

Media - Questions and Answers

Q 1. When and why did you begin writing?

I have been a writer for the most part of my life. I used to write at school, was the editor of the college magazine and started my professional career as a copywriter with the JWT agency.

Though I have always been an avid reader of classic authors like Napoleon Hill, Anthony Robbins and John Maxwell, I had never planned on writing a book myself.

But late in 2011 my friend and mentor Nick Noorani and I got together one day and we started talking about learning from great teachers. It was then that he suggested that I put my learnings into a book. Something clicked when he told me about it. The rest, as they say, is history!

Q 2. How did you come up with the ACE concept?

I believe success is all around us. If I can inspire people to look around and study other successful people and implement their habits, I believe every person who aspires to be successful can achieve his dreams.

Hence the ACE Concept - Absorb, Comprehend and Excel your way to success.

Q 3. What encouraged you to write The ACE Principle in particular?

I have devoted years to studying the habits of successful people in various walks of life and have discovered patterns to their winning ways.

All types of successful people seem to have certain traits in common such as a determination to succeed, perseverance and self-confidence in their abilities. These traits work together in combination, repeatedly giving them a huge advantage.

I also realized that these success secrets can be studied and the mindsets, habits and activities that winners rely on day in and day out can be adopted.

And that's why The ACE Principle has been designed to serve as a reliable handbook that will help readers discover the answers – a handy reference always at the ready to help them make the right choices.

Each chapter is a realistic guide offering you proven workable tips to solving problems, making better decisions and achieving your ultimate goals.

Q 4. Please summarize the process of writing the book – how long did it take, how did you research, were there times when you went off-course and were there any sources you found particularly helpful?

It took me approximately 8 months to put the book together. All examples cited in the book are of heroes present and past. I did not veer off course, the web has been a great resource, especially Wikipedia. Plus, the many news channel resources online have been helpful too.