



LUCKY GIRL

Unveiling the Secrets
of Manifesting a Lucky Life

GEORGIE MAY

Lucky Girl

*Unveiling the Secrets of
Manifesting a Lucky Life*

Georgie May



CAPSTONE
A Wiley Brand

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To all the Lucky Girls.

***To the dreamers, the doers, and the believers—
this book is for you. May the tools, techniques, and
insights within these pages empower you to shape
your destiny, attract positivity, and manifest your
desires. May you find the strength to navigate the
challenges and embrace all the opportunities that
come your way.***

***To those who have supported me on my journey
to share this knowledge, to my husband, family,
friends, mentors, and readers—your encouragement
and belief in the power of luck have fuelled my
passion to create this guide.***

***And to the future Lucky Girls who will turn these
pages, may you find inspiration, transformation,
and the keys to unlock the door to a life filled with
abundant luck, success, and happiness. You truly
deserve it.***

With gratitude and excitement,

Georgie

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Acknowledgments

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First and foremost, I am blessed to call my family my greatest source of inspiration and strength. To my amazing mother, my best friend, and my role model, your guidance, wisdom, and boundless love have shaped me in ways I could never adequately express. You are my Lucky Girl role model – teaching me from the start that with hard work, patience, courage, and kindness, we can achieve anything. Without you, these words would not exist, I wouldn't exist, and for that, I am endlessly thankful.

My father, with his relentless drive and tenacity, has shown me that luck is not a mere roll of the dice but a

product of hard work and determination. Your journey from humble beginnings to creating your own luck has been a guiding light in my life, reminding me of the power of resilience and always striving to be the best version of yourself.

To my incredible brother and sister, your unwavering dedication and unbreakable spirit inspire me daily. Your tireless support and infectious laughter have carried me through the toughest times, and I am grateful to both for putting up with my sh*t.

A special mention goes to my extraordinary husband, whose presence in my life has been nothing short of a stroke of luck. From a drunken night at the office to a whirlwind romance. Together, we have built a beautiful life filled with love, joy, and endless possibilities. Your unwavering belief in me has been my driving force, and I am privileged to have you by my side.

I am profoundly thankful for my circle of wonderful friends, the ones who have been my pillars of strength throughout this adventure. Your constant encouragement, genuine camaraderie, and unwavering support have meant the world to me. You know who you are, and I am grateful for every moment shared.

To Laura Galebe, affectionately known as the CEO of the 'Memoir Technique,' and Sammy K, and all those who saw Lucky Girl Syndrome as more than a bandwagon. Your collective influence in popularising this transformative trend cannot be overstated. The courage you display

in sharing your personal experiences is what ignited a spark within me to delve deeper into the concept of Lucky Girl Syndrome and write a book about it.

A heartfelt thank you to Annie, my editor, the amazing Alice, and the incredible team at John Wiley & Sons. Your expertise, dedication, and belief in this project have been instrumental in bringing *Lucky Girl* to life. Your collaboration has been invaluable, and I am truly honoured to have worked with you.

In closing, I extend my deepest appreciation to each and every person who has played a role in shaping this book and my journey. Your presence has been a stroke of luck beyond measure, and I am humbled by your unwavering support.

With heartfelt gratitude,

Georgie

About the Author

Georgie May, in her transformative journey from a former burnout party girl to a spiritual explorer, struggled for years with poor mental health, desperately seeking a 'magic cure' to alleviate her pain. Like many people, she experimented with various conventional methods, hoping to find a solution. Eventually, she opened up to alternative paths, leading her into the wonderful, if often weird, world of wellness.

Leaving behind her 9–5 job at a major social media marketing agency, Georgie immersed herself in the realm of wellness. She earned certifications in EFT tapping, yoga, and reflexology, establishing her own business with a mission to guide others in their healing. Through workshops, events, classes, and private sessions, she has appreciated the privilege of working with a diverse range of clients, gaining deep insights into their unique perspectives and challenges.

In addition to her personal journey, Georgie became committed to dismantling the stigma around mental

health. Drawing inspiration from ancient practices and modern psychology, her work focuses on the intersection of spirituality, mental health, and self-discovery. This commitment led her to write *Lucky Girl*, a book born out of her desire to extend a lifeline to others navigating life's challenges and the minefield of advice.

In *Lucky Girl*, Georgie shares the wisdom gained from her odyssey toward self-discovery, offering practical insights and empowering narratives. She firmly believes that luck is not a matter of chance but a state of being, a mindset cultivated through resilience and self-compassion. Through her book, she aims to empower readers to rewrite their own narratives, emphasising that luck is about mindset, intention, and self-belief.

Georgie's hope is that *Lucky Girl* becomes a companion for anyone striving to create a life filled with purpose, joy, and authentic connection. Her aspiration is to inspire a ripple effect of positivity, kindness, and self-love, where everyone feels deserving of the incredible blessings life has to offer.

Preface

What happens when 'The Secret' meets Social Media?

A new manifestation trend is born:

Lucky Girl Syndrome

'I'm so lucky, everything works out for me' – an optimistic thought process or a totally delusional one?

This book will blow the lid off Lucky Girl Syndrome and teach you how to harness this approach to attract the life you desire . . . *without sounding like a total spoilt bitch*.

I know what you are thinking, and I'm thinking it too: how sad that a grown-ass woman who's just turned 30 is wasting their precious time mindlessly scrolling on an app they are way too old to be on in the first place . . .

Well, I do this daily for a few reasons:

1. I like looking at pretty, aesthetically pleasing things.

2. Part of my line of work requires me to be on social media.
3. I feel it's my duty as a millennial to at least try to keep up with the trends and stay cool for the younger generation.
4. I have ADHD, so my short attention span loves to feed off this short-form content.
5. Videos of people doing silly things and cute dogs will never not be entertaining for me.

In essence, a large portion of my time is spent online.

Hi, I'm Georgie, and I'm a social media addict.

And I'll first admit to this – I've absolutely wasted hours of my time scrolling and countless times have been sucked into the dark side, where social media can make you feel totally sh*t about yourself and stuck in the comparison trap. When you see others living the most incredible lives, doing things you could only have ever dreamt of, going to beautiful places, and achieving brilliant things – making you feel inadequate, lacking, and jealous.

Now, it's not just social media that can make you feel that way, but it sure does have a lot to answer for. With the rise and emergence of new online platforms, we all possess this intrinsic need to be on them and share parts

of our lives with the world. The two driving forces behind sharing are status and emotion – it doesn't matter which sharing persona you fit, the basic psychology behind why we share is because of these two factors.

Social media is an emotional rollercoaster. I'll be belly laughing at a prank, irate at a DM asking me to join their pyramid scheme, swooning over my many celebrity crushes, crying at a friend's baby, and disgusted at some ignorant trolls – and that can all be in the space of 10 minutes. Like Marmite, social media is a divisive experience: you either love it or hate it. Regardless of your stance, there's no denying that it has become a significant part of our pastime, and it's clear that it's here to stay.

And I'm grateful it is. Without it, I wouldn't have ended up on 'SpiritualTok' – and when something inside me really shifted and from that mindless scrolling session, I found my new life's mantra:

I am a Lucky Girl.

Just like that, from that one TikTok video – from there on out, I've made it my life's mission to live every day in full awareness of how lucky I am and share the gift of luck with everyone.

Yes, there were times when I haven't been so lucky and certainly times when I have really struggled; the bullies

at school, the abusive relationships, the depressive episodes, the countless rejections, and the times when I felt truly so unlucky, I tried to escape this lucky life. But my god how lucky am I to not only have survived these traumatic events but to have come back fighting each time, more and more determined to live my life in a meaningful and authentic way and – be a Lucky Girl.

Despite being a Lucky Girl, even now I still get ‘down days’ and of course, know I’ll still meet many bumps along the road, but what has always got me through is a constant reminder to come back to being fully present at the moment, no matter how difficult it is, and acknowledge even the smallest of luck in my every day with a sense of deep and profound gratitude. Now, it’s certainly not easy to do, and requires a lot of bloody hard work, but if you’re ready to start harnessing the power of luck to attract more in your life, then prepare to get uncomfortable, start to become open and get ready to switch up your mindset as this is where the magic of lasting change will happen.

Through the strategies outlined in this book, I’ve managed to create a great deal of luck for myself, and I’ve designed a life that a younger me could only have ever dreamt of by making shifts that can change my perspective in a split second and reconnect me back to my core self.

BIG, big shifts, actually. Shifts I want to share with you now . . .

The Lucky Girl Contract

I _____ hereby declare:

I will use my Lucky Girl powers for good. I will share my knowledge of this practice with all around me because I know there is more than enough to go around for everyone.

I understand luck is no coincidence, however, I realise it is up to me to find it, create it, and sustain it.

I am fully committed to the hard work that is needed for my luck to work.

I understand that lucky girl syndrome won't solve my problems, but learning this new approach may help me react in a more positive and healthier way.

I will celebrate all the lucky milestones I reach – big or small.

All the luck I receive I will share back out, fully knowing there is more than enough to go around.

From here on out, I acknowledge that I am a lucky girl.

Signed _____

Date _____

What Is Lucky Girl Syndrome?

We've all been there – the alarm goes off late (or you forgot to even set it!), you're already late for work, and you haven't even had your morning wee. No clean knickers because you forgot to do the laundry. Morning commute hasn't gone to plan and it's pouring with rain which means your bra is showing through your now wet shirt, resulting in disapproving looks from the HR manager. Then you realise that the proposal you spent hours working on didn't save correctly. Fast forward, the day goes from bad to worse.

*What sh*t luck.*

This may be followed with other negative inner chatter such as 'Why do bad things always happen to me?', 'Nothing goes my way', or, my personal favourite, 'Just my f*cking luck'.

On the flip side, we've all been there – you wake up to birdsong and sunshine. It's Saturday, so you can have

an extra hour in bed if desired. You go for brunch with girls, and they all compliment you on the promotion you got yesterday. The guy who's been on your radar for some time drops into your DMs and wants to take you out tonight, and you walk past a shop window with the perfect date night outfit . . . and it's on sale!

What great luck!

Now your possible positive inner chatter might be 'Isn't it funny how life works out for me?', 'Everything is going my way right now', or, my personal favourite, 'How f*cking lucky am I?'

But that's life, right? The ups and downs are part of an individual's everyday life, no?

Indeed, it is, but maybe there's something more to it?

What initially started from two girls eating noodles in a car, detailing their experience with this 'bulletproof' theory, quickly turned into a viral sensation, amassing over 400 million views since publication and thousands across the globe engaging in the trend.

The noodle girls believe it's as simple as shifting your thoughts from negative to positive. Sounds simple – and if TikTok says it works, then that means it must do – right?!

But is it just a TikTok trend that seemingly gives the entitled yet another platform to show off, or could there actually be something in this line of thinking?

Can this 'syndrome' be adopted by *all*, despite an individual's background?

Could a simple hashtag actually help make meaningful and lasting changes in our lives?

Are these life events coincidences or just luck? Reactions from social media seem to think it's worth a shot...

First and foremost, to be clear – this isn't a term I've originated, nor am I claiming it as my own. No, no – the term *Lucky Girl Syndrome* was first coined by Laura Galebe, CEO of the Memoir Technique, and TikTok influencer. Galebe created a video in which she described her own experience with the syndrome, and the video quickly went viral.

And if you are not on TikTok, that's OK, we will get you up to speed. Or if you are a seasoned scroller and totally up to date with what we're harping on about, I encourage you to still read this chapter because we will be going one step further, as your social sisters are only telling you half the story.

Whoever you are, wherever you are, please read this book with an open mind and an open heart as we unpack what this technique is, dispel the misconceptions, take a deeper dive into the science, the case studies,

and ultimately help you to apply the learnings in your everyday life.

Stumbling upon a post related to Lucky Girl Syndrome (LGS) and feeling the urge to commence anew can be exhilarating. However, approach your luck journey with a well-rounded understanding of psychology, science, and the core concept itself, to then integrate these insights seamlessly into your daily existence. This is the primary objective of this book – to guide you through the process, not to just dive blindly into manifestation but to equip you with the necessary tools and knowledge.

Comprehending LGS establishes a strong base. This foundation empowers you to approach manifestation with insight and intention, rather than haste. This journey is more about gradual evolution than shortcuts. Let it be clear that this book doesn't profess to be a miraculous remedy that will completely heal all wounds. You're going to have to do the work – embrace the wisdom within this book, align your actions and thoughts, and you will witness meaningful transformations over time.

In essence, this book bridges theory and practice, guiding you to unlock your potential through understanding LGS. As you embark on this enlightening path, embrace learning and growth, creating a life of purpose, success, and true fulfilment.

So let's get into it:

Lucky Girl Syndrome: A state of mind in which you believe that you are lucky and that good things are more likely to happen to you. It is based on the idea that positive thinking can attract positive experiences.

The whole premise of Lucky Girl Syndrome is about attitude. Consistently believing you are fortunate or privileged in various aspects of your life can draw favourable circumstances or experiences. This could include having financial stability, good looks, a loving family, popularity, and being successful or happy. Those with Lucky Girl Syndrome may often perceive themselves as being blessed or fortunate and may be perceived as having an optimistic outlook on life.

This form of 'manifestation' and 'positive thinking' has arguably worked well for many (hello – 400 million views!). Lucky Girl Syndrome – which, despite the name, is not only for girls – gives a strong sense of belief and trust that everything will work out in your favour because you believe you are indeed a lucky person.

If you haven't already heard on social media, 'I'm so lucky; everything works out for me' – then your algorithm sucks, or you're probably doing something more productive with your life than scrolling. Regardless, if you haven't come across this affirmation, then you've been seriously missing out on this latest manifestation

technique, and more importantly, you could be missing out on creating your dream life!

Laura Galebe and Sammy K (another TikTokker) pushed Lucky Girl Syndrome into the spotlight, sharing their personal experiences trying it out and demonstrating how it completely changed their lives by helping them attract unbelievable outcomes and opportunities.

Manifesting Has Had a Makeover

You're probably thinking about now – isn't this just a wolf wearing 'manifesting' sheep's clothing? Correct, it is.

There are tons of manifesting tools and techniques available. LGS is just the latest craze.

These techniques are often associated with the 'New Thought Movement', a spiritual philosophy that emphasises the power of the mind. This movement, founded in the late nineteenth century by Phineas Quimby, has since been popularised by authors, teachers, and influential people.

The Law of Attraction is the most popular technique – the belief behind the concept is that by focusing on positive thoughts and feelings, you can attract positive experiences into your life. This belief is based on the idea that thoughts are a form of energy and that like energy attracts like. So if you focus on positive thoughts, you will attract positive experiences and,

vice versa, focusing on negative thoughts will attract negative experiences.

You may have read the incredible book *The Secret*, by Rhonda Byrne, which gets into the nitty-gritty of the Law of Attraction, explaining it in a comprehensive and informative manner. For me, it's The Bible of Manifestation and if you are new to the world of manifesting, *The Secret* is a fantastic place to start. The book argues that the Law of Attraction is a universal law that applies to everyone, and has helped millions since its publication, who claim Byrne's words of wisdom have created positive change in their lives – proving that the Law of Attraction is more than wishful thinking.

You may even be familiar with the lesser known *The Law of Assumption* (the little sister of the Law of Attraction) by Neville Goddard, who emphasises the power of thoughts and beliefs and thinks LGS is just the latest interpretation of that concept.

Goddard maintained that what we assume to be true, we call into our reality. This law uses imagination as the catalyst for realising our dreams and aspirations and is based on the idea that our reality is created by our thoughts and beliefs. When we assume something to be true, we are essentially programming our subconscious mind to believe that it is true. This belief then manifests itself in our reality.

For example, if you assume you are 'wealthy' you will start to see opportunities to make money. You may start to feel more confident and capable, making it easier for you

to achieve your financial goals. When we act as though what we want is already our reality – and believe it – then we are rewarded with the things that we most desire in life.

What Lucky Girl inherently does differently is that it simplifies manifestation by breaking it down into practical steps that anyone can follow. Instead of focusing solely on visualisation and positive thinking, Lucky Girl emphasises the importance of taking action and setting clear intentions. By providing a structured approach to manifestation, it helps individuals navigate the process more effectively and achieve their desired outcomes with greater ease.

Here is a comparison of the basic features of the techniques:

Concept	Definition	Belief
Law of Attraction	The belief that by focusing on positive thoughts and feelings, you can attract positive experiences into your life.	Like attracts like. What you think about, you bring about.
Law of Assumption	The belief that by assuming that something is already true, you can make it become true.	You create your own reality through your thoughts and beliefs.
Lucky Girl	A belief that by simply believing that you are lucky, you will attract good things into your life.	The universe is rigged in your favour.

These techniques use a type of ‘you-are-what-you-think’ ideology, which is very persuasive and popular because it’s reminiscent of ancient wisdom. Read any text of stoic philosophy and you will discover that it suggests that the way we think about ourselves and our situations determines our psychological state, not the situation itself. However, unlike stoic philosophy, when examining Lucky Girl content, it does not acknowledge that sometimes things don’t go our way, nor address the fact that when this happens, we need to see it as an opportunity to learn and grow.

LGS content sounds oh-so-simple, which for most us is very appealing; however, it is a fundamental flaw of Lucky Girl Syndrome.

Which One Is Right for Me?

There is no right or wrong answer when it comes to choosing between the Law of Attraction, the Law of Assumption, and the Lucky Girl Syndrome – or indeed other techniques. Ultimately, the best way to find out which one is right for you is to experiment and see what works best for you.

All the techniques are closely intertwined, and in order to be Lucky Girl, we’ll be using them all alongside other techniques throughout the book, so forget everything you *think* you know about Lucky Girl Syndrome; we are now going to rewrite and create our own narrative.

How Can I Tell if I'm a Lucky Girl?

A pretty easy answer: You can't really.

Luck is subjective and dependent on how an individual sees life. Someone may see surviving a shark attack as lucky. Some may see losing an arm in a shark attack as unlucky. Some might see finding a penny on the street as lucky; others may cross that very street to avoid bad luck after spotting a black kitty cat. Each of us has a different ideation and opinion of what we perceive as 'luck', hence there is no right or wrong answer here. Through extensive research and analysing case studies, interviews, stories, and, undoubtedly, a whole lot of scrolling, this book hones in on certain characteristics a Lucky person presents and acts as a guide for you to adopt and follow.

The signs that you are a Lucky Girl:

- You tend to focus on the positive aspects of your life.
- You believe that good things are more likely to happen to you.
- You are more likely to take risks and put yourself out there.
- You feel grateful for the good things in your life.
- You feel more positive and optimistic.