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## Context to the nugget

For every famous sports person, there are hundreds who didn't make it big. For every published author, there are hundreds who met rejection after rejection. How does one deal with being in a profession where a few "winners take it all"? Hear Amish talk about the reality of being an author and how his initial rejections made him go against the grain and market his books innovatively.

## Transcription

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**Deepak Jayaraman (DJ): Give us a sense of the reality of writing?**

Amish Tripathi (AT): One thing if anyone wants to get into any creative field, you have to be aware of the rewards are very skewed out here it's not just in writing but in films, in TV, in Artist, Painters, any creative field you will have people making money beyond their dreams beyond their wildest dreams and you will have a large number not even making enough to get buy, that's the nature of the creative sector and you should be clear of that before you get into it, unlike say banking or the IT, any proper corporate career where you can make a career and everyone can do reasonably good and you can get buy. So, you have to be aware of this risks when you get into it and very few people can actually predict what will work and what will not work in the creative field nobody really knows, one of the main reasons my books were get rejected before I moved to the Meluha, most mythological novels was simply not working they were flopping in the English language which is why my books were also rejected by publishers, but to everyone surprise my books did well so you have to be aware of that and I always advise that there is no harm in having another job while pursuing a writing career on the side. What my approach was keep the soul alive and have a job to give the body and soul together, but you have to realize that many people don't make it, it doesn't mean that anyone is better or worst it's just right time right place of course there is blessing of god there are skills involved, but it also just share a luck year.

**DJ: For the first-time writers for a minute given the initial hurdles you had to cross till you got the first publisher any lessons learnt would you have done anything differently with the wisdom of what you have gone through?**

AT: No not really, because I tried everything that I could and in fact I believes that the rejection that I have faced for publishers from all publishers actually was actually blessing in disguise because I was free to market the books the way I want to the publishing industry is not the most innovative when it comes to marketing, there is this attitude "yaar ye to pehle kabhi kiya nahi hai to ye naya kaise kar sakte hai?" which frankly one of the most irritating lines in the world that we have never done this

before so we can't do it and that's the worst reason and it is the way the industry is, especially when it comes to marketing so actually it was a blessing in disguise because we could do innovative things.

## Reflections from Deepak Jayaraman

DJ: the key takeaway from this for me is that it's critical for us to understand the structure of the labour market in the industry we are getting into. Creative fields or even some of the areas like sports for that matter have a winner take all kind of a structure where few players make significant profits and often the most visible. What at hides is that for everyone percent that succeed commercially there is a 99 percent that's beneath the surface that find it commercially challenging. This is not to say that one should not try something new but it's worth being pragmatic about life and choices given the nature of the nature of the pay offs in such creative industry. Thank you for listening. For more you might want to subscribe to the twitter handle Play to Potential. Thank you.

## End of nugget transcription

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### **Amish Tripathi - Nuggets**

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- 02.02 Amish Tripathi - Writing for self
- 02.03 Amish Tripathi - Transitioning from Financial Services to Writing
- 02.04 Amish Tripathi - Dealing with failure
- 02.05 Amish Tripathi - Harsh realities of Writing
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### **About Deepak Jayaraman**

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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