

# Be in charge of your good luck

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Several years ago, when popular author Ashwin Sanghi was struggling to get his first manuscript published, an uncle of his had told him that anything that happens in our lives is 99 per cent because of good luck and that last one per cent is "bloody good luck".

And soon after, during a conversation with an architect friend who was setting up rain harvesting apparatus at one of his constructions, a metaphor occurred in his head. "What if like the rain, opportunities were falling from the sky? And it was upto us to raise ourselves to the occasion, recognise that opportunity and respond to it," he says.

Ashwin Sanghi's latest book, *13 Steps to Bloody Good Luck*, hopes to demystify the idea of luck as something elusive, which is beyond our control. He adds, "The book contains theory pertaining to how we can be

in charge of our luck. It is also accompanied by anecdotes from lives of successful people like Narendra Modi, Sachin Tendulkar and A.R. Rahman as examples."

Ashwin says that even in the publishing world, the most popular authors are very often not the best authors but the ones who will simply not take 'no' for an answer. "Each time my first book, *The Rozabal Line* was declined I would come home and take a look at a graph I had made, of authors who had been rejected — J.K. Rowling's first *Harry Potter* book was rejected 12 times, Stephen King's 30 times and *Gone with the Wind* was rejected 33 times before it was finally published. So I used to tell myself that perhaps every rejection was getting me

close to these veteran authors — because one needs to find a way to motivate oneself and keep going."

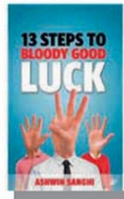
Ashwin had then self-published his book, which was then picked up by a traditional publishing house and went on to become a best-seller. He says, "Even if you are confident of your work, you can't keep waiting forever and self-publishing helps one get their talent noticed as there can be only three possible consequences — it won't make it at all, or even if it's not doing well, a publishing house gets interested and sees promise in your writing or your book

becomes a bestseller anyway with the support of anyone else."

And of course, it is crucial to keep in mind that even if critics slam your book, it is just one person's point of view and has no effect on how the book will do commercially.

The author says that he is currently working on his next fictional novel, *Shakti Saga*, which will be in the historical and mythological space like his earlier books. Meanwhile, there are talks on, about a film adaptation of *Chankya's Chant* and a television show based on *Krishna's Key*.

To budding writers, Ashwin advises, "You need to be disciplined and write something every day. Don't be damned if your book isn't picked up by a publisher instantly. Persevere till something finally clicks — in short, be in charge of your good luck."



**13 STEPS TO BLOODY GOOD LUCK**  
by  
**ASHWIN SANGHI**  
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**IN HIS FIRST NON-FICTION FORAY, BESTSELLING AUTHOR ASHWIN SANGHI DEMYSTIFIES THE IDEA OF LUCK AS SOMETHING ELUSIVE AND BEYOND OUR CONTROL**

