

# With a swish of LUCKY WAND

Ashwin Sanghi's *13 Steps to Bloody Good Luck* explores the concept of luck in depth and provides practical tips to turn oneself into a 'luck harvester'

by Caroline Paul

We have all seen Dame Luck. Most likely, we've seen the elusive lady work magic in others' lives, while we watch on as mere spectators. Haven't we all looked at someone else and sighed, 'If only I was as lucky as him/her'?

Well, it seems there are some foolproof ways to beckon her and better still, make her stay. Ashwin Sanghi, in his *13 Steps to Bloody Good Luck* explores the concept of luck in depth and also provides practical tips to turn oneself into a 'luck harvester'.

In the first chapter itself, he gives the gist of what being 'lucky' entails - the ability to 'catch' 99 per cent of the time, the opportunities that life presents to us. The remaining one per cent is what is referred to as 'bloody good luck'. Opportunities transmute into good or bad luck, depending on their outcome.

The author states that superstitions



give a bad reputation to good luck and this is precisely for this reason that he narrowed the number down to 13; traditionally considered to be anything but lucky.

Principle one advises the would-be luck master to network, network and network, as luck hates loneliness. Next is to set your 'intuition' or inner wizard free. Do experiment and step out of your comfort zone, urges the third principle. At number four is a call to take calculated risks. While it sounds like a no-brainer, staying positive is something we have to remind ourselves to do and this seems exactly why the author has included it as principal five. Next is remaining alert and calm. At number seven comes the cliched lemonade - making the best out of any bad situation.

Principle eight is all about confidence - to overcome one's innate fears. As the ninth gem, the author asks us to stay informed. Being nice, is actually


portant, according to principle 10. At number 11, without discounting the value of money, the author urges us to remove our money blinkers and see the opportunities beyond our field of vision. Principle 12 asks us to 'unlearn', in other words, forget what is not important and relevant. The 13th principle asks us to leverage, as, luck is nothing but a meeting between preparation and opportunity. The bonus, 14th principle, states that lucky people are those who are able to see how lucky they are. While at first, this may sound philosophical, in retrospect, luck is all about being able to count your blessings. The all important one per cent is this realisation and objective appreciation of what they already have.

In general, the book is presented in an entertaining and engaging mode, with generous anecdotes and personal experiences thrown in for good measure. But, what really makes the book stand out is that it tackles luck in a logical way. The author presents a step-by-step account of what it is, what it does and how to attract it. There is no mambo-jambo, just plain, to-the-point 'lessons'.

However, the author has chock-a-blocked the information and sometimes, the book comes across as crammed, which really diminishes the overall reading experience. The 13 principles have been set out in a single chapter and for readability, it would have been better to split it into three-four chapters.

That said, the book is a good





very im- read for anyone who wishes to  
make the best out of life, re-  
gardless of whether  
they believe in luck  
or not.