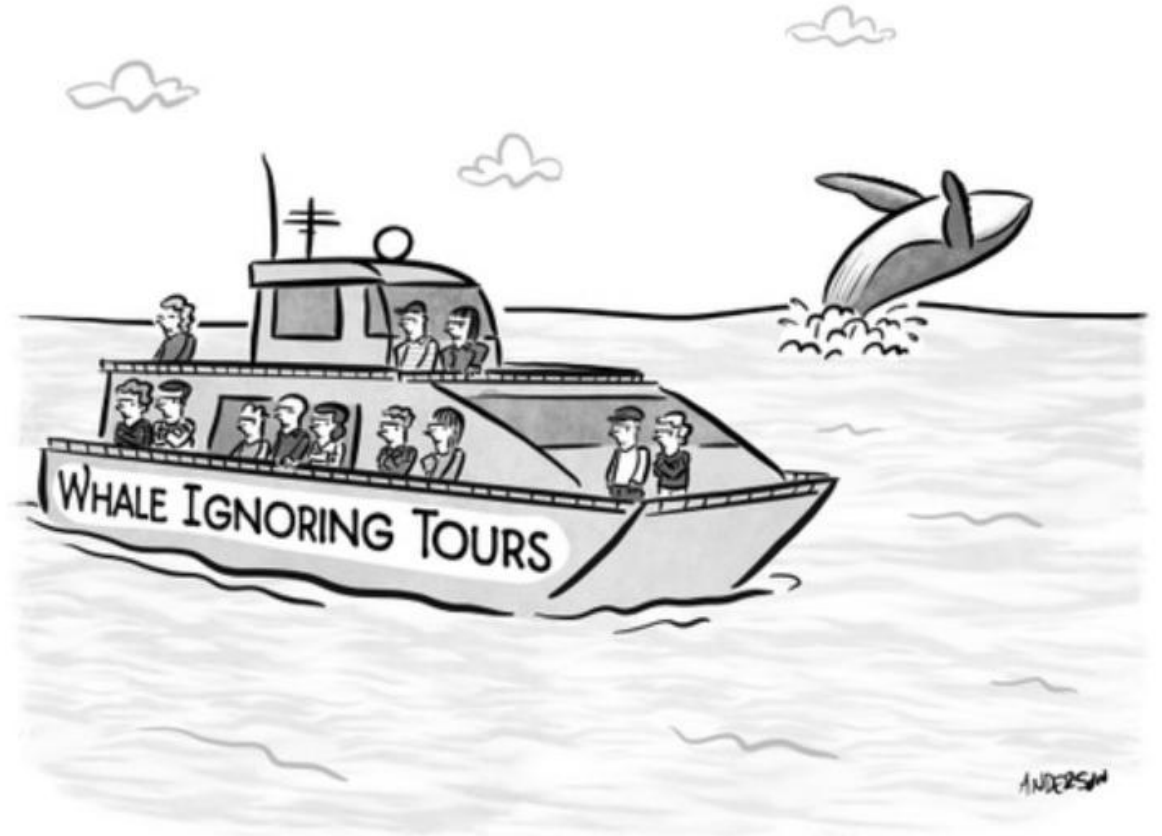
- Why – Make the world better by highlighting, promoting, and inspiring in the fight against climate change
- How – Do it with stories, green success stories (+ have fun and make money)
- What – Lemme tell you





A tour of Green Success Stories

- Green Success Stories
www.GreenSuccessStories.com
- Media channel (Website, Email list, Newsletter, LinkedIn, +)
- Featuring Success Stories:
 - Free profile article
 - Paid writing and promotional services
 - Case studies, white papers, articles, in-depth profiles, more
 - Smart, witty, writing on sustainability and climate tech



Do you identify with the whale? We fix that with our writing and promotional services.



Amazing people and stories

Helping Companies Walk the Walk on Sustainability for 35+ Years: An Interview with Joel Makower of GreenBiz Group

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Green Success Stories had an in-depth conversation with Joel Makower, chairman and co-founder of GreenBiz Group, a membership network and digital media event firm focused on corporate sustainability and innovation. We discussed the evolution of sustainability efforts over the years, the dynamic nature of the field, and the real good that companies and individuals do toward mitigating climate change.



GREEN CASE STUDIES

Green Case Study: Brazilian Firm Uses Satellite Crop Monitoring to Sustainably Boost Yield

EOSDA's Crop Monitoring Platform (Sustainably) Saves 90,000 Hectares of Crop from Pest Infestation

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How does an earth-friendly company save 90,000 hectares of sugar cane from soil-borne pest and weed infestations without applying massive amounts of pesticides indiscriminately?

That's the question Ruan Navarro Furtado, Agronomy Engineering Lead of Brazil's Companhia Melhoramentos Norte do Paraná (CMNP) was struggling with.



CMNP has a long and distinguished history of using sustainable solutions in agriculture, leading the field in solutions that were good for the planet and good for the people on it, while still being very profitable. As such, the solution of using pesticides across the whole field after harvest – the typical method used – was simply unacceptable. Locating and addressing specific infestations as they occurred was far preferable.



Great folks and great solutions...



Uniting Arizona's Climate Community Around Clean Technology

Green Success Stories sat down with Dr. Sotiria Anagnostou, Board Director of AZ CleanTech. We discussed her mission to make corporations more sustainable, her excitement at heading Arizona's first platform uniting the entire climate community, and her vision for a future surge in clean technology.

[READ MORE](#)



Financing Sustainability for Colorado Businesses and Communities

Green Success Stories sat down with Garrett Chappell, Senior Sustainability Specialist at Premier Members Credit Union. We discussed the award-winning efforts of PMCU to support local members and organizations with green action, environmental education, unique events such as free bike fixing and waste removal, and with the broader scope of sustainability.

[READ MORE](#)



Interesting writing



Saluting John Francis, Planetwalker

Green Success Stories offers a salute to Dr. John “Planetwalker” Francis, environmentalist hero. After seeing a huge oil spill under the Golden Gate Bridge, John took and lived a vow – never to ride in a motorized vehicle again. When he realized that people weren’t listening to each other, he listened – and didn’t talk for 17 years. But his voice for the environment rings true to this day.

[READ MORE](#)

Celebrating the ART in eARTh Day

Green Success Stories celebrates Earth Day 2024 with kudos to the art of nature, the artists who celebrate nature, and the everyday art of those who work to protect the earth.

[READ MORE](#)

Take A Hike (With John Muir)

Take it from John Muir, famous naturalist and founder of the Sierra Club – taking a walk is good for the body, good for the soul, and often, good for the planet.

[READ MORE](#)



With less of this...



"Must you bring a sense of gravitas to everything?"



And none of this...

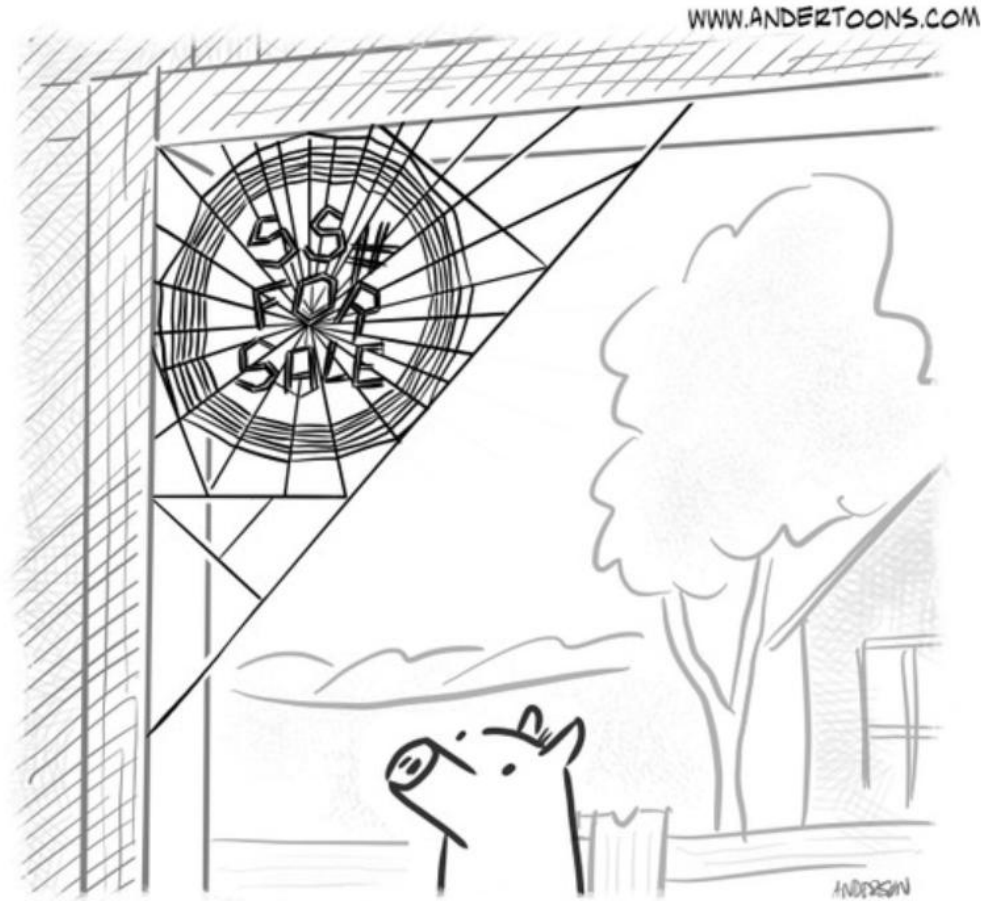
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"Buzzword jargon buzzword, hyperbole buzzword
buzzword, trite rhyming platitude... Yep, looks good."



And certainly none of this!



Charlotte's Dark Web



Hear that? It's a Call To Action!

Share in the glory of Green Success Stories!

☐ Be [profiled](#) on Green Success Stories.

- Share what you and your organization are doing. Tell the world your message. Inspire others. **For free.**

☐ Use our [paid writing/promotional services](#)

- Need a great writer? Want some help telling your story? Putting together a case study that readers remember? Knocking out that white paper (and making it authoritative and interesting)? Articles, blogposts, you name it. That's our proverbial (all natural, regeneratively made) bread and butter. We write and give you the content, and also promote it to our large and growing media channel.

☐ [Subscribe to our email newsletter](#)

- Never boring. Always inspiring. Sometimes funny (we try).

☐ **LinkIn with us**

- [Connect](#) on LinkedIn. [Follow us](#) on LinkedIn.
- Share in the glory... ah we said it before...

☐ **Collaborate**

- Can you sell? Illustrate? Test? Market? C'mon. [Let's talk!](#)

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"Look out! It's got Tom!"



Let's meet!

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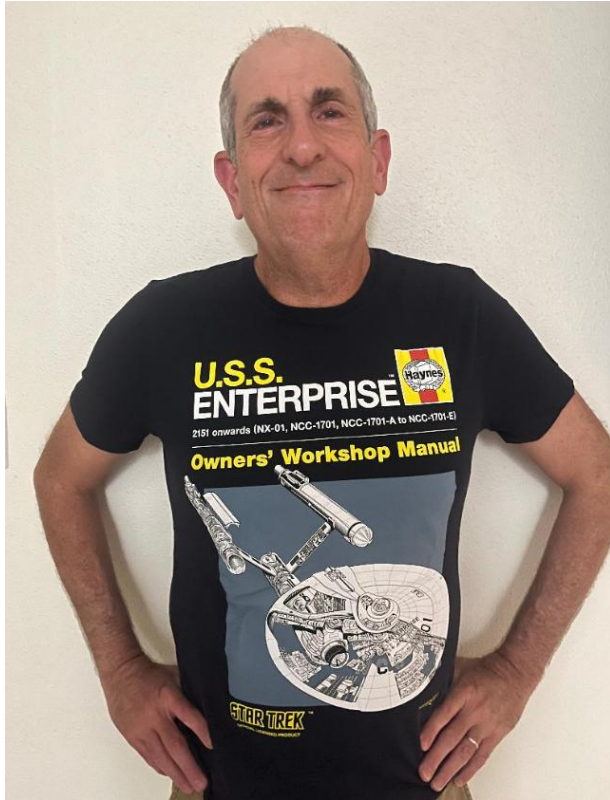


"Edor the Wise, I think you're on transmute."

<https://calendly.com/green-success-stories/zoom-with-sheldon-green-success-stories>



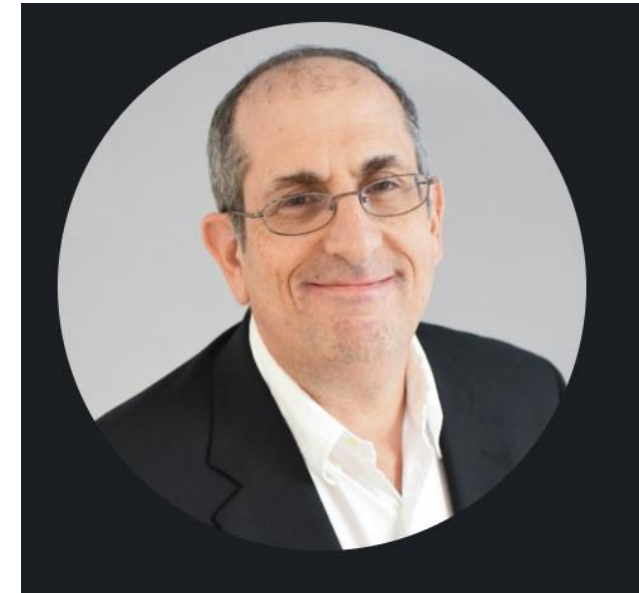
P.S. - Who is this guy?



Tons of experience as a technical and marketing writer. If you like it, I probably wrote the manual for it...



Quick with a smile and to join in the band (though my guitar skills are intermediate at best). Which is to say, easy to work with.



Doing my best to look professional and amiable (no tie though, I refuse).

SHELDON GLADSTEIN

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Thanks!



"My next piece is 'Thank You for Continuing to Hold,
a Representative Will Be With You Shortly in C Minor.'"