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Secrets Of Lucky People

(A Study Of The Laws Of Good Luck)

By Steve Gillman

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Introduction

There are people who seem to lead a charmed life.

Some of these lucky people aren't even very intelligent or skilled, and yet they seem to almost stumble into success. They have opportunities open up for them all the time. Things are handed to them. They win in the stock market, find their dream job, and get married to their ideal partner.

Then there are those who might joke that "If it weren't for bad luck I'd have no luck at all."

These are the perpetually unlucky people. You may know a few. They always seem to be unlucky in love, lose money when they invest, miss all the opportunities, have unexpected bad things happen, and generally struggle to gain any advantage in life.

Most of us are somewhere between these two extremes.

We have our share of "good luck". We have our share of "bad luck." We may never really know why, or whether there is something to be done. There is! That's why this book was written.

But Is Good Luck Really Something Else?

What about the whole concept? Is there such a thing as either good or bad luck, or is there another explanation? Is it just hard work? Are we somehow "cursed" or "blessed"? Or is "luck" just a lazy way to define the process of cause and effect? Who cares!

You know it when you see it, right? To actually have good luck is more important than having an explanation or definition of it. The first lesson then, is that it is more profitable to make good things happen than to argue about definitions. The things you can do with this information will earn you the title of "lucky" even if you feel that "luck" had nothing to do with it, but don't sweat the label. Good results are good results, whatever they are called.

Now let's get started with a look at what lucky people are doing differently from others, and how you can have good luck too.

How To Use This Book

Before I started writing the introduction to this book, I went online to various search engines, to search the keywords "how to have good luck," "lucky guy," and "bad luck." What did I find? Web sites full of silly superstitions, lucky charms, and advice like "carry an acorn to ward off lightning" (no joke).

Hmm...

I haven't been hassled by lightning much, and I'm not into superstitions, so I hope you aren't looking for that kind of material here. This book is about practical, understandable techniques. Read it and you will know how to have good luck. Apply what you learn and you will be luckier.

Here are the basic premises:

1. "Lucky" people are those who have more happy surprises in their lives, and more good situations in general.
2. Their results are because of the way they think and act.
3. With the powerful techniques and exercises here you too can use these principles or "laws" of good luck.

Getting Started

We don't all learn in the same way. You may want to read the book through in one sitting. Or you may want to take it in a little at a time. You might just scan it and return to chapters that interest you. If you first want to prove to yourself that the techniques here can work in real life, you can simply pick out a couple of the exercises and give them a try.

Use the book how it works best for you, but to develop new habits and a new mind set that perpetually brings more luck into your life, at some point you should probably get systematic about it. Then you should try to concentrate on one chapter at a time, perhaps for a week each. Think about the lesson, look at life to see if it makes sense, and do the exercise that follows it.

Apply what you learn here and you will be luckier.

Chapter 17... My Lucky Flat Tire

Chapter 18... Gorillas And Lottery Tickets

Chapter 19... How To Buy An Island For A 94% Discount

Chapter 20... The Illiterate Millionaire

Chapter 21... The Lazy Investor

Chapter 22... Your Plane Crash Survival Story

Chapter 23... Ronald Reagan's Secret

Chapter 24... Thomas Edison's Secret

Chapter 25... Donald Trump's Secret

Chapter 26... Richard Branson's Secret

Chapter 27... Ben's Bad Luck Turns Good

Chapter 28... Imagining A Business Into Existence

Chapter 29... Climbing Mount Everest

Chapter 30... Mico Staring At The Sea

Chapter 31... George's Best Excuses

Chapter 32... Bad Luck Bart Blames The World

Chapter 33... The Great Ice Cream Opportunity

Chapter 34... The Unlucky Expert On Luck

Chapter 35... A Collection Of Luck-Boosting Ideas

Here is a short chapter from the book:

Chapter Five

Beyond The Surname Experiment

Why Acquaintances May Bring More Luck Than Friends

Friends and acquaintances are the surest passport to fortune - Arthur Schopenhauer

Know more people to have more luck? A lot of this is common sense, but common sense is sometimes proven wrong. Wouldn't it be nice if there was some research in this area? Well there is.

Professor Richard Wiseman, from Britain's University of Hertfordshire, scientifically explored luck for over ten years. He found that lucky people really were doing things differently than others. In regards to knowing people, one simple experiment stands out.

The "Surname Experiment" is simple enough that you could do it yourself with you and your friends. Simply make a list of common last names, perhaps by opening up your phone book and taking notes. Then, as you scan the list, count how many people you know on a first-name basis that have one of the surnames on the list.

Wiseman used just 15 names. He tested thousands of people, who had classified themselves as either "lucky," "unlucky," or "neutral." He found that 50% of self-identified "lucky" people knew 8 or more people who had one of the surnames. Only 35% of "neutral" people, and only 25% of "unlucky" people knew 8 or more.

There were twice as many high scores among the lucky people as the unlucky. That's a pretty dramatic difference, isn't it?

(In case this is confusing, I'll point out that it isn't about knowing those with common last names. That's just a proxy for how many people an individual knows in general. It's easier to do it this way, than to actually have respondents list every possible friend and acquaintance. Statistically, if you know more people with the most common names, you know more people overall.)

Of course, one could argue that this doesn't prove that getting to know more people will make you luckier. It could be that the preexisting "luck" of these people brings them more friends and acquaintances, instead of the other way around. This is the problem with any

such study based on correlation alone.

But if we consider this for a moment, it seems likely that it works both ways. In other words, certain "lucky" types attract more friends, but choosing to have more friends also exposes one to more opportunities. Experience, if you let yourself have it, will almost certainly show you that creating more "social connectivity" in this way leads to more possibilities, and that you therefore *can* change your luck for the better by making more acquaintances and friends.

Friends or Acquaintances?

You might think it would be more helpful to have friends rather than acquaintances. However, the research says otherwise. Take, for example, the study done by Mark Granovetter, on getting a job. Though it was done decades ago, the principles haven't changed.

Granovetter discovered that of the hundreds of professional and technical workers he interviewed, over half found their jobs through a personal connection. This isn't very surprising, and by itself it is a good example of the value of "networking," and of simply knowing more people. The interesting part, though, was how well these workers knew the "personal connections" that got them the job.

Less than 17% of those interviewed reported that they saw the contact person "often." Over 83% said they saw the contact person "occasionally" or "rarely." Essentially, it was discovered that people weren't finding jobs through friends, but through acquaintances.

This makes sense when you think about it. Suppose you are considering finding a new job. Your friends are likely to work with you or go to the same places, and to know a lot of the same things. In other words, you already know much of what they know, so information on new jobs which are available is more likely to come from outside your circle of friends.

This goes beyond jobs, of course. Consider movies and books you have never heard of before, or new ways to make money, or just new information and ideas in general. Where are you more likely to hear about them? From your friends, whom you already spend a lot of time with? Or from acquaintances that are in other circles and subcultures?

The lesson is clear. More than with friends, having acquaintances from many walks of life can introduce you to opportunities you wouldn't otherwise know about. In other words, they can help you get lucky.

The Person Who Knows Everything

Apart from knowing a lot of people, and having a lot of acquaintances that are in different social circles, there is one particular type of person that you should get to know: a maven.

Commonly defined as "an expert," a maven is more than that. As described in Malcolm Gladwell's book, *The Tipping Point*, a maven not only knows all about something, but is willing and eager to share.

You may or may not have met a true maven. They are people who can, for example, tell you where to get the best deal on almost anything. But more than that, they want to tell you. Some might also know exactly what the weather forecast is, and what new businesses are coming to town and when. They are fonts of knowledge, and live to share it.

Mavens have the ability to connect you with information and people that you need. When you mention that you are looking for a used car, a maven might know where you can get exactly what you are looking for, and at a great price. A casual mention of a book you are writing might get you the phone number of an agent who can help you.

Mavens are great people to know if you want more luck. If you meet such a person, make it a point to stay in touch with him or her.

Luck Exercise

List people you know who each operate in different circles or subcultures. Don't put two people on the list who work at the same place or even in the same industry. Ideally, each person on the list should know a different group of people than the others. If you don't know a person's name, write a description and where you know him or her from. If you can't list at least ten, it's time to make some new acquaintances to fill out that list.

Make a point to contact one of the people on the list who you haven't talked to in a while. Buy the person lunch, perhaps, or just give him or her a ring to say hello. Invent a reason to call and stay in contact. Do this at least once a month with another person on the list. Start with any mavens you know.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Acquaintance softens prejudice. - Aesop

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If you do the exercise above, you'll see the benefits, and you'll want to do all 40 exercises that are in the book. Follow the link below to find out more.

(I wrote this book because these techniques worked for me. - Steve)

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Readers Comments

Long before you get to the chapter titled, "The Prospector's Reticular Cortex," you know that this author does not buy into mystical explanations of luck. Some may think he is too dismissive of the "forces" out there. On the other hand, he makes a strong case for simpler, often psychological explanations, and he presents techniques one can prove to oneself, including many "luck exercises." - From a review on Amazon.com

Just wanted to let you know how much I enjoyed reading (Secrets of Lucky People). I really like your style of writing and the way you explain things. - Diane J

Thank you very much Steve Gillman. I like to read all your ebooks. - Mohammad N

The research gathered here is fascinating. - Ana B

Gillman not only gives examples of how you can enhance your luck, but shows how he has paved a lucky path for himself. Charming anecdotes, real-world examples and life stories make this a fast, fun read that will have you feeling luckier with each turn of the page. -
From a review on Amazon.com

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