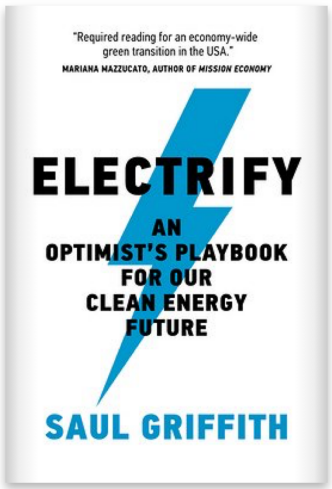
My Next Electric one-pager 1.0 as long as you print it on 2 sides? :)

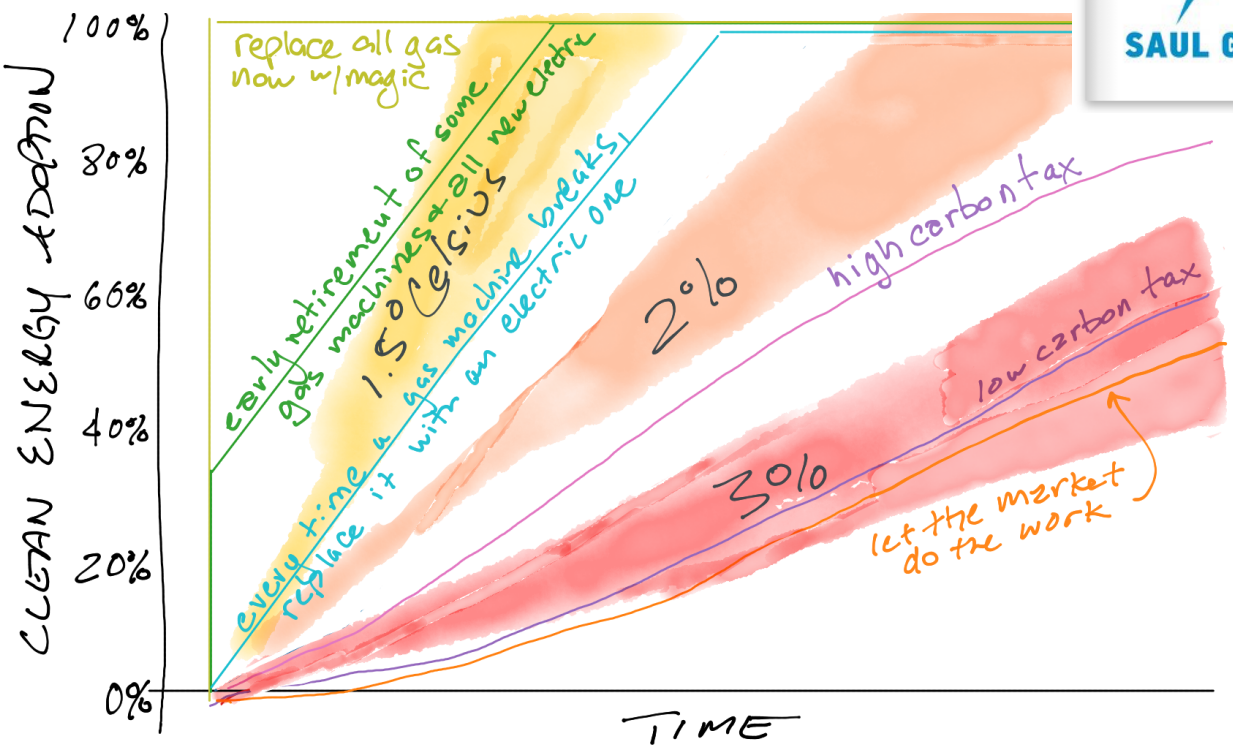
Three ways to have more fun & save a bunch of money. . . By Matt Candler, Founder, mynextelectric.com

#1: Replace every gas machine you use with electric when it wears out.

Our first sketch comes from this book ----------> It's on how electrifying fits in to climate change. Get a copy here: bit.ly/saulbook I've jammed two graphs from the book into 1 sketch on how electrifying the gas machines we use now (personal appliances & vehicles plus all the industrial machines elsewhere in the economy) might impact climate temperature.



An overview: moving right = taking more time; moving up = converting more gas machines (1B just in the US) to electric & powering them with clean electricity from wind, solar, geo & some nuclear. Yes, the clean transition's way more complicated, but this part : swap gas stuff for electric, run it on clean electricity.



Credit: Saul Griffith, Electrify, An Optimist's Playbook for Our Clean Energy Future

Saul's book is about his research on how different electrification paths (thin lines) might impact global temperature rise (big watercolor triangles). If we follow a strategy that's in the red triangle, we'll add 3° Celsius to pre-industrial temperature. In the pink=2°. In the Yellow=1.5°, what what the Intergovernmental Panel on Climate Change (IPCC) wants us to stay under.

Saul's first strategy (light green) is waving a buttload of magic wands to get us to all electric machines running on 100% clean renewable power instantly. Not likely, but he did say An Optimist's Guide, so it's a good start.

His second strategy (dark green) is retiring most gas stuff before it breaks. We wouldn't need magic, but we'd need a ton of government incentives to get people to do this. May happen in some places, but really hard.

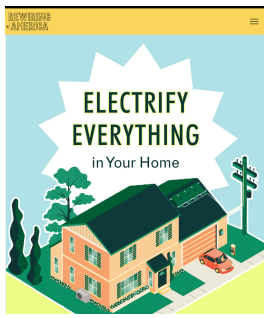
Saul's third strategy - where everyone makes damn sure they replace every gas machine with an electric one when it wears out - is his call to action. It's what My Next Electric is all about. If enough folks actually do this, we may have a fighting chance at 1.5°. (We could talk forever about policy, but at My Next Electric, we're starting here, and dedicating our time and creativity to two important things that come next:

#2: Make a plan: Figure out when you' electrify what

#3: Change your mindset: Start electrifying the fun and affordable now

Turn the page to hear more about how we help with these!

The My Next Electric one-pager 1.0 - page two



I promise I read other stuff, but allow me to recommend another Saul Griffith resource; this time it's the Guide to Electrifying Everything In Your Home, from Saul's teammates at the non-profit, RewiringAmerica.org It's based on this stat from the first book: 42% of US carbon comes from the machines we use in our daily lives and in our homes! That's the big math behind the blue line on the first chart. Now let's break that down into some actionable steps.

#2: Make a plan: Figure out when you might electrify what

What I love about the Rewiring America guide is how they break down this 42% into ten decisions each of us will need to make over the next decade or so:

1. Swap your current air conditioning and heater for heat pump(s), 2. Same thing for hot water,
3. Upgrade your circuit breaker/box, 4. Get an electric clothes dryer, 5. Buy renewable power if you can,
6. Put solar on your roof if you get good sun, 7. Drive electric, 8. Use battery backup,
9. Cook on an induction stove, and 10. Get a fast charger.

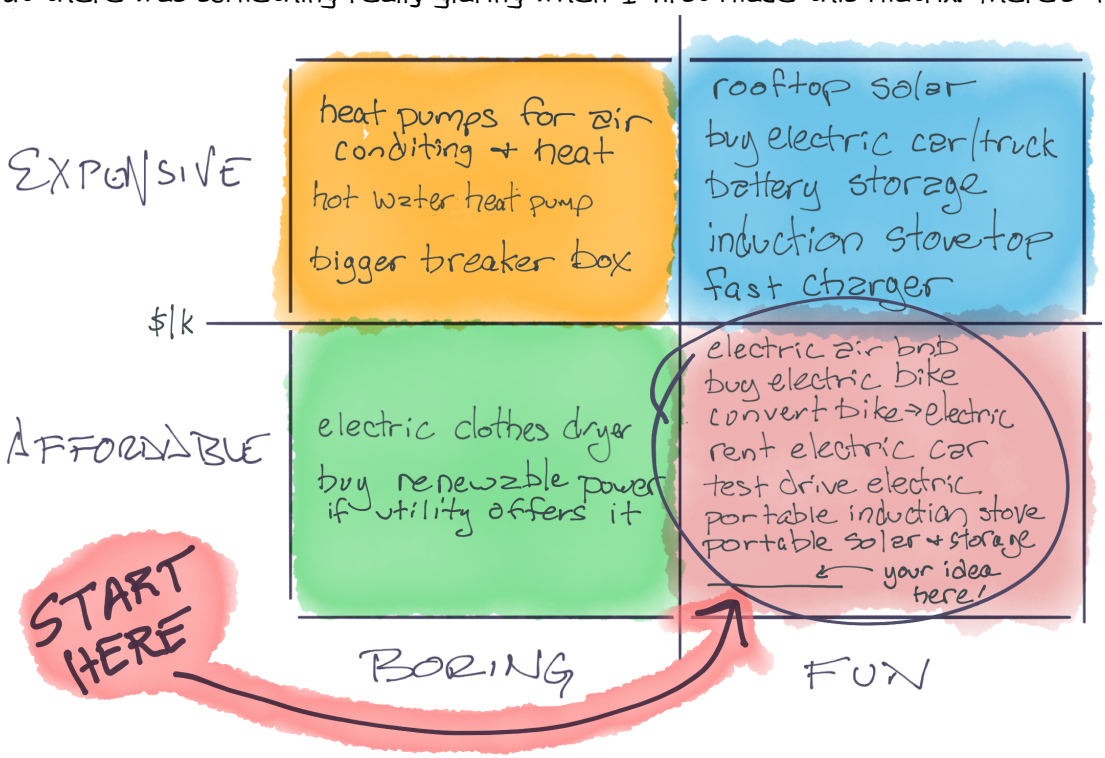
Almost every new electric thing on that lis will save you money over it's lifetime vs the gas version. It will be more efficient, simpler to operate & maintain, and use clean electricity that's getting cheaper while gas isn't.

That gets me to one more thing about electric machines that's core to how we work: Most electric machines are giggle-worthy, hilarious fun. I've been building electric vehicles for 15 years - they're really fun. My home's almost all-electric, and checking to see how much money I made selling extra solar - that's fun. Even heat pumps, which start out boring, get fun when they're saving you hundreds or thousands a year.

#3: Change your mindset: Start electrifying the fun and affordable now

Our spin on actually getting this list of ten things done is about trying to make this fun. And affordable. What if we organized the ten steps on a 2 by 2 matrix, based on these simple variables: how fun it is, and how pricey it is? When we do that, we see that all ten of the to-dos land in the orange, blue and green. That alone's a good start, it helps to know what's pricey and what's not, and what's fun vs not on that list.

But there was something really glaring when I first made this matrix. There's nothing affordable and fun on the list!



But in my experience, there are tons of fun, electric baby steps that don't cost much. Some are free!

So I got to work building a school and courses that helped people understand the big picture of electrification, WHILE giving them some fun, affordable places to start becoming electrifiers. James Clear describes this as identity-based behavior change.

In our live and go-at-your-own-speed courses, we help folks make their long-term plan and we help them get started, by helping them pick at least one fun and affordable baby step to take within days of joining our community. And people change. They show up confused and unsure. They leave electrifiers, just like you now that you've read this silly two-sided one pager. Thanks for reading; I hope you'll come join the fun, Matt