

Luck In Business - A Choice Rather Than Chance

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*The Four Kinds of Luck: How
To Make A Habit Of
"Getting Lucky"*



"How much do you think a person's success is because of luck, and how much of it is hard work?"

People, when informally polled: Answer with a percentage that's divided up between the two. 30/70 – 80/20 Etc.

No matter what you're pursuing, Luck plays a role.



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Most people don't know that there are different kinds of Luck.

Some luck you have no control over, but others you can influence with your actions.

We will examine the "Luck Surface" and the "Four Types of Luck" to illustrate this powerful natural law of human nature.

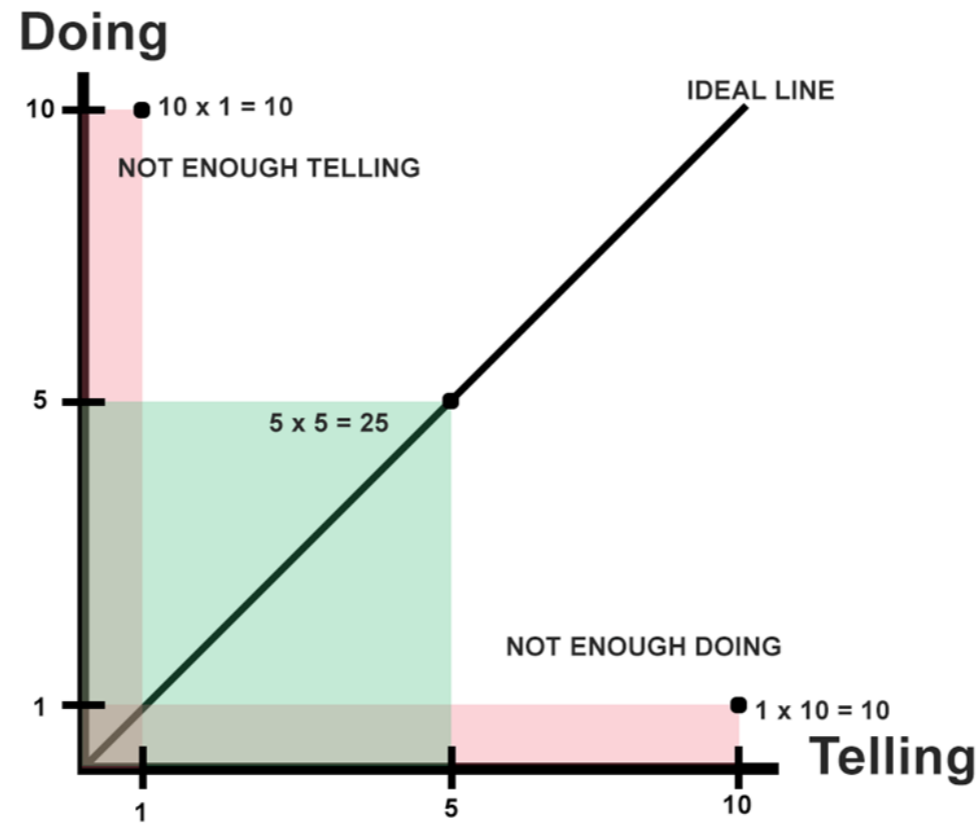
Once we accomplish this, we can get "Lady Luck" on your side.

The amount of "Luck" that will occur in your life, your "Luck Surface Area," is directly proportional to the degree to which **you do something you're passionate about** and the **total number of people to whom this is effectively communicated.**

It's a simple but potent concept because it implies ***that you can directly control the amount of Luck you receive.***

In other words, you make your Luck.

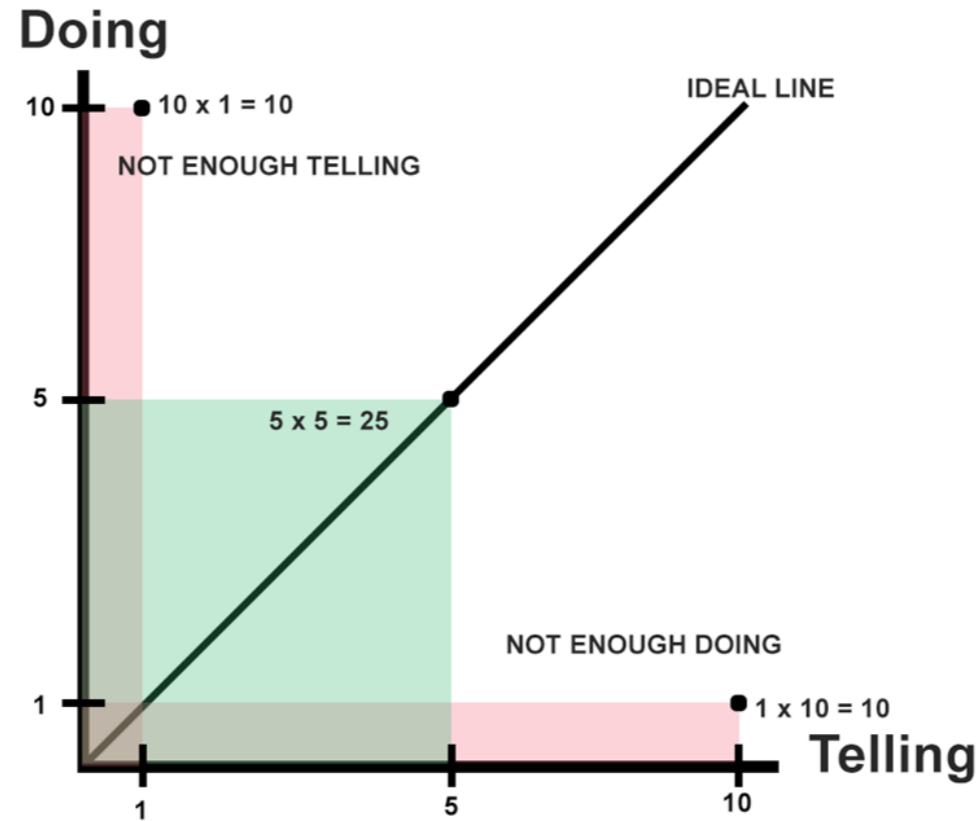
Luck Surface Area



Doing: Consider your Client or Referral Process. How much energy are you putting into working on your processes? How much energy are you putting into talking about your strategic business initiatives? How much energy have you placed in perfecting your approach? Are the procedures written? Can your staff articulate them to existing clients and potential prospects?

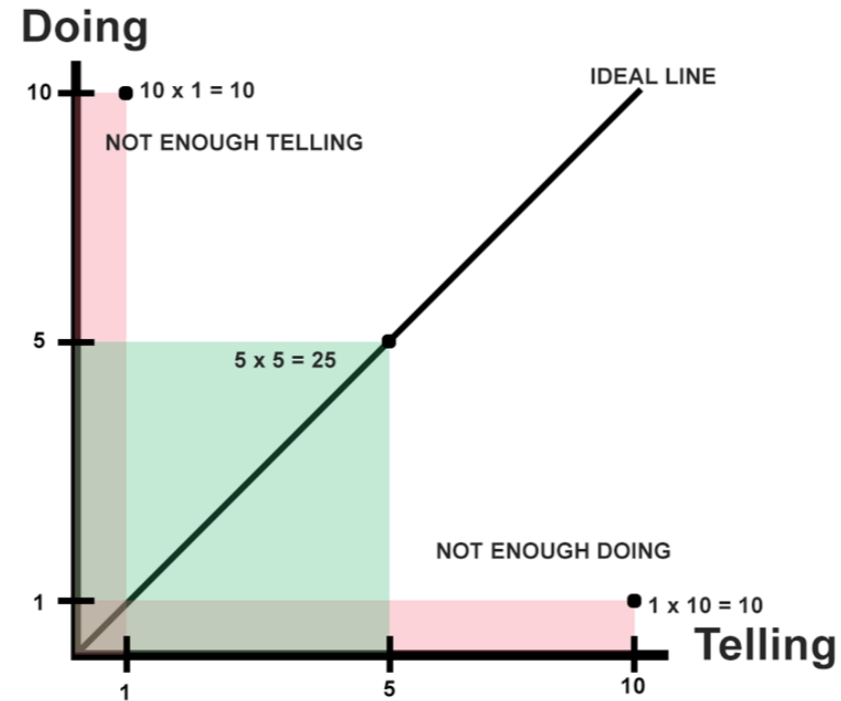
Prepared, organized effort can produce "luck"

Luck Surface Area



Telling: Again consider your Client or Referral process. How much energy are you putting into discussing those processes? How many times do you discuss them daily or weekly? Do you need to increase/decrease your "Doing" or "Telling" to achieve your largest Luck Surface Area? What are ways I can do more doing/talking? Which one do you need to increase/decrease to achieve your largest Luck Surface Area?

Luck Surface Area



What are ways I can do more telling/doing?

- Have a written infograph to explain the process
- Create a short video to place on your website
- Write a whitepaper to be published.
- Blog about your process
- Post on social media

The Four Kinds of Luck



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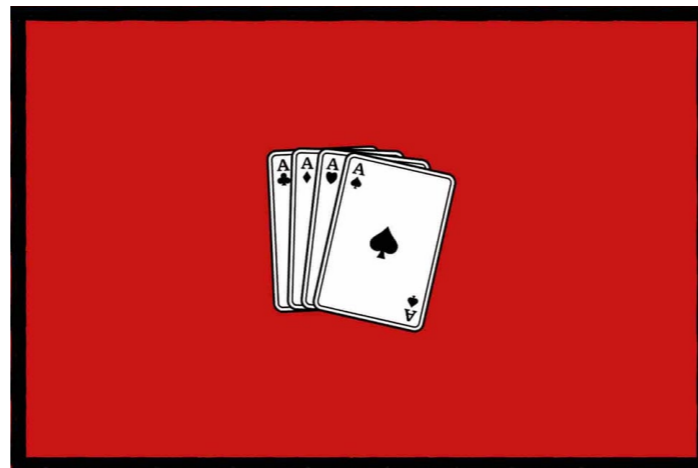
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In 1978, Dr. James H. Austin wrote Chase, Chance, and Creativity: The Lucky Art of Novelty. Austin explained the roles of luck, chance, and serendipity in medical research, and outlines what we know today as the **four kinds of Luck**.

Austin reduces each type of "chance" (the word Austin uses for Luck) to the kind of work you must do to find it and your subsequent "sensory reception" of the event.

Here are the four different kinds of Luck and how you can capture them:

- 1. Blind Luck**
- 2. Luck From Motion**
- 3. Luck in Preparation**
- 4. Luck Unique to You**



1. Blind Luck

"Chance #1 is completely impersonal; you can't influence it." - Dr. James H. Austin

This is the kind of Luck you're most familiar with.

Picture a miracle, an "Act of God," or winning the lottery. All of these events arrive entirely out of the blue, and with little to no action on your part. They're something to celebrate, but definitely not a moment to count on.

Blind Luck will slip in and out of the other types of Luck, so it's essential to keep an eye out for it.

How To Get Blind Luck On Your Side

You can't. Just make sure you don't squander it if it strikes you. If you win the lottery, invest the money in functional businesses instead of spending it on sports cars and yachts.

2. Luck From Motion

"Chance favors those who have a persistent curiosity about many things coupled with an energetic willingness to experiment and explore." - Dr. James H. Austin

The second type of Luck comes from constant action.

The more material/activity you create, the more articles you write, and the more people you engage with - the better the chance that the right person notices what you're doing at the right time and boosts you.

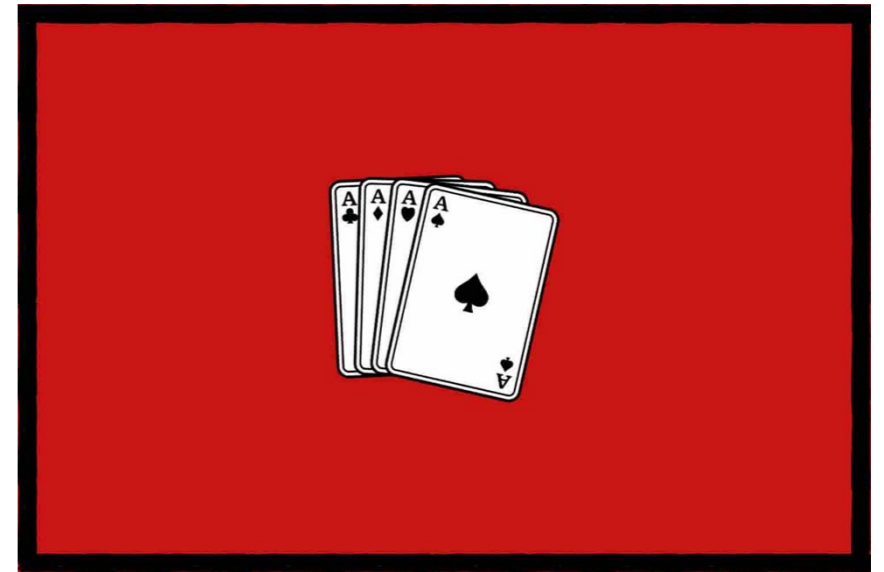
Luck comes through persistence, hard work, hustle, and Motion. When you create lots of opportunities and generate a lot of energy, many things will get stirred up in the dust.

Of the four kinds of Luck, this is the most accessible to you right now.

Is the fact that I create a referral stream of new prospects just blind Luck? No, because I work daily to advocate for my client's needs, ask for referrals, and use my referral process at every interaction with COIs and clients.

This is Luck from Motion. The more I work, the better chance I have of getting lucky.

Of course, Austin also argues we must avoid "waste motion." This is the act of working for work's sake when it's depleting your resources and not changing your outcome.



How To Get Luck From Motion On Your Side

Hustle!

If you have a formal process and speak with passion about what you are doing, you can generate Luck from Motion. Think about opportunities to showcase your strategy to meet more people. The more you work on perfecting your process and talking about the Luck of Motion, the more Luck will find you.

Conversely, **inaction** is a sure way to get "unlucky."

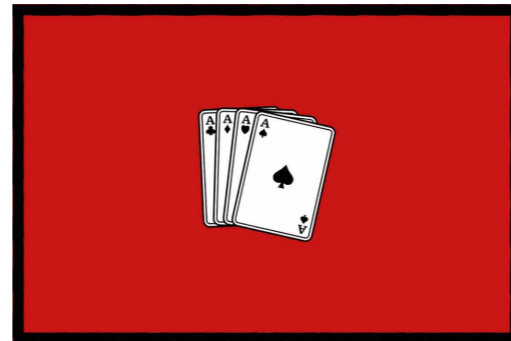
"Imperfect action is better than perfect inaction."

— HARRY S. TRUMAN

3. Luck In Preparation

"Chance Ill favors those who have a sufficient background of sound knowledge plus special abilities in observing, remembering, recalling, and quickly forming significant new associations." - Dr. James H. Austin

If you have specific knowledge in the financial service industry through years of experience, you know what works and what doesn't far better than someone relatively new to the industry.



That recognition is critical to the third type of Luck:

Luck in preparation.

You can become very good at spotting Luck. If you are skilled in a field, you will notice when a lucky break happens in that field, when other people who aren't attuned to it won't see. So, you become sensitive to Luck through skill, knowledge, and work.

Example: You are a filmmaker and come across a book that would make an excellent film. You know it would make a great movie because you've made ones like this before. And further, you know exactly who you could sell it to who would be very interested in it.

Anyone else who reads the book won't have the experience or specific knowledge to turn it into a great movie, but you do. That's Luck in preparation.

Example: You meet a generous individual at a charity event. Your knowledge of donor-advised funds (DAF) and charitable giving allows you to recognize and share ideas during cocktail conversations and peak the philanthropic prospect better positions donations to be more efficient and tax efficient.

Your study on the subject matter allows you to recognize opportunity.

How To Get Luck From Preparation On Your Side

Build specific knowledge and experience in your field.

Then, keep an eye out for opportunities happening in your area of expertise. Keep up with industry happenings, network with others at your level, and if you spot an scenario that looks promising, then follow up relentlessly.

"The meeting of preparation with opportunity generates the offspring we call luck."

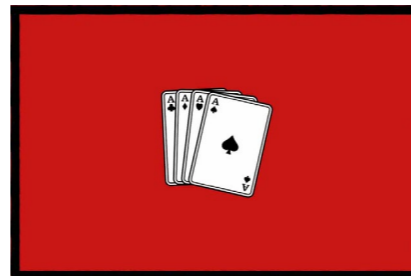
– TONY ROBBINS

4. Luck Unique To You

"Chance IV favors those with distinctive, if not eccentric hobbies, personal lifestyles, and motor behaviors." - Dr. James H. Austin.

As you edge closer and closer to expert status, you'll make a name for yourself because of how you operate.

Maybe your personality is friendly and great to work with. Or, perhaps you're super intense but always get the job done, no matter the hour. These "distinctive" traits will help your reputation and brand grow over time.



Your reputation is like a magnet that is getting stronger. As you build a satisfied customer base, you'll pull in more and more business from further away.

Eventually, a career-changing client - who likes who you are and your view of the world - will hire you for a job *only you can do*. Voilà: there's **your good Luck**.

Then the last kind of Luck is the hardest kind. Which is where you build a unique character, brand, and mindset, and then Luck finds you.

It would help if you built a skill stack unique to you. The more skills you stack, the more unique your offering and the better chance you have to create unique Luck.

How To Get Luck Unique To You On Your Side

Be authentic!

Doggedly pursue what interests you and build skills in those spaces. You'll become the best in your market because you're the only one who has passionately pursued this illusive form of Luck.

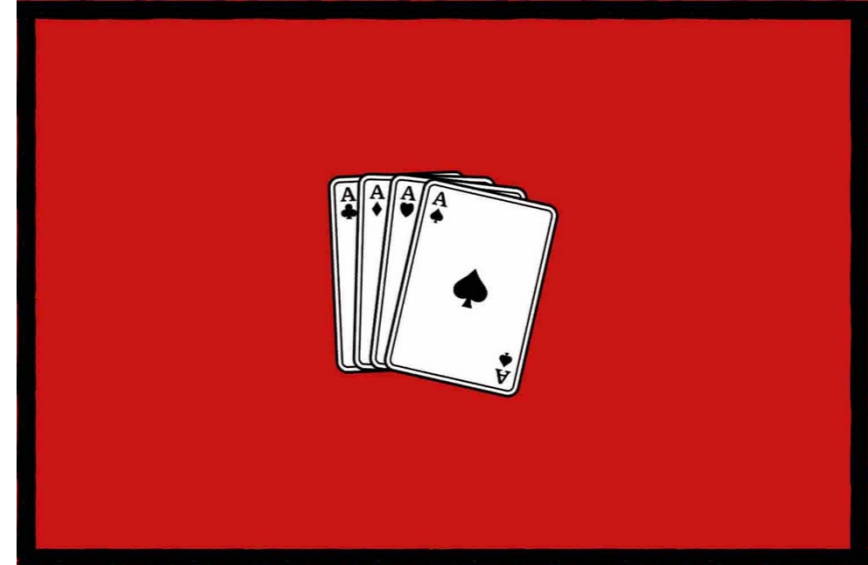
Who knows what kind of Luck will strike because of the work you have put into your business and the skill sets you have built?

Let's Recap

Luck Surface is "telling and doing" – The more frequently you do both, the more Luck you will have.

Here are the four types of Luck:

- 1. Blind Luck**
- 2. Luck From Motion**
- 3. Luck in Preparation**
- 4. Luck Unique to You**



We are here to discuss implementing a plan based on your goals and skills.

Five easy steps:

- 1) Schedule a time to call and talk about your goals and obstacles.
- 2) Develop a plan with C4G.
- 3) Execute the strategy laid out.
- 4) Correct course and stay vigilant.
- 5) Celebrate Success and become a C4G Advocate!

Now Go Get Lucky!



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