

Writer Ashwin Sanghi Lays Out The Rules To Getting Lucky In His Latest Book

NURTURE Your Network

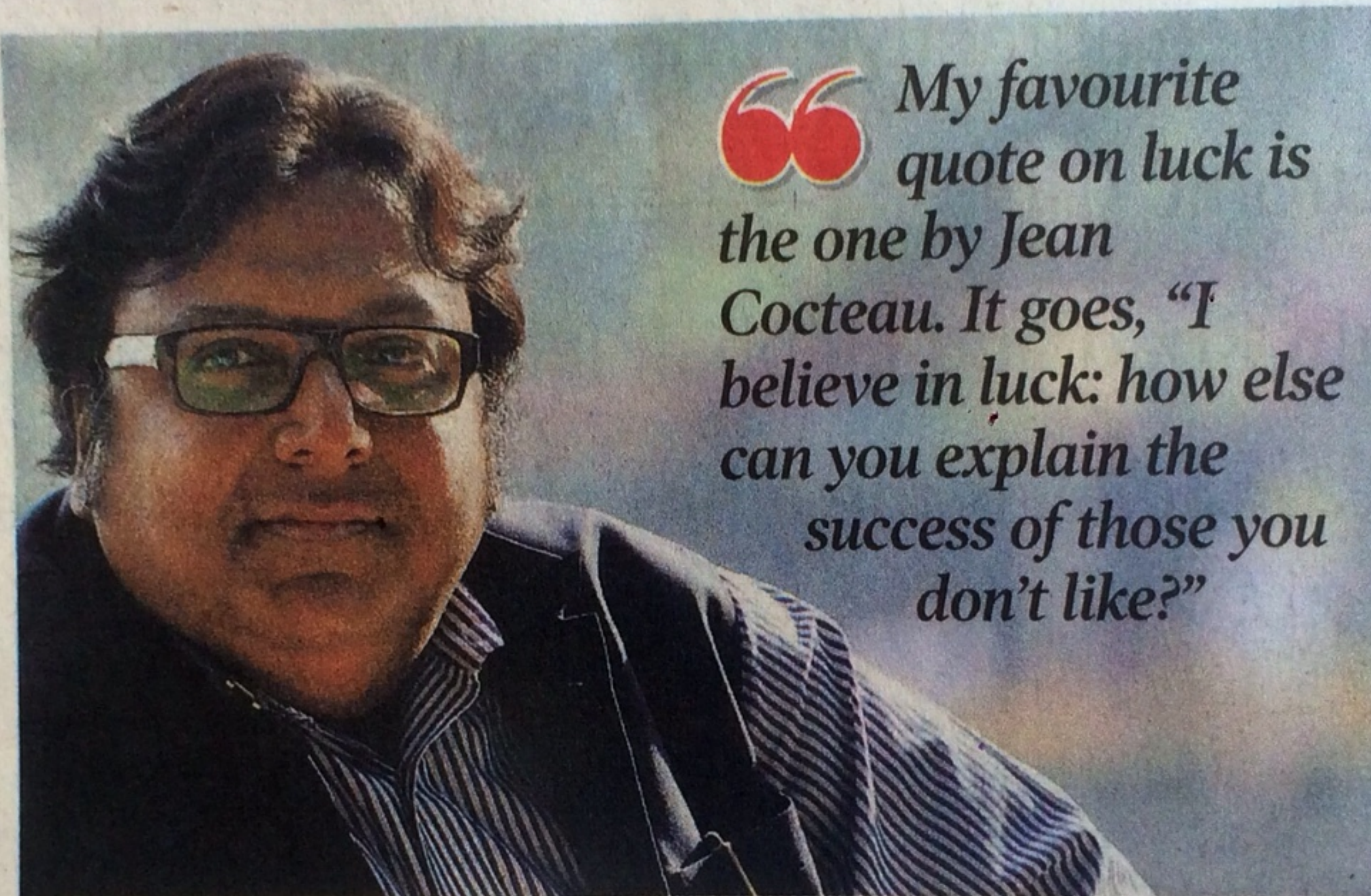
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For a book that's squarely about luck, it takes a wicked sense of humour to have the number 13 in its title. "It is intentionally tongue-in-cheek," concedes writer Ashwin Sanghi before elaborating, "You know, the myth surrounding number 13 is the oldest tale in the book. You had Judas Iscariot who

was the 13th disciple of Jesus Christ; the Code of Hammurabi doesn't have a 13th law because the number was considered unlucky; Friday, the 13th

is considered an inauspicious day... The number has been given a bad rap since ancient times and I thought that if I was talking of the ability to *manufacture* luck in one's life, then why not have 13 in the title?"

As a self-confessed down-on-luck writer when he began, it is understandable that Sanghi wants



“My favourite quote on luck is the one by Jean Cocteau. It goes, “I believe in luck: how else can you explain the success of those you don't like?”

to stick his thumb at the fickle thing. "When I wrote my first book, I was rejected 47 times, and it was thereabouts that I met a family friend who told me that success in life was 99% luck. And the remaining 1% owed itself to bloody good luck!" Explaining the anecdote as the inspiration for the title, Sanghi lingers awhile on the subject. "The way I see it, there are three types of luck. One is Consequential Luck which is determined by factors such as your birth, lineage etc. The second type of luck is Dumb Luck, where for instance, you find a hundred dollar bill on the pavement. The third

type is what I like to call Circumstantial Luck. Unlike the other two that are beyond your control, circumstantial luck is something that you can work on. It is about opening up to newer opportunities, newer experiences; it is about taking time to stop and smell the roses because there is a great value to doing that," he observes.

A firm practitioner of trying newer things, which explains his proclivity to not stick to just one genre of writing, Sanghi strongly vouches for the power of networking in helping change one's fortunes. In fact, he owes his own success today to reaching out and

getting in touch with people. "Networking is the killer step of all. I believe that luck has a way of finding a route to come to you. I have had experiences where the most unexpected person has come up to me with an offer I cannot refuse," Sanghi enthuses but before long he cautions, "Ultimately, however, it is not only about the number of people you know. You get lucky only if you let those connections work for you. You've got to constantly nurture the network."

A successful author today, Sanghi for all appearances has the Midas touch. Has he cracked the formula for becoming a hit author, then? "I don't know if there's a formula. Maybe the fact that there's no formula is the formula," he jests before saying, "I have always believed that a successful author is someone who never takes no for an answer. He is a thick-skinned individual who will continue to knock doors no matter how many times he's been rejected."

Lastly, ask Sanghi about who he considers as his lucky charm and his answer is instantaneous. "I believe the one who truly brought luck in my life is my wife (Anushika). In fact, if it were not for her I wouldn't have become a writer in the first place."

