**Draft letter**

Subject**:**The Art and Science of creating good luck

Dear ……….,

Can you create good luck? The answer is yes. This is what the book *The Serendipity Mindset* is all about. What does serendipity mean? Quite frankly, I didn’t know the word either, let alone the value.

Let me popularize the meaning of the word, serendipity. In your life unexpected things happen. They come by chance. They are not planned. The question is, what are you going to do with an unexpected encounter, an interesting article you read or stumbling over a unexpected solution for a problem you have had for some time. The word ‘unexpected’ is important. Unexpected moments put you on a crossroad. You can leave the unexpected chance and carry on. Or you can see the unexpected happening as an opportunity and act on it?

Serendipity basically means, finding interesting or valuable things by chance*.* Things that happen to you by chance cannot be planned, let alone be predicted. The difference between serendipity and just plain, blind luck, is looking at the world with open eyes and connecting the dots between an existing situation and a new opportunity. This is the central part of developing your serendipity mindset. In other words, you can increase luck by recognizing opportunities of interest or value. Entrepreneurs have a more trained mindset for serendipity to happen.

The thing is, to see things that others don’t, recognize the value of it and act on it. Unexpected observations and turning them into opportunities. It demands a conscious effort to prompt and leverage those moments.

Thus, serendipity is about the ability to recognize and leverage the value in unexpected encounters and information. In this way, you can develop a serendipity mindset – the capacity to identify an opportunity and grasp it with a powerful force. Developing a serendipity mindset can be trained. Understanding serendipity will result in making better decisions. People with a serendipity mindset are not born luckier than others. It will make your life more joyful, meaningful, and successful.

Research has shown that the willingness and motivation to engage in activities that nurture serendipity can be driven by adaptable (and trainable) traits such as proactivity, humor, openness to experiences and willingness to pursue untested ideas. Therefore, the book is called *The Serendipity Mindset.* It is the art and science of creating good luck. Everybody can apply serendipity in both his personal and professional life.

Here is the link to this interesting book which has been read and edited for you by the Global Reading Club: <https://globalreadingclub.com/books/the-serendipity-mindset>. You can also listen to a 23 minute lasting Podcast.

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book The Serendipity Mindset