

Green Living

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MONEY MATTERS

Conscious Consumption

*After a fling with overconsumption in the '80s,
many are turning to frugality in its fullest meaning —
economical, temperate, pertaining
to the fruits of the earth...*

*An interview with Your Money or Your Life
authors Joe Dominguez and Vicki Robin*



By Robert Gilman

Joe Dominguez and Vicki Robin have spent two decades living lives of frugal financial independence and service. They've also helped others learn how to achieve such financial independence, first with a seminar series and tape course, then a book *Your Money or Your Life*.

Last year, *Your Money or Your Life*, hit the national best-seller lists (it is now out in paperback). This guide to transforming your relationship with money and achieving financial independence is nothing like your typical how-to-get-rich scheme; it focuses on empowerment, frugality, and sustainability, and it's an important contribution to the tool kit of intentional living.

The success of the book has launched Vicki and Joe onto the talk-show circuits and into popular magazines. They've appeared on the Oprah Winfrey show, in *People* magazine, and spoken in numerous forums nationwide.

Q: You just finished yet another book tour. What kind of response did you find during your talk shows and book signings?

Joe: I think the most stunning thing is that frugality has penetrated mainstream culture. Last year, I'd say 10 to 20 percent of the callers on the talk shows were saying, "Oh, you can't do that!" This year there was none of that; all the calls were favorable. People were saying, "I've been doing this!" "This is great stuff!"

Vicki: The sense we are making of it is twofold. One is that frugality is a welcome idea to people who have awakened to the failure of the old social contract: "If I sell out to the company, the company will take care of me." That contract has frayed beyond the point of

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