

## Bloody Lucky!

*So they say that you can't make it*

*So they say, so they say*

*But I say that they mistake it*

*But I say, but I say*

—*Soul Attorneys, “So They Say”*

I've lost count of the number of times people come to me after a speaking engagement and tell me how lucky I am. Lucky to be in this business. Lucky to have books in print. Lucky to appear in so many medias.

Listening to them, it's obvious that they think I had it easy. They don't know about the many years when I doubted. They don't know about the many days I thought about giving up. They don't know how much I had to borrow before my career was finally viable.

They don't know what LUCK really is.

We'll be talking about luck in this book—not of hazard or probabilities—because there are always certain people who gain success in their businesses, careers, or in love. This

phenomenon that results in envy and jealousy from those who are considered less lucky is the same phenomenon that permits those lucky people to live each day happily.

For many, the population is divided into two groups: the fortunate and the less fortunate. The former lead happy lives whereas the latter live paycheck to paycheck. The former excel at jobs where they work to actualize their potential, while the latter stagnate at dead-end jobs. The former have found ideal romantic partners; the latter have little to no romantic success.

After listening to people from both sides of the coin, it's easy to get the impression that destiny chooses life's winners and losers. It is as if we must find contentment in what life has given us, regardless of what hand we've been dealt. This perspective stems from a poor definition of what luck is and a lack of understanding of the world around us.

It is time to emphasize *your* existence and take responsibility for action towards the life you are living. In heaven, there is no god looking down upon your life that, depending on his like or dislike for you, lavishes you with success or throws constant obstacles in your way. It makes no difference whether a black cat crosses your path on the way to work, and you need not wear a protective amulet for fear of losing your good fortune.

By believing that chance is thanks (or no thanks) to a god, a black cat crossing your path, or the loss of a trinket, you relinquish chance to external sources and shun responsibility for your own luck. However, chance is not a twist of fate.

**Luck is simply a character trait that allows you to benefit from fate.** You can, immediately if you wish, become more fortunate. Researchers have conducted decade-long scientific studies to try to understand what distinguishes the fortunate and the misfortunate. The results are clear: you can become luckier—you just need to acquire six new, life-changing habits.

This book opens on a good note: People are not born into their fortune (or misfortune). You can begin to make your luck flourish today. Cease to rely on destiny and take control of realizing your dreams, starting today. Make Your Own C.H.A.N.C.E.

Choose to go farther in life.

Harness your present opportunities.

Anticipate the future optimistically.

Nourish your current social network.

Contextualize the foreseeable obstacles.

Execute actions without procrastinating (any longer, that is!).

What I am proposing is challenging but effective. You can become luckier and actualize your potential. You have the ability to have more chance and success in business, life,

and matters of love. It *is* within your reach, but you must treat it as you would another training regimen! Just as you would adopt the habits of an athlete to improve your health and physical wellbeing, you need to adopt the six common behaviors of more fortunate people in order to obtain the character trait we call “luck.”

## A Tall Order

This book will introduce you to the six components that differentiate the fortunate from the less fortunate. If you follow the advice you read, you will improve your luck and overall satisfaction with your quality of life. It is as simple as it sounds. There is nothing magical or esoteric in what will be said. You will not be asked to throw salt over your left shoulder or carry a lucky rabbit’s foot in the hopes of chasing away the evil eye. You, independently, can improve your luck.

In order to do so, you must first tackle a difficult challenge—leaving the state of passive contentment with your life that you have resigned yourself to over the years. In essence, those who have progressively lost the passion that allowed them to benefit from life and its pleasures have slowly withdrawn themselves from believing in the idea of luck.

- In business, satisfied with mediocre results from your previous years, you neglect to set loftier goals.

How long has it been since you've had a novel idea to help develop your business ventures? When was your last salary increase? Do you find yourself trapped and immobile in your state of mind? Don't worry, you're not alone; in fact that would accurately describe the way many people feel.

- In your career, have you abandoned the notion of advancing yourself in your field? Initially, you may have chosen your job in order to further your career, and slowly you are forgetting that there is more to achieve; that something comes “after this job.” You've become locked in a golden prison: your job security, pension plan—anything that is holding you to a job you may not see advancement in. That security has prevented you from taking a risk to further yourself.
- In love, in an attempt to feign off loneliness, you have attached yourself to the first partner you believed could tolerate you (or that you could tolerate), regardless of whether he or she satisfies you or even irritates you. You have not tried to improve your relationship and have yet to dream of the happiness and pleasure that life as part of a healthy couple can bring.
- In terms of your personal goals, you have embarked on a career path, aware of the need to strive for

excellence, but your initial successes may have led you to believe that you've reached the zenith of your life, that there is nothing left to achieve. As a result, you've resolved yourself to a static and stagnant existence.

*“Feelings of emptiness are a symptom of living an existence with no creativity, that no goal or ambition could captivate and motivate you and that you are not living up to your talents or full potential.”*

*—(translated and adapted from Maxwell Maltz)*

In life, a stationary state does not exist. Those that do not continue to strive for improvement inevitably backtrack on the successes they have achieved. This is an undisputed reality. Are you doing that? You can figure that out by answering the following **four questions**.

1. *Do you have the tendency to envy those that you consider “lucky”?* If you regard others with envy and feed into negative emotion towards them, it is simply a projection of the feelings you have towards yourself. You don't dare rebuke yourself for becoming static, for only achieving a fraction of your potential, for only utilizing a minute part of your full capabilities. Now it is time for you to understand that you can

choose to go further. This will be the topic covered in Chapter 1.

2. *Do you resign your luck to fate?* If you are a weekly lottery player or casino regular than you have resigned yourself to believe that luck comes from chance. You convince yourself that life is dull, that winning a few dollars would make things better but that winning the lotto jackpot would change your life. If you look at the facts, you have a one in fourteen million chance of winning that jackpot. Buying a ticket every week guarantees that you'll win...in 269,230 years. Would it not be better to concentrate more on the luck you can create for yourself today?
3. *Do you believe that you can achieve success faster than others without exerting equal effort?* As will be explained later in this book, the world you live in is only a reflection of your perspective. If you change the way you view the world around you, you will transform your reality. This will be covered in Chapter 2.
4. *Do you cultivate your own defeat?* When you meet someone you view as successful, do you quickly turn to explain why success was not “made for you”? Do you have a tendency to start phrases with, “Oh, everyone knows...”?

- “Oh, everyone knows that he was born into a wealthy family...”
- “Oh, everyone knows that she has a degree. If I could have studied, I too...”
- “Oh, everyone knows that he’s more extroverted than I am. No wonder he finds approaching others so easy...”
- “Oh, everyone knows that she’s still of an age to immerse herself in these projects. Me, on the other hand...”

Do you find yourself making similar excuses? Let me tell you that accepting these defeats is easier than investing the effort necessary to cultivate your luck. These excuses allow you to continue your passive existence in mediocre contentment without questioning yourself.

There exists a remedy for a dull existence: discipline. You will need it if you desire more luck. You need to devote effort to aspects of your life that ignorant bliss has allowed you to neglect until now.

You should not be passive before luck; luck does not simply happen. In order to obtain it, you need to be active. Does it interest you to achieve more success in business, your career, love, and every other aspect of your life? Let me show you how...