

# B C E I N G CLAY

[ HUMBLE AND PALE SINCE 1980 ]

JONATHAN KELLY

Being Clay  
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This book is made for all of those people out there that want to be just like our incredibly humble and fearless leader and mentor, Clay Clark. Use this book wisely, you may notice an increase in drive, passion, wealth, and an unhealthy love for the Patriots. If anything in this book offends you, please stop reading it and start watching the “My Little Pony” movie that just came out. We hear it is pretty good.

Thank you,  
Jonathan Kelly







## **CHAPTER 1**

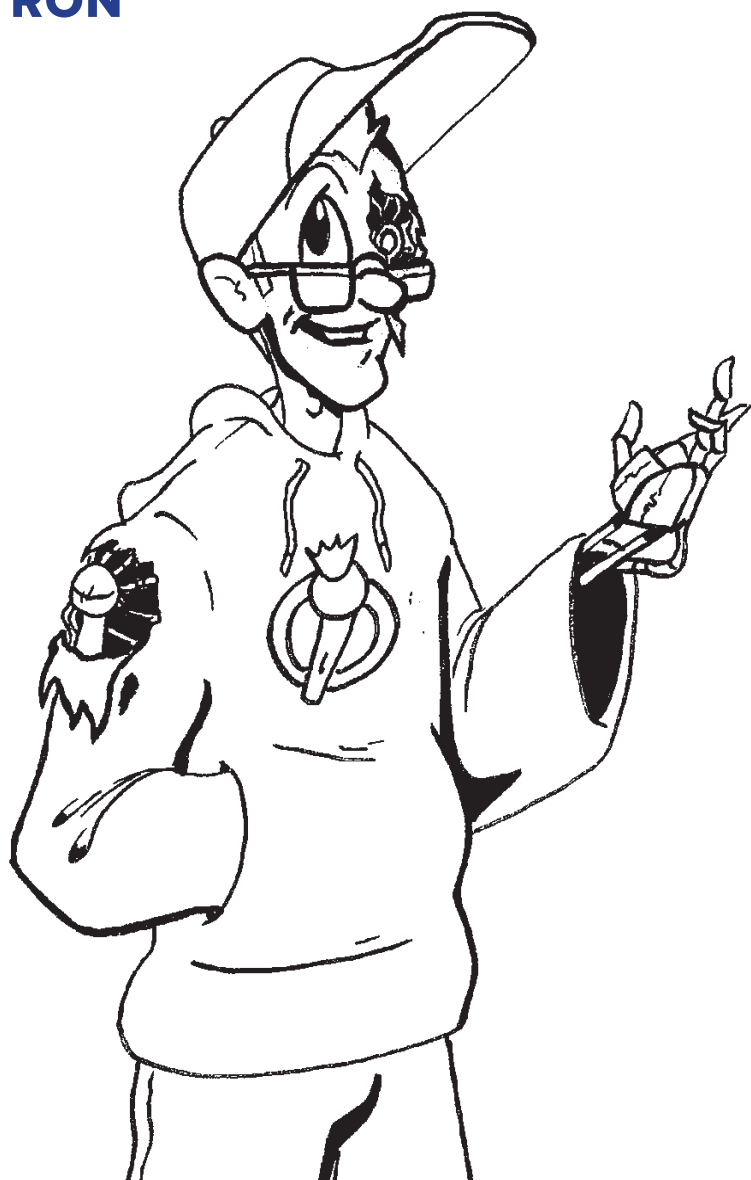
# **INTRODUCTION:**

**IT'S IMPORTANT THAT YOU  
KNOW WHAT TO ANSWER TO,  
SUCH AS THE FOLLOWING:**



# INTRO #1:

**“CLAYTRON”**



# INTRO #2:

**“CLAYVIS”**



# INTRO #3:

“DJ CLAY”



# INTRO #4:

“NAVIN JOHNSON”





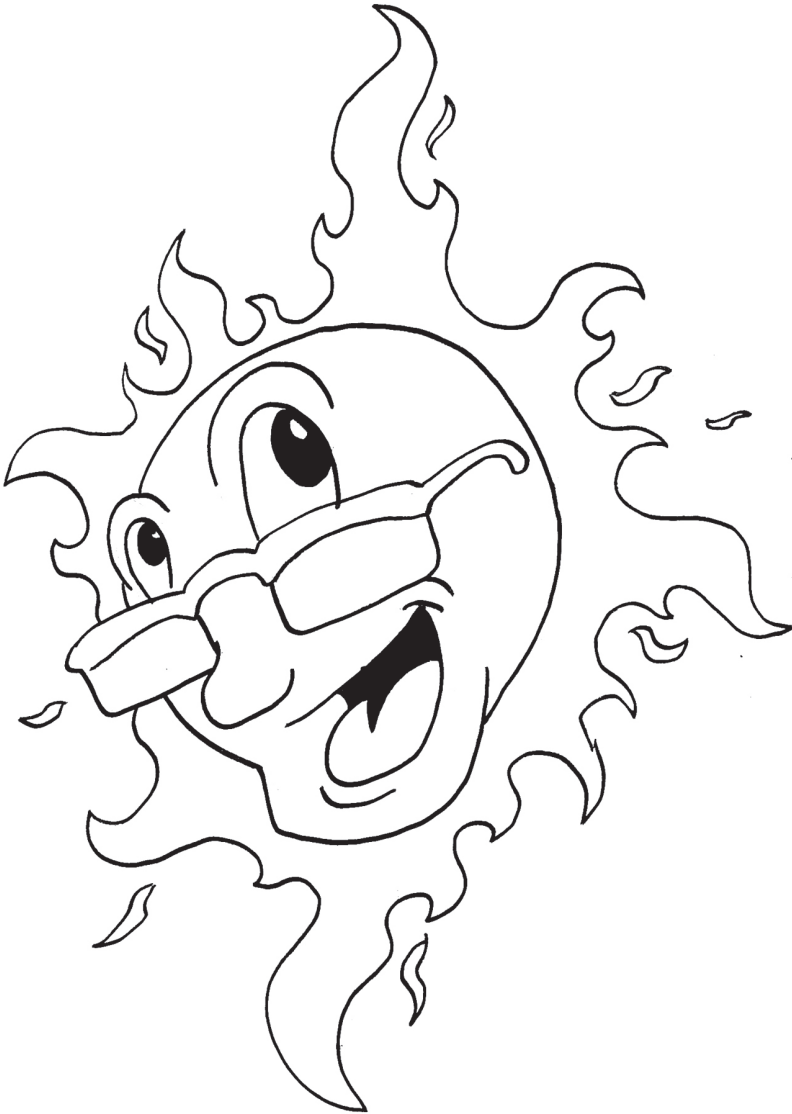
# INTRO #5:

**“THE GREAT WHITE MOOSE”**



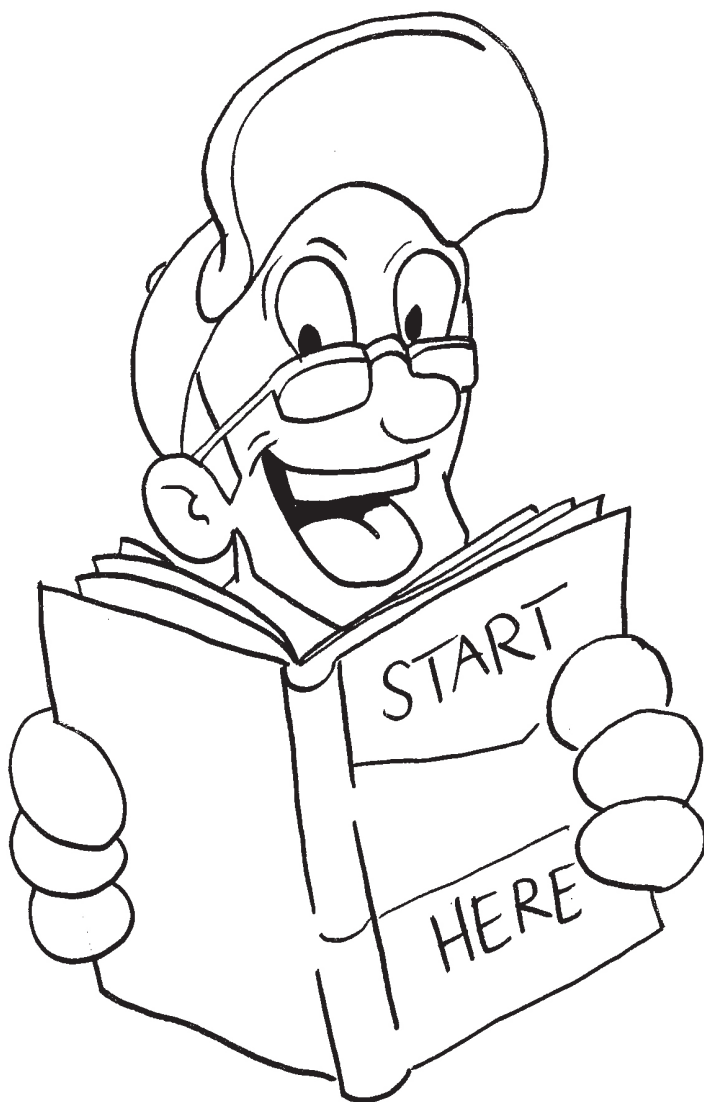
# INTRO #6:

**“AMERICA’S MOST PALE MAN”**



# INTRO #7:

**“AMERICA’S GREATEST BUSINESS COACH”**



# INTRO #8:

**“THE FORMER US SMALL BUSINESS  
ADMINISTRATION ENTREPRENEUR  
OF THE YEAR”**



# INTRO #9:

**“MR. CLARK”**



# INTRO #10:

**“THE MOST INCREDIBLY  
HUMBLE CLAY”**









## CHAPTER 2

# GREETINGS:

**EXAMPLES OF HOW  
TO GREET PEOPLE:**

# GREETING #1:

**“HEY THERE LOVE BIRDS!”**



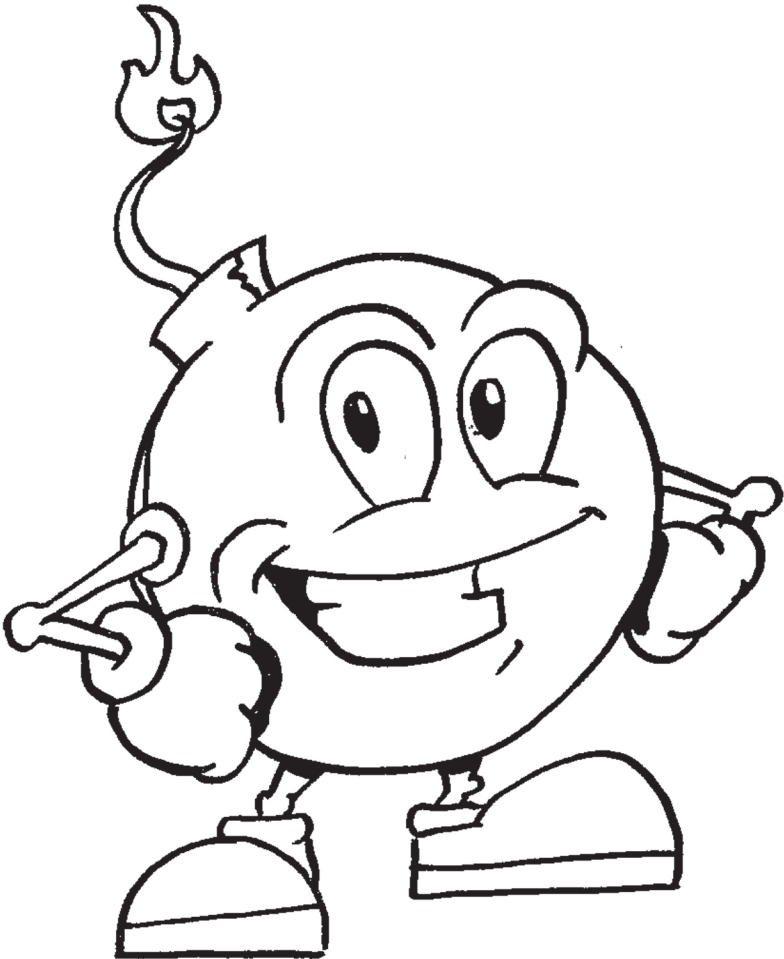
# GREETING #2:

**“HOLA.”**



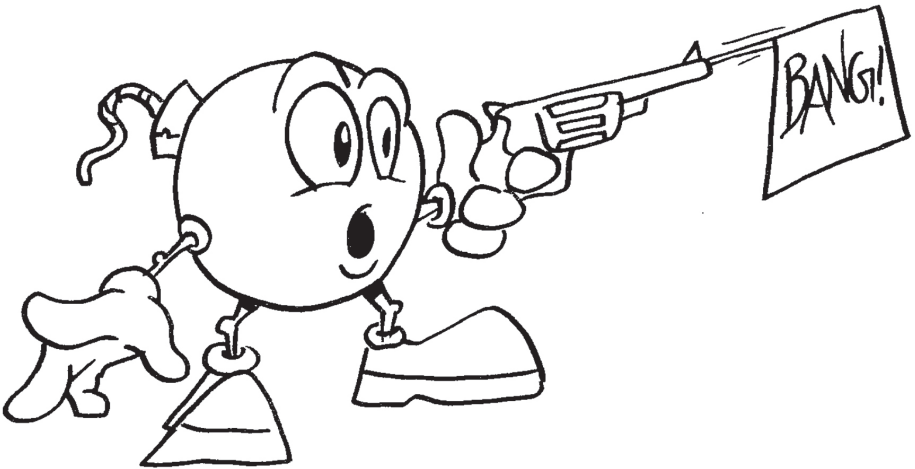
# GREETING #3:

**“BOOM!”**



# GREETING #4:

**“BANG!”**



# GREETING #5:

**“THERE HE IS!”**



# GREETING #6:

**“WHAT’S UP SUPER TEAM?”**



# GREETING #7:

**“SUPER \_\_\_\_ (INSERT NAME),  
HOW ARE YA?”**





# GREETING #8:

**“HEY, I HAVE 2 QUICK THINGS AND THEN I WILL LEAVE YOU ALONE.”**



# GREETING #9:

“HEY, 2 THINGS...”



# GREETING #10:

**“SORRY FOR CALLING YOU ON THE WEEKEND, I JUST HAVE 2 THINGS AND I WILL LET YOU GET BACK TO CHASING YOUR WIFE AROUND.”**



# GREETING #11:

**“REAL QUICK AND THEN I WILL  
STOP HARASSING YOU.”**



# GREETING #12:

**“YOU’RE A GREAT AMERICAN.”**



# GREETING #13:

**“HEY, COUPLE OF THINGS.  
ALL GOOD STUFF...”**



# GREETING #14:

**“CAN I GRAB YOU REAL QUICK?”**







## CHAPTER 3

# ANSWERS:

## EXAMPLES OF HOW TO ANSWER QUESTIONS:

# ANSWERS #1:

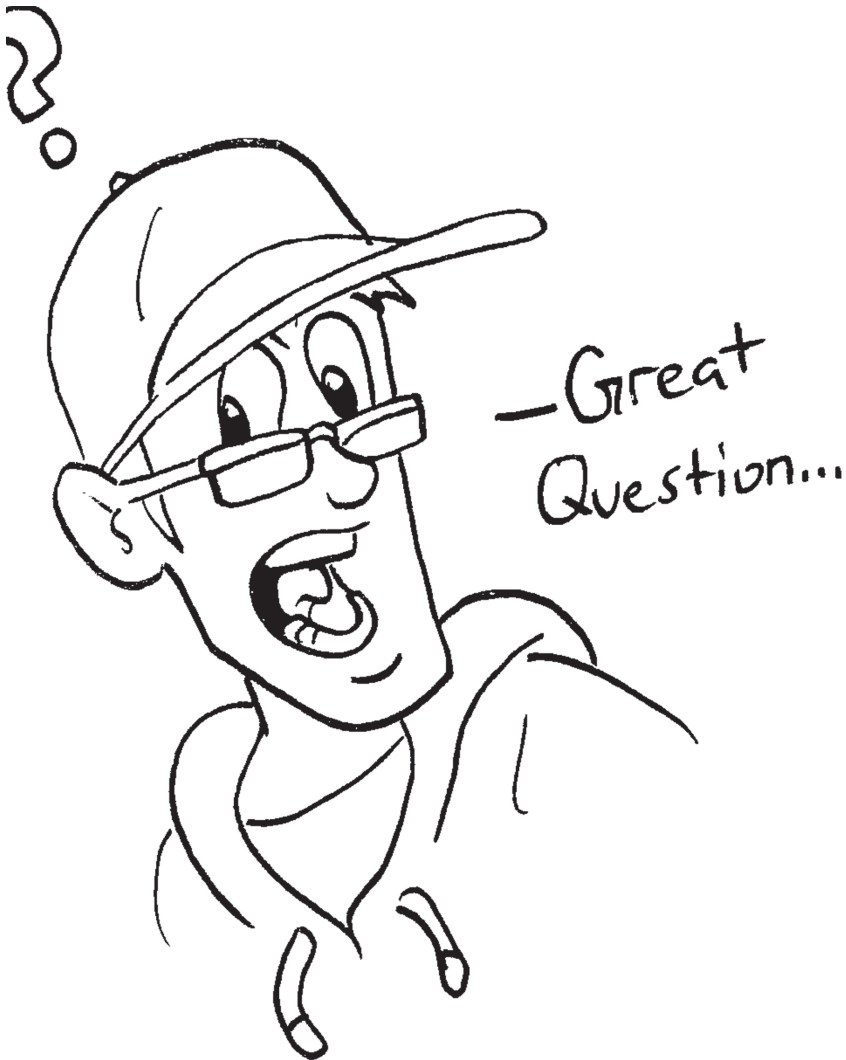
**“I WILL HAVE TO MARINATE ON IT.”**



# ANSWERS #2:

**“GREAT QUESTION!”**

**(...MOVE ON THE SOMETHING ELSE.)**



# ANSWERS #3:

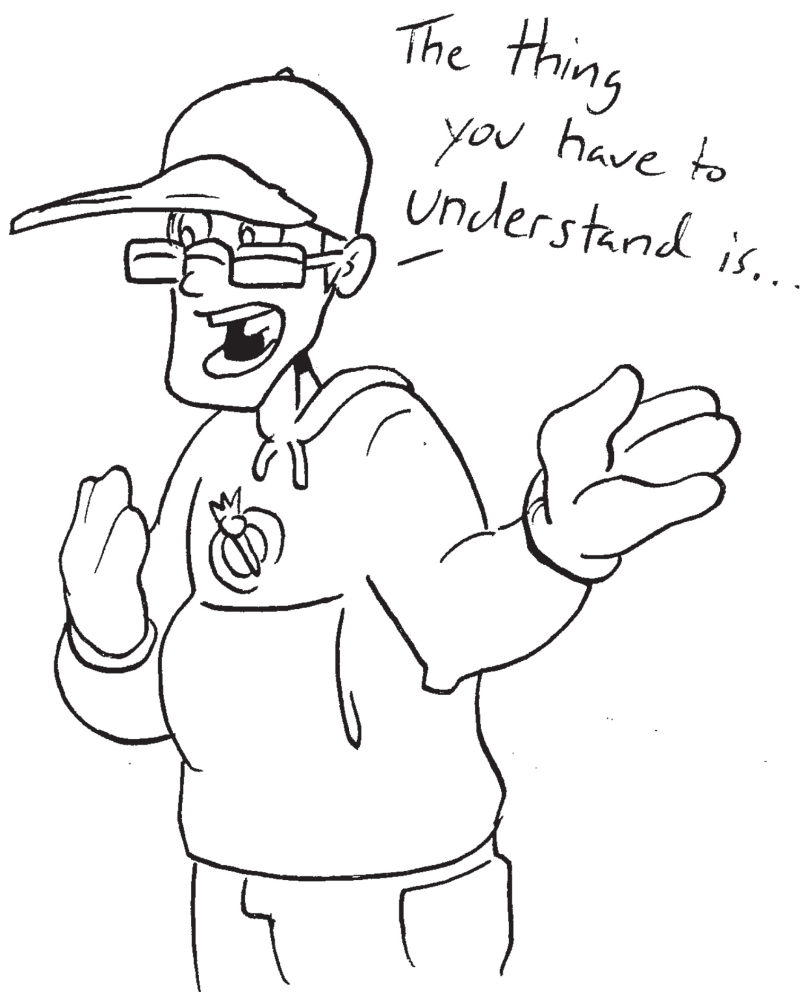
**“YEAH, SO, COUPLE THINGS  
...MAKE SENSE?”**

*Make  
Sense?*



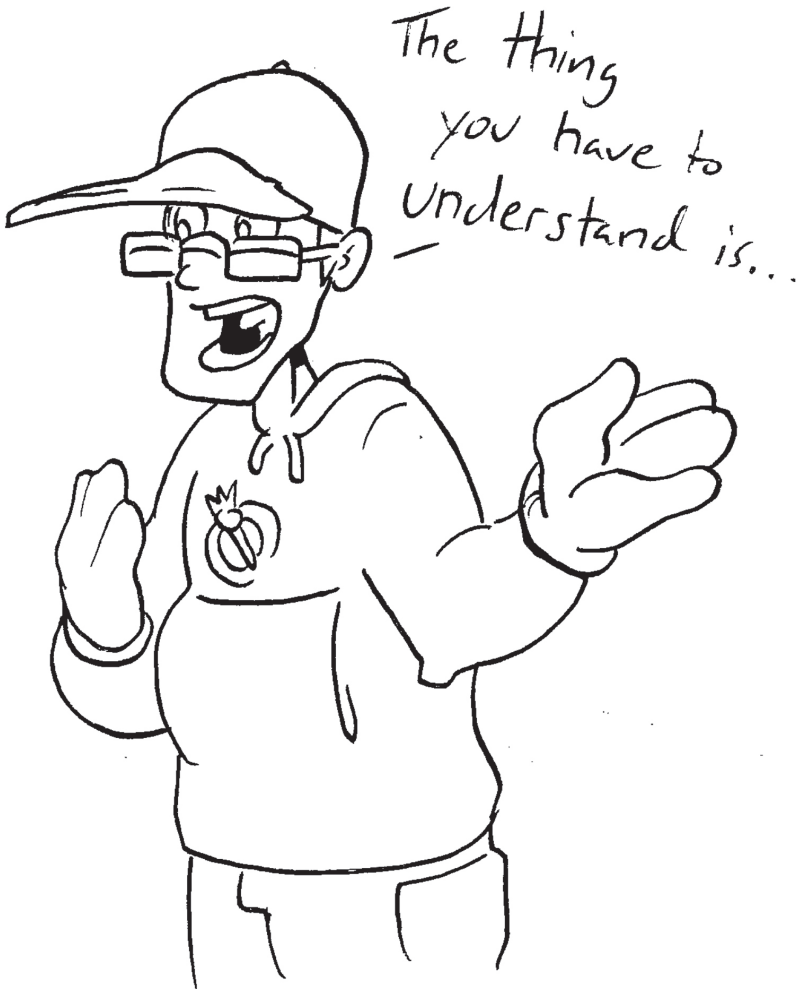
# ANSWERS #4:

**“SEE, THE THING YOU HAVE  
TO UNDERSTAND IS...”**



# ANSWERS #5:

**“WHAT MOST PEOPLE DON’T UNDERSTAND IS...”**



# ANSWERS #6:

**“YOU ARE A  
BEAUTIFUL HUMAN.”**



# ANSWERS #7:

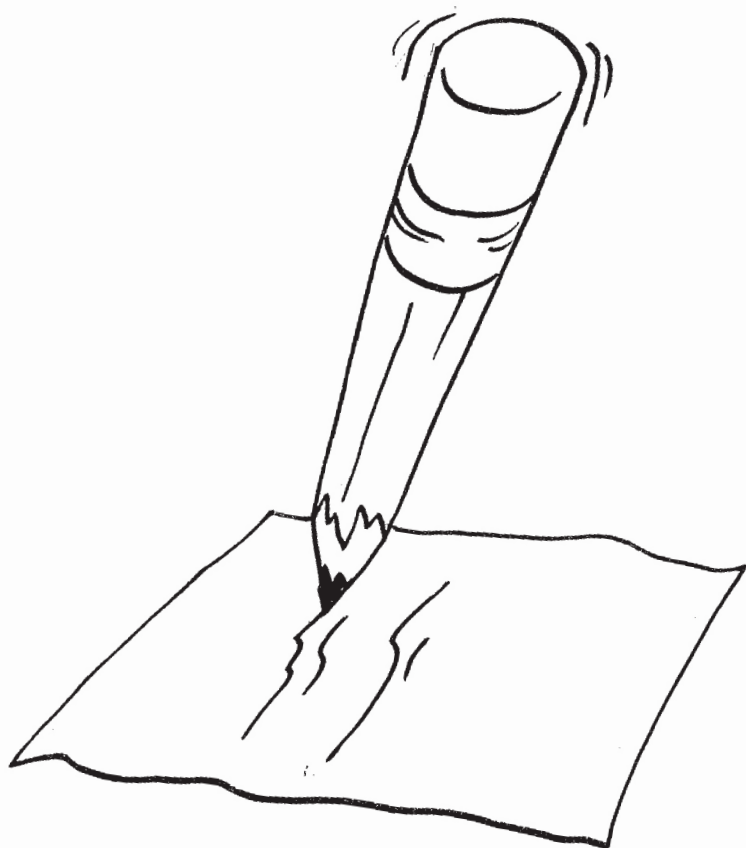
**“CAN YOU SEND ME AN E-MAIL  
ABOUT THAT AND I WILL DEEP  
DIVE?”**





# ANSWERS #8:

**“ABSOLUTELY. WILL YOU WRITE THAT  
DOWN ON MY TO-DO LIST AND I’LL  
DEEP DIVE?”**





## **CHAPTER 4**

# **E-MAILS:**

## **EXAMPLES OF HOW TO RESPOND TO E-MAILS:**

# E-MAILS #1:

From: Dysfunctional Human

---

Subject: Touching Base

---

Hey Clay, I wanted to touch base about those specific items we talked about.

---

From: Clay

---

Subject: Re: Touching Base

---

Super Boom.

--

**Clay Clark**

- Co-host with Dr. Robert Zoellner of the [ThriveTime Radio Show](#)
- Founder of [www.Thrive15.com](#) (As seen on [Forbes](#), [Bloomberg](#), [YahooFinance](#), [Fast Company](#), etc.)
- U.S. [SBA Entrepreneur of the Year](#)
- [Some People Don't Need A Hype Man...I Do \(WATCH\)](#)
- Contributor for [Entrepreneur Magazine](#)
- [What is Thrive15.com?](#)
- [U.S. Chamber National Quality Award Winner](#)
- Co-Founder of 5 Kids (Read [Fast Company Article](#) for Proof)
- [Speaker of Choice For Many of America's Largest and Smallest Companies](#)

# E-MAILS #2:

From: Random Weirdo

---

Subject: First Born

---

Clay, can I name my first born after you?

---

From: Clay

---

Subject: Re: First Born

---

Super Boom.

--

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# E-MAILS #3:

From: Ex Employee

---

Subject: Finding Myself

---

"I need some money to find myself. Can you sponsor me?"

From: Clay

---

Subject: Re: Finding Myself

---

Boom.

--

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# E-MAILS #4:

From: Dysfunctional Human

---

Subject: Quick Question...

---

"I have a quick question for you that I need an answer on  
Instead of just saying boom.  
Can you help?"

---

From: Clay

---

Subject: Re: Quick Question...

---

Super Boom.

--

**Clay Clark**

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- Founder of [www.Thrive15.com](#) (As seen on [Forbes](#), [Bloomberg](#), [YahooFinance](#), [Fast Company](#), etc.)
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# E-MAILS #5:

From: Emotional Employee

---

Subject: Can we talk...

---

"Clay, I'm writing this email because I'd really like to setup a time to speak with you to discuss my feelings about a number of different things that are affecting me but not contributing to any change in revenue for any number of your businesses. I'd like to start by saying that when I was first hired, I was not told that it was going to be this cold on a regular basis and if you wanted to care for the feelings of your employees you would take a poll for what the temperature should be in the office and let all of the employees decide. Secondly, the playlist is affecting my ability to concentrate and be productive in the office. We consistently listen to the same thing every day in the office and it's at a volume that makes it difficult to focus. Instead, we should form a committee that allows everybody to contribute their emo, hipster, neo-Nazi songs to a playlist that has no semblance or organization and leaves clients feeling like they want to ram their head into a brick wall. Lastly, I would like to discuss my next half-assed idea that I would like for you to invest in, even though I've only been working here two weeks and haven't even finished my first assignment. Thank you for your consideration and I will expect a reply from you within fifteen minutes or I will assume it's passive aggressiveness and look for ways to hold it against you.

Sincerely,  
Emotional Employee

From: Clay

---

Subject: Re: Can we talk...

---

Boom.

--  
**Clay Clark**

- Co-host with Dr. Robert Zoellner of the [ThriveTime Radio Show](#)
- Founder of [www.Thrive15.com](#) (As seen on [Forbes](#), [Bloomberg](#), [YahooFinance](#), [Fast Company](#), etc.)
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## **CHAPTER 5**

# **TEXTS:**

## **EXAMPLES OF HOW TO RESPOND TO TEXT MESSAGES:**

# TEXTS #1:

Sent 3:03am

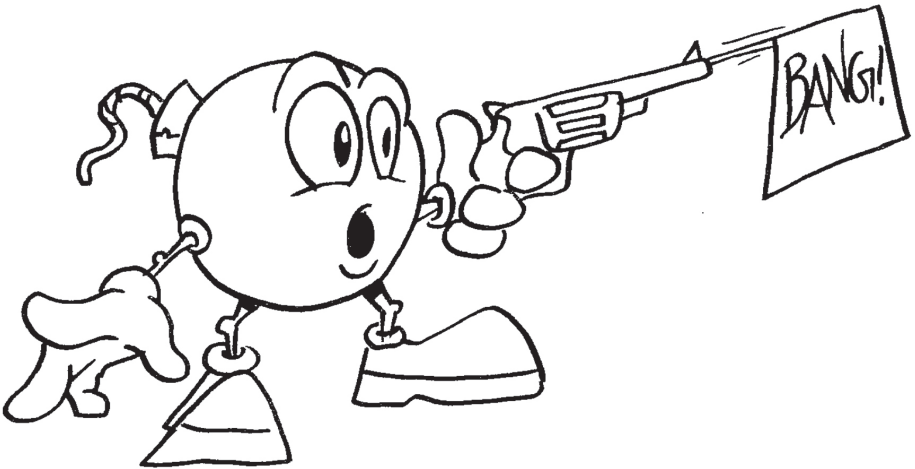
**BOOM.**



# TEXTS #2:

Sent 4:23am

**BANG.**



# TEXTS #3:

Sent 12:07am

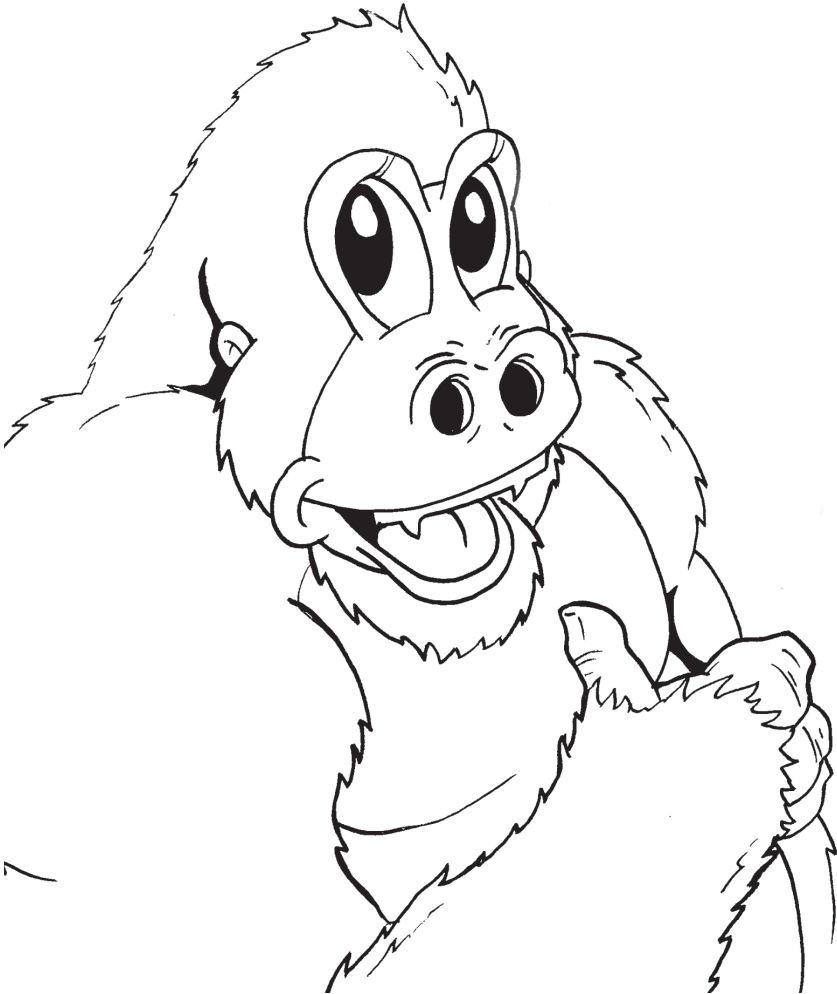
**MEGA BOOM.**



# TEXTS #4:

Sent 4:23am

**YOU ARE A GREAT HUMAN.**



# TEXTS #5:

Sent 3:15pm

**ON THE PHONE WITH SHELBY.**

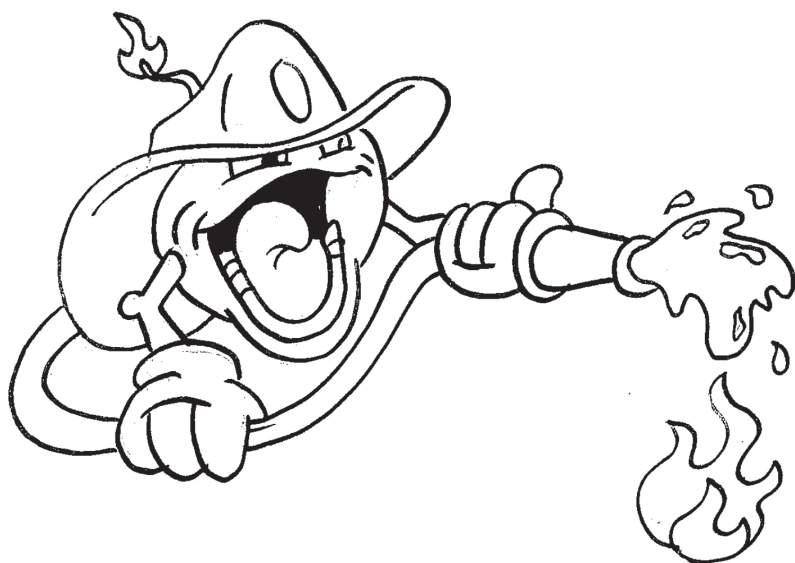




# TEXTS #6:

Sent 2:22pm

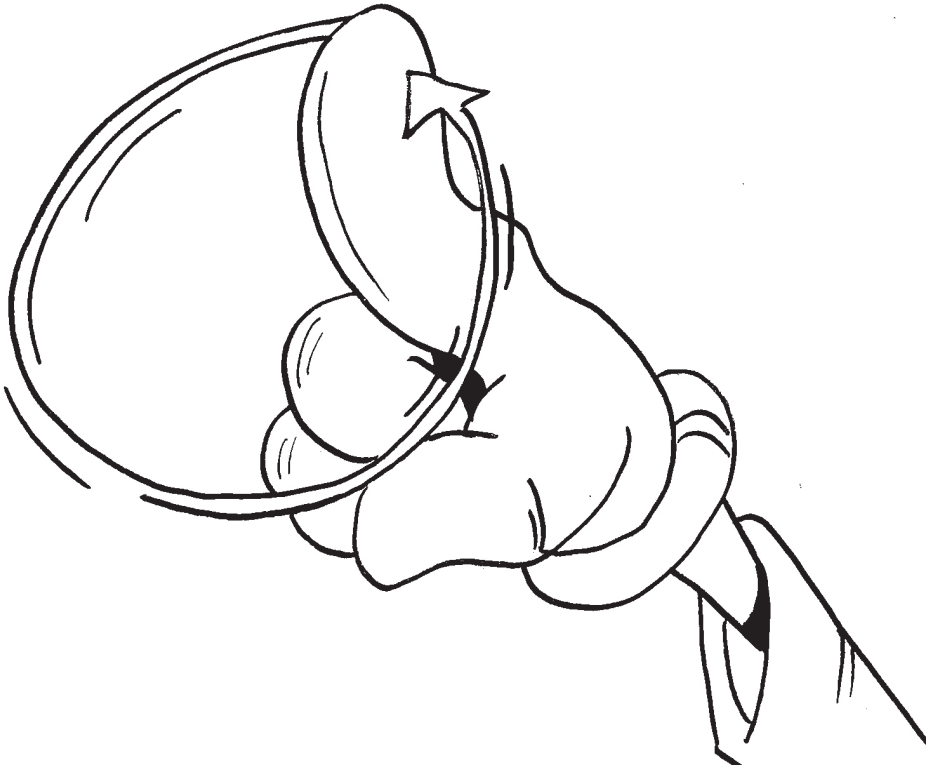
**PUTTING OUT A BURNING FIRE.**



# TEXTS #7:

Sent 5:20pm

**I WILL CIRCLE BACK ON THIS.**



# TEXTS #8:

Sent 10:35am

**HEY SUPER TEAM, CAN YOU  
TWO CONNECT ON THIS PLEASE?**



# TEXTS #9:

Sent 1:42pm

**DID THIS GET TAKEN CARE OF?**



**HOLLER.**

65

# TEXTS #10:

Sent 12:42pm

**HOLLER.**



# TEXTS #11:

**TURN YOUR PHONE OFF OVER THE WEEKENDS AND DO NOT RESPOND.**









## **CHAPTER 6 -**

# **FITNESS:**

## **HOW TO ACHIEVE FITNESS GOALS:**

# FITNESS #1:

**TALK ABOUT HOW IT'S NOT  
THE SEASON FOR FITNESS.**



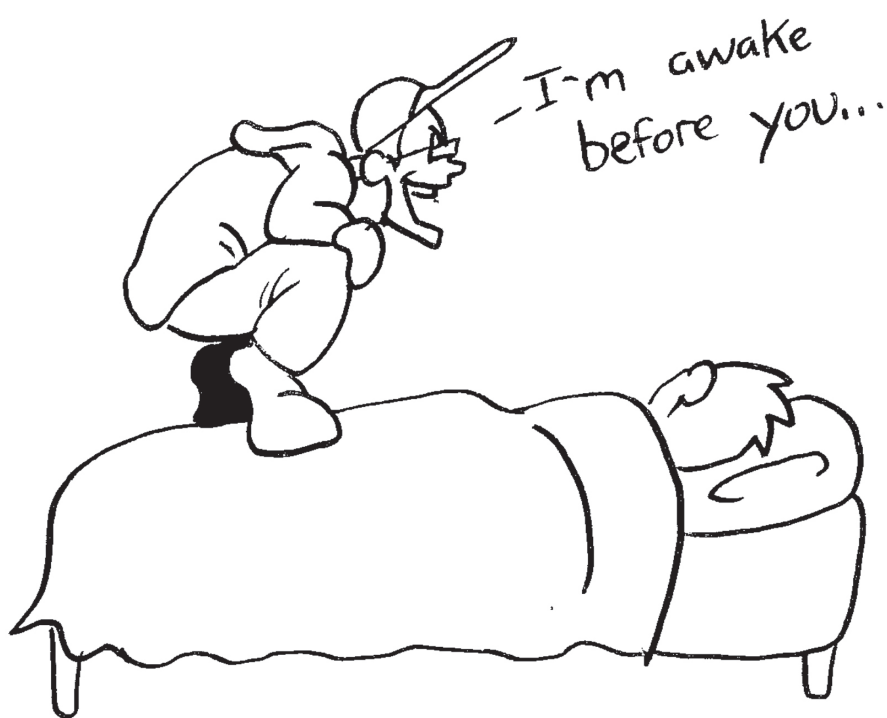
# FITNESS #2:

**DECIDE IT'S THE SEASON  
FOR FITNESS.**



# FITNESS #3:

**WAKE UP EARLIER  
THAN YOUR TRAINER.**



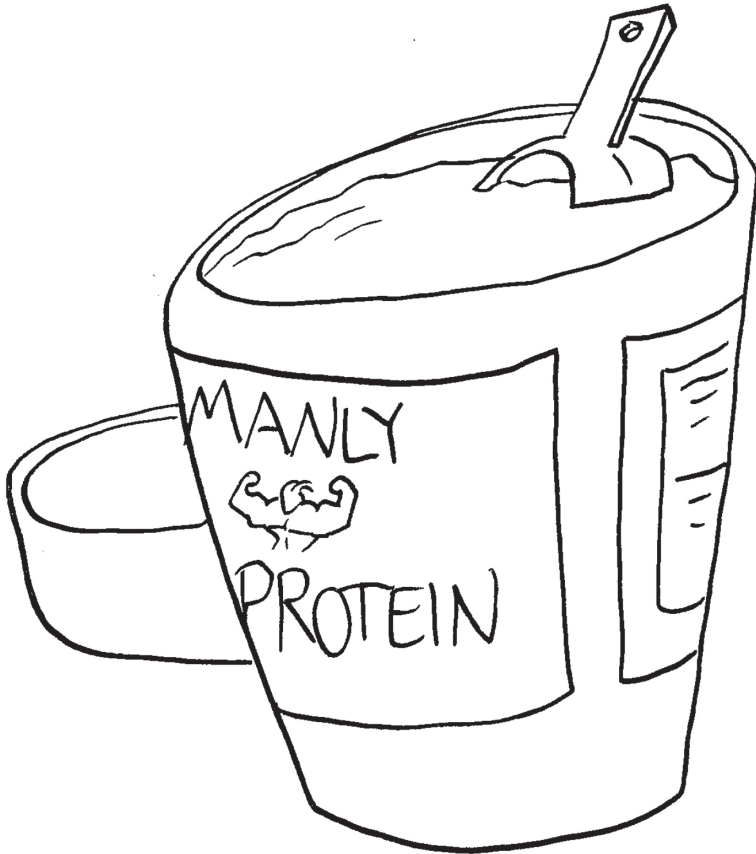
# FITNESS #4:

FIND A NEW TRAINER.



# FITNESS #5:

**“C4 CLEANSE” - C4  
PRE-WORKOUT FOR 3  
MEALS A DAY.**



# FITNESS #6:

**ADD VEGGIE TRAYS  
TO C4 DIET.**



# FITNESS #7:

**GO GLUTEN-FREE EXCEPT  
FOR WHEAT, BARLEY, RYE,  
OR ANY OTHER GRAIN  
AVAILABLE.**





# FITNESS #8:

**REBUKE ANYONE THAT  
OFFERS COOKIES.**



# FITNESS #9:

**REBUKE ANYONE THAT  
OFFERS HOMEMADE BAKED GOOD.**



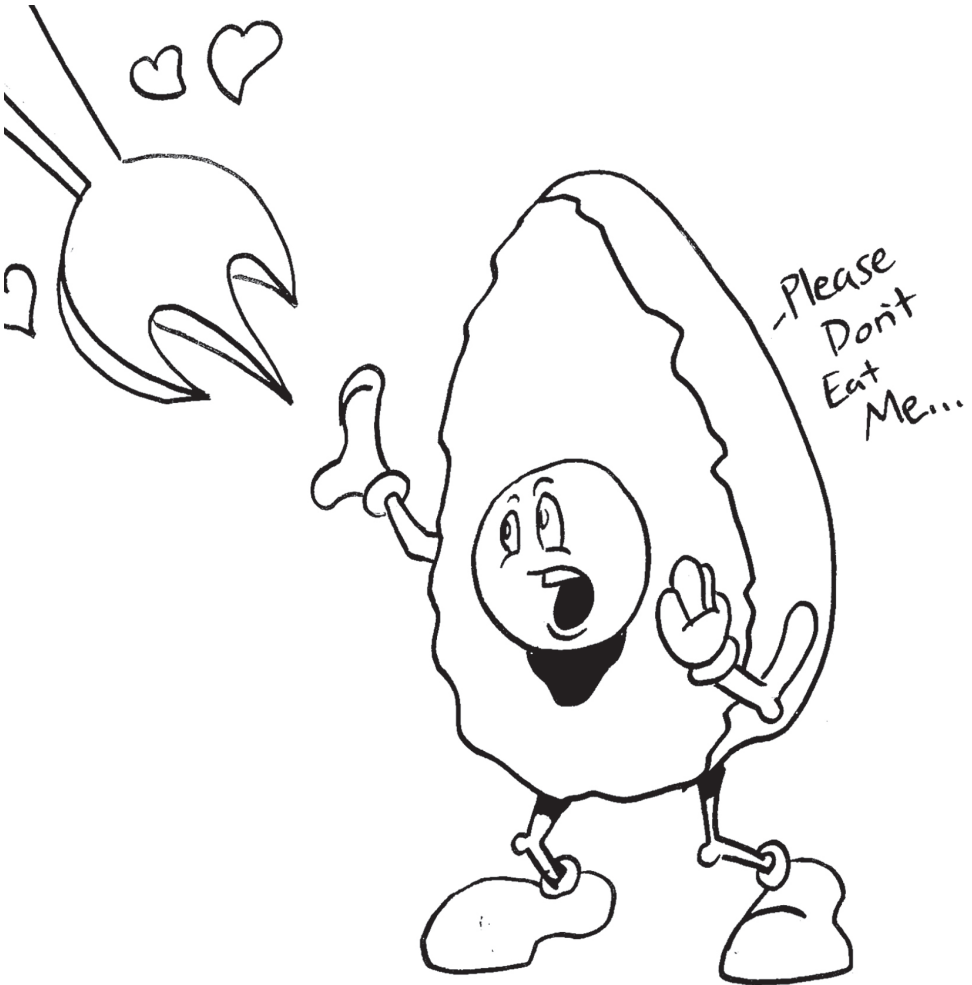
# FITNESS #10:

**GO VEGETARIAN EXCEPT  
FOR BEEF, PORK, CHICKEN,  
FISH, AND RED MEAT.**



# FITNESS #11:

**DEVELOP UNHEALTHY  
LOVE FOR AVOCADOS.**







## CHAPTER 7

# GOODBYES:

## HOW TO SAY GOODBYE:

# GOODBYES #1:

**I AM GOING TO CALL YOU  
ON THE WAY HOME.**





# GOODBYES #2:

**YOU ARE A GREAT  
AMERICAN.**



# GOODBYES #3:

LAST THING BEFORE YOU GO HOME.



# GOODBYES #4:

AS YOUR FINAL ACT OF  
CONGRESS, CAN YOU...



# GOODBYES #5:

THANKS FOR  
BEING NORMAL.







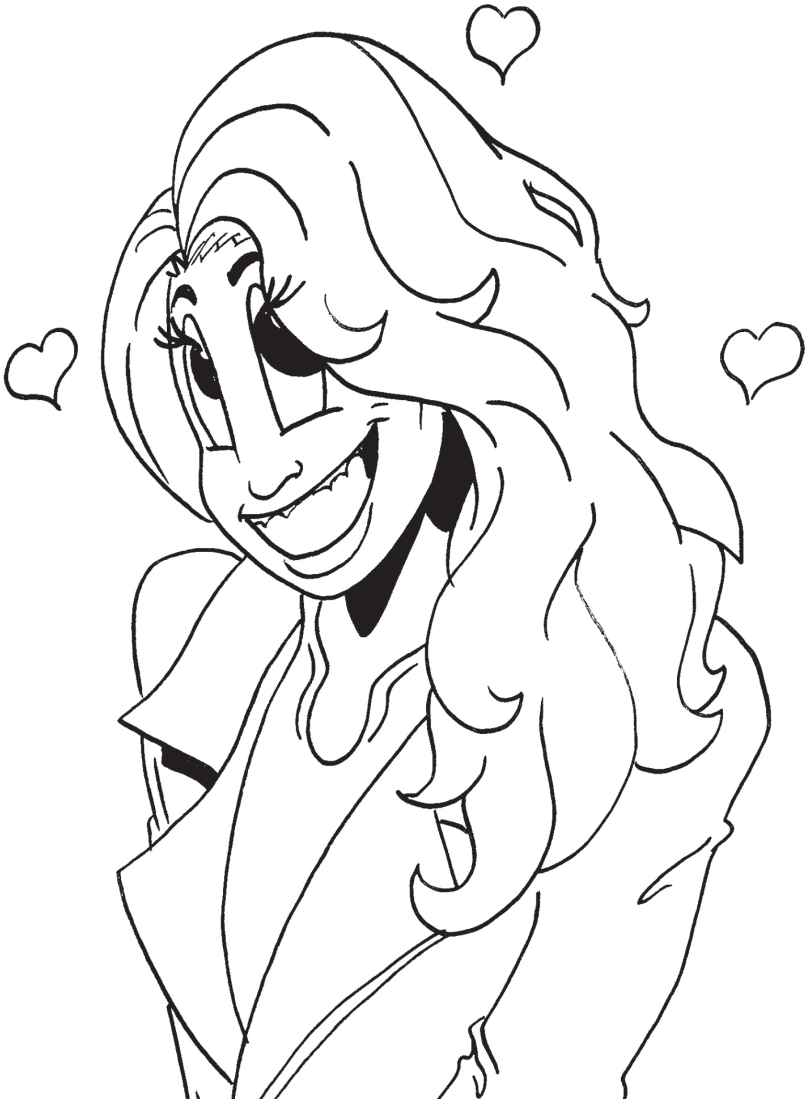
## **CHAPTER 8 -**

# **FAVORITES:**

## **CLAY'S FAVORITE THINGS:**

# FAVORITES #1:

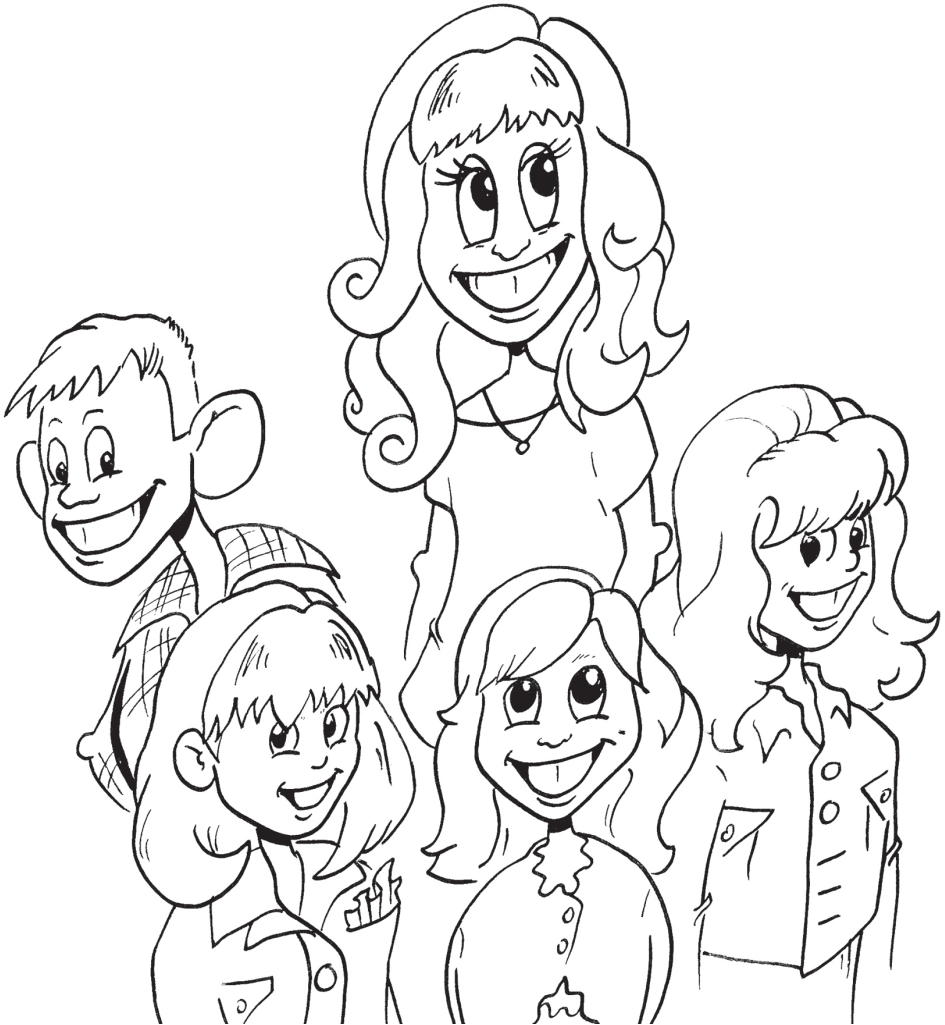
**VANESSA**





# FAVORITES #2:

5 KIDDOS



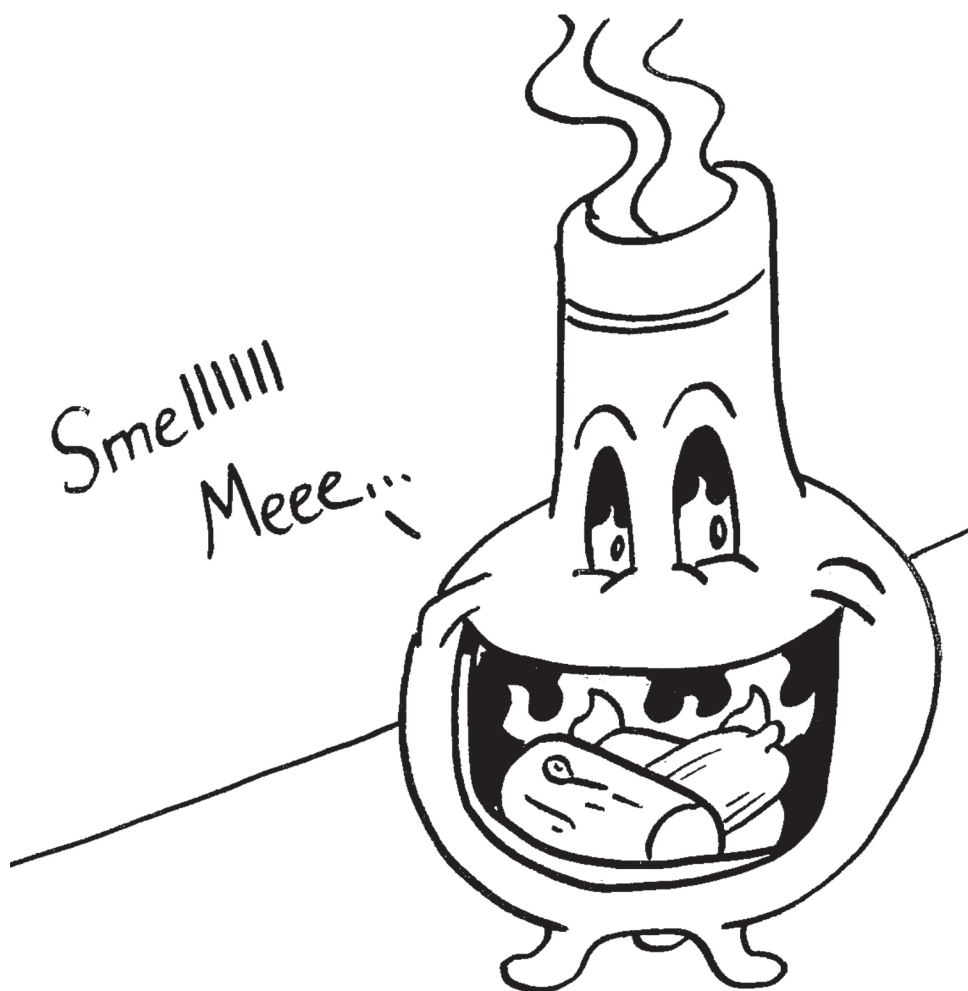
# FAVORITES #3:

## 37 CHICKENS



# FAVORITES #4:

## PINION WOOD



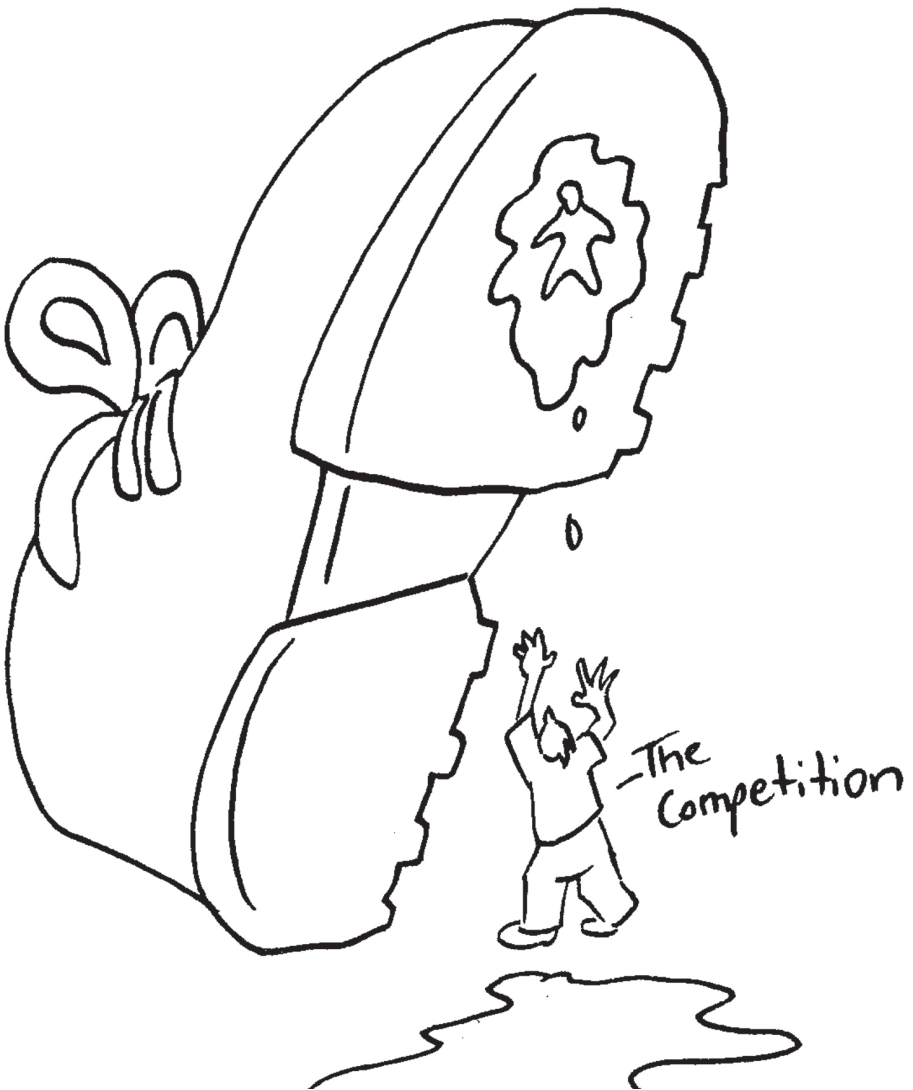
# FAVORITES #5:

## NEW ENGLAND PATRIOTS



# FAVORITES #6:

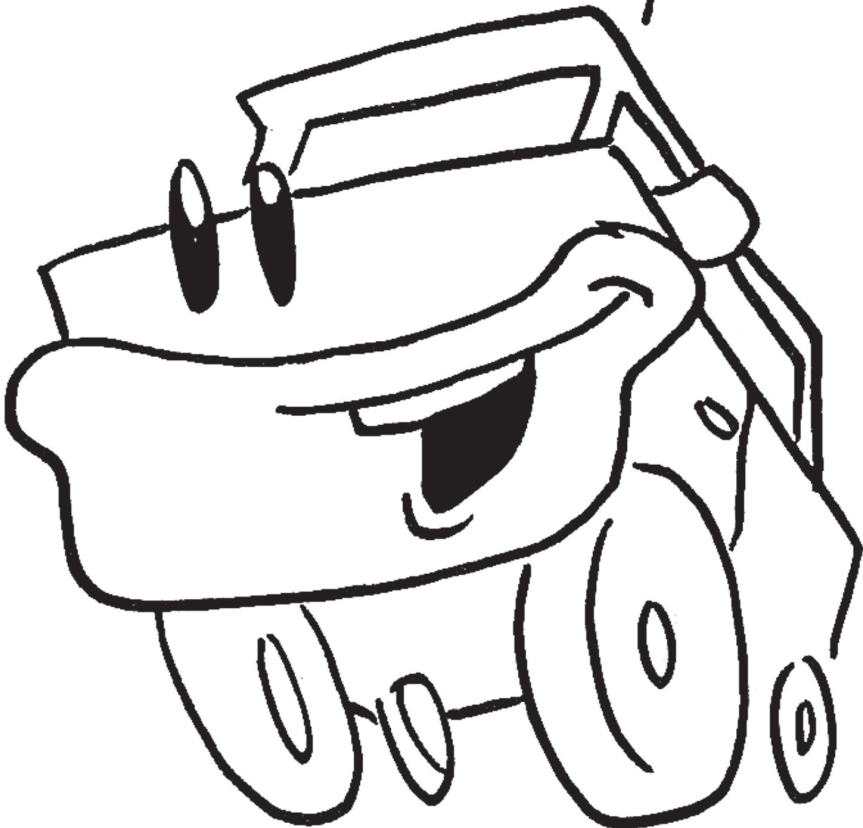
## CRUSHING THE COMPETITION



# FAVORITES #7:

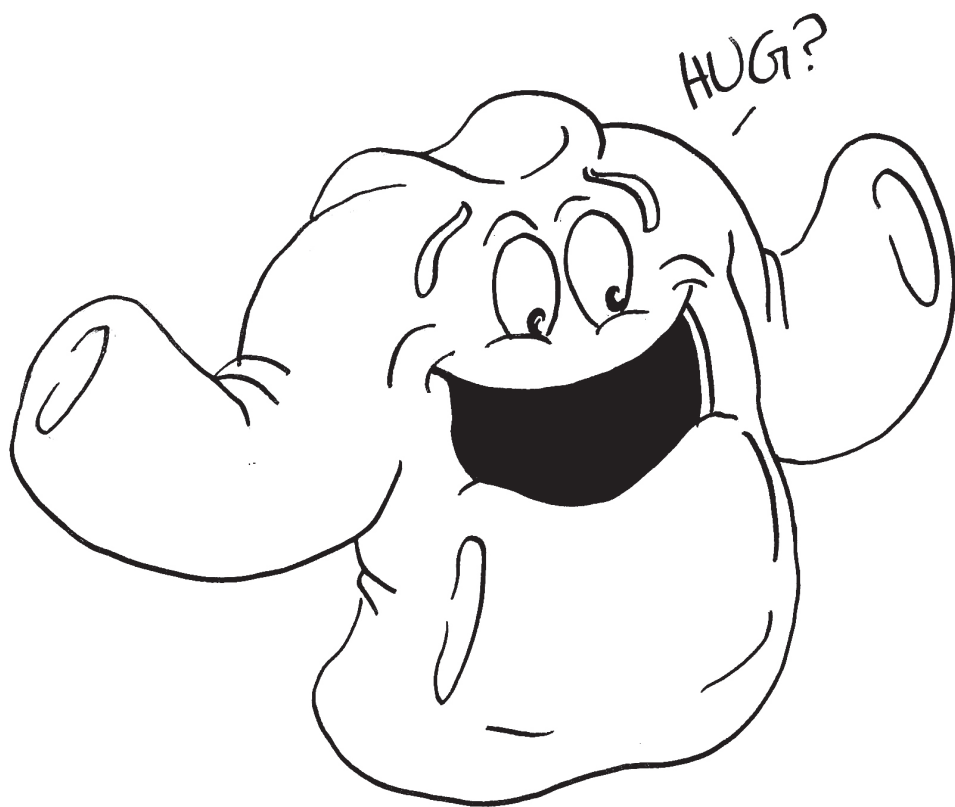
**5 MPG HUMMER**

It's a  
Tank with  
Wheels!



# FAVORITES #8:

## COMFY HOODIE



# FAVORITES #9:

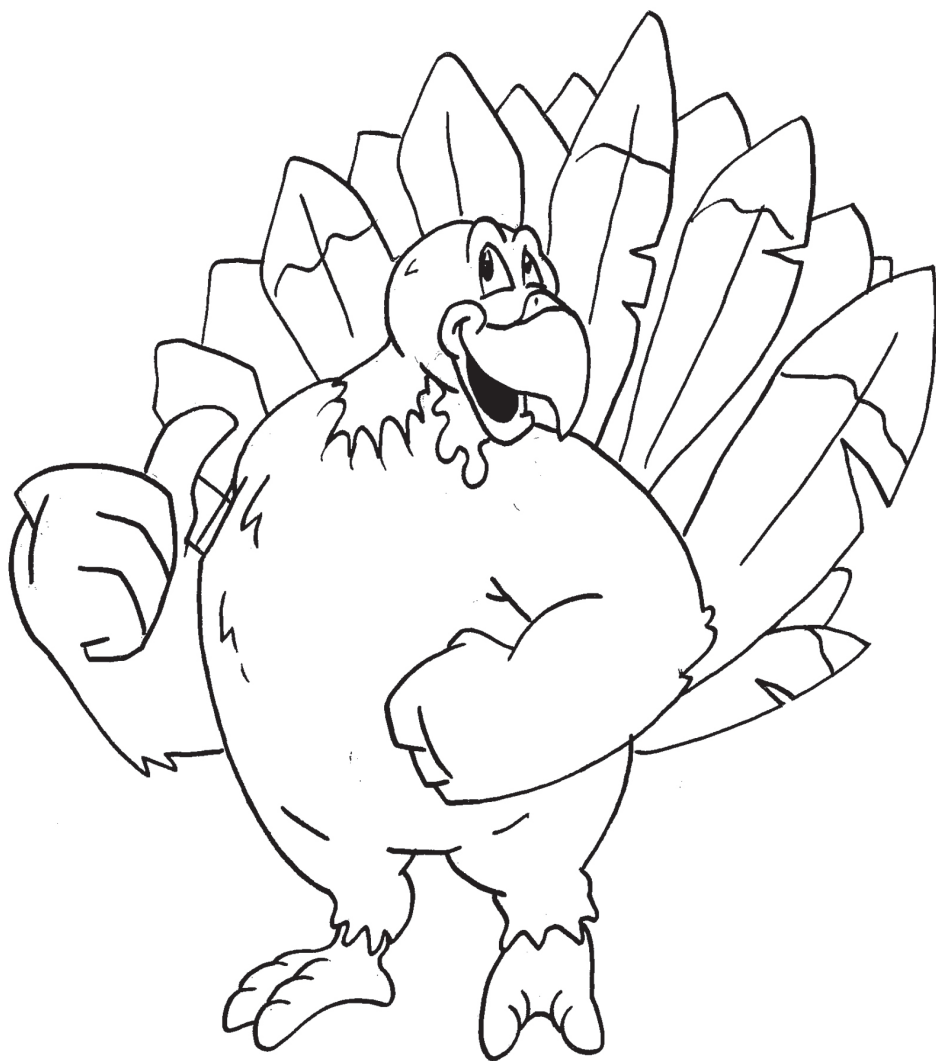
**ADIDAS SS2G**





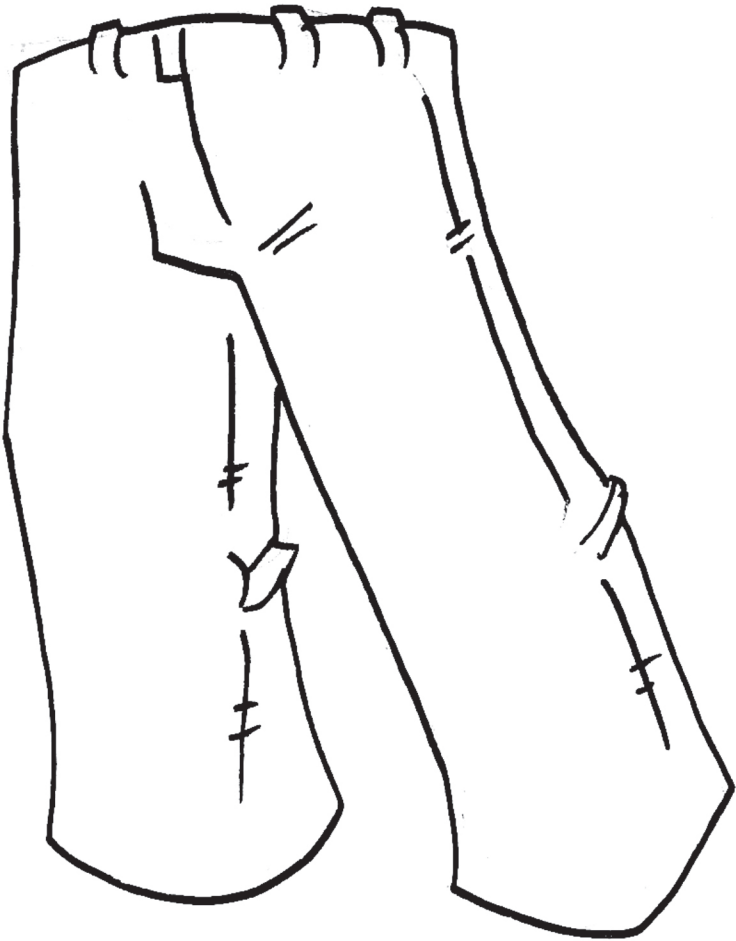
# FAVORITES #10:

## THOM THE TURKEY



# FAVORITES #11:

## BAGGY JEANS



# FAVORITES #12:

## MARSHALL'S NAKED BODY



# FAVORITES #13:

TD JAKES



# FAVORITES #14:

## GETTING STUFF DONE



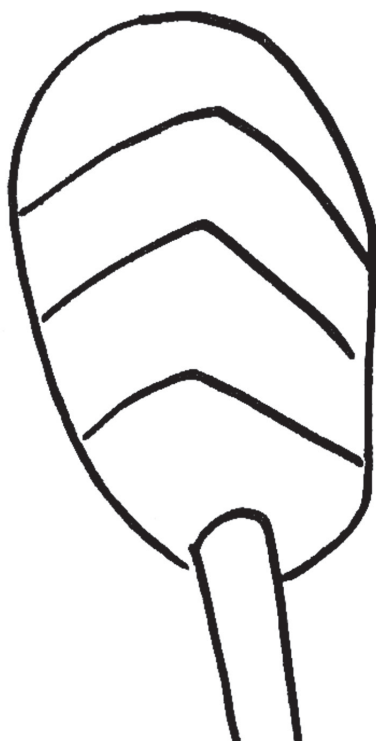
# FAVORITES #15:

## ACTION ITEMS GETTING DONE



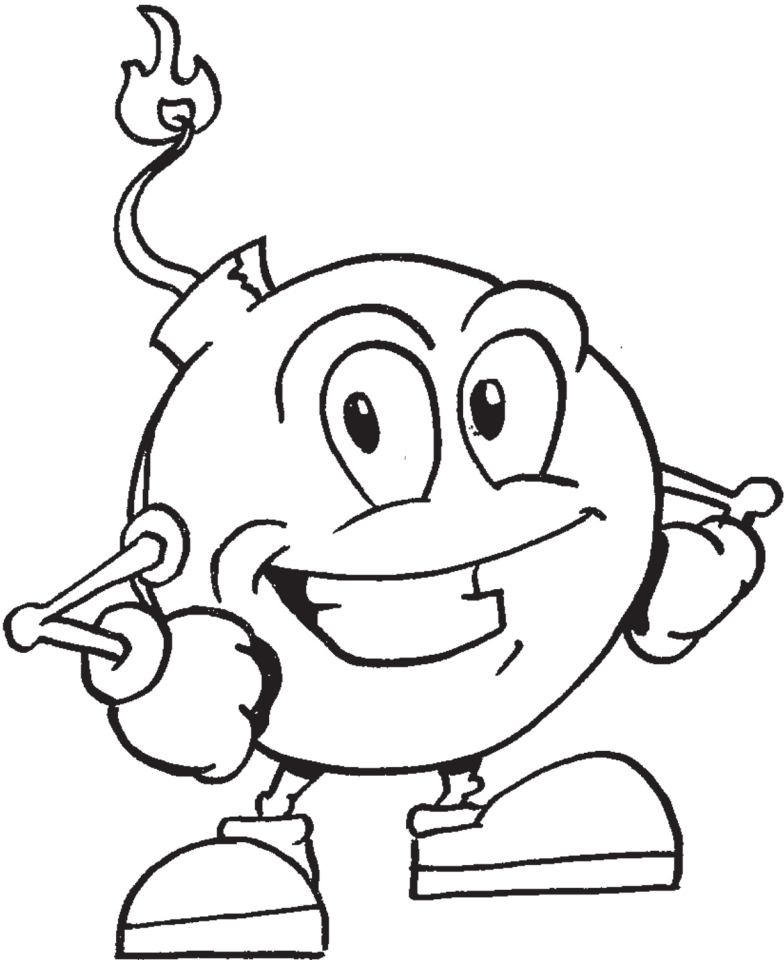
# FAVORITES #16:

## RECORDING A RADIO SHOW



# FAVORITES #17:

## THE WORD BOOM







## CHAPTER 9

# QUOTES:

### TOP CLAY QUOTES:

# QUOTES #1:

**“YOU CANNOT HAVE A FARM WITH  
2 ROOSTERS, IT WOULD BE A WEIRD  
ASS FARM.”**



# QUOTES #2:

**“VANESSA, I AM SORRY I EVER  
WASTED ANY OF OUR TIME TALKING  
TO IDIOTS.”**



# QUOTES #3:

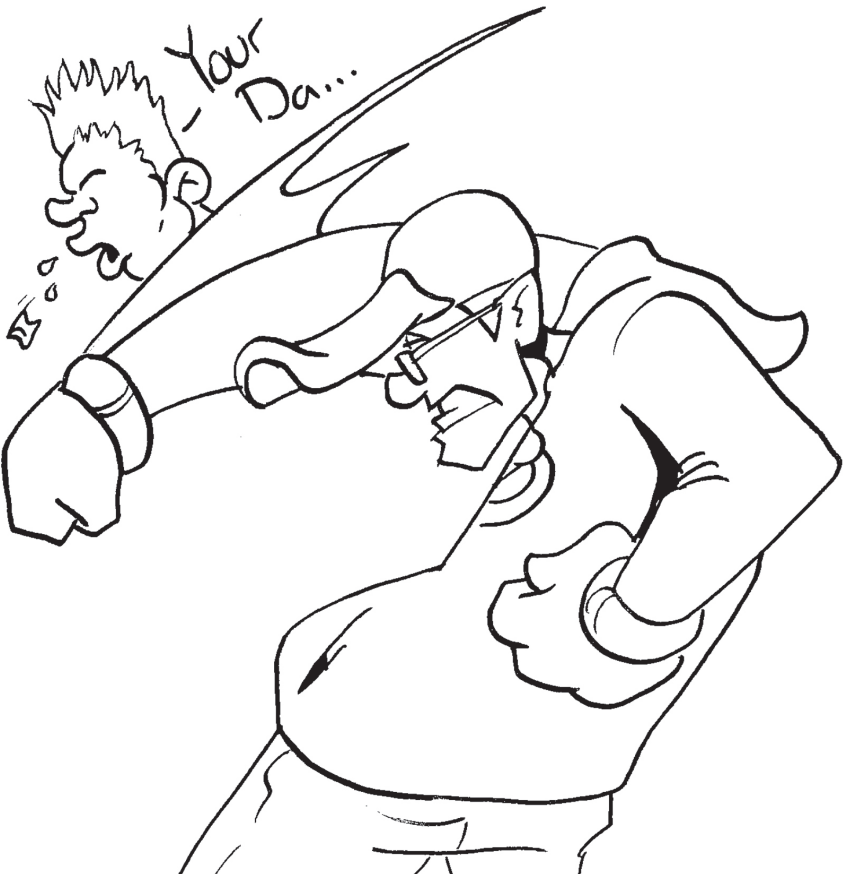
**“TEAM IS SPELLED  
WITH AN I.”**

*“I’m in  
Team!”*



# QUOTES #4:

**“PEOPLE WHO SPEAK  
POORLY ABOUT MY DAD  
GET PUNCHED.”**



# QUOTES #5:

**“COLLEGE IS A \$100,000  
MENTAL MASTURBATION.”**



# QUOTES #6:

**“CAN’T COMPETE WITH US BECAUSE  
THEY NEED TOO MUCH SLEEP.”**





# QUOTES #7:

**“WHEN YOU MEET A MAN  
WITH A MAN-BUN WHO LOOKS  
LIKE HE HASN’T SLEPT IN A  
MONTH, OR EATEN IN  
3 YEARS...RUN.”**



# QUOTES #8:

**“THE SECRET IS TO WAKE  
UP BEFORE YOU GO TO BED.”**





## **CHAPTER 10**

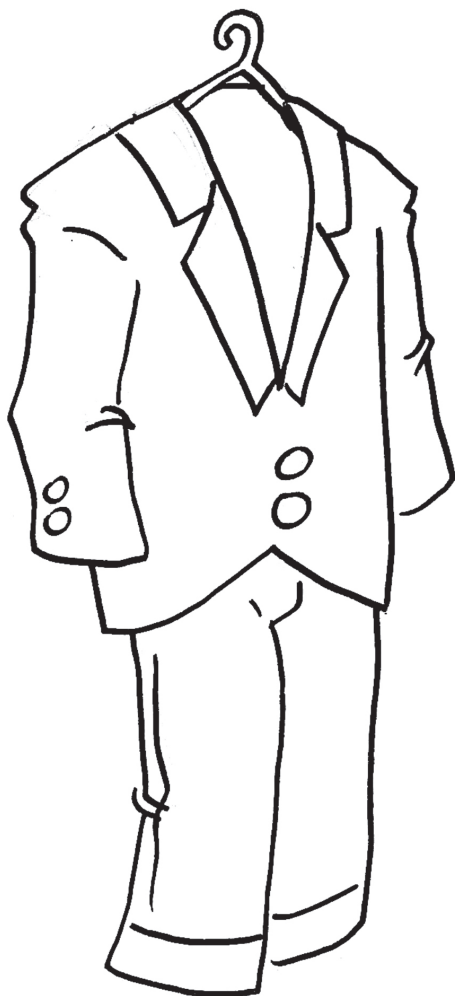
# **CLOTHING:**

## **HOW TO DRESS LIKE CLAY:**

# CLOTHING:

## STEP 1 -

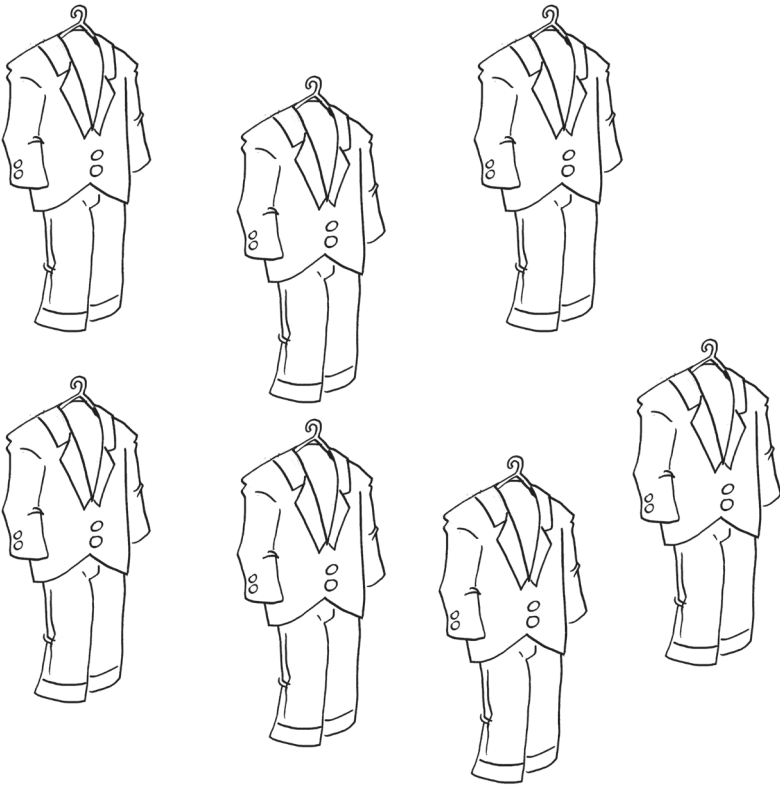
**DECIDE TO WEAR SUITS  
AS A PURPLE COW.**



# CLOTHING:

## STEP 2 -

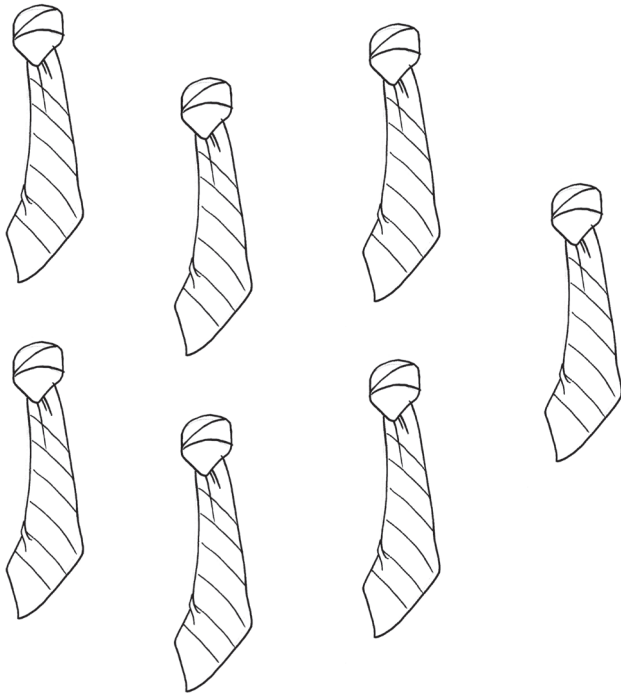
**BUY 7 OF THE  
EXACT SAME SUITS.**



# CLOTHING:

## STEP 3 -

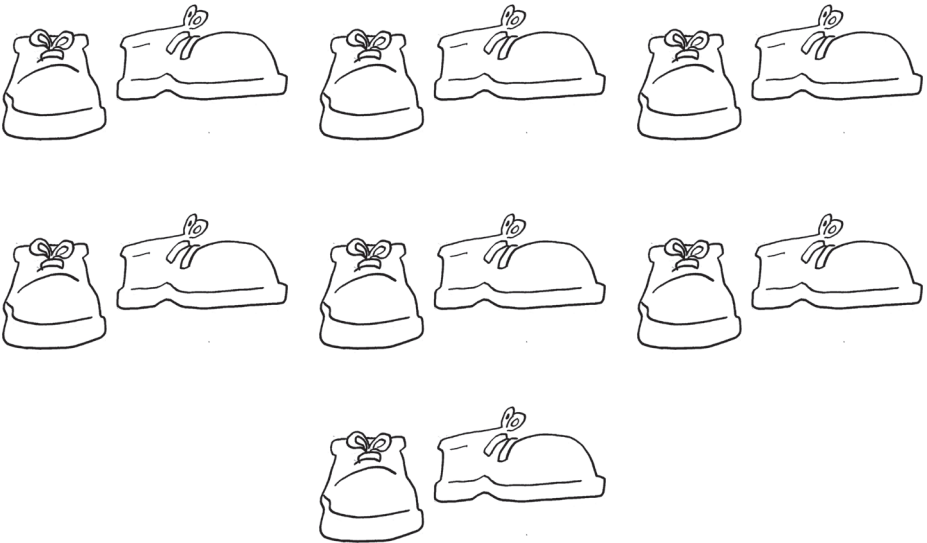
**BUY 7 OF THE EXACT  
SAME RED TIE.**



# CLOTHING:

## STEP 4 -

**BUY 7 OF THE EXACT  
SAME BROWN SHOE.**





# CLOTHING:

## STEP 5 -

**WEAR THE EXACT SAME  
SUIT, TIE, AND SHOES  
EVERY DAY.**



# CLOTHING:

## STEP 6 -

**DECIDE NOT TO WEAR  
SUITS ANYMORE.**



# CLOTHING:

## STEP 6 -

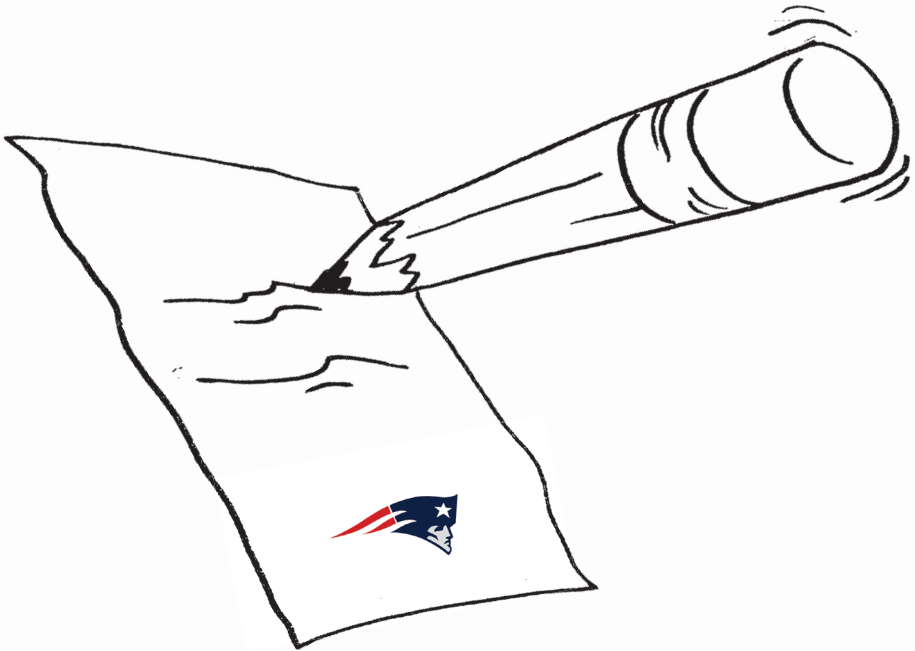
**MAKE HOODIES  
DESIGNED WITH A LOGO  
THAT LOOKS VERY SIMILAR  
TO THE PATRIOTS.**



# CLOTHING:

## STEP 7 -

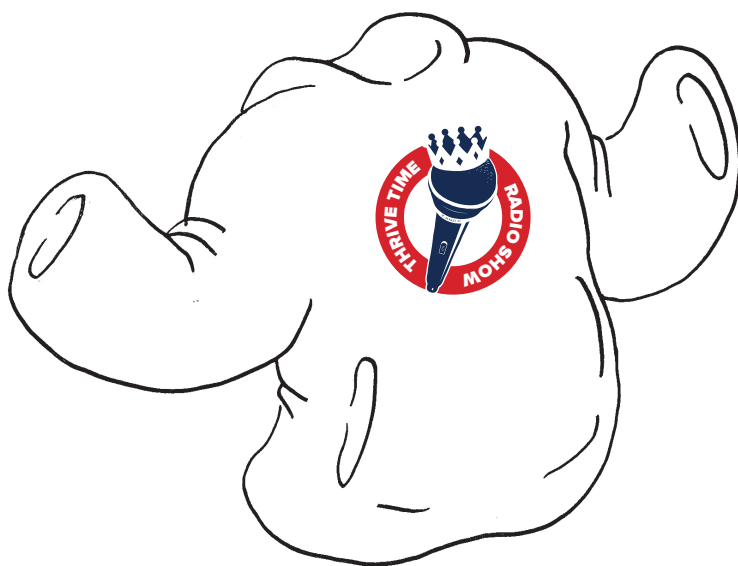
**GET A CEASE AND  
DESIST LETTER FROM THE  
PATRIOTS**



# CLOTHING:

## STEP 8 -

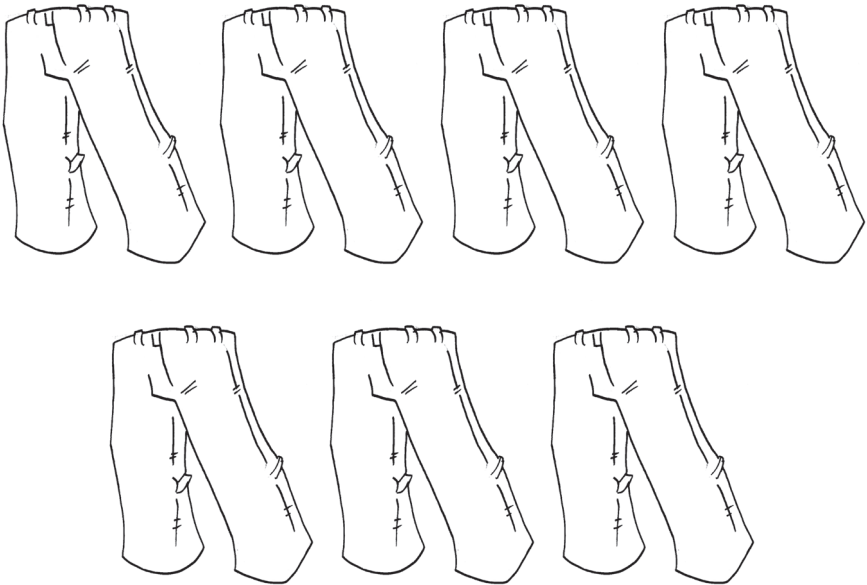
**CREATE NEW HOODIES  
WITH NEW LOGOS AND  
BUY 7 OF THEM.**



# CLOTHING:

## STEP 9 -

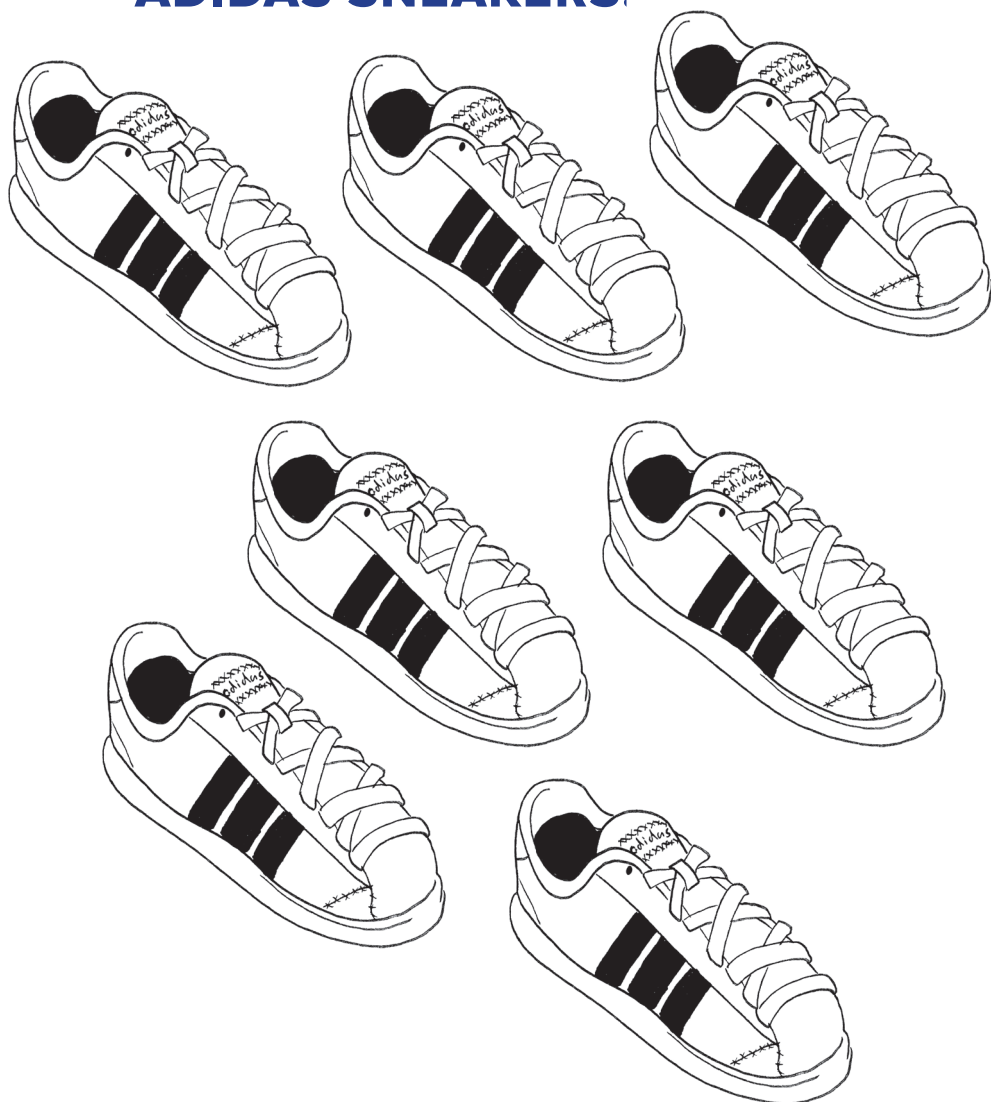
**BUY 7 PAIRS OF BAGGY  
JEANS.**



# CLOTHING:

**STEP 10 -**

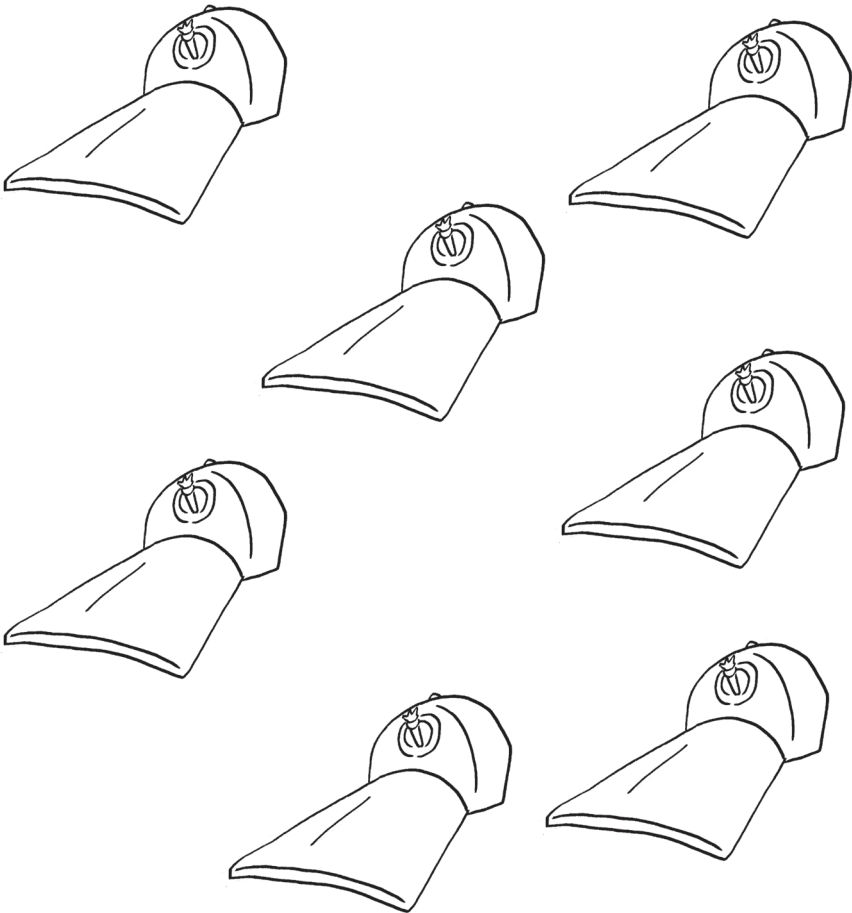
**BUY 7 PAIRS OF  
ADIDAS SNEAKERS.**



# CLOTHING:

**STEP 11 -**

**BUY 7 OF THE SAME HAT.**





# CLOTHING:

## STEP 12 -

**WEAR THE SAME  
HOODIE, JEANS,  
SNEAKERS, AND HAT  
EVERY DAY.**

