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Book's advice: Don't count on your looks

Author doesn't find success link

Early in life, beauty seems to be an advantage, said Richard St. John, author of "Spike's Guide to Success: Stupid, Ugly, Unlucky and Rich."

"You get invited to all the parties. You get elected to things. Maybe it helps you get your foot in the door with some of your first jobs," St. John said. "But ... basically as you go on in business and you go on in life, people care about what you can do."



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"As ... you go on in life, people care about what you can do," not how you look, said author Richard St. John.

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A self-professed "average, everyday guy," St. John has spent 10 years interviewing individuals who had found success. He defined success in many ways, including overcoming great personal odds, selfless philanthropy, major success in business, award-worthy parenting and silver-screen accomplishments.

Speaking from his office in Toronto, St. John said

he discovered that those who aren't the best-looking are the most successful.

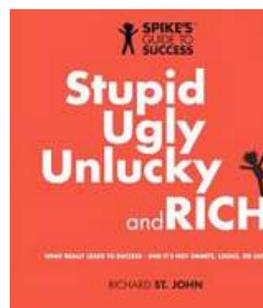
"If you're good-looking, my condolences," St. John said, only half in jest.

"I'm not saying there aren't good-looking successful people, ... but good-looking people are often noticed anyway, so they don't work as hard.

"Sometimes beautiful people aren't that sharp because they never had to be that sharp to get somewhere," he said. "Things will just come to them."

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Richard St. John's book resulted from 10 years of interviewing successful people.

reader.

Success, St. John said, takes a lot of hard work -- not luck or good looks.



"My message is as much to beautiful people as it is to average Joes like me: Don't sit back on your looks," he said. "Spend your time on things you have some control over. Spend all your time on the things that will help you succeed."

-- Angie Fenton, *The Courier-Journal*

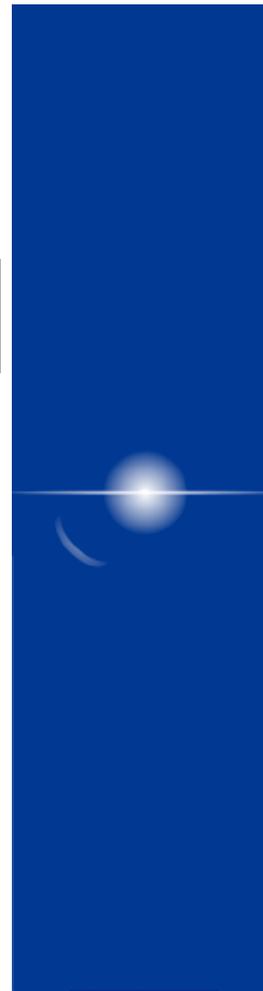
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