

**Σ  
O  
O  
M**

# **13**

**PROVEN  
STEPS TO  
BUSINESS  
SUCCESS**

**BY CLAY CLARK**

BOOM: 13 Proven Steps to Business Success

ISBN 978-0-9984435-2-2

Copyright © 2018 by Clay Clark

Thrive Publishing

Published by Thrive Publishing

1100 Suite #100 Riverwalk Terrace

Jenks, OK 74037

Printed in the United States of America. All rights reserved, because I called ahead.

Printed in the United States of America. No part of this book may be used or reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles and reviews. For information, address Thrive Publishing, 1100 Riverwalk Terrace #1100, Jenks, OK, 74037.

Thrive Publishing books may be purchased for educational, business or sales promotional use. For more information, please email the Special Markets Department at [info@ThriveTimeShow.com](mailto:info@ThriveTimeShow.com). For a good time visit [ThriveTimeShow.com](http://ThriveTimeShow.com)

---

“Today is the day you will learn how to turn your American Dream into a reality. Much like you, most people have a big vision but they don’t know how to break their dream into the small action steps needed to turn their dream into a reality. Today is the day you begin learning the small and practical action steps needed to achieve success.”

-Clay Clark

A stylized, handwritten signature in black ink, appearing to read 'Clay Clark'.

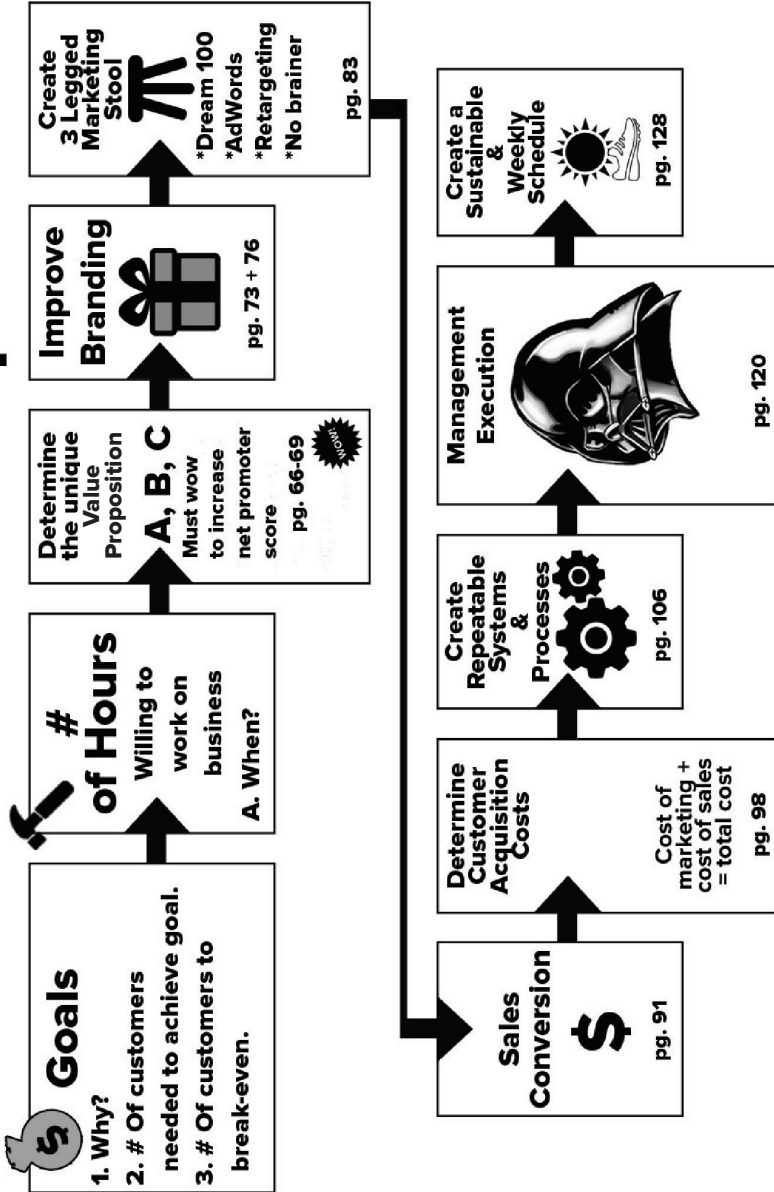
# How a Business Works

## F6 GOALS

1. Faith
2. Family
3. Friendship
4. Fitness
5. Finances
6. Fun



## The Road Map





# CONTENTS

<b>Who Is Clay Clark?</b> .....	<b>6</b>
<b>Be Coachable</b> .....	<b>11</b>
<i>Don't Stand in the Way of Your Own Success</i>	
<b>Don't Fake It</b> .....	<b>43</b>
<i>The System Only Works If You Have A Real Product Or Service</i>	
<b>Sowing &amp; Reaping</b> .....	<b>71</b>
<i>The Law of Cause and Effect</i>	
<b>Step 1</b> .....	<b>87</b>
<i>Establish Revenue Goals</i>	
<b>Step 2</b> .....	<b>97</b>
<i>Establish the Number of Customers Needed to Break Even and Achieve Financial Freedom</i>	
<b>Step 3</b> .....	<b>101</b>
<i>Establish the Number of Hours You Are Willing to Work On Your Business</i>	
<b>Step 4</b> .....	<b>107</b>
<i>Determine Your Unique Value Proposition</i>	
<b>Step 5</b> .....	<b>115</b>
<i>Improve Branding</i>	
<b>Step 6</b> .....	<b>121</b>
<i>Create a 3-Legged Marketing Stool</i>	
<b>Step 7</b> .....	<b>139</b>
<i>Create a Sales Conversion System</i>	
<b>Step 8</b> .....	<b>147</b>
<i>Determine Sustainable Customer Acquisition Costs</i>	
<b>Step 9</b> .....	<b>155</b>
<i>Create Repeatable Systems, Processes, and File Organization</i>	
<b>Step 10</b> .....	<b>163</b>
<i>Management Execution</i>	
<b>Step 11</b> .....	<b>175</b>
<i>Create a Sustainable and Repetitive Weekly Schedule</i>	
<b>Step 12</b> .....	<b>183</b>
<i>Human Resources and Recruitment</i>	
<b>Step 13</b> .....	<b>191</b>
<i>Do Your Accounting and Automate The Earning of Millions</i>	
<b>You Have What It Takes</b> .....	<b>199</b>
<i>A Little Encouragement for You</i>	



**Welcome to the start of your success story.** Discipline is the bridge between dreams and accomplishment. Remember it's hard to build a reputation based on what you intend to do. Let's go dominate and get stuff done.

**Clay Clark**

**I'm Thom Clark's son. I miss you Dad.**

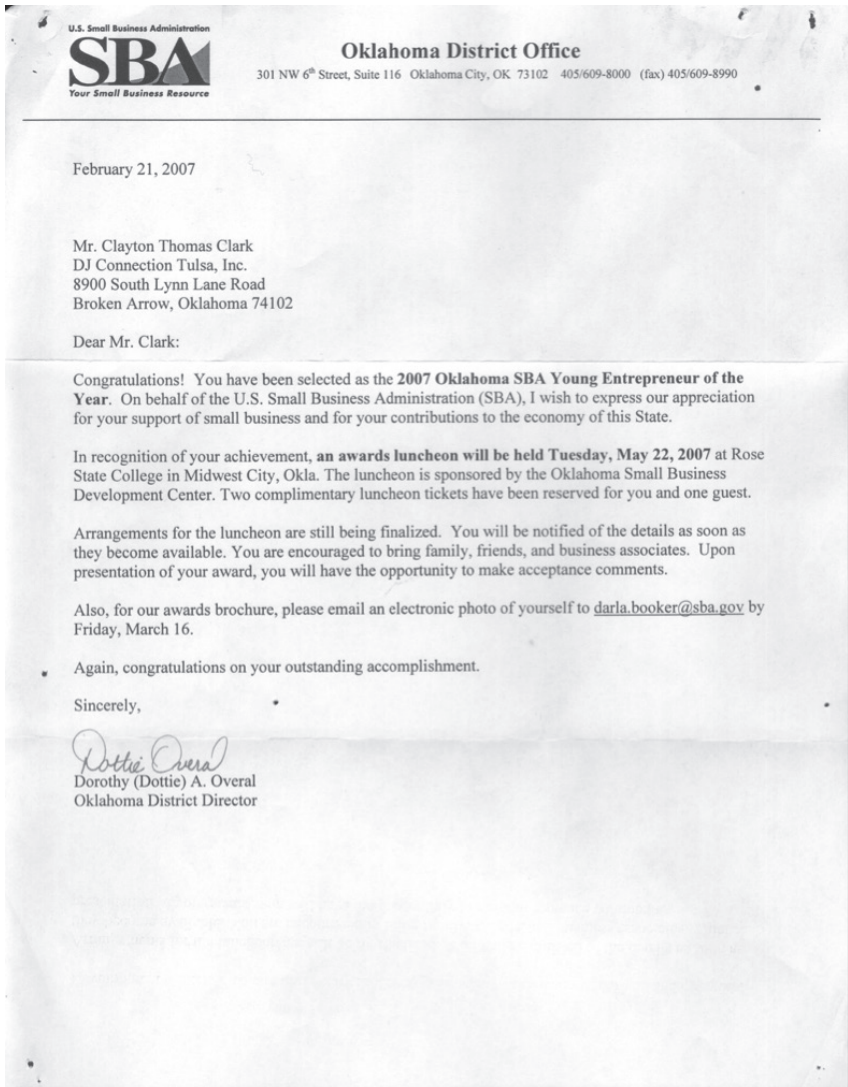


**My father died after a long battle with ALS in 2016.**

# WHO IS CLAY CLARK?

Clay is the former U.S. SBA Entrepreneur of the Year, Co-Host of the ThriveTimeShow.com Radio Show, and the founder of ThriveTimeShow.com. Over the course of his career, he has been a founding team member of many successful companies including DJConnection.com, EITRLounge.com, MakeYourLifeEpic.com, ThriveTimeShow.com, and EpicPhotos.com (Dallas, Oklahoma City, etc.). He and his companies have been featured in Forbes, Fast Company, Entrepreneur, PandoDaily, Bloomberg TV, Bloomberg Radio, the Entrepreneur On Fire Podcast, the So Money Podcast with Farnoosh Torabi, and on countless media outlets. He's been the speaker of choice for Hewlett-Packard, Maytag University, O'Reilly Auto Parts, Valspar Paint, Farmers Insurance, and many other companies. He is the father of five kids and he is the proud owner of 40 chickens, six ducks, four cats, and Thousands of trees. Clay is an obsessive New England Patriots fan and Tim Tebow apologist. He wears a basketball jersey every day. When not chasing his kids and wife around, he enjoys reading business case studies and autobiographies about successful entrepreneurs while burning pinion wood.

**"Rush to Revenue"**  
Money Cures  
All Problems



Success is a choice. A choice to make trade-offs... a choice to get up early... a choice to skip lunch to hit a deadline... a choice to push through fear... a choice to work on the weekend to get ahead... a choice to turn off the TV and open a book... a choice to hold yourself and others accountable... success is a choice that I make every day.

**CLAY CLARK**

Founder of ThriveTimeShow.com, former U.S. SBA Entrepreneur of the Year, host of the ThriveTime Show, and America's #1 Business Coach



# The F6 Life

**DESIGN THE LIFE YOU WANT OR LIVE THE LIFE YOU DON'T WANT BY DEFAULT.**

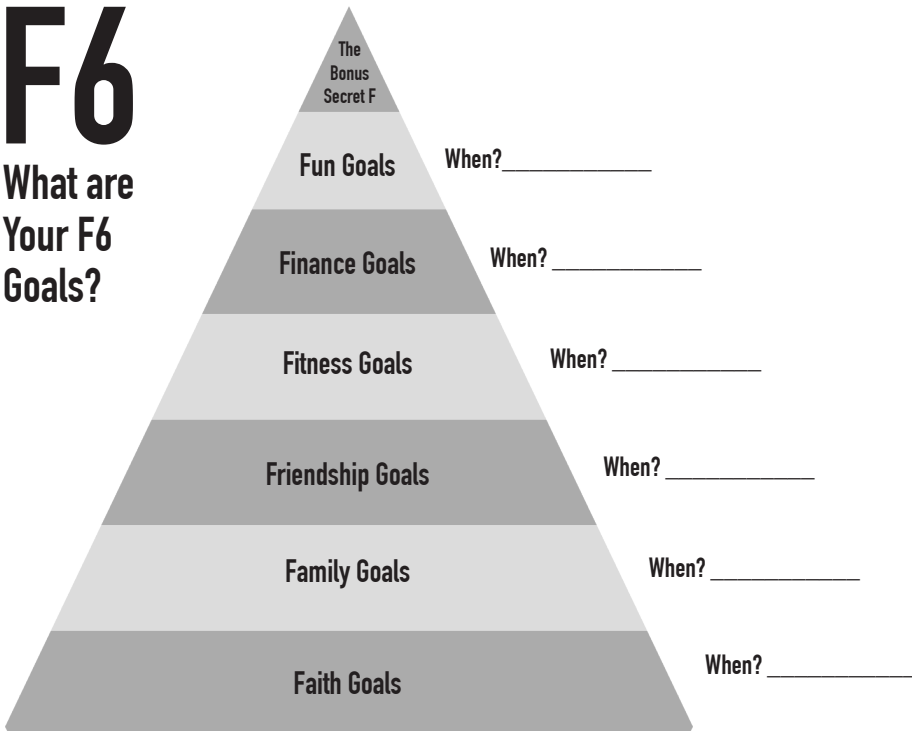
Psalm 118:24

"This is the day that the Lord has made.  
We will rejoice and be glad in it."



# F6

**What are  
Your F6  
Goals?**



.....  
"Control your destiny or someone else will."

## **JACK WELCH**

*Former CEO of GE who grew the company by 4,000% during his tenure as CEO*

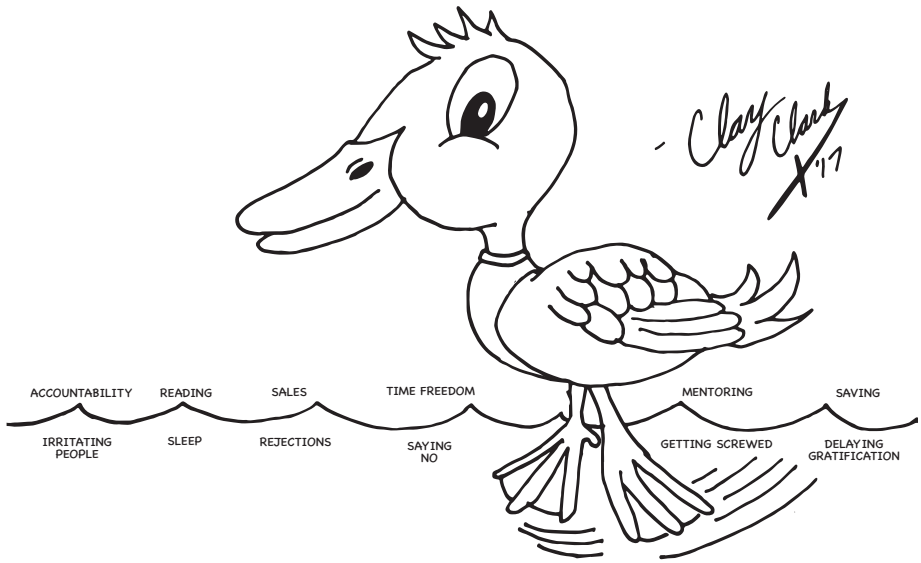
**What is your biggest limiting factor?**

**What questions do you have?**



Be a Business Duck!

# THE EMOTIONAL TRADEOFFS OF A SUCCESSFUL PERSON



## NOTES

[illegible]

INTRO

# BE COACHABLE

WE KNOW THE PROVEN PATH



“Nothing is as powerful as a changed mind.”

**TD JAKES**

*Bestselling author and pastor of the Potter's House.*



**Storytime:**

**The Stress of life before GPS and the consequences  
of not knowing where you are going**



# What is your biggest limiting factor?



“One of the main reasons people don’t improve is that they are not honest with themselves.”

## LEE COCKERELL

*Thrive15.com mentor and investor and the former Executive Vice President of Operations for the Walt Disney World Resort. As the Senior Operating Executive for ten years Lee led a team of 40,000 Cast Members and was responsible for the operations of 20 resort hotels, 4 theme parks, 2 water parks, a shopping and entertainment village and the ESPN sports and recreation complex.*



Having personally grown dozens of successful businesses, I know the importance of being coachable. Having been invited to speak or consult with America’s largest and most successful companies including Maytag University, O’Reilly’s Auto Parts, Hewlett Packard, Valspar Paint, Chevron, UPS, etc...I have witnessed firsthand how thirsty for knowledge and coachable the top business leaders are. Having personally spoken to and coached hundreds of clients and thousands of workshop / conference attendees on how to grow a successful business **I NEED TO CHALLENGE YOU HERE TO BECOME COACHABLE.**

**I NEED TO CHALLENGE YOU HERE.** I NEED TO CHALLENGE YOU TO COMMIT TO NOT LETTING YOUR OWN EMOTIONS, THE EMOTIONS OF OTHERS, AND EXCUSES YOU MAKE FOR YOURSELF TO CAUSE YOU TO DANGEROUSLY DRIFT AND TO NEGATIVELY TRANSFORM YOU INTO BECOMING BOTH UNCOACHABLE AND PIG-HEADED IN YOUR WRONGNESS THAT HAS RESULTED IN YOU CONSISTENTLY BEING UNABLE TO PRODUCE THE RESULTS THAT YOU SEEK. If you do a quick Google search, you will quickly discover that Forbes reports eight out of ten businesses fail. From my first-hand experience, I believe that 8 out of 10 business owners fail because they are uncoachable. However, I can empathize with what it is like to be uncoachable because I was once uncoachable too. And I suffered because of it.







“Most real failures are due to limitations which men set up in their own minds.”

**NAPOLEON HILL**

*The author of the number one best-selling self-help author of all time, *Think and Grow Rich*, and the man whom my son is named after Aubrey Napoleon-Hill Clark*



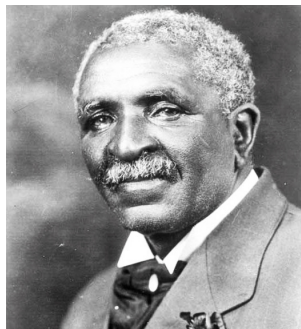
Before I had mentors like David Robinson, Doctor Zoellner, Lee Cockerell, and Clifton Taulbert in my life, I was a “happy hoper” and not a “diligent doer.” I once falsely believed that my own lack of success was the result of the losing the genetic lottery. I used to believe I could not raise the capital I needed to grow my business because of my lack of luck and the fact that I grew up without money. I used to believe that my lack of sales results were based upon my unchangeable “God-given personality.” While building my first business, I used to lazily believe that my lack of leads were the result of not “having enough word of mouth” which is impossible to generate if you don’t have any customers yet.



“Ninety-nine percent of the failures come from people who have the habit of making excuses.”

**GEORGE WASHINGTON CARVER**

*A famous American botanist and inventor whose birthday was unknown because he was born into slavery in Missouri. What excuses could he have made for himself?*



“To me job titles don’t matter. Everyone is in sales. It’s the only way we stay in business.”

**HARVEY MACKEY**

*Best selling author and award winning entrepreneur*



I used to falsely and ignorantly (I did not know better) believe that my website's rank in Google was one of those things I could not control. I used to believe that my chronic lateness was due to the weather, the traffic, or something I ate the night before. I used to believe my lack of success was all justifiable and not something that I could ever control. Because most people are not successful, they patted me on the back and said the following poverty creating and justifying statements to me:

## **POVERTY CREATING MINDSETS AND JUSTIFICATION STATEMENTS:**

1. "You don't need to give that speech. I know you've always struggled with stammering and stuttering."
2. "Hey you overslept don't worry about it. Maybe you are just not a morning person."
3. "Well, maybe it's just not meant to be."
4. "It takes money to make money."
5. "Stop striving so hard and focus on what really matters."
6. "Your sales are down because the company's culture isn't right... it's just too hard to manage millennials..."
7. "Maybe managing people, dealing with confrontation, and managing the numbers is just not your thing."
8. "Don't feel bad. You probably just don't have time to read all of that stuff right now...you have so much going on in your life with the upcoming wedding and all..."
9. "Don't sweat it...I know I couldn't focus on running a business if my best friend friend was suddenly killed in a car accident either."



10. “Hey, maybe you shouldn’t do a radio show this year. I know that I personally couldn’t focus on writing outlines if I knew my Dad was dying from ALS (Lou Gehrig’s Disease) either.”
11. “Once you hit your financial goals, you need to sit down and really plan out what you want to do with the rest of your life.”
12. “It’s too late for you to do that with your career. You need to be realistic.”
13. “You really can’t go around saying that stuff or you are going to irritate half of your potential customers.”

And then, when I finally was able to get in-person coaching from millionaires, mentors, and real-life entrepreneurs who had been able to turn their dreams into reality, I was told uncomfortable wealth-creating and excuse-destroying statements like:

## **\$ WEALTH CREATING MINDSETS AND PERSONAL ACCOUNTABILITY STATEMENTS:**

1. “You can either get bitter or better. The choice is yours.”  
**Clifton Taulbert** (*An African American man who was not allowed to go into banks as a kid due to legal segregation and who went on to start his own bank*)
2. “With self-discipline almost anything can be achieved in every aspect of life.”  
**Lee Cockerell** (*Thrive15.com investor, author, and the former Executive Vice President of Walt Disney World Resorts who never fails to deliver tough love when needed*)
3. “When you do hard things life gets easier.”  
**Lee Cockerell** (*A man who diligently worked his way up from the bottom of the Marriott Hotels payroll to being the head of Walt Disney World Resorts and being responsible for managing 40,000 team members*)



4. “If you can’t delay gratification, save money, and build your war chest, then you will lose.”

**Doctor Robert Zoellner** (*The man who started out washing dishes at a Mexican restaurant and who has now built the region’s most successful auto auction, optometry clinic, horse-breeding facility, and numerous other successful small businesses*)

5. “You either pay now or pay later with just about every decision you make about where and how you spend your time.”

**Lee Cockerell** (*Thrive15.com investor and the man who once drove to a speaking event while wearing a colostomy bag after surgery so that he wouldn’t miss his speaking event*)

6. “Whatever you accept is what you should expect.”

**Doctor Robert Zoellner** (*The closest thing I have to a living father, the Thrive15.com CEO, and the optometrist-turned Tulsa business tycoon who now co-hosts the ThriveTime Show with me every day for two hours of power. You can listen to all of the archived podcasts at ThriveTimeShow.com*)

7. “One way to get your priorities accomplished is to schedule them into your calendar.”

**Lee Cockerell** (*The former Executive Vice President of Walt Disney World Resorts*)

8. “Rich people have big libraries, poor people have big TVs.”

**Doctor Robert Zoellner** (*The Thrive15.com CEO, and the optometrist-turned Tulsa business tycoon who now co-hosts the ThriveTime Show with me every day for two hours of power. You can listen to all of the archived podcasts at ThriveTimeShow.com*)

9. “I know this is tough buddy, but you have to stay focused and deliver. Your Dad is going to die a slow and painful death unless God works a miracle. Call me and we’ll MAN-CAVE it this weekend.”

**Doctor Robert Zoellner** (*My business partner and the man who is the closest thing I have to a living father*)



10. “Your customers hold you to a high standard. If you want to achieve true excellence, raise that bar even higher for yourself, your colleagues, and everyone around you.”

**Lee Cockerell** (*The former Executive Vice President of Walt Disney World Resorts who once was responsible for managing over 40,000 humans. Could you even imagine that?*)

11. “Your happiness comes from designing and living the life you want right now. When are you going to lose that suit?”

**Doctor Robert Zoellner** (*A man who began wearing soccer jerseys and casual clothes every day as soon he was able to build a business system that was capable of producing revenue for him when he was not personally seeing patients*)

12. “The quality of your life is directly affected by how and where you spend your time.”

**Lee Cockerell** (*The former Executive Vice President of Walt Disney World Resorts who once built the systems needed to help him manage Walt Disney World Resorts and the nearly one million customers (guests) that visit their theme parks each week*)

13. “You need to focus on providing business school without the bs to entrepreneurs and wantrepreneurs in a real, raw, and unfiltered way like you always have.”

**Doctor Robert Zoellner** (*A man who routinely uses that side of his massive optometry clinic located next to Oklahoma’s most bustling mall to promote his political candidate of choice without worrying about the 50% of people that his pro-capitalist candidates may often upset*)



# Everybody Needs a Coach



“The advice that sticks out I got from John Doerr, who in 2001 said, “My advice to you is to have a coach.” The coach he said I should have is Bill Campbell. I initially resented the advice, because after all, I was a CEO. I was pretty experienced. Why would I need a coach? Am I doing something wrong? My argument was, How could a coach advise me if I’m the best person in the world at this? But that’s not what a coach does. The coach doesn’t have to play the sport as well as you do. They have to watch you and get you to be your best. In the business context a coach is not a repetitious coach. A coach is somebody who looks at something with another set of eyes, describes it to you in [his] words, and discusses how to approach the problem.”



**ERIC SCHMIDT**

*The CEO and Chairman of Google in FORTUNE Magazine*

## THE GROWTH-FOCUSED MINDSET OF A SUCCESSFUL ENTREPRENEUR

Every day you invest 1 to 2 hours planning out your day, organizing your life, and self-examining where you are and where you want to be in the areas of Faith, Family, Friendships, Fitness, Fun, and Finances. YOU ARE COACHABLE when it comes to learning and executing the proven routines, strategies, systems, and habits of successful people. You are intentional every day about designing and living the life



you want to live. You feel in control of where you are going because although life may have given you difficult circumstances you know that you are in control of how you choose to respond to them. You understand and embrace that strength comes as a result of struggle. You understand and embrace the exponentially compounding power of scheduling daily diligence into your life. You know how to consistently apply effort even on the days when you don't feel like it. You recognize that it is up to you to seek out wise counsel from mentors who know the proven path to speed up the achievement of your success and to avoid running over the landmines that have already been well-marked by those who have gone before you. You are on time all the time and typically 15 minutes early. You rule your emotions and are not ruled by them. YOU, MY FRIEND, ARE COACHABLE.



“A Carnegie or a Rockefeller or a James J. Hill or a Marshall Field accumulates a fortune through the application of the same principles available to all of us, but we envy them and their wealth without ever thinking of studying their philosophy and applying it to ourselves. We look at a successful person in the hour of their triumph and wonder how they did it, but we overlook the importance of analyzing their methods and we forget the price they had to pay in the careful and well-organized preparation that had to be made before they could reap the fruits of their efforts.”

#### **NAPOLEON HILL**

*The best-selling author of **Think & Grow Rich**, the personal apprentice of Andrew Carnegie, and the personal mentor of Oral Roberts*



# Dysfunctional Mindsets

## PREDICTABLE, PROBLEMATIC, AND CORRECTABLE PEOPLE PATTERNS OF THE UNCOACHABLE ENTREPRENEUR:

Circle which dysfunctional mindset best describes your former self or YOU if you are not intentional about being personally coachable and accountable.

### DYSFUNCTIONAL MINDSET #1 THE EMPLOYEE-MINDSET ENTREPRENEUR

You want to be a successful entrepreneur, but you desperately want to be told that you can keep the same schedule that you had when you were a 9 to 5 employee because “you value life balance.” Just like when you worked for someone else, anytime that there is snow on the road, you want to “call in and request off for safety reasons” for your own business. You want to take the day off before every major holiday and the day after every after major holiday and you are even tempted to take off those quasi-holidays that all B-level employees like (Columbus Day, etc.).

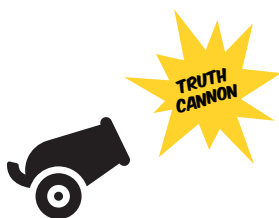
You desperately want the law of sowing and reaping not to apply during the massive amounts of days that you take off and you want to be told that once you learn the “success secrets” you are going to have a hall pass through life and that the law of cause and effect will no longer impact the results that you see in your life.

My friend, this can absolutely be the year that you will achieve the success that you desire, however, you must be willing to make changes.

According to an article published by Business Insider called, *Check Out How Much the Average American Works Each Year Compared to the French, the Germans and The Koreans* the average American is now working approximately 1,680 hours per year, which if you are dividing that by 40 hours per week means that the average American only works 42 weeks per year.







If you take off for your birthday, your spouse's birthday, your anniversary, the days before and after each national holiday, two weeks for vacation, and when you don't feel good while starting or growing a business (before you make your millions), you will be poor.

**Circle the days you took off this past year from sowing seeds, and determine how realistic it is for you to plan on reaping a harvest this year.**

The day before New Year's Eve.

New Year's Eve.

New Year's Day.

The day after New Year's Day.

The day before Martin Luther King, Jr. Day

Martin Luther King, Jr. Day

The day after Martin Luther King, Jr. Day

The day before President's Day

President's Day

The day after President's Day

The Thursday before Good Friday

Good Friday

The Saturday before Easter

Easter

The day after Easter

The day before Memorial Day

Memorial Day

The day after Memorial Day

The day before Independence Day

Independence Day

The day after Independence Day

The day before Labor Day

Labor Day

The day after Labor Day

The day before Columbus Day

Columbus Day

The day after Columbus Day

The day before Veterans' Day

Veterans' Day

The day after Veterans' Day

The Monday of the week of Thanksgiving

The Tuesday of the week of Thanksgiving

The Wednesday of the week of Thanksgiving

Thanksgiving

Black Friday

The day before Christmas Eve (Known as Festivus for all of your Seinfeld fans)

Christmas Eve

Christmas Day

The day after Christmas

7 days that you don't feel like coming in because you feel sick

104 weekend days off



"You can't get much done in life if you only work on the days when you feel good."

**JERRY WEST**

*Hall of Fame basketball player and legendary NBA executive*

"Lazy hands make for poverty, but diligent hands bring wealth."

**PROVERBS 10:4**



"Rise and Grind."

**CLAY CLARK**



## **DYSFUNCTIONAL MINDSET #2 THE AGGRESSIVE, CRITICAL, AND DEMANDING OF IMMEDIATE IMPOSSIBLE RESULTS ENTREPRENEUR:**

You don't like the concept that over a 25 year period of time, one man with diligence could build the state's most successful auto auction, the state's most profitable optometry clinic, one of the state's most successful horse-breeding facilities, a successful durable medical equipment company, a diagnostic sleep center, a booming online business school, and a syndicated radio show... and frankly it irritates you... because you want to build and experience the success of these businesses at once. After all, you see business opportunities everywhere. You've pounded the energy drinks, attended money-magnet seminars, watched the Tony Robbins and Tai Lopez videos and now you want to earn the money that you deserve immediately. You aren't fond of gravity, you believe that you deserve to be able to fly, and you just know that your business idea would go "viral" if you just had the funding.

**YOU WANT TO KNOW THE PROVEN PATH UP THE MOUNTAIN TO BUSINESS SUCCESS AND YOU WANT OTHER PEOPLE TO CARRY YOU UP THE MOUNTAIN AS WELL.** You want the reward, but you don't want the struggle.



“Most people are sitting on their own diamond mines. The surest ways to lose your diamond mine are to get bored, become overambitious, or start thinking that the grass is greener on the other side. Find your core focus, stick to it, and devote your time and resources to excelling at it.”



**GINO WICKMAN**

*Best-selling author of Traction: Get a Grip on Your Business*



## DYSFUNCTIONAL MINDSET #3 THE CHRONICALLY-DISTRACTED ENTREPRENEUR:

You want to focus and pay attention, but you just received a notification on your phone that you want to check real quick. You know that you, and you alone, must create the 1,000 words of content that Google needs you to have on every page of your website to enhance your search engine score, but you updated your Facebook status and got into a 45 minute conversation with one of your employees about how they feel instead. You've also recently discovered that it's also very hard to write while watching CNN's non-stop coverage of Hurricane "Who-Gives-A-Crap."

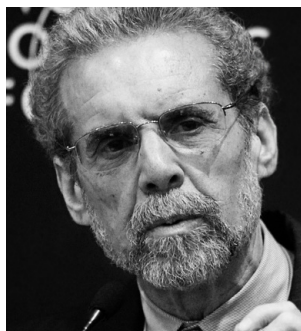
You were trying to read this section of the book, but somebody just liked your Facebook photo and you got distracted...



"We need to re-create boundaries. When you carry a digital gadget that creates a virtual link to the office, you need to create a virtual boundary that didn't exist before."

### **DANIEL GOLEMAN**

*A world-renowned best-selling author, psychologist, and science journalist. For twelve years, he wrote for The New York Times, reporting on the brain and behavioral sciences. He is the author of the legendary book, Emotional Intelligence.*



## DYSFUNCTIONAL MINDSET #4 KNOWLEDGEABLE, SKEPTICAL AND COMPLEX BUSINESSES WANT-TO-BE-LEADER:

You graduated from the University of Whatever with a BS (Bachelor of Science) Degree of Whatever, and you have come to the realization that the marketplace does not pay you based upon your academic resume. You know just enough about everything to wow your friends and to engage in an intelligent conversation with any random person that you've ever met on a plane. In the back of your mind, you are thinking... if this doesn't work out, I might need to go back to get my MBA.

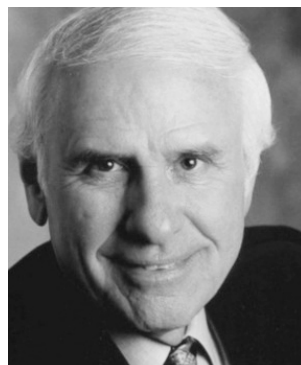
You are in love with the vision and goal setting part of business (1% of the work), but you are not in love with the work ethic and process needed to produce the results you seek.



“You don't get paid for the hour. You get paid for the value you bring to the hour.”

**JIM ROHN**

*Best-selling author and famous international speaker / sales trainer*



When I owned the nation's largest wedding entertainment and disc jockey company I did not know about speakers, or how they worked, but I did know how to build a successful business. Doctor Zoellner is not the world's best optometrist and does not actually see patients, yet his business sees more patients than any other optometry clinic in Tulsa. I have no interest in men's grooming, style or haircuts, yet I am a co-founder and CEO of one of the region's most successful chains of men's grooming and haircut lounges, The Elephant In The Room. Doctor Zoellner doesn't know how to maintain cars and does not have an automotive background, yet he owns one of the region's top auto auctions. How is it possible that his auction beats auto auctions owned by lifetime “car guys?” I built the nation's largest wedding photography company, yet I did not know what kind of cameras we used and how to even take photos up until the time I sold it. How is it possible that my photography business is exponentially more successful than the photography company's owned by photography gurus?



## DYSFUNCTIONAL MINDSET #5 THE “NEVER ON-TIME” GUY:

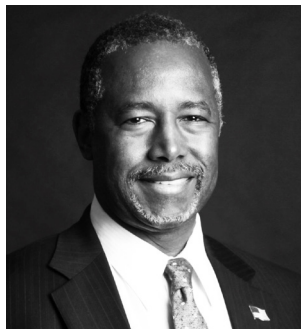
Your life is just soooo busy that nobody could possibly understand how busy you are. Although I have five kids, 40 chickens, and 9 businesses I could never possibly understand how busy you are. Although my own father died of suffocation right in front of my eyes on September 5th, 2016 after a 1 year battle with ALS (Lou Gehrig’s disease), I could not possibly understand how stressful your life is. Although my son was born blind, I could never understand how difficult your life is. And because of this, you seek validation and affirmation that somehow the law of sowing and reaping doesn’t apply to you because of your “tough situation.”



“It doesn’t matter if you come from the inner city. People who fail in life are people who find lots of excuses. It’s never too late for a person to recognize that they have potential in themselves.”

### **BEN CARSON**

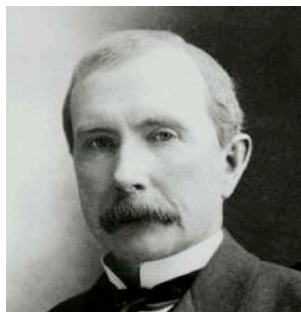
*A legendary American surgeon whose life was turned into a movie*



“A man has no right to occupy another man’s time unnecessarily.”

### **JOHN D. ROCKEFELLER**

*The world’s wealthiest man during his lifetime who began working at the age of 16 to support his family who financially struggled as a result of having an absent father.*



## DYSFUNCTIONAL MINDSET #6 THE “I’M NOT GOING TO DO MY ACTION ITEMS” GUY:

You believe that if you hop on a coaching call and learn the proven system without actually investing your personal time to apply anything that eventually things will just get done by themselves. You secretly believe that the science behind the Shake Weight and unicorns is plausible. You believe that your product is so good that it will sell itself and your company will magically build itself without involving you. You have subconsciously bought into the charlatan get-rich-quick-Tai-Lopez-earn-something-for-nothing-so-that-you-can-start-earning-\$20,000-per-month-from-home-without-working philosophy of life which allows you to believe that it is possible to create copious amounts of sustainable wealth without investing the hours of hard work that are required to tediously build workflows, checklists, optimize your website, analyze your web traffic, hire people, fire people, do your accounting, and to receive the hundreds of rejections that you need to learn from enroute to actually selling your products at a profit to your ideal and likely buyers.

## The 80–100 Hour Work Week



“Work like hell. I mean you just have to put in 80 to 100 hour weeks every week. [This] improves the odds of success. If other people are putting in 40 hour work weeks and you’re putting in 100 hour work weeks, then even if you’re doing the same thing you know that... you will achieve in 4 months what it takes them a year to achieve.”

### ELON MUSK

*The founder, CEO, and CTO of SpaceX; co-founder, CEO, and product architect of Tesla Motors; co-founder and chairman of SolarCity; co-chairman of OpenAI; co-founder of Zip2; and founder of X.com which merged with PayPal*





## Charlatan

A person who falsely pretends to know or be something in order to deceive people.



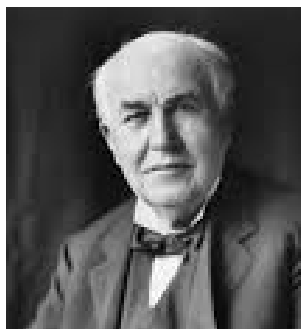
“The three great essentials to achieve anything worthwhile are: Hard work, stick-to-itiveness, and common sense.”

“Genius is one percent inspiration and ninety-nine percent perspiration.”

### THOMAS EDISON

*Many consider him to be the world's best inventor and half of you reading this consider him to be the man who stole Tesla's light bulb invention. He developed many devices that greatly influenced life around the world, including the phonograph, the motion picture camera, and the long-lasting, practical electric light bulb. Dubbed "The Wizard of Menlo Park."*

*Edison was one of the first inventors to apply the principles of mass production and large-scale teamwork to the process of invention, and because of that, he is often credited with the creation of the first industrial research laboratory. Edison held 1,093 US patents in his name, as well as patents all over the world. He founded General Electric and is responsible for essentially creating the industries involving: electric light, power utilities, recorded sound and the motion pictures (movies). It's arguable that without Edison, we would not have electric light, recorded sound, recorded motion pictures, or movies.*



## **DYSFUNCTIONAL MINDSET #7**

### **THE “NON-EMOTIONALLY ENGAGED” GUY:**

You don't want to admit that you are stuck and that you need help breaking through your biggest limiting factors, but you do recognize that you “may need some coaching” so you hesitantly have enrolled in a business coaching platform so that you can “try it out.” You won't engage in the conversations with your coach or ever knock out your action items... because you are just seeing if this program can help you... This logic makes sense to you... I'm going to try out farming. I'm not going to do the hard work required to till the soil, to sow the seeds, or to water the seeds. I just want to see what this farming thing is all about and if the “tilling, sowing, watering, and reaping” theory actually works.

You want the financial freedom, the corner office, and time freedom that you will get as a result of producing a boatload of profits, but you are not willing to suffer through the sixty-hour workweeks filled with endless sales calls, staff recruitment, detailed paperwork, training, and workflow creation.



“Lazy hands make for poverty, but diligent hands bring wealth.”

#### **PROVERBS 10:4**

*From that controversial book known as The Bible*





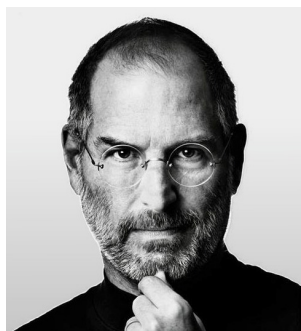
## **DYSFUNCTIONAL MINDSET #8**

### **THE “I’M-GOING-TO-TRY-TO-SOLVE-ALL-OF-MY-BUSINESS-QUESTIONS-AT-ONCE” GUY:**

You want to SOLVE ALL OF YOUR BUSINESS PROBLEMS NOW although every successful entrepreneur on the planet will tell you that you must simplify and focus on methodically knocking out the action items that will (move-the-needle) create the biggest impact in your business. For you, my friend, you must understand that the process of building a successful business is just that...a process.



“People think focus means saying yes to the thing you’ve got to focus on. But that’s not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I’m actually as proud of the things we haven’t done as the things I have done. Innovation is saying no to 1,000 things.”



#### **STEVE JOBS**

*Co-founder of Apple and the former CEO of PIXAR*



## DYSFUNCTIONAL MINDSET #9 THE “EVERYTHING IS A BURNING FIRE” GUY:

You have never consistently blocked out the 1 to 2 hours per day that are REQUIRED to intentionally design a successful life one day and one action item at a time. You have not yet created the habit of diligently mapping out your day in a place and at a time where you will be un-interrupted by distractions. Thus, you are currently trying to do the impossible. You aren't blocking out the “quiet time,” “planning time” or “meta-time” (the 2 hours of daily planning time) that every top entrepreneur needs for proactively planning out their day. Thus, the success that Lee Cockerell, Doctor Zoellner, and I have achieved is currently not possible for you. So...you secretly always feel like you are “running behind” and that everything is a burning fire. As your business grows, this will become an increasingly massive problem and will likely cause you to have a mental break-down at some point. I've seen this happen countless times. My friend, you must start proactively planning out and designing each successful day for your successful life. This “my-hair-is-on-fire” approach to life is going to keep you busy and furiously thrashing about without moving forward.



“One way to get your priorities accomplished is to schedule them into your calendar.”

### LEE COCKERELL

*The former Executive President of Walt Disney World Resorts that used to manage 40,000 cast members as the former Executive Vice President of Operations for Walt Disney World Resorts*



## **DYSFUNCTIONAL MINDSET #10 THE “CONSTANTLY-CALLING-TEXTING-AND- EMAILING- WITH-URGENT-ACTION-ITEMS” GUY:**

You are new to business success and because 8 out of 10 businesses fail (according to Forbes), you’ve never personally witnessed the nitty gritty details of somebody actually starting and growing a successful business firsthand so this whole scheduled “meeting-once-a-week-thing” really frustrates you. You want to believe that Doctor Zoellner and I have created financial and time freedom by being accessible to each other and every member of our team 24-7. You want to believe that the REAL SECRET to our success has been just running from one burning fire to the next... and fortunately, that is not true. In fact, Doctor Zoellner and I don’t email each other EVER unless it’s to share a legal document. In fact, Doctor Zoellner and I don’t text each other all day with show notes for our radio show, pictures of cats, or random burning fires. We have scheduled weekly times to meet with who we need to meet with. We have scheduled “rocks” into our schedule that must happen and we know the “Key Performance Indicators” that we must hold our teammates accountable to EVERYDAY.



“Successful businesses operate with a crystal clear vision that is shared by everyone. They have the right people in the right seats. They have a pulse on their operations by watching and managing a handful of numbers on a weekly basis. They identify and solve issues promptly in an open and honest environment. They document their processes and ensure that they are followed by everyone. They establish priorities for each employee and ensure that a high level of trust, communication, and accountability exists on each team.”

**GINO WICKMAN**

*Best-selling author of Traction*



## DYSFUNCTIONAL MINDSET #11 THE “MAD-AT-THE-MESSENGER” GUY:

The former communist leaders of the Soviet Union thought that the systematic redistribution of wealth through a government-mandated system was a great idea. They really didn't like it when they surveyed their people and found that most of their population was either unmotivated, literally starving, or passionately longing to go back to a time where the government didn't control everything. Thus, when their citizens told them negative feedback, they killed them. The people of planet Earth didn't like it when Jesus came to Earth and pointed out the truth, so they killed him. Racist people didn't like that Martin Luther King Jr. dared to say, “I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character,” so they assassinated him. So you now are tempted to do this same move, “attack-the-messenger.”

With this mindset, when you hear uncomfortable truths about your business, you realize that this is the perfect time to attack the character or the resume of the coach presenting you with the simplicity and diligence required to implement the proven 13-point business system that both Doctor Zoellner and I have designed for ourselves and that we are now, for the first time, teaching to others like you.



“If you are going to tell people the truth, you had better be funny or it won't go over well.”

### LEE COCKERELL

*The former Executive Vice President of Walt Disney World Resorts who once successfully managed 40,000 employees and all of the personality types that comes with a large workforce*



## SUPER MOVES: HOW TO BE FUNNY

1. Shock and Awe / Physical Comedy
2. Self-Depreciation
3. Recovery
4. Jokes
5. Stories



## The Time Will Never be Just Right



“For all of the most important things, the timing always sucks. Waiting for a good time to quit your job? The stars will never align and the traffic lights of life will never all be green at the same time. The universe doesn’t conspire against you, but it doesn’t go out of its way to line up the pins either. Conditions are never perfect. “Someday” is a disease that will take your dreams to the grave with you. Pro and con lists are just as bad. If it’s important to you and you want to do it “eventually,” just do it and correct course along the way.”



### **TIM FERRISS**

*Best-selling author of the Four Hour Work Week, former venture capitalist, and one of the world’s most successful podcasters*

**Put a check mark by the excuse that seems like the most viable reason that you cannot possibly become successful.**

- |   |  |
|---|--|
| <input type="checkbox"/> Too Young                            | <input type="checkbox"/> Don't Do Well with People     |
| <input type="checkbox"/> Too Old                              | <input type="checkbox"/> Love People Too Much          |
| <input type="checkbox"/> No Connections                       | <input type="checkbox"/> Afraid of Success             |
| <input type="checkbox"/> No Capital                           | <input type="checkbox"/> Afraid of Failure             |
| <input type="checkbox"/> No Time                              | <input type="checkbox"/> Attention Deficit Disorder    |
| <input type="checkbox"/> No Skills                            | <input type="checkbox"/> Obsessive Compulsive Disorder |
| <input type="checkbox"/> No ability to Focus                  | <input type="checkbox"/> Too Chronically Fatigued      |
| <input type="checkbox"/> Have to Wait Until Kids Go to School |  |



## **DYSFUNCTIONAL MINDSET #12 THE “I-CARE-ABOUT-WHAT-EVERYBODY- ELSE-THINKS-AND-SO-TO-AVOID-ANY- CONFRONTATION-EVER-I-NEVER-HOLD-PEOPLE- ACCOUNTABLE-NEVER-TAKE-A-STAND-FOR- ANYTHING-NEVER-FIRE-ANYBODY-AND-NEVER- CREATE-REMARKABLE-MARKETING-AND- COMPELLING-NO-BRAINER-OFFERS-NEEDED-TO- GET-YOUR-IDEAL-AND-LIKELY-BUYERS-TO-TAKE- THE-ACTION-YOU-WANT” GUY:**

You’ve always been “a pleaser,” and, generally, a well-liked person. Because you are not a psychopath, you actually have always cared about people, how you make people feel, and how people feel about you.

However, as an aspiring entrepreneur you have begun to realize that this “please everybody first” and “make sure everybody likes my idea before I do anything” mentality has consistently caused you to do nothing in an attempt to avoid criticism. If this is you, these are the repetitive problems that you find yourself dealing with every day:

1. You struggle deciding on the market niche that you will focus on and cater to because you worry about excluding people that may get offended.
2. You struggle to launch aggressive marketing



“Being responsible sometimes means pissing people off.”

**COLIN POWELL**



### **Psychopath**

A person who is mentally ill, who does not care about other people, and who is usually dangerous or violent.





“In a crowded marketplace, fitting in is failing. In a busy marketplace, not standing out is the same as being invisible...If you’re remarkable, then it’s likely that some people won’t like you. That’s part of the definition of remarkable. Nobody gets unanimous praise -- ever. The best the timid can hope for is to be unnoticed. Criticism comes to those who stand out. Playing it safe. Following the rules. They seem like the best ways to avoid failure. Alas, that pattern is awfully dangerous. The current marketing “rules” will ultimately lead to failure.”



#### **SETH GODIN**

*Best-selling author and marketing guru who sold his business Yoyodyne to Yahoo! For \$30 million*



Ample Examples of Purple Cows:

The pricing of Starbucks coffee.

- Iced Coffee (with or without Milk) – Tall – \$2.25
- Iced Coffee (with or without Milk) – Grande – \$2.65
- Iced Coffee (with or without Milk) – Venti – \$2.95
- Iced Coffee (with or without Milk) – Trenta – \$3.45

The pricing of Apple products.

The jokes, pricing and advertising strategies of Southwest Airlines (do a Google search for “Southwest airlines flight attendant rap” and you will see what I’m talking about)

The volume, loudness and all-around testosterone of the Harley Davidson motorcycles.



The refusal of In-n-Out Burger to add chicken and ANY other items to their menu and their refusal to stop printing the Bible verses on their packaging (Proverbs 3:5, John 3:16, Revelation 3:20 and Nahum 1:7)

- “Trust in the LORD with all your heart and lean not on your own understanding.” – Proverbs 3:5
- “For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life.” – John 3:16
- “Here I am! I stand at the door and knock. If anyone hears my voice and opens the door, I will come in and eat with that person, and they with me.” – Revelation 3:20
- “The Lord is good, a refuge in times of trouble. He cares for those who trust in him.” – Nahum 1:7

The pricing of Champagne Armand de Brignac – \$299 per bottle

The Marriott Hotel’s insistence on putting The Bible and the Book of Mormon in every hotel room.

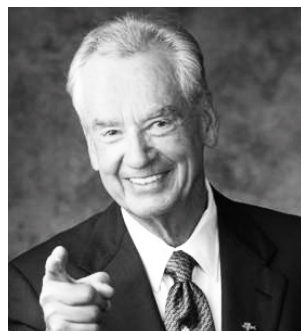
because you worry that it may upset your competition or somebody else inhabiting the planet Earth. In your mind, you often say, “I don’t know if I should say that in my CALL TO ACTION OR HEADLINE because technically our service or product actually includes A, B, C and D, not just A, B and C...”



“Don’t be distracted by criticism. Remember, the only taste of success some people have is when they take a bite out of you.”

**ZIG ZIGLAR**

*Best-selling author, motivational speaker, and legendary sales trainer*





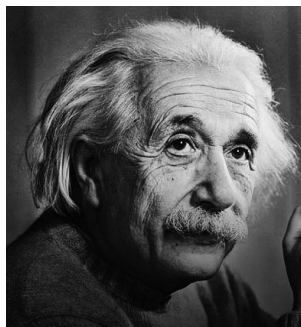
3. You struggle choosing the overhead music that is played in your office because Kevin keeps saying, “It’s like we’ve heard the same songs every day. CAN WE PLEASE CHANGE THE MUSIC!”



“Great spirits have always encountered violent opposition from mediocre minds.”

**ALBERT EINSTEIN**

*A German-born theoretical physicist. He developed the general theory of relativity, one of the two pillars of modern physics (alongside quantum mechanics)*



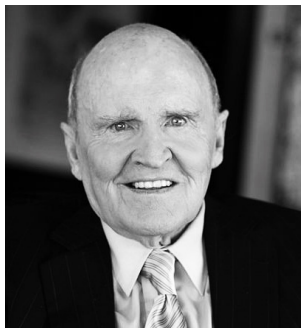
4. You struggle to get your staff to follow any expectations that you have for them. Your team members run around doing whatever they want regardless of what is outlined in your handbook. They don’t follow your dress code, any processes, or any systems that you have ever created and thus, you always find yourself doing everything yourself because “they may not like being told what to do.”



“Be candid with everyone.”

**JACK WELCH**

*The legendary CEO of GE who grew the company by 4,000% during his tenure*



5. You struggle to hold your staff accountable to being on time because you worry about them saying, “TRAFFIC WAS TERRIBLE,” “LOOK I GOT TO WORK AS SOON AS I COULD,” “I FORGOT” or “I’M SO SORRY I OVERSLEPT.” You actually have created a business where you feel as though your staff owns the business because they tell you what hours they will work and what jobs they are willing to do.



“Being responsible sometimes means pissing people off.”

**COLIN POWELL**

*Powell was the first, and so far the only, African American to serve on the Joint Chiefs of Staff. He was the 65th United States Secretary of State, serving under U.S. President George W. Bush from 2001 to 2005. He was the first African American to serve in that position.*



6. You struggle to raise prices to a profitable level, so you just slave away working hard without making a profit because you worry about what your customers will say.



“Sales are contingent upon the attitude of the salesman, not the attitude of the prospect.”

**WILLIAM CLEMENT STONE**

*Best selling author and sales expert*



## LIVE WITHOUT BOUNDARIES



“Caring about what everybody thinks is bad for your mental health. Doing this will cause you live a life without boundaries and to dedicate your living hours to chasing the impossible goal of pleasing everybody, responding to every email, every text message, and offending no one. The key to being happy is getting yourself to a point where you are intentional about what and who you care about and being intentional about what you don’t care about. Only after you have invested the time to determine your values and your goals related to your faith, family, friendships, fitness, fun, and finances will you be able to truly know what and who you should care about. My friend you must care about something. But you must only care about what truly matters. Your faith. Your family. Your friendships. Your fitness. Your fun. Your finances. Your New England Patriots. It’s absolutely impossible to become a successful person without becoming the butt of the jokes made by your critics. To truly get to the place where you sincerely do not care about what most people think, you must firmly know your goals and where you are going with your life.”

### CLAY TIBERIUS CLARK

*The former U.S. SBA Entrepreneur of the Year, the father of the 5 human kids, the raiser of 40 chickens, and America’s most pale male*



“There is only one way to avoid criticism: do nothing, say nothing, and be nothing.”

### ARISTOTLE

*(The famous Greek philosopher)*



“Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust.”

### ZIG ZIGLAR

*Best selling author and sales expert*



7. You struggle to get your staff to pay attention in meetings, to stop texting while at work, to stay off of their cell phones, and to stop updating their social media accounts during the work day because you worry about what “they” may say, when you call “them” out.

## You will Create Enemies if You are Honest



“You have enemies? Good. That means you’ve stood up for something sometime in your life.”

### **WINSTON CHURCHILL**

*The Prime Minister of the United Kingdom from 1940 to 1945 who lead the British in their fight against Adolf Hitler and Nazi Germany. He also led the country from 1951 to 1955. Churchill was an officer in the British Army, a non-academic historian, a writer (as Winston S. Churchill), and an artist. He won the Nobel Prize in Literature in 1953 for his overall, lifetime body of work.*





**Put your focus on selling something or your bank account will be empty like the page above.**

**Dear Self,**

This is my year to thrive in the F6 areas of my life. I realize that I have the power to design and live the life I want. I am committing here and now (Like the old school Luther Vandross song) to apply what I am learning at this workshop because I know that vision without execution is hallucination.

Sign Here: \_\_\_\_\_

Date: \_\_\_\_\_



## CHAPTER 1

# DON'T FAKE IT

## THE SYSTEM ONLY WORKS IF YOU HAVE A REAL PRODUCT OR SERVICE

(Quit Trying to Get-Rich-Quick, Pump Up Your Ponzi-Scheme, or Make Millions While Putting No-Money Down... And Forget About 8-Minute Abs).



"ALL THE SMILES IN THE WORLD AREN'T GOING TO HELP YOU IF YOUR PRODUCT OR SERVICE IS NOT WHAT THE CUSTOMER WANTS."

"THE SERVICE PROFIT CHAIN"



I am writing this book because Dr. Zoellner and I want to teach YOU how to start and grow a sustainably successful business so that YOU can create both the financial and time freedom YOU need to enjoy YOUR life as you see fit. The only reason a business exists is to serve YOU and provide YOU with the funds to pursue YOUR F6 goals. If you had all of the money in the world, what would you spend your time doing? I know that I enjoy chasing my wife around and harassing our 5 kids. I enjoy artwork and cartooning. I enjoy burning stuff and obsessing about the New England Patriots. My friend, take this very moment and do something that only millionaires and successful people do, write down your goals and then I'll show you how to achieve them.



5 KIDS + 1 WIFE + 9 COMPANIES =  
BUSY LIFE

## RICH PEOPLE ARE INTENTIONAL ABOUT NOT WASTING TIME

88% of wealthy read 30 minutes or more each day for education or career reasons vs. 2% of poor.

80% of wealthy are focused on accomplishing some single goal. Only 12% of the poor do this.

84% of wealthy believe good habits create opportunity luck vs. 4% of poor.

86% of wealthy believe in lifelong educational self-improvement vs. 5% of poor.

[richhabitsinstitute.com](http://richhabitsinstitute.com)

“The goal is to create a business that will serve you.”

**DOCTOR ROBERT ZOELLNER**

## DEEP THOUGHT:

If you build a business that doesn't serve you, what is the point?



## Define your why:

Why do you want to start or grow your business?

---

How many deals per day do you need to achieve your life goal?

---

What are you willing to trade off for the success you seek?

☐

TV

☐


---

☐

Social Media

☐


---

☐

Sleep

☐


---

☐

Disorganization

☐

Dysfunctional Relationships

☐

Fear of Rejection

☐

Savings

☐

Video Games


### BONUS FUN FACT


We all only have 24 hours per day.





WRITE YOUR GOALS HERE:


WHEN WILL YOU PURSUE THESE GOALS?


 Faith Goals: \_\_\_\_\_

 Family Goals: \_\_\_\_\_

 Friendship Goals: \_\_\_\_\_

 Fitness Goals: \_\_\_\_\_

 Finance Goals: \_\_\_\_\_

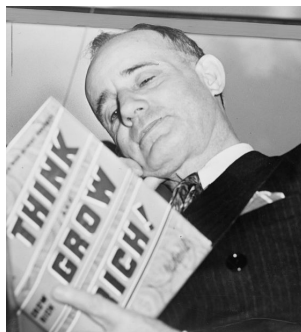
 Fun Goals: \_\_\_\_\_

We both grew up poor and between Doctor Zoellner and I, we have built (in no particular order) America’s largest wedding entertainment company ([www.DJConnection.com](http://www.DJConnection.com)), two booming optometry clinics ([www.DRZoellner.com](http://www.DRZoellner.com)), one of the most successful men’s grooming (haircut) businesses in Oklahoma ([www.EITRLounge.com](http://www.EITRLounge.com)), one of the largest auto auctions in the mid-west ([Z66AA.com](http://Z66AA.com)), the most successful PR and Marketing Firm in Oklahoma ([www.MakeYourLifeEpic.com](http://www.MakeYourLifeEpic.com)), a thriving durable medical company called A to Z Medical ([www.AToZMedicaltulsa.com](http://www.AToZMedicaltulsa.com)), the nation’s largest award-winning wedding photography company ([www.EpicPhotos.com](http://www.EpicPhotos.com)), a bank (that Doctor Zoellner invested heavily in...[www.BankRegent.com](http://www.BankRegent.com)), a thriving online school ([www.ThriveTimeShow.com](http://www.ThriveTimeShow.com)), a regional radio show ([www.ThriveTimeShow.com](http://www.ThriveTimeShow.com)), and a 200 acre championship horse-breeding ranch ([www.rockinzranchok.com](http://www.rockinzranchok.com)). Building a successful business is not infinitely complicated, you just have to start by solving a problem that people legitimately have and that you can solve at a profit. Entrepreneurship is not about “going viral”, “being disruptive in the marketplace,” “success secrets,” and all of the crap that you will learn if you earn an MBA, invest every waking hour into watching TED Talks, or spend your hard-earned money paying Tai Lopez or the countless other online charlatans who promise your instant success. By the way, Tai Lopez’s office is located at the following address: Office 3, Unit R, Penfold Works Trading Estate Imperial Way, Watford, Herts, WD24 4YY. Do a search for his building using Google Maps. It’s fascinating. ThriveTimeShow.com is located at 1100 Riverwalk Terrace #100 Jenks, OK, 74037.





“A Carnegie or a Rockefeller or a James J. Hill or a Marshall Field accumulates a fortune through the application of the same principles available to all of us, but we envy them and their wealth without ever thinking of studying their philosophy and applying it to ourselves. We look at a successful person in the hour of their triumph and wonder how they did it, but we overlook the importance of analyzing their methods and we forget the price they had to pay in the careful and well-organized preparation that had to be made before they could reap the fruits of their efforts.”



#### **NAPOLÉON HILL**

*Best-selling author of the #1 self-help book of all-time **Think & Grow Rich**, the personal apprentice of the late great Andrew Carnegie, and a mentor of Oral Roberts.*



“One way to get priorities accomplished is to schedule them into your calendar.”

#### **LEE COCKERELL**

*(THE FORMER EXECUTIVE VICE PRESIDENT OF WALT DISNEY WORLD RESORTS)*





## REAL THRIVERS LIKE YOU

“Clay, you have helped me from day one to be a better leader of my family and my business through the passion you bring to both! Thank you, sir. I’ve applied some of the philosophies from your awesome book, *Make Your Life Epic* to my LegalShield business and they have helped me achieve the top spot in the state...THANK YOU for your leadership.”

*Robert Johnson | Legal Shield*

Entrepreneurship is about diligent doers solving people’s problems. People are willing to pay diligent doers to effectively and efficiently solve their problems. Once you find that product or service that people are willing to pay for, then all you have to do is build a scalable system and hold your team accountable to profitably by executing your repeatable system over and over and over...And the process of holding yourself and your team accountable to the execution of business systems requires the constant application of effort (diligence).



### Diligence

Earnest and persistent application of effort.



“Lazy hands make for poverty, but diligent hands bring wealth.”

**PROVERBS 10:4**



## The Boring Stuff Matters Most

“I have learned from both my own successes and failures and those of many others that it’s the boring stuff that matters the most. Startup success is not a consequence of good genes or being in the right place at the right time. Startup success can be engineered by following the right process, which means it can be learned, which means it can be taught.”



**ERIC RIES**

*Best-selling author of the *Lean Startup* and former consultant at Kleiner Perkins*



## The Thrive15 Method

1. DEFINE 2. ACT 3. MEASURE 4. REFINE



"People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things."

- Steve Jobs, Founder of Apple and former CEO of Pixar

### "The Diligent Doer"

- A. Knows their "why".
- B. Knows their daily Key Performance Indicators.
- C. Uses one weekly meeting to work on their business; to discuss their problems and produce systematic solutions.
- D. Assigns detailed and granular action items (who, what, when, why)
- E. Follows up. Builds accountability.
- F. Insists on organization and proper nomenclature.

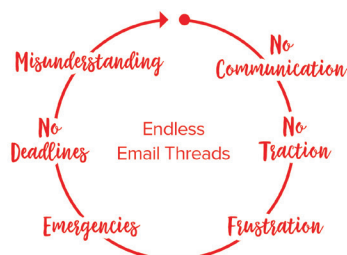


"Most people are sitting on their own diamond mines. The surest ways to lose your diamond mine are to get bored, become overambitious, or start thinking that the grass is greener on the other side. Find your core focus, stick to it, and devote your time and resources to excelling at it." - Gino Wickman, *Traction: Get a Grip on Your Business*

VS

### "The Happy Hoper"

- A. Not committed to their "why".
- B. Focuses on creating many new ideas, not the execution of previous ideas.
- C. Uses endless emails, texts, meetings, and calls to discuss their individual burning fires.
- D. Assigns vague, general concepts and ideas without details.
- E. Allows people to make them feel bad about holding others accountable.
- F. Insists on disorganization and the absence of nomenclature.



"Most entrepreneurs are merely technicians with an entrepreneurial seizure. Most entrepreneurs fail because you are working IN your business rather than ON your business." - Michael Gerber, *Bestselling author of E-Myth*

During this book, I will teach you the 13-point success system that Dr. Z and I have made and personally implemented in our own lives and businesses, but the system will not work if you do not have a real product or service that the world really wants. To create time and financial freedom intentionally make trade offs. What will you be willing to give up?

- TV
- Social Media
- Negative Relationships
- Sleep
- Distractions
- Social Events



## SO WHAT HAPPENS IF YOU STRUGGLE TO GET THINGS DONE?

Developing the habits of diligence and consistency are just like developing physical muscles. These small little wins and these small little victories where you get to cross an item off of the to-do list that you made, are at the very core of successful entrepreneurship. However, if you find yourself consistently dropping the ball and failing to get things done, you need to correct this behavior

immediately. And because you are self-employed, you cannot really fire yourself without going into bankruptcy, so failure is not an option and this is how you avoid it.



“Strength & Growth come only through continuous effort & struggle.”

**NAPOLEON HILL**

## THE PLAYS FOR AVOIDING FAILURE

1. Ask yourself why you did not get it done.
2. Determine what tools, coaching, and resources you need to have access to before attempting to start each action step.
3. Determine how long it's going to realistically take to get the action item done.
4. Determine where you need to physically be to focus and concentrate on the task at hand long enough to complete the action item.
5. Determine specifically when you are going to knock out the action item.
6. Determine if you really do believe that completing this action item will help you grow your business to truly create both the time and financial freedom you seek.
7. Determine whether you are truly open to correction and coaching in this area or if this is just something that you are simply not going to do.



Are you suffering from Monkey Brain?





“The way to get started is to quit talking and begin doing.”

### **WALT DISNEY**

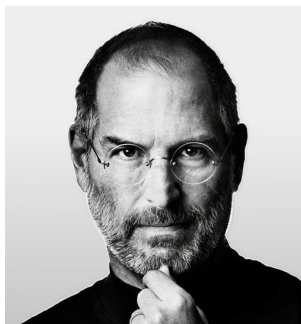
*Legendary animator, award-winning writer, producer, film-maker and the man who created the Walt Disney empire*



“People think focus means saying yes to the thing you’ve got to focus on. But that’s not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I’m actually as proud of the things we haven’t done as the things I have done. Innovation is saying no to 1,000 things.”

### **STEVE JOBS**

*Co-founder of Apple and the former CEO of PIXAR*



IF MY DOORLESS, BROWN,  
1984 CHEVY CONVERSION VAN  
CAN DRIVE ME TO SUCCESS,  
I KNOW THAT YOUR VEHICLE CAN  
DRIVE YOU TO SUCCESS  
AS WELL.





“Render more service than that which you are paid and you will soon be paid for more than you render. The law of increasing returns takes care of this.”

“In every soul there has been deposited the seed of a great future, but that seed will never germinate, much less grow to maturity, except through the rendering of useful service.”

### **NAPOLEON HILL**

*Best-selling author of the #1 self-help book of all-time **Think & Grow Rich**, the personal apprentice of the late great Andrew Carnegie and a mentor of Oral Roberts*



If you are trying to GET-RICH-QUICK by pitching a dysfunctional scheme based upon a smoke-and-mirrors product that doesn't work (but was independently tested in some unverifiable European lab) or to make your millions by betting on the false hope of buying the failing currencies of third-world nations for pennies on the dollar, then this system is not going to work and in fact, no system will work because you are attempting to violate a universal law you and I cannot change, circumvent, or rush past.



“ENTREPRENEURS SOLVE THE WORLD'S PROBLEMS  
AND UNAPOLOGETICALLY MAKE MONEY DOING IT.”  
- CLAY CLARK, FOUNDER OF THRIVE15



“Dishonest money dwindles away, but whoever gathers money little by little makes it grow.”

### **PROVERBS 13:11**

*From the controversial book called **The Bible***

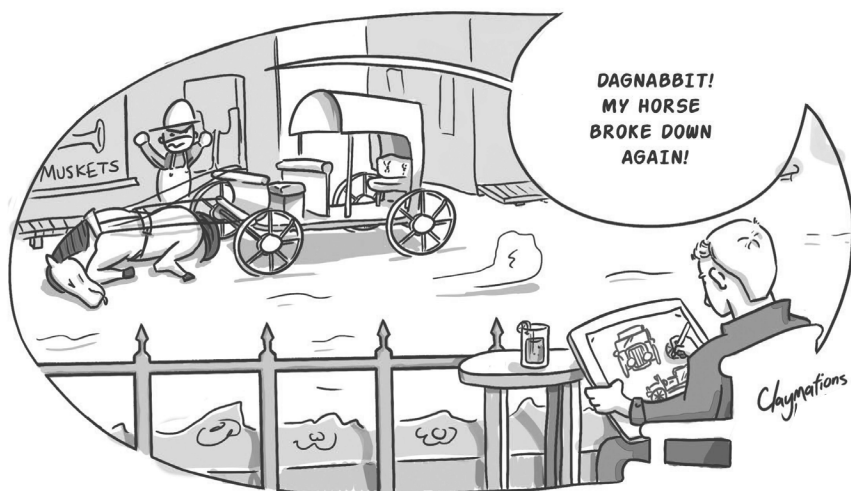




---

**Success is achieved as a result of scalably offering the world a solution to one of their problems in exchange for the money that you desire.**

---

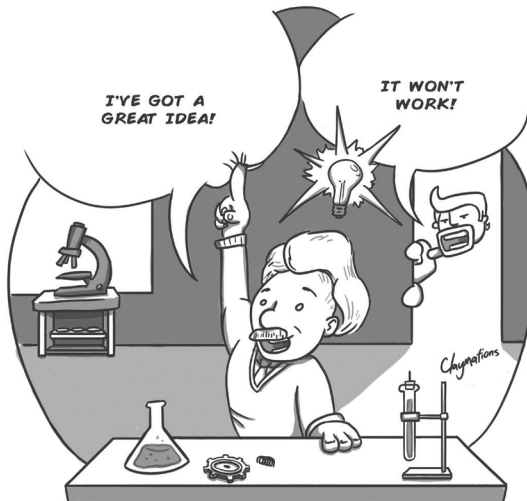


**YOUR BUSINESS EXISTS TO SOLVE PROBLEMS  
FOR YOU AND YOUR CUSTOMERS.  
- CLAY CLARK  
FOUNDER OF THRIVE15**

- **Steve Jobs** provided the world with computers that the average human could actually use.
- **Bill Gates** provided software that made computers usable by the average human.
- **Henry Ford** made it affordable for humans to travel freely throughout the country.
- **Russell Simmons** introduced the world to beats, rhythms, and rap music they had never heard of.
- **Justin Timberlake** entertains us and makes us laugh with his musical, comedic, and acting skills.



- **Mark Zuckerberg** made it possible for us to stay in touch with family and friends like never before.
- **Larry Page** and **Sergey Brin** made it possible for us to quickly find the answers to our problems by just typing something into a search bar.
- **Jeff Bezos** made it possible for us to conveniently and securely do all of our shopping online.
- **Elon Musk** made it possible to securely pay people online and is in the process of making the world's most efficient automobiles.
- **John D. Rockefeller** made it affordable to heat our homes and to fuel our machines with his refineries and oil and gas innovation.
- **Andrew Carnegie** teamed up with Henry Bessemer to make the manufacturing of steel efficient and affordable.
- **Dr. Zoellner** provides Tulsa with affordable eye glasses, contacts, and eye care.
- **I, Clay Clark**, made quality wedding entertainment both consistent and affordable.
- **You**, \_\_\_\_\_ (your name), will provide \_\_\_\_\_ (solution, service, product, what?) in exchange for \_\_\_\_\_ (the riches that you seek?).



"GREAT SPIRITS HAVE ALWAYS ENCOUNTERED  
VIOLENT OPPOSITION FROM MEDIOCRE MINDS."  
- ALBERT EINSTEIN  
DEVELOPER OF THE GENERAL THEORY OF RELATIVITY



Bottom line: the first step you must take to start a successful business is to solve real problems that real humans have in exchange for real money. If you already have customers because you are already solving problems for real humans, I **STRONGLY** encourage you to make a list of all of the problems that your **IDEAL AND LIKELY BUYERS** have and what products and services you could offer to them to help provide them solutions:

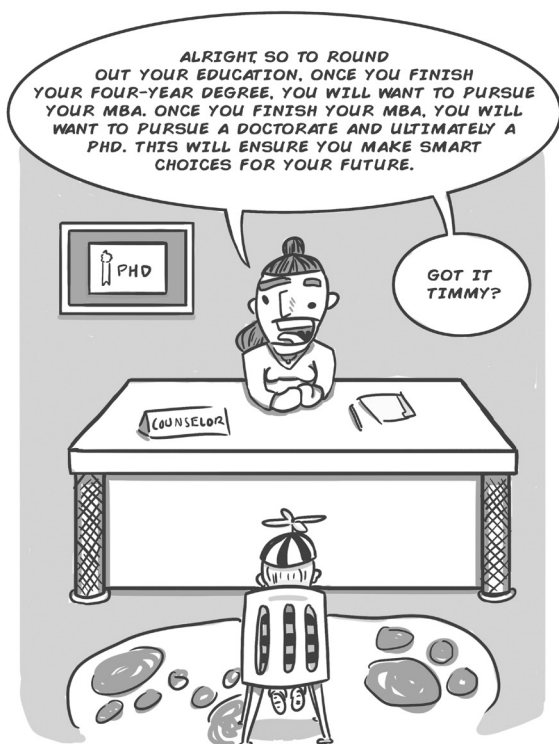
Bottom line: the first step you must take to start a successful business is to solve real problems that real humans have in exchange for real money. If you already have customers because you are already solving problems for real humans, I **STRONGLY** encourage you to make a list of all of the problems that your **IDEAL AND LIKELY BUYERS** have and what products and services you could offer to them to help provide them solutions:

[illegible]



### Story Time:

1. You and me meeting clients in the dark,
2. Danzig, Mother and the mother of the bride.



"DON'T LET SCHOOLING INTERFERE WITH YOUR EDUCATION."  
- MARK TWAIN, AMERICAN AUTHOR

## 6 SUPERPLAYS FOR CREATING A PRODUCT OR SERVICE PEOPLE WILL LOVE.

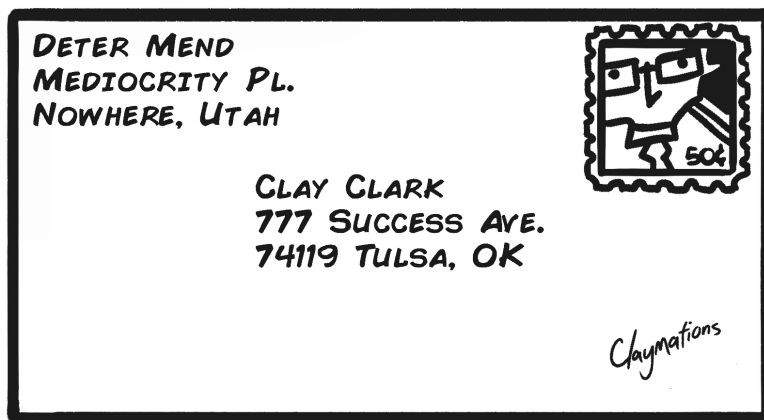
1. Make all aspects of your product or service appealing (menus, packaging, decor, etc.)
2. Make all aspects of your business appealing to the ears.
3. Make all aspects of your business great tasting.
4. Script every interaction point with your customers.
5. Over deliver and soon you will be overpaid.
6. Systematically gather feedback from your ideal and likely buyers.



**"BE LIKE A POSTAGE STAMP.  
STICK TO IT UNTIL YOU GET THERE."**

**-HARVEY MACKAY**

**ENTREPRENEUR, MOTIVATIONAL SPEAKER AND AUTHOR**




---

**Quit trying to get rich quick and get started  
becoming rich as a result of diligence over time.**

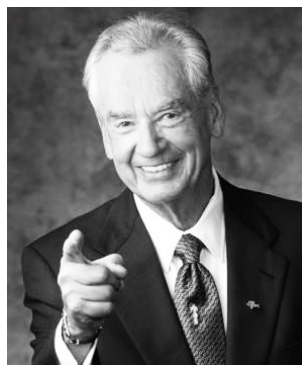
---



.....  
"You can have everything in life you want,  
if you will just help other people get what  
they want."

**ZIG ZIGLAR**

*Motivational speaker and best-selling author*



## MICROSOFT THE “OVERNIGHT SUCCESS”

Bill Gates started Microsoft back in beautiful 1975 in an attempt to develop and sell BASIC interpreters designed for the Altair 8800. After six years of working away, he was able to land a contract with IBM to provide their personal computers with their base operating system. It took another five years until he was able to take Microsoft public in 1986.

**Thus after 11 years, he became an overnight success worth \$350 million.**



## APPLE THE “OVERNIGHT SUCCESS”

It took the now mythological entrepreneur, Steve Jobs, nearly two decades to become an overnight billionaire. He founded the company in his



parents' garage in Cupertino, California, in 1976. His company really did not develop any significant traction until it created the Macintosh in 1984, which was eight years later. The company spent the entire 80s and 90s struggling to gain market share, but they finally made it once they invented the iMac and other consumer products

**It only took Steve Jobs eight years to “make it big.”**





## REAL THRIVERS LIKE YOU

"Our experience working with Clay Clark and his team has been nothing short of amazing. When our team first met Clay, I expressed that if we were able to move the needle and get results, we would be working together for a very long time. Clay and his team listened to our problems and custom built a program specifically for us. So far this season, we have experienced a 42% increase in corporate sponsorship sales, a 10% increase in season ticket sales and over a 103% increase in group tickets sales! We have also had a 21% increase in people actually attending the games thus resulting in a 27% increase in concession and novelty sales. Our program focused on search engine optimization, an increased social media presence, targeted online ads, digital retargeting ads, and the implementation of the Dream 100 system. Beyond that, Clay's team redesigned our website making it more visually appealing and user friendly for our online visitors by creating a dynamic visual experience. Our slogan for Tulsa Oilers hockey is 'Feel The Boom'; thanks Clay for giving us that BOOM!"

*Taylor Hall | Tulsa Oilers | General Manager  
www.tulsaoilers.com*

### GOOGLE THE "OVERNIGHT SUCCESS"

In 1996, Sergey Brin and Larry Page began investing both their time and money into what is now known as Google. Originally, the project was called Backrub with a stated goal of attempting to index and download the entire Internet. In 1999, most humans had never heard of the search engine, and almost no one was using it. However, after several business development deals and five additional years of hard work, Google achieved success and went public in 2004 with a market capitalization of 24 billion.

**They became rich quick after investing 8 years in building the company.**





## FACEBOOK THE “OVERNIGHT SUCCESS”

One of the world’s most popular billionaires is Mark Zuckerberg. Mark became popular as a result of being the fresh faced billionaire who founded Facebook and became an overnight success. However, in 2003, before he became an overnight success and a household name, he developed this idea for a website called “Facemash”, to try to get his thoughts about his ex-girlfriend out of his mind. Over time, he changed the name of the company to “TheFacebook” and finally to Facebook. In 2005, after over 2 years spent developing the platform, Facebook reported a \$3.63 million loss.

But five years later, it finally became the overnight success that many often comment about by saying “it must be nice.”

---

Would it really be nice?  
Would it really be nice to  
focus on the same thing  
for 7 years before “making  
it big?”

---

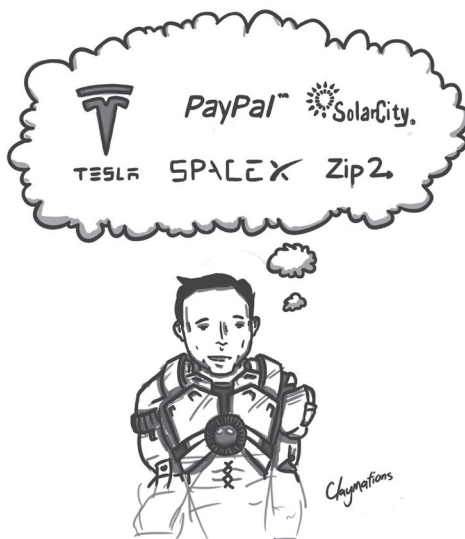




## AMAZON.COM THE "OVERNIGHT SUCCESS"

Like most entrepreneurs, when Jeff Bezos got the idea to start Amazon.com, he did not simultaneously find the money to turn his dream into reality. Thus, he asked his Mom, his Dad, and many outside investors to believe in him and his vision. His parents Mike and Jackie invested nearly all of their savings (\$300,000) into his business to make it happen. According to Bezos, he gave great deals to the first twenty outside investors who put in an average of \$50,000 apiece for a stake of just under 1% of the business. If those early investors would have chosen to hold onto their stakes, they would have been worth \$3.5 billion today, which would produce a return of nearly 70,000x.

Three years later, Jeff took his company public and he became an "overnight billionaire." Jeff's initial plan involved him not expecting to make a profit for four to five years.



"CHERISH YOUR VISIONS AND YOUR DREAMS AS  
THEY ARE THE CHILDREN OF YOUR SOUL, THE  
BLUEPRINTS OF YOUR ULTIMATE ACHIEVEMENTS."

— NAPOLEON HILL

BEST-SELLING AUTHOR OF "THINK AND GROW RICH"





## REAL THRIVERS LIKE YOU

"I own Facchianos Bridal and Formal attire and have had to pay thousands of dollars in the past to have websites built that were subpar and not what I needed for my business, until Clay taught me how to do it myself. Now my company website comes up on the search engines in the first three searches. It has changed my business overnight on how many times our phone rings. It can change the life of your business to be in control of your website."

*Jennifer Thompson | Owner/Bridal Stylist | Facchianos Bridal and Formal Attire*

### ELEPHANT IN THE ROOM THE "OVERNIGHT SUCCESS"

My brother-in-law and I started the Elephant In The Room Men's Grooming Lounge at 1609 South Boston. The entire team consisted of both he and I working together and the entire business was funded with our personal cash.

To bring in initial customers to "test our system on", we

promoted the business directly through my Facebook contacts, Justin's Facebook contacts, and a door-to-door marketing effort that involved him personally walking from business to business passing out "GET A FREE HAIRCUT" cards to people. The homeless community loved those cards and so did about one out of ten people that we passed those cards out to. Now store number three at 1660 North 9th Street in Broken Arrow is thriving, and we are in the process of relocating our 1609 South Boston store to accommodate the growth. We are also finishing plans for the opening of our fourth store.

**Our overnight success came on year four of operations.**



## FOCUS ON CREATING A REAL BUSINESS.



“Pyramid schemes now come in so many forms that they may be difficult to recognize immediately. However, they all share one overriding characteristic. They promise consumers or investors large profits based primarily on recruiting others to join their program, not based on profits from any real investment or real sale of goods to the public. Some schemes may purport to sell a product, but they often simply use the product to hide their pyramid structure. There are two tell-tale signs that a product is simply being used to disguise a pyramid scheme: inventory loading and a lack of retail sales. Inventory loading occurs when a company’s incentive program forces recruits to buy more products than they could ever sell, often at inflated prices. If this occurs throughout the company’s distribution system, the people at the top of the pyramid reap substantial profits, even though little or no product moves to market. The people at the bottom make excessive payments for inventory that simply accumulates in their basements. A lack of retail sales is also a red flag that a pyramid exists. Many pyramid schemes will claim that their product is selling like hot cakes. However, on closer examination, the sales occur only between people inside the pyramid structure or to new recruits joining the structure, not to consumers out in the general public.”



**DEBRA A. VALENTINE**

*Former General Counsel at the  
Federal Trade Commission*

<https://www.ftc.gov/public-statements/1998/05/pyramid-schemes>



# WHEN PYRAMID SCHEMES BLOW UP

**DEC. 15, 2015**

Vemma Agrees to Ban on Pyramid Scheme Practices in order to Settle FTC Charges - health drinks marketer touted unlimited income potential, but most people lost money

<https://www.ftc.gov/news-events/press-releases/2016/12/vemma-agrees-ban-pyramid-scheme-practices-settle-ftc-charges>

**NOV. 8, 2016**

FTC Returns More Than \$3.7 Million to People Harmed by Pyramid Scheme

<https://www.ftc.gov/news-events/press-releases/2016/11/ftc-returns-more-37-million-people-harmed-pyramid-scheme>

**JUNE 14, 2016**

FTC Sending Refund Checks Totaling More Than \$9 Million to Consumers Who Bought Pure Health or Genesis Today Green Coffee Weight-Loss Supplements

<https://www.ftc.gov/news-events/press-releases/2016/06/ftc-sending-refund-checks-totaling-more-9-million-consumers-who>



“Both Ponzi schemes and pyramids are quite seductive because they may be able to deliver a high rate of return to a few early investors for a short period of time. Yet, both pyramid and Ponzi schemes are illegal because they inevitably must fall apart. No program can recruit new members forever. Every pyramid or Ponzi scheme collapses because it cannot expand beyond the size of the earth’s population. When the scheme collapses, most investors find themselves at the bottom, unable to recoup their losses.”

**DEBRA A. VALENTINE**

*Former General Counsel at the Federal Trade Commission*

<https://www.ftc.gov/public-statements/1998/05/pyramid-schemes>





“Here are some telltale signs of a pyramid scheme — think of these as “Spotting an Illegal Pyramid Scheme 101.”

- 1. Recruit, recruit, recruit.** If your income is based predominantly on how many people you recruit into the program, not how much product you sell, it's a pyramid scheme. According to the FTC's complaint, Vemma's marketing and training materials emphasize recruiting other Affiliates. In fact, one of the masterminds behind the alleged scheme says Affiliates should focus on recruiting other Affiliates because customers are simply a “byproduct of the business.”
- 2. Buy our product, lots of it.** Many pyramid scheme operations require participants to buy the product or other things to stay in good standing with the company. Vemma Affiliates are told to spend 150 bucks a month on products to stay in the monthly “bonus” pool, according to the complaint. That's \$1,800 a year!
- 3. Live the lavish lifestyle.** The recruitment pitch says you'll be living in the lap of luxury. It fails to tell you most people in a pyramid scheme lose money. Vemma made promises of luxury cars and travel to exotic destinations, but the company's own income disclosures tell a different story: 9 out of 10 Affiliates made less than \$6,200. And the FTC alleges even those figures are overblown because they don't take into account expenses like the initial purchase and the monthly purchases.”

**ALVARO PUIG**

*Consumer Education Specialist at the Federal Trade Commission*

<https://www.consumer.ftc.gov/blog/spotting-illegal-pyramid-scheme-101>

---

**Quit trying to make millions while putting no  
money down in real estate.**

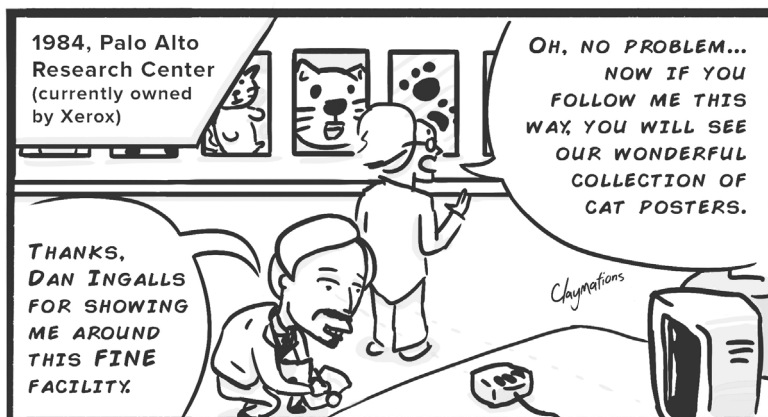
---



## GET RICH QUICK = GO BROKE FAST

John Nelson Beck ran infomercials peddling a real estate system that promised purchasers easy money buying foreclosed homes at government auctions and flipping them or putting them up for rent. John Beck's "Free & Clear Real Estate System" cost \$39.95, plus shipping and handling, and came with written materials, CDs and DVDs, the Times reported. In 2012, the FTC obtained a \$479 million judgment against Beck and the other defendants. Beck was ordered to personally pay \$113 million.

<http://www.foxnews.com/us/2016/02/13/california-man-vanishes-owing-ftc-113-million-over-get-rich-quick-scam.html>



"IF YOU WANT TO SAVE YOURSELF A BUNCH OF TIME, IT IS ALWAYS EASIER TO BE A PIRATE THAN A PIONEER."  
- CLAY CLARK, FOUNDER OF THRIVE15



## WHAT SOLUTION WILL YOU PROVIDE THE WORLD IN EXCHANGE FOR THE MONEY YOU SEEK?

1. Invest the time needed to find and solve a problem that consumers have and are willing to pay for.
2. Invest as much time as needed until you find an existing product or service that you could compete within the marketplace in a differentiated way.

### What Problems Can You Solve?

---

---

---

---

---

---

---

### With What Product or Service Can You Compete?

---

---

---

---

---

---

---



# When Scammers Get Busted

## TV pitchman Kevin Trudeau sentenced to 10 years in prison

March 17, 2014 | By Jason Meisner | Tribune reporter



Recommend 5.7K

Tweet

Share

125K

G+

55

When TV huckster Kevin Trudeau stood in a packed federal courtroom to make one final sales pitch Monday, he hardly resembled the tanned, dapper figure seen hawking miracle diets and natural cancer [cures](#) on so many late-night infomercials.

After spending four months in jail for contempt of court, Trudeau's trademark jet black coif was thin and gray. His usual tailored suit was replaced by rumpled orange jail clothes. Even his typical [air](#) of defiance had turned to contrition, a change he said washed over him during his sleepless first night in custody.



Television pitchman Kevin Trudeau leaves the Dirksen U.S. Court...

[http://articles.chicagotribune.com/2014-03-17/business/chi-kevin-trudeau-sentenced-20140317\\_1\\_kevin-trudeau-global-information-network-guzman](http://articles.chicagotribune.com/2014-03-17/business/chi-kevin-trudeau-sentenced-20140317_1_kevin-trudeau-global-information-network-guzman)







“The quality of service you render,  
PLUS the quantity of service you render,  
PLUS the mental attitude in which you  
render service DETERMINES the space  
you occupy in your chosen calling AND  
the compensation you get from your  
services.”

**NAPOLEON HILL**

*Best-selling author of the #1 self-help book of all-time **Think & Grow Rich**, the personal apprentice of the late great Andrew Carnegie, and a mentor of Oral Roberts*



“Kevin Trudeau’s run-ins with the FTC began back in the late 90’s when he agreed to settle an FTC charge that he hosted a series of deceptive infomercials designed to look like radio and TV news interviews. But Trudeau didn’t change his ways after the settlement. Instead, he claimed in a new infomercial – without any proof – that “Coral Calcium Supreme” could treat or cure cancer and other diseases. In 2004, the FTC had him banned from infomercials. But Trudeau used a narrow exception in the ban to promote a new item: a book about a weight loss plan...”

**ANDREW JOHNSON**

*Division of Consumer and Business Education, FTC*

*Excerpt from “Refunds for Kevin Trudeau’s Victims”*

*<https://www.consumer.ftc.gov/blog/refunds-kevin-trudeaus-victims>*



“If you can’t sell your business will go to Hell.”

**CLAY TIBERIUS CLARK**



**Story Time:**

**1 community fridge, yogurt deposits,  
brownie withdrawals, and fun with laxatives.**



## THE PLAYS FOR AVOIDING SUCCESS

1. Likes
2. Clicks
3. Funnels
4. Impressions
5. Products “They don’t want you to know about.”
6. Viral Social Media Marketing Plans
7. Pop-Up Get-Rich-Quick Schemes
8. Subscription-Based Education Programs
9. Ideas
10. Movements / Causes
11. Products that have not been proven to work:
12. Certifications for training / coaching

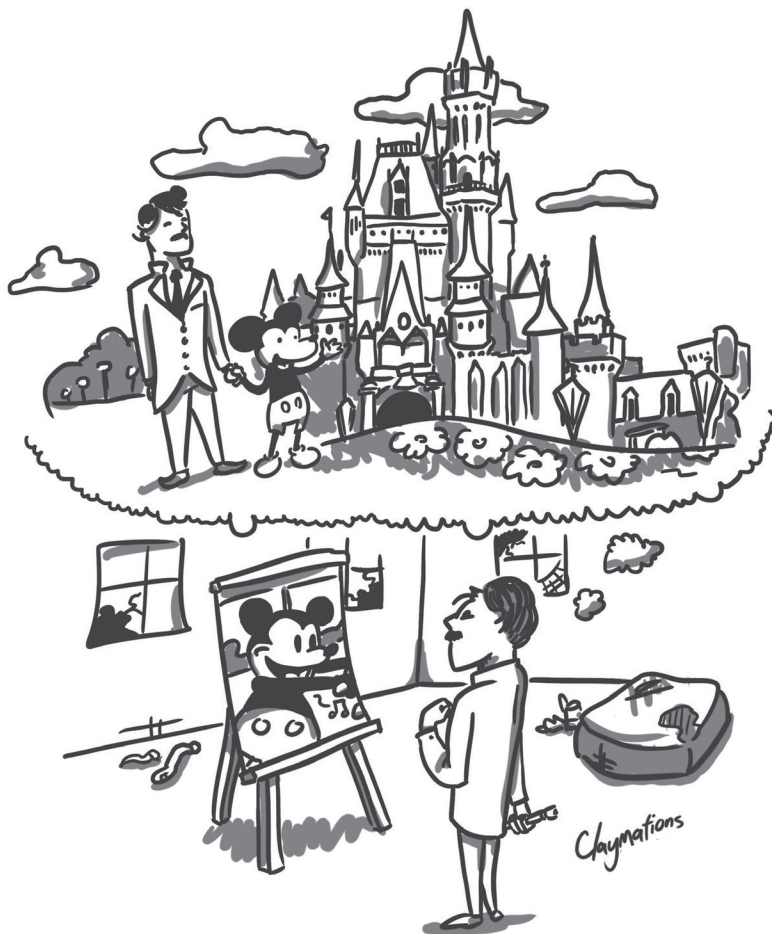


**CHAPTER 2**

# SOWING & REAPING

THE LAW OF CAUSE AND EFFECT





"IF YOU'RE GOING TO BE THINKING ANYTHING,  
YOU MIGHT AS WELL THINK BIG."

- DONALD TRUMP

REAL ESTATE DEVELOPER, MOGUL, BILLIONAIRE, AND 45TH PRESIDENT  
OF THE UNITED STATES

## BONUS TIP:

Call all of your leads every day until they cry, die, or buy.



As a general rule, the universal law of cause and effect is understood as the law that states for every effect there is a definite cause. Essentially, if you don't till the right piece of land, till the land properly, plant the corn correctly, and water the corn diligently, it won't grow.

- If you don't implement our proven system to help you clarify your revenue goals, you will lose in the game of business.
- If you don't invest the time to discover the number of customers you need to break-even, you will be flying blind and you will lose.
- If you don't talk to your significant other or yourself about your work / life balance, boundaries, and the total number of hours you are willing to work each week on your business, you will have problems at home like I did before I was taught the proven time management systems by Doctor Zoellner, Mr. Terry Fisher, and the former Executive Vice President of Walt Disney World Resorts and my friend, Lee Cockerell



“Find experts to assist you in areas you are not strong in.”

“Until you value yourself, you will not value your time. Until you value your time, you will not do anything with it.”

#### **LEE COCKERELL**

*Thrive15.com Partner and Mentor and the former Executive Vice President of Walt Disney World Resorts who used to manage 40,000 cast members / employees*



#### **Till**

To prepare (soil, a piece of land, etc.) for growing crops.

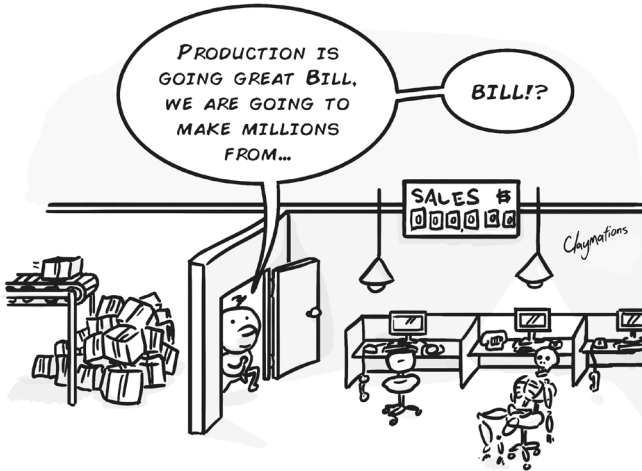
## **MOST BUSINESSES FAIL BY DEFAULT**

According to Inc. Magazine,  
96% of Businesses Fail  
Within 10 Years.

<http://www.inc.com/bill-carmody/why-96-of-businesses-fail-within-10-years.html>



- If you don't determine your unique value proposition, your marketing efforts will not produce fruit. If you don't improve your branding and focus on creating a world-class brand, you will not be taken seriously by your ideal and likely buyers.
- If you don't invest the time to create a 3-legged marketing stool like Doctor Zoellner has done at Robert Zoellner and Associates ([www.DrZoellner.com](http://www.DrZoellner.com)), your business will struggle to consistently gain new customers year after year.



*"EVERYTHING ELSE BECOMES UNNECESSARY IN A BUSINESS IF NOBODY SELLS ANYTHING."  
- CLAY CLARK, FOUNDER OF THRIVE15*



"Hire salespeople who are really smart problem solvers, but lack courage, hunger and competitiveness, and your company will go out of business."

#### **BEN HOROWITZ**

*An American businessman, investor, blogger, and author. He is a high technology entrepreneur and co-founder and general partner along with Marc Andreessen of the venture capital firm Andreessen Horowitz. He co-founded and served as president and chief executive officer of the enterprise software company Opsware, which Hewlett-Packard acquired for \$1.6 billion in cash in July 2007)*



- If you don't implement a proven sales conversion system, you are going to go into bankruptcy or you are going to have to work two jobs until the end of your life. The reason why my wedding-related businesses, [www.DJConnection.com](http://www.DJConnection.com) and [www.EpicPhotos.com](http://www.EpicPhotos.com), did so well was not because of my vast knowledge of weddings or my super skills when it came to taking wedding photographs. In fact, I didn't even know how to take wedding photos when we started the company and I still didn't know how to take wedding photos when I sold it.

The reason why these businesses thrived was because I knew how to solve the problems experienced by brides and grooms and I built a repeatable process that allowed us to sell thousands upon thousands of wedding packages year after year... and **YOU CAN LEARN THESE SYSTEMS TOO!**



- If you don't invest the time that most people spend watching television and mindlessly interacting on social media to determine your sustainable customers acquisition costs, you are not going to be able to fund the growth of your business. Why does the Z66 Auto Auction ([www.Z66AA.com](http://www.Z66AA.com)) dominate the Tulsa marketplace? Is it because Dr. Zoellner has an obsession with tinkering with cars or because he is passionate about automobiles? No. This business and all of his businesses dominate because he knows how to implement and adapt these best-practice systems into nearly every industry on the planet. Although, we have never tried to get involved in the petting-zoo industry.

## THE AVERAGE AMERICAN WATCHES OVER 5 HOURS OF TV PER DAY.

"On average, American adults are watching five hours and four minutes of television per day. The bulk of that — about four and a half hours of it — is live television, which is television watched when originally broadcast. Thirty minutes more comes via DVR."

*"How Much Do We Love TV? Let Us Count the Ways," John Koblin, June 30th 2016, New York Times*

"Teens spend 9 hours a day, tweens 6 hours a day on average consuming media, report discovers."

*"Teens Spend a 'Mind-Boggling' 9 Hours a Day Using Media, Report Says," Kelly Wallace, CNN*





## REAL THRIVERS LIKE YOU

"Clay is very engaging, very charming and very humorous and his presentation had a very practical side too. As a speaker, he teaches you things that you can use to make yourself more successful and your business more successful. But perhaps more significantly, he has that genuine enthusiasm. After I listened to his presentation, it was like an emotional springboard. It was one of the best presentations I've ever seen. I've seen Jack Canfield and I've seen Tony Robbins, and I can tell you that Clay made a far greater impact on me than any of those other speakers, as great as they are and as great as they were at that time."

Lance Dawson | Mortgage Broker | [www.mortgagearchitects.ca](http://www.mortgagearchitects.ca)





- If you don't invest the hours needed to actually get out a whiteboard and write out and create repeatable business systems, processes, and a consistent file nomenclature system, you will have a dysfunctional company where nobody can find anything, you work all of the time, and you are essentially building a job that nobody wants instead of a business that has the power to provide you with time and financial freedom.



"MAKE A PLACE FOR EVERYTHING."  
-CLAY CLARK  
FOUNDER OF THRIVE15

## When Will You Make the Time To Work on Your Business?



"A Level Two business is a business that works, but only because you, the business owner, are there every day to make it work. You make most of the decisions. You generate most of the business. You meet with all the key clients and perform most of the important work of the business...The painful reality is that most Level Two business owners get caught in the "Self" Employment Trap. They're so busy doing the "job" of their business that they can't step back and focus on growing their business. What's more, because of the way they are building their business, the more success they have, the more trapped they become inside their company."

**JEFF HOFFMAN & DAVID FINKEL**

*Authors of the best-selling book *Scale* and the former CEO of Priceline*



- If you don't implement the proven management systems that we are going to teach you, you are going to create a business that is in charge of you and a team of employees who get to work and tell you what they are going to do every day. Pretty soon, you'll start to feel like they are the ones that own the business because they are the ones that are calling all of the shots.



“Every time I read a management or self-help book, I find myself saying, “That’s fine, but that wasn’t really the hard thing about the situation.”

The hard thing isn’t setting a big, hairy, audacious goal. The hard thing is laying people off when you miss the big goal. The hard thing isn’t hiring great people. The hard thing is when those “great people” develop a sense of entitlement and start demanding unreasonable things. The hard thing isn’t setting up an organizational chart. The hard thing is getting people to communicate within the organization that you just designed. The hard thing isn’t dreaming big. The hard thing is waking up in the middle of the night in a cold sweat when the dream turns into a nightmare.”



### **BEN HOROWITZ**

*An American businessman, investor, blogger, and author. He is a high technology entrepreneur and co-founder and general partner along with Marc Andreessen of the venture capital firm Andreessen Horowitz. He co-founded and served as president and chief executive officer of the enterprise software company Opsware, which Hewlett-Packard acquired for \$1.6 billion in cash in July 2007*



“THE LOWER AN INDIVIDUAL’S ABILITY TO LEAD, THE LOWER THE LID ON HIS POTENTIAL.”

– JOHN MAXWELL

AMERICAN AUTHOR, SPEAKER, AND PASTOR



- If you don't create a sustainable and repetitive weekly schedule, you will become overwhelmed, stressed out, and financially rich yet too exhausted to enjoy your earnings and the pursuit of your F6 goals.



“You either pay now or pay later with just about every decision you make about where and how you spend your time.”

**LEE COCKERELL**

*Thrive15.com partner and mentor and the former Executive Vice President of Operations for Walt Disney World Resorts and the 40,000 team members that worked there*



- If you don't implement the proven human resources and recruitment systems that we'll teach you, you will become one of those sad entrepreneurs that runs around telling everybody that it's impossible to hire and retain good people. Then you'll eventually get into some small business networking group that validates your belief that it's impossible to hire good people these days.



“IT'S NEVER THE PLATFORM, IT'S ALWAYS THE MESSAGE.”  
- GARY VYNERCHUK  
CO-FOUNDER AND CEO OF A SOCIAL MEDIA BRAND CONSULTING AGENCY

## 75% OF EMPLOYEES STEAL

“The U.S. Chamber of Commerce estimates that 75% of employees steal from the workplace and that most do so repeatedly.”

“Employee Theft: Are You Blind to It?,” Rich Russakoff and Mary Goodman, CBS News



- If you don't implement the systematic step-by-step accounting coaching and systems that we will teach you, you will find that you are asking yourself rhetorically, "where did all of my money go?"



.....  
 "A budget is telling your money where to go instead of wondering where it went."

**DAVE RAMSEY**

*Best-selling author, personal finance guru, and nationally syndicated talk-show host*



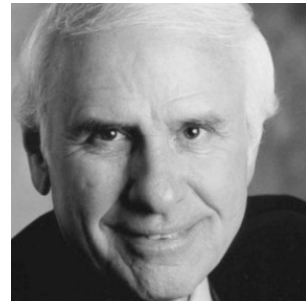
- Our ThriveTimeShow.com team will show you how to get to the top of Google for any given search term, but if you are not willing to write the pages and pages of original content needed to get to the top of the Google search engine and if you aren't willing to pay someone else to do it either, then your new knowledge about how to get to the top of Google is not going to help you. My friend, in the world of business, you and I get paid based upon what we get done not based upon what we know or how many degrees we have. The world of business is brutal in that it only rewards results and not intentions, memorization skill, or your ability to score high on tests.



.....  
 "You don't get paid for the hour. You get paid for the value you bring to the hour."

**JIM ROHN**

*Best-selling author and legendary sales trainer / motivational speaker*



- Our ThriveTimeShow.com team will teach you how to market your business, how to build a sales conversion system, how to build a customer service experience checklist, how to become an excellent manager, how to manage your finances, how to hire top talent, how to get featured in media outlets, and every other thing that you need to know to be able to build a successful business, but you still have to execute and get things done either by doing it yourself or by hiring someone else to do it for you and it's going to require time to get things done.

## WHAT DOES “BOOM” MEAN?

If you listen to the ThriveTime Radio Show, if you come to the ThriveTimeShow.com World Headquarters, or if you spend any time on ThriveTimeShow.com, you will notice people all around you saying the phrase, “BOOM.” So what does B.O.O.M. stand for? For Dr. Z and I, it stands for the big overwhelming optimistic momentum it takes to start and grow a successful business. All the practical business knowledge in the world is not going to help you to achieve success if you are not willing to bring **BIG OVERWHELMING OPTIMISTIC MOMENTUM** to the workplace on a daily basis.

## BOOM!



“Ideas are easy,  
implementation is hard.”



### **GUY KAWASAKI**

*American marketing specialist, author, and Silicon Valley venture capitalist. He was one of the Apple employees originally responsible for marketing their Macintosh computer line in 1984*



“Vision without execution  
is hallucination.”



### **THOMAS EDISON**

*The man credited as being the founder of GE, and the inventor of the first modern light bulb, recorded sound, and recorded audio*



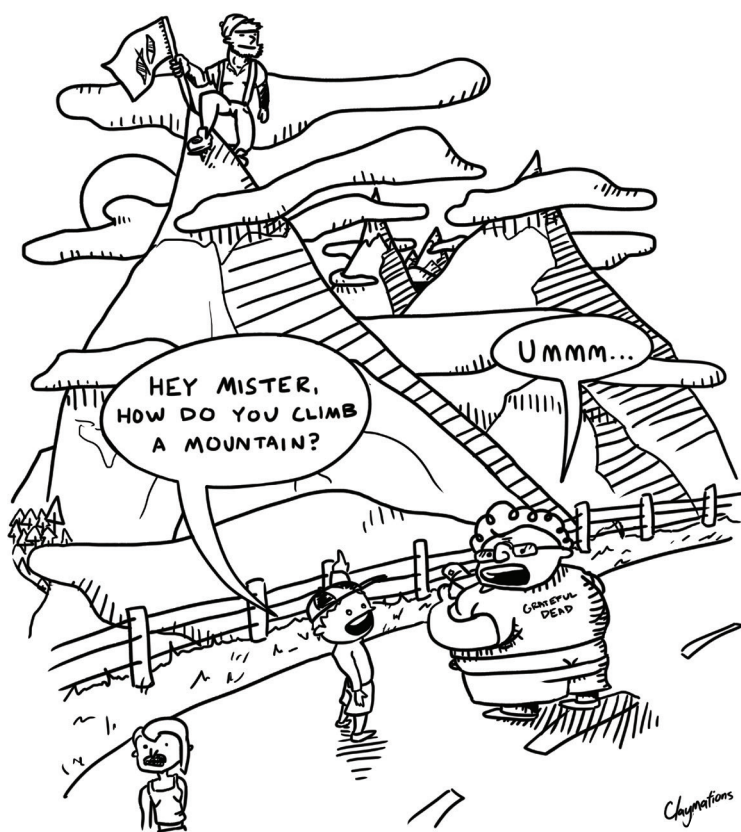
So if you have to work so hard, what is the point of having a mentor, a coach, or an online school to show you the way? Because everybody needs a coach to push them to be their best and to help keep them headed down the right path. Without a mentor and a coach showing you the proven tough path up the mountain to success, you are going to have to learn exclusively from costly mistakes and that is why 90% of startups fail according to Forbes.

## MOST BUSINESSES FAIL BY DEFAULT

### "90% Of Startups Fail"

*"90% Of Startups Fail: Here's What You Need To Know About The 10%," Neil Patel, Forbes Magazine, January 16th, 2015*

DON'T FOLLOW THE TOURIST:  
FOLLOW THE KING OF THE MOUNTAIN



## Find Someone Who Knows the Path



“The advice that sticks out I got from John Doerr, who in 2001 said, “My advice to you is to have a coach.” The coach he said I should have is Bill Campbell. I initially resented the advice, because after all, I was a CEO. I was pretty experienced. Why would I need a coach? Am I doing something wrong? My argument was, How could a coach advise me if I’m the best person in the world at this? But that’s not what a coach does. The coach doesn’t have to play the sport as well as you do. They have to watch you and get you to be your best. In the business context, a coach is not a repetitious coach. A coach is somebody who looks at something with another set of eyes, describes it to you in [his] words, and discusses how to approach the problem.

Once I realized I could trust him and that he could help me with perspective, I decided this was a great idea. When there is [a] business conflict you tend to get rat-holed into it. [Bill’s] general advice has been to rise one step higher, above the person on the other side of the table, and to take the long view. He’ll say, “You’re letting it bother you. Don’t.”

**ERIC SCHMIDT**

*Chairman and CEO of Google*



## BILL GATES THINKS I NEED A COACH?



“Everybody needs a coach... And with no feedback, no coaching, there’s just no way to improve.”



**BILL GATES**

*TED Talk (May of 2013)*



“That’s been one of my mantras: focus and simplicity. Simple can be harder than complex.”



**STEVE JOBS**

*The co-founder of Apple and the former CEO of PIXAR*

The system that we are about to teach you works over and over again in every industry that we’ve owned businesses in and coached clients like you in, but you must commit to being a “diligent doer” and you cannot drift into becoming a “happy hopper.”

### FUN FACT

The number of NBA Championships won by Michael Jordan without legendary Coach Phil Jackson: 0

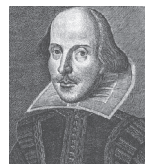
The number of NBA Championships won by Kobe Bryant without legendary Coach Phil Jackson: 0



“Brevity is the soul of wit.”

**WILLIAM SHAKESPEARE**

*The legendary playwright*





## LIST YOUR CURRENT BIGGEST LIMITING FACTORS

---



---



---



---



---



“The majority of people begin to drift as soon as they meet with opposition, and not one out of ten thousand (people) will keep on trying after failing two or three times.”

### **NAPOLEON HILL**

*The best-selling author of *Think & Grow Rich* and the personal apprentice of the world's second wealthiest man during his lifetime, Andrew Carnegie*



“The missing ingredient for nearly all of the 1,000-plus clients I have worked with directly to improve their businesses is pigheaded discipline and determination. We all get good ideas at seminars and from books, radio talk shows and business-building gurus. The problem is that most companies do not know how to identify and adapt the best ideas to their businesses. Implementation, not ideas, is the key to real success.”

### **CHET HOLMES**

*Former business partner of billionaire Charlie Munger and the best-selling author of *The Ultimate Sales Machine**



## SCHEDULE YOUR SUCCESS

Write down a list of ways that you are willing to market your business consistently and affordably:

---



---



---



---

Add into your schedule the time needed to sow the seeds in the following areas of your life:

Faith: \_\_\_\_\_

Family: \_\_\_\_\_

Friendships: \_\_\_\_\_

Fitness: \_\_\_\_\_

Finances: \_\_\_\_\_

Fun: \_\_\_\_\_

Invest as much time as needed until you find an existing product or service that you can compete with in the marketplace in a differentiated way.



## CHAPTER 3

## STEP 1

## ESTABLISH REVENUE GOALS



“The goal of your business is to serve you.”

**DOCTOR ROBERT ZOELLNER**

*Optometrist turned multimillionaire and the CEO of Thrive15.com*



You mean entrepreneurs have to sit down and do math? But the reason you started a business was to avoid doing things that you don't like doing.

**WITHOUT PROPER GUIDANCE MOST BUSINESSES FAIL**

**"8 out of 10 entrepreneurs who start businesses fail within the first 18 months."**

*"Five Reasons 8 Out Of 10 Businesses Fail," Eric T. Wagner, Forbes*

Well, here is the reality of the situation, my friend. You must sit down and make detailed revenue goals based upon reality if you are going to be able to manage a team, manage your emotions, manage your bank account, and manage the relationships with investors (should you ever want to have them).



"When you do hard things, life gets easier."

**LEE COCKERELL**

*Thrive15.com Partner / Mentor and the former Executive Vice President of Walt Disney World Resorts who once managed 40,000 cast members*



## Action Items:

1. Buy a White Board
2. Create a Linear Workflow
3. Put Your Goals on Your White Board
4. Write Down the Number of Sales Per Day You Need to Achieve Your Financial Goals.
5. Write Down the Number of No's You Need Per Day to Achieve Your Goals.





## Story Time: Math Has to Work for Bakeries Too



This reminds me of a client that we worked with years ago. After looking at her numbers it became apparent that based upon her baking capacity and her current pricing that it was impossible for her to ever make more than \$40,000 per year. However, once we knew the numbers and knew that denial and blaming weren't viable solutions, we went ahead and raised her prices almost 50 cents per cookie. Because raising her cookie prices by 50 cents did not increase her rent, her payroll, or anything other than her top-line revenue. She was able to increase her income to be able to reach the financial freedom that she was looking for and she only irritated about 5% of her customers in the process.



"THIS PRODUCT IS SO GOOD,  
IT WILL SELL ITSELF."  
- SOMEONE  
STUPID

*Chaymations*



## Story Time: Dog Training on Steroids



After just one month of diligently implementing the 3-legged marketing stool (Search Engine Optimization, Targeting ads on Facebook, and Retargeting ads on Google), the execution of sales scripting, and using a no-brainer offer to close deals, a dog trainer that we worked with got to a place where they were bringing in \$2,200 of sales for every \$71 they were spending on ads. This company now sees their growth potential and is currently looking for real estate to expand their business.





## EMOTIONAL ROLLER COASTER CHECK

Don't freak out if your revenue goals turn out to not be accurate years, months, or weeks later. As an entrepreneur, you must absolutely be sold out to the rhythm of: DEFINE, ACT, MEASURE, REFINE. You must accept that you can't steer a parked bus. You must keep moving.

1. Define what you think is going to work with your coach.
2. Act after you have gathered all of the facts.
3. Measure the results of the action steps that you have taken without bias.
4. Refine the actions you are taking until you begin to produce the results you are looking for.

"IT'S HARD TO STEER  
A PARKED BUS."

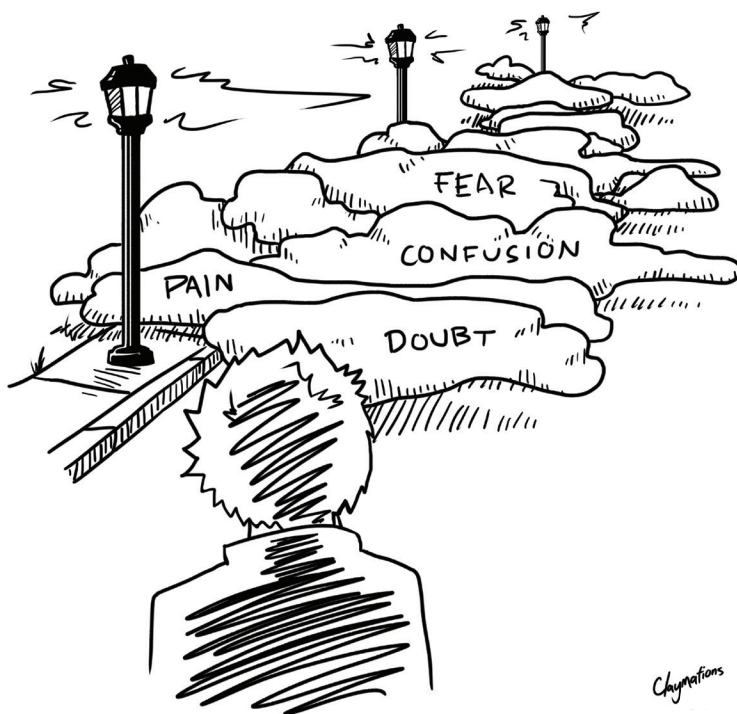


HOP IN  
GUYS! THIS BUS  
IS ALL READY  
TO GO.

*Chaymations*



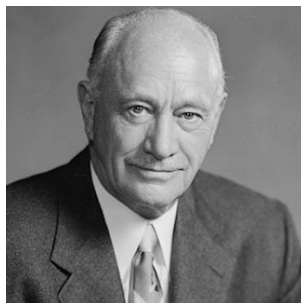
DON'T STOP. KEEP MOVING THROUGH  
THE FOG UNTIL YOU SEE THE LIGHT.



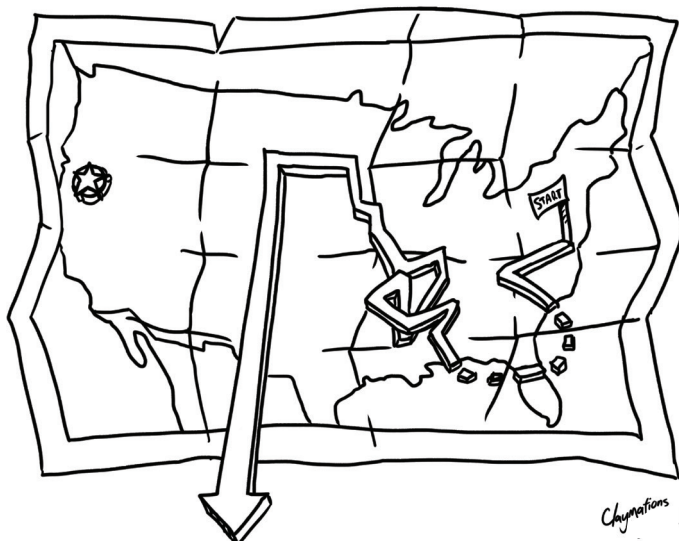
“Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don’t quit.”

**CONRAD HILTON**

*An American entrepreneur who failed at his attempt to start and grow a successful bank, but later became a successful hotelier and the founder of the Hilton Hotels chain*



PLOT YOUR COURSE OR YOU WILL  
NEVER GET THERE



## Story Time: Dog Training on Steroids



One of the cosmetic surgery centers that we've worked with for years was owned by a man who was a skilled surgeon but who had never invested the time to figure out his revenue goals. After spending just one hour with the man, it was determined that certain procedures don't produce much revenue and thus, they really shouldn't be offered unless they were sold in conjunction with the higher revenue producing services. Thus, we started offering Botox as a loss-leader (a deeply discounted item to get people into the door) and aggressively started up-selling the other procedures. Because we invested the time to know how many customers he had to see per week just to break-even, a renewed hustle and sense of urgency began to be seen in both the doctor and the staff. Pretty soon, we took the business to a place where the doctor was able to break-even within the first week of each month. Over time, we cut out the non-effective advertisement that he was doing (billboards and advertising in a magazine that was generating no business) and took the business to a place where he typically now breaks-even on the first day of the month.



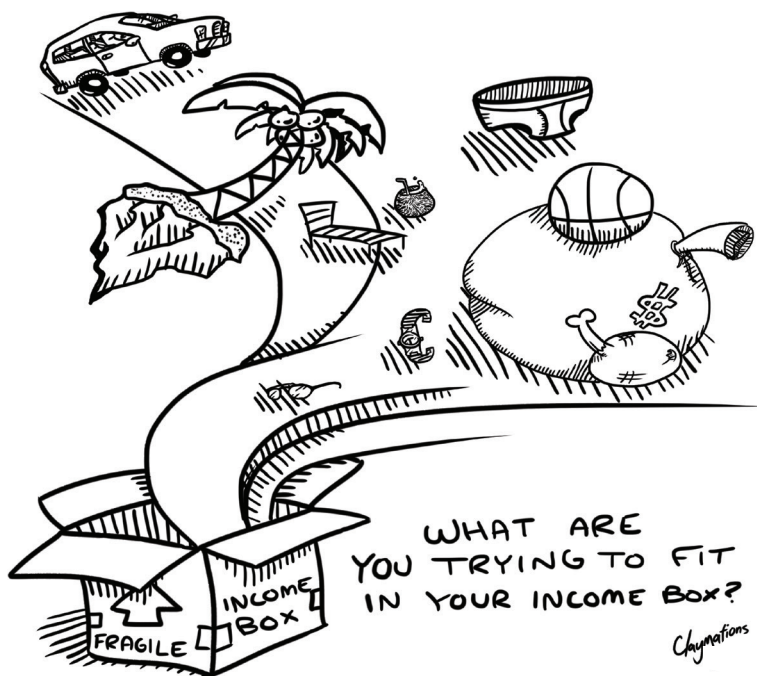




## REAL THRIVERS LIKE YOU

"Thanks for all your help last year; we've done a lot of work, reading and investing and the results are truly amazing. Our best staff ever, continuous increases, and overall happiness like never before (and yes more profitable than we've been in years, and while in a down economy)! I feel like we now have entirely new understanding on the importance of culture in the workplace. Do you have any more books you could recommend?! Thanks again Clay!"

*Dave Bauer | [www.mymaytagstore.com](http://www.mymaytagstore.com)*



## REAL THRIVERS LIKE YOU

Barbeescookies.com has been able to aquadruple the size of her business in less than 3 years. DelrichtResearch.com has been able to nearly triple their online sales in less than 9 months.





## REAL THRIVERS LIKE YOU

PeakMedicalTech.com has been able to produce over \$65,000 of profit in a single month in less than 8 months in the program.

### THE NUMBERS YOU NEED TO KNOW

Determine how much money your business needs to produce **per year** to fund the pursuit of your F6 Goals (faith, family, friendship, fitness, finance, and fun):

---

Determine how much money your business needs to produce **per month** to fund the pursuit of your F6 Goals (faith, family, friendship, fitness, finance, and fun):

---

Break Even Formula:

$$\text{Fixed Costs} / \text{Sales Price} - \text{Variable Costs} = \text{Break Even Point}$$

Determine how much money your business needs to produce **per week** to fund the pursuit of your F6 Goals (faith, family, friendship, fitness, finance, and fun):

---





"SOME PEOPLE DIE AT 25 AND AREN'T BURIED UNTIL 75."  
 - BENJAMIN FRANKLIN  
 FOUNDING FATHER OF THE USA



"It's not the best-written books that get talked about. It's the best-selling books that we talk about."

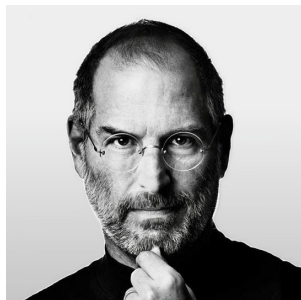
**CLAY TIBERIUS CLARK**



"Simplicity is the ultimate sophistication."

**STEVE JOBS**

*Co-founder of Apple and the former CEO of PIXAR*



# WARNING!

Do not just create a job, focus on creating a business that has the capacity to provide you with both time and financial freedom.

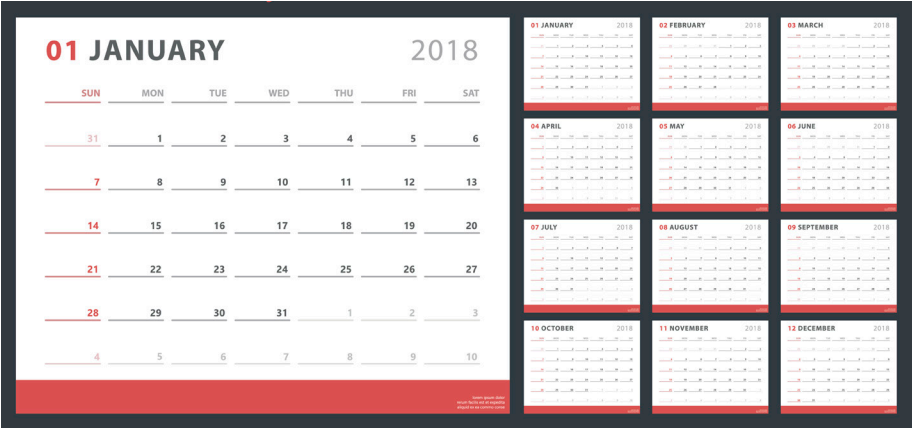


“What gets scheduled gets done.”

**LEE COCKERELL**  
*Former Executive Vice President of Walt Disney World Resorts who once managed over 40,000 employees and Thrive15 partner.*



# DESIGN THE LIFE YOU WANT:



**CHAPTER 4**

# STEP 2

**ESTABLISH THE NUMBER OF CUSTOMERS  
NEEDED TO BREAK EVEN AND ACHIEVE  
FINANCIAL FREEDOM**

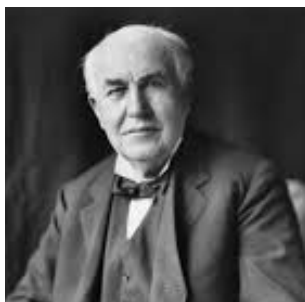


VS.





“Vision without execution is hallucination.”



#### THOMAS EDISON

*The man credited as being the founder of GE, and the inventor of the first modern light bulb, recorded sound and recorded audio*

#### MYSTIC STATISTIC

**Most businesses don't know the number of customers they need to break even. “4 out of 100 businesses survive past the 10 year mark.”**

*“Why 96 Percent of Businesses Fail Within 10 Years,” Bill Carmody, Inc Magazine*

#### FUN FACT

**Thomas Edison holds 1,093 U.S. patent to his name.**



### Southwest Airlines Planes Must Be 74.4% Full to Break Even

“Airlines typically have thin profit margins and must have relatively high load factors to stay profitable. In 2014, Southwest Airlines had a break-even load factor of 74.4%. This was lower than most other U.S. major airlines. JetBlue and Delta also had positive load factors, while American and United had non-beneficial load factors. Basically, a Southwest Airlines plane has to be at 74.4% full just to break-even. Around 75% of airline revenue is generated from passengers, with approximately 15% of the remaining revenue from air freight delivery and the remainder from other transport. Passenger earnings are largely generated from domestic travel, so load factor is perhaps particularly relevant on domestic flights. Almost a third of airline fixed costs are associated with flying operations. Another 13% of costs are due to aircraft maintenance, 13% is spent on advertising, 16% on services at the airport gates, 9% on in-flight services, and the rest on other expenses. Significant labor costs are common and account for 75% of an airline's controllable expense.”

#### INVESTOPEDIA

<http://www.investopedia.com/ask/answers/041515/how-can-i-use-load-factor-indicator-profitability-airline-industry.asp>





### A Business Doesn't Fail In One Day → They Drift Toward Failure

Years ago, I worked with a bakery that sold wedding cakes and cupcakes. Upon examination of their business numbers, it was determined that with their current business model their profits were so low per item and that they could never produce a profit.



Years ago, we were hired by a franchisee. After helping them to DEEP DIVE into their numbers, we determined that it was not mathematically possible for them to ever generate a profit with the way they were staffing the business. The payroll had to be radically cut, the hours of operation had to be adjusted, and certain items had to stop being offered on the menu and this is not uncommon.

## SUPER PLAYS

Determine how much money your business needs to produce  
**per year** just to break even:

---

Break Even Formula:

$$\text{Fixed Costs} / \text{Sales Price} - \text{Variable Costs} = \text{Break Even Point}$$

Determine how much money your business needs to produce  
**per month** just to break even:

---

Determine how much money your business needs to produce  
**per week** just to break even:

---



## NOTES

[illegible]



**CHAPTER 5**

# STEP 3

## ESTABLISH THE NUMBER OF HOURS YOU ARE WILLING TO WORK ON YOUR BUSINESS

Thomas Edison and his team worked tirelessly on 10,000 failed experiments before successfully creating the world's first practical light bulb.





## REAL THRIVERS LIKE YOU

“You certainly were the on-site leader that we needed for this calling campaign. By watching you work with these students and seeing the result, I became reassured that hiring you to do exactly what you did was the right thing to do. Your team brought in over \$120K in gifts and pledges, which may be an all-time ORU phonathon record! But I’ll have more for you later. I smile to think how funny you were and what a GREAT job you did for us. Again, thanks for everything....and don’t drink too much Red Bull!”

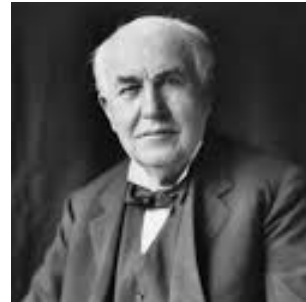
*Jesse D. Pisors, B.A. (1996) M.A. (2005)  
Director of Alumni & Ministerial Relations and Annual Fund  
Oral Roberts University*



“We often miss opportunity because it’s dressed in overalls and looks like hard work.”

### **THOMAS EDISON**

*Inventor of the modern light bulb, recorded sound and recorded audio*



“Rarely do we find men who willingly engage in hard, solid thinking. There is an almost universal quest for easy answers and half-baked solutions.”

### **MARTIN LUTHER KING JR.**

*Minister and leader of the Civil Rights Movement*



## How Many Hours Per Week Have You Scheduled to Work On Your Business \_\_\_\_\_?



You have to be realistic here. Often times we see clients who agree to do things that are not even humanly possible based upon the other obligations they have already signed up for, such as coaching their kids sports teams or planning a wedding. Don't agree to something you can't fulfill and then be frustrated that it isn't happening. If adding additional work time to your schedule, where will this time come from? Family time? Sleep? Will this work for your life? Make sure you are able to be faithful to your other responsibilities.



## Story Time: The Elephant In The Room is that Most People Are Unwilling to Work 6 Days Per Week



As an example, I know that when Justin Moore and I started the Elephant In The Room Men's Grooming Lounge, we both worked 6 days per week doing whatever needed to be done. Both Justin and I refused to work on Sundays. However, today I personally only really work approximately 2 to 3 hours per week in the business. My job is now focused on holding people accountable for the execution of their key performance indicators and for enhancing our repeatable systems. It's super important to be realistic about how much time you are willing to work on your business so that you can block off that time and not commit to doing more action items than you can possibly knock out.



"Most people overestimate what they can do in one year and underestimate what they can do in ten years."



"I never took a day off in my twenties. Not one. And I'm still fanatical, but now I'm a little less fanatical. I play tennis, I play bridge, I spend time with my family."



### **BILL GATES**

*The co-founder of Microsoft and consistently one of the world's wealthiest people*





## REAL THRIVERS LIKE YOU

“We have been able to increase our overall sales by nearly 50% as a result of working with Clay for the past 18 months.”

Taylor Hall

(General Manager of the Tulsa Oilers Professional Hockey Team.)



### Story Time: Schedule Time for Your Family



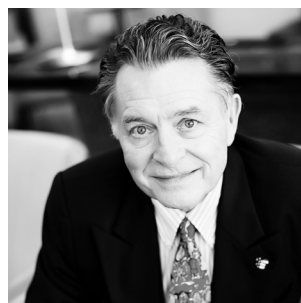
Nearly 15 years ago, I used to have a major client who would come to our weekly meetings with the goal of getting everything done and then ending the meetings as soon as possible. He owned a massively successful company and we always knocked out everything on his agenda, but I was curious about why he always made sure to end our 1-hour meetings within 20 to 30 minutes. One day, I asked him what his schedule looked like after our weekly meeting. His response was EPIC and I certainly did not expect it. He said (and I'm paraphrasing), “Clay, I always have my Friday chiropractic adjustment and massage booked 45 minutes after this meeting so that I won't miss my tee time at the Golf Course. You know Fridays are date night with my wife so I have to try to squeeze it all in.” The profundity of this concept blew my mind. This man was literally scheduling in time for his wife, his pleasure, his hobbies, and the pursuit of his goals just like everybody schedules time for work.



“Time management is not about managing your time, it's about keeping your whole life under control. Plan the life you want or live the life you don't want.”

#### LEE COCKERELL

Our Thrive15.com Partner and the guy that used to manage over 40,000 employees as the former head of Walt Disney World Resort



## DESIGN THE LIFE YOU WANT

Today, take out your calendar and write into your schedule the hours that you are willing to work on the various F6 aspects of your life (as an example, I will not work on Sundays, unless it is a super rare occasion).

Write out the boundaries with your time and schedule that you are not willing to cross. As an example, when I first started my businesses, I was willing to work every hour of every day Monday through Sunday. Now, I will not meet people for lunch, attend work related parties, go out to dinner with clients, or ever leave my office during the workday. I turn my phone off every weekend, all weekend and I don't return calls of any kind that relate to work on the weekends.

Create one master calendar that includes your work life & personal life...in 1 hour time blocks.

Boundary 1: \_\_\_\_\_

Boundary 2: \_\_\_\_\_

Boundary 3: \_\_\_\_\_

Boundary 4: \_\_\_\_\_

Boundary 5: \_\_\_\_\_



## REAL THRIVERS LIKE YOU

It took Thrive15.com mentor and best selling author nearly 3 years to close his first deal as he introduced the Stairmaster to the marketplace.

*Clifton Taulbert*



## OPTIMIZE YOUR LIFESTYLE

Write Down a List of the Activities That You Are Going to Stop Doing:

---

---

---

---

---

## OPTIMIZE THE PEOPLE IN YOUR LIFE

Write Down a List of the People You Will No Longer Spend Time With:

---

---

---

---

---



## CHAPTER 6

# STEP 4

## DETERMINE YOUR UNIQUE VALUE PROPOSITION

### EXAMPLES

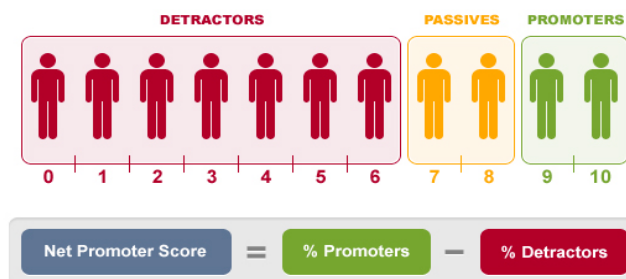
- Whole Foods (chalk menus, employees w/ dreadlocks)
- Disney (music, clean, customer service)
- Starbucks (smells good, speed)
- Apple Store (customer service, modern, innovative)
- In & Out (great food, simple menu, fast)
- Chick-Fil-A (my pleasure, service)
- Software
- Site / Smells
- Health Plans

### THE WOW FACTOR

“You must wow customers to increase net promoter score.”

#### CLAY CLARK

*Former U.S. SBA Entrepreneur of the year and Captain Obvious*





“In a crowded marketplace fitting in is failing...Not standing out is the same as being invisible. Boring is invisible. Remarkable people and products get talked about.”

**SETH GODIN**

*Best-selling author and marketing guru who sold his business Yoyodyne to Yahoo! For \$30 million*



In order to build a successful business, you must find a way to stand-out from your competition in a compelling, repeatable, and memorable way that truly connects with your ideal and likely buyers. You can't just say, “customer service” is what sets us apart. You can't just say, “professionalism” is what sets us apart. You can't say, “our history of excellence” is what sets us apart. You must truly set yourself apart in a way that is compelling, repeatable, and memorable to your ideal and likely buyers.



**Starbucks**

The decor and atmosphere is designed to create what the CEO Howard Schultz calls the “third place.” They have baristas instead of coffee people. They use unique words to describe their sizes. Their artwork is unique. Their overhead music is intentional. Their sight, build-out, decor, sounds, smells, ambiance, atmosphere, and nomenclature truly set them apart in addition to their great customer service.



**Tom's Shoes**

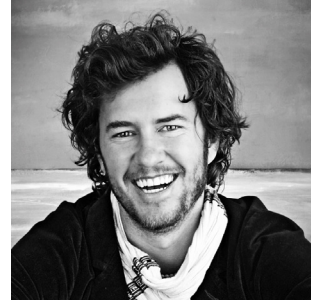
Every time you and I buy a pair of shoes, they give a pair to a person in need. This giveback program has provided the founder, Blake Mycoskie, with a sustainable way to giveback to those in need and it generates sustainably high amounts of word of mouth for his business.







“Giving feels good, but it’s also good for the bottom line. Charity is a viable growth strategy for a lot of companies. Our customers get excited to be a part of what we’re doing. If you ask anyone wearing Toms how they first heard about us, most won’t mention an advertisement; they’ll say a friend told them our story.”



**BLAKE MYCOSKIE**

*Founder of Toms Shoes*



**Doctor Robert H. Zoellner and Associates**

Doctor Robert H. Zoellner and Associates is now one of the most successful eye-wear and optometry clinics in Oklahoma and that’s because of his pigheaded discipline when it comes to running his radio commercials. Most people know about this business. Dr. Zoellner is always running commercials promoting his \$99.00 get one pair of stylish eye glasses and an exam. He’s been running that same promotion for nearly 25 years and although only 7% of his customers choose to take advantage of that special, everyone in town knows about him because of his on-going commercials.



**Elephant In The Room**

Elephant In The Room is a high-end men’s grooming lounge that is basically like a high-end country club for hair. The name is memorable and the decor is a mix of modern rustic buildout historic barnwood, Edison bulbs, and old school over-sized barber chairs. We offer every customer a free beverage, a hot towel treatment, and a tailored haircut experience. Also, the first time someone comes in for their haircut, it’s always just \$1.00, which we can afford because of our membership model.

**Don’t be a DMV ---> Compare a Purple Cow Business to a Brown Cow Business**





“You’re either a Purple Cow or you’re not. You’re either remarkable or invisible. Make your choice.”

### SETH GODIN

*Best-selling author of Purple Cow, marketing guru, and the man who sold a company he started called At Yoyodyne. Godin published Permission Marketing: Turning strangers into friends and friends into customers. In 1998, he sold his marketing firm Yoyodyne to Yahoo! for about \$30 million*



**“IN A CROWDED MARKETPLACE, FITTING IN IS FAILING. IN A BUSY MARKETPLACE, NOT STANDING OUT IS THE SAME AS BEING INVISIBLE.”**

**– SETH GODIN**

**BEST-SELLING AUTHOR OF “PURPLE COW”**

## Why Aren't People Buying?

No Need

No Time (Too Busy)

No Money

No Time Pressure

No Video Reviews

No Google Reviews

No Amazon Reviews

No Faith in Your Branding

## FUN FACT

From my life experience approximately 15% of customers will take advantage of you.

Clay Clark



## CREATE YOUR NO BRAINER TODAY

Determine a sustainable giveback program (like Toms Shoes, Warby Parker, Starbucks, etc.).

Create a **NO-BRAINER OFFER** that your competition isn't willing to do (an offer so good that your ideal and likely buyers almost can't say no).

### Examples of NO-BRAINER OFFERS:

1. Buy One Get One Free
2. \$1.00 First Purchase
3. Freemium
4. Try It Before You Buy It
5. Money Back Guarantee
6. Samples
7. Deep Discounts
8. Endorsement from a World-Class Celebrity (George Foreman endorsed the Lean Mean Fat-Reducing Grilling Machine and sold over 100 million units. His endorsement deal involved him getting paid a percentage of the sales instead of amount of money up upfront).

### Ample Examples:

**Elephant In The Room** - \$1.00 first haircut

**Dr. Robert Zoellner and Associates** - \$99 first eye exam and pair of stylish glasses

**Tylenol** - Maximum Strength



---

Create a smell that wows your customers when they first interact with your brand (fresh cookies, burning pinion wood, smoked barbecue, etc.)

---

---

Create a music playlist that will wow your ideal and likely buyers.

---

---

Create an inbound phone script that will wow your ideal and likely buyers.

---

---

Create an outbound sales script that will wow your ideal and likely buyers.

---

---

Create a mass text campaign (Pizza Hut consistently will send out weekly texts to stay top in your mind)

---

---

Create a mass email campaign (Numerous large companies will use AWeber or Constant Contact)

---

---

Create a mass voicemail campaign (this is where you can leave hundreds of messages to people using a program called Slybroadcast)

---

---

Create employee uniforms that will wow your customers / guests (the bellman at Trump hotels are legendary, Michael Jackson's white glove was memorable, the staff at the Disney Store in the mall all wear Disney themed clothing, the uniforms of Sonic employees are memorable to many).

---

---

Provide generous samples and product demonstrations that showcase what your business can do.

---



Develop a memorable experience unlike anybody else.  
(flying rolls, donut assembly line, etc.)

Create a customer interaction that can't be forgotten (The Build-A-Bear store has found a way to actually charge us for allowing our own kids to make their own stuffed animals, the decor in the Rainforest Cafe is memorable, etc.)

Create a distinctive build-out in terms of your physical office space (Zappos keeps things interesting, Starbucks is very intentional, the Warren Theatres are gorgeous, the Elephant In The Room brings manly modern rustic to every store, Doctor Robert Zoellner and Associates optometry clinics make you feel like you are in a mall and not at an optometrist's office, etc.)

Create business cards that wow (in the shape of unique things related to the products and services you offer).

Offer samples to your customers (many high-end grocery stores have found a way to compete with the big box stores by offering an abundant amount of food samples to shoppers).

Build a massive or iconic landmark in front of your business or building.

	BUYING FACTOR A				BUYING FACTOR B				BUYING FACTOR C			
YOUR COMPANY												
COMPETITOR A												
COMPETITOR B												
COMPETITOR C												



## THE PURPLE COW CHECKLIST

1. What is your Unique Service Offering?  
(Elephant in the Room Experience)
2. What is your Unique Product Offering?  
(DrZoellner.com)
3. Describe your Unique Decor:  
(Rainforest Cafe, Krispy Kreme)
4. Describe your Unique Music / Ambiance:  
(Victoria Secret, Howl at the Moon, H&M)
5. Describe your Unique Experience:  
(Wholefoods, Samples Everywhere)
6. Describe your Unique Smell:  
(Starbucks, Auntie Ann's Pretzels, Godiva)
7. Describe your Unique Branding  
(Chick-Fil-A, Purple Cow, Harley, Starbucks)
8. Give Back:  
(Tom's Shoes: Buy a pair, give a pair!)
9. Deep Empathy:  
(What does our ideal and likely buyer want: West Jet Christmas Miracle)
10. Experience:  
(Early Southwest Airlines Uniforms, Dick's Last Resort & Bar, Howling at the Moon)



## CHAPTER 7

# STEP 5

## IMPROVE BRANDING



“People do judge pieces of jewelry by the packaging, books by their covers, and businesses based upon their branding.”

**CLAY CLARK**

*Former SBA Entrepreneur of the Year*





“If you give someone a present, and you give it to them in a Tiffany box, it’s likely that they’ll believe that the gift has higher perceived value than if you gave it to them in no box or a box of less prestige. That’s not because the receiver of the gift is a fool. But instead, because we live in a culture in which we gift wrap everything – our politicians, our corporate heads, our movie and TV stars, and even our toilet paper.”

#### **MICHAEL LEVINE**

*Thrive15.com mentor and the man who has been the PR consultant for Michael Jackson, Prince, Nike, Pizza Hut, Nancy Kerrigan, and many other celebrities and large brands*



#### **Ample Example**



vs.



As an example, Steve Jobs wanted to make packaging and boxes that were such high-quality that people would keep them and not know what to do with them after they purchased a computer, iPad, or any Apple product.



As an example, Doctor Zoellner and his team at the auto auction (Z66AA.com) are constantly sprucing up the look of everything so that people have a great first impression of the business. In fact, he involves the letter Z in every business that he owns because it’s gotten to the point where pretty much everybody in Tulsa knows his name which makes people feel more comfortable when using a business that has his familiar branding.

#### **Ample Example**

“We made buttons on the screen look so good you’ll want to lick them.”

#### **STEVE JOBS**

*(Co-founder of Apple, and former CEO of Pixar)*







## Bad Looking Websites Hurt Your Wallet:

As an example, years ago, I worked with a high-end photographer in Dallas who may have had the world's worst website and so very few brides were willing to work with him because the elephant in the room was that if his website looked so bad, his wedding photos were probably bad too. I was able to help him dramatically improve the brand of his company and eventually bought the guy out of the company that is now called EpicPhotos.com.



## From a Fireworks Stand to a National Power House:

As an example, OxiFresh.com, who we've worked with, is now the world's greenest carpet cleaner with over 300 functioning franchises around the world. When I first met Jonathan, he was a college student who owned a firework stand. However, over time Jonathan built a massively successful franchise called OxiFresh.com. The key to selling franchises is having a great product, turn-key marketing, and world-class large-company-looking branding. You essentially have to look big before you are.



“Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product.”

### **ELON MUSK**

*Founding partner of PayPal, Tesla, SpaceX, and Solarcity*



### Deep Thoughts

“If you don't learn to sell while you're alive, eventually you'll have to dumpster dive.”

### **CLAY CLARK**

*A man who continues to stay married to the same woman*

**RUSH TO  
REVENUE**  
Money Cures  
All Problems

## SUPER MOVES FOR ENHANCING YOUR BRANDING

1. Create a website that is better than your competition.
2. Create a logo that is better than your competition.
3. Create a one sheet that clearly shows the value between you and the competition.
4. Create print materials that are better than your competition.
5. Create a marketing video that succinctly explains what problems you solve, who you are, and why people should buy from you.
6. Create signage that will wow your ideal and likely buyers.
7. Make sure that everything that your customers see or experience is first-class and intentional.
8. Create Google My Business account: [business.google.com](https://business.google.com)
9. Get Google reviews
10. Gather testimonial videos from your happy clients.
11. Have your team wear memorable uniforms.
12. Create a story video



# EXAMPLES OF WORLD'S BEST LOGOS



## Deep Thoughts

"After working with many businesses. When people can't sell a lot they end up writing poetry, quoting Bob Dylan, living in a park in downtown Denver and smoking pot."

### CLAY CLARK

*A man-bear-pig who tricked a queen into marrying him.*



## Deep Thoughts:

"I have worked with many businesses who get stuck in the 'logo stage' of business. If you get stuck on the 'logo stage', your company will never grow and you will start living in a van down by the river."

### ROBERT REDMOND

*Business Coach, ThriveTime Show, & RGC*





### Oklahoma District Office

301 NW 6<sup>th</sup> Street, Suite 116 Oklahoma City, OK 73102 405/609-8000 (fax) 405/609-8990

February 21, 2007

Mr. Clayton Thomas Clark  
DJ Connection Tulsa, Inc.  
8900 South Lynn Lane Road  
Broken Arrow, Oklahoma 74102

Dear Mr. Clark:

Congratulations! You have been selected as the **2007 Oklahoma SBA Young Entrepreneur of the Year**. On behalf of the U.S. Small Business Administration (SBA), I wish to express our appreciation for your support of small business and for your contributions to the economy of this State.

In recognition of your achievement, **an awards luncheon will be held Tuesday, May 22, 2007** at Rose State College in Midwest City, Okla. The luncheon is sponsored by the Oklahoma Small Business Development Center. Two complimentary luncheon tickets have been reserved for you and one guest.

Arrangements for the luncheon are still being finalized. You will be notified of the details as soon as they become available. You are encouraged to bring family, friends, and business associates. Upon presentation of your award, you will have the opportunity to make acceptance comments.

Also, for our awards brochure, please email an electronic photo of yourself to [darla.booker@sba.gov](mailto:darla.booker@sba.gov) by Friday, March 16.

Again, congratulations on your outstanding accomplishment.

Sincerely,

Dorothy (Dottie) A. Overal  
Oklahoma District Director



"When you implement a proven system,  
you will achieve predictable results."

#### CLAY CLARK

Founder of *ThriveTimeShow.com*, former U.S. SBA  
Entrepreneur of the Year, host of the *ThriveTime*  
Show, and America's #1 Business Coach

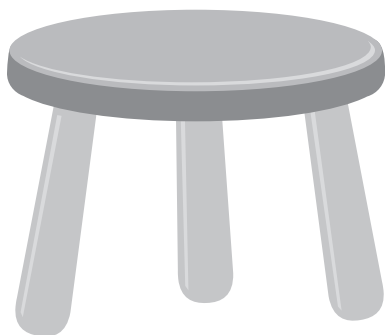


**CHAPTER 8**

# STEP 6

## CREATE A 3-LEGGED MARKETING STOOL

- Dream 100
- Adwords
- Retargeting Ads
- Q&A
- How to get Google Reviews
- Determine Where Your Ideal & Likely Buyers Are



---

“Inaction is the giant. Action is the sword. Inspiration is the reward.”

**CLAY CLARK**

*(Former U.S. SBA Entrepreneur of the year and the son of the late great Thom Clark.)*

---

“Diligence is the consistant application of effort.”

**CLAY CLARK**

*(A Recovering DJ / Man-bear-pig)*



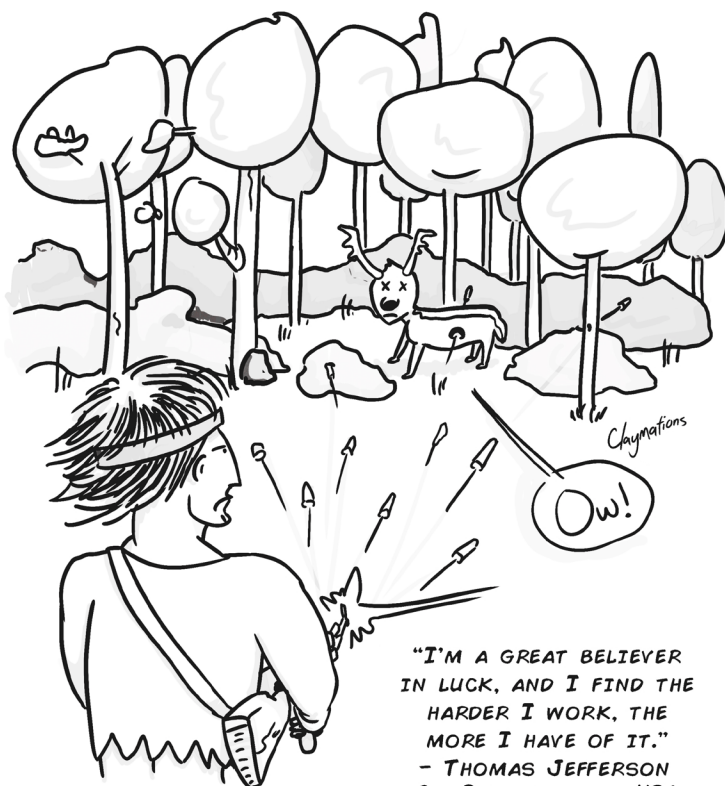


“The missing ingredient for nearly all of the 1,000-plus clients I have worked with directly to improve their businesses is pigheaded discipline and determination. We all get good ideas at seminars and from books, radio talk shows and business-building gurus. The problem is that most companies do not know how to identify and adapt the best ideas to their businesses. Implementation, not ideas, is the key to real success.”



### **CHET HOLMES**

*Former business partner of billionaire Charlie Munger and the best-selling author of *The Ultimate Sales Machine**



## The Power of the Three-Legged Marketing Stool:



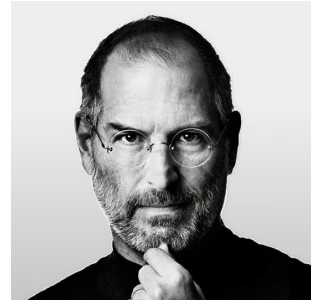
As an example, Elephant In The Room acquires customers in only three repeatable systems that we execute diligently every day. 1st - We put out \$1.00 first haircut signs in front of each location. 2nd - We write 5 articles every day for the website which makes us top in Google. 3rd - We do mailers and online ads that show up in your mailbox, on Facebook, and other websites that people visit. It's not about having a thousand marketing systems, it's about executing a limited number of turn-key systems that work over and over again.



"Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."

### **STEVE JOBS**

*Co-founder of Apple and the former CEO of PIXAR*



"Keep your sales pipeline full by prospecting continuously. Always have more people to see than you have time to see them."

### **BRIAN TRACY**

*Best-selling author and renowned sales trainer*



"Commit to your long-term success and forget about your short-term stress."

### **CLAY CLARK**

*(A man who tricked his wife into marrying him.)*



## DESCRIBE YOUR IDEAL AND LIKELY BUYER

---

Write down a description of who your ideal and likely buyers are:

1. Men or Women or Both?
2. Average Age?
3. Average Income Level?
4. Geographical Location?
5. Places They Go?
6. Schools Their Kids Attend?
7. Search Terms They Type Into Search Engines?
8. Shared Fears?
9. Shared Goals?
10. Shared Hobbies and Interests?
11. Shared Problems?
12. Sports Their Kids Play?
13. Stores They Shop At?
14. Types of Cars They Drive?
15. Proven Ad, Landing Page, Set Budget





From the list below, circle which marketing vehicles that you think are most likely to carry your marketing message effectively to your ideal and likely buyers:

Adwords	Mass Texting (Twilio)	Search Engine Optimization (See next pages for details)
Amazon.com	Mass Voicemails (Slybroadcast)	Sign-Based Marketing
Automobile Wraps	Mass Emails (AWeber, Constant Contact)	Sign-Flipper Marketing
Billboard Advertising	Networking Intentionally (Set number of meetings per month and specific organizations)	Social Media Advertising
Blog Based Advertising	Newspaper Advertising	Speech Based Marketing
Business Development / Partnership Deals	Outdoor Signage	Spotify Advertising
Buying Your Competition / Mergers and Acquisition	Pandora.com Radio Advertising	Targeted Online ads
Celebrity Endorsement	Pay Per Click - Search Engine Marketing / Advertising	Television Advertising
Cold Call Marketing	Pop-Up Shop	Text Marketing
Door to Door Sales	Public Relations	Trade Show Advertising
Dream 100	<ul style="list-style-type: none"> <li>• Celebrity Tie-In Strategy</li> <li>• Expert Strategy</li> <li>• Giveback Strategy</li> <li>• National News Tie-In Strategy</li> <li>• Shock and Awe Strategy</li> </ul>	Valpak Advertising
Email Marketing	Radio Advertising	Yelp Reviews
Facebook Advertising	Referral Based Advertising	YouTube Advertising
Flyers	Retargeting Online ads (See SEO Conversion checklist)	
Google Maps		
Google Reviews		
Google Shopping		
Magazine Advertising		
Mall / Shopping Center Traffic		
Mass Mailers		

### Bias Alert... But Still True

ThriveTime Show sponsors make more money than they spend on advertising.



## BUSINESS TO BUSINESS MARKETING CHECKLIST

### DREAM 100

1. Mailer
2. Business Card
3. Script
4. Record Calls
5. Drop off Items

### REPUTATION MANAGEMENT

1. Google Reviews
2. Testimonial Videos

### RETARGETING ADS

### TRADESHOW MANAGEMENT

1. Purple Cow
2. Booth Design
3. Sign-Up Registration / Giveaway / Chance to Win
4. Lead Sheets
5. Team Training
6. One Sheet



## ADWORDS TEMPLATE

1. Set your budget
2. Determine 10 Keywords
3. Geographical Location That You Are Targeting
4. The Actual Ad:  
What do you want the offer to say in the google listing
5. Where is it going?

## FACEBOOK ADS

1. Demographics (Income Level, Age, Gender, Geographic location)
2. Set Budget (Minimum \$5 per day)
3. Create a landing page
4. Never stop running ads
  - Facebook makes you get ads approved before launched
  - Facebook rewards people who are consistent
  - Facebook has an anti-scam rule that flags users who launches ads then shut them down
  - You lose credibility if you launch ads, then don't see them anymore - people will trust an ad after they see it more often



“Call Them Until they Cry, Buy, or Die!”

### **CLAY CLARK**

*The guy who follows the above mantra religiously, and has seen massive success from following said mantra.*





## WUPHF! YOUR LEADS

1. Leave mass voicemails using [slybroadcast.com](http://slybroadcast.com)
2. Send mass texts using [Twilio.com](http://Twilio.com)
3. Send mass e-mails (aWeber, MailChimp)
4. Call all leads until they cry, buy, or die.



“Some will. Some won’t. Who Cares!?  
LET’S GO!”

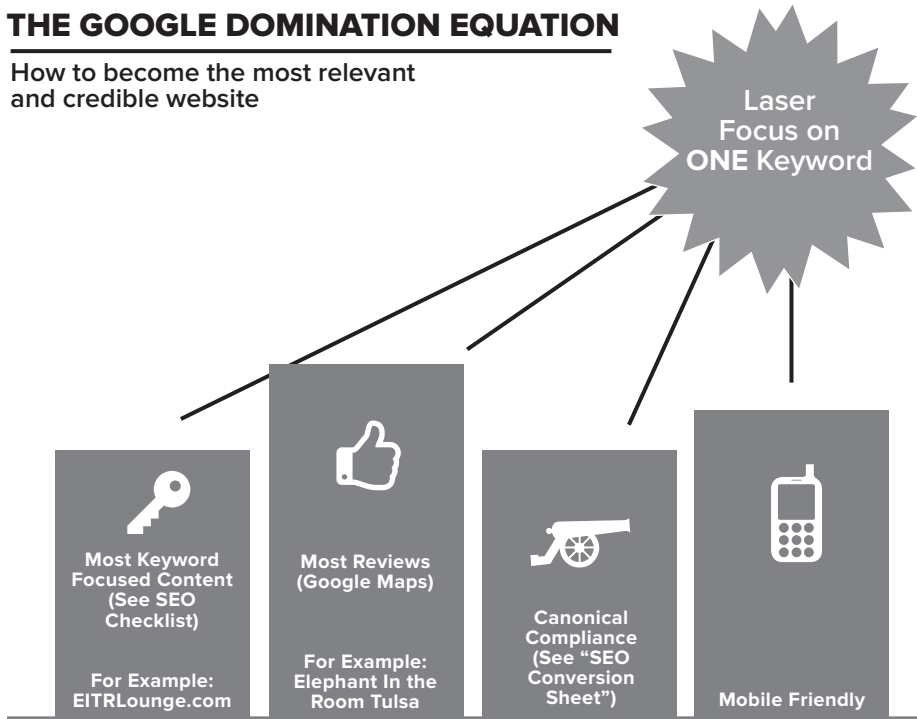
### **CLAY CLARK**

*The humanoid who puts more time and energy into caring about his wife, 5 kids, and silky chickens than what a complete stranger said on the phone the other day.*



## THE GOOGLE DOMINATION EQUATION

How to become the most relevant  
and credible website



### NOTE:

- \***SEM Rush Diagnostic Test**
- \***Old Site Wins by Default**  
(Must Out Perform Your Competition by 300%)
- \***Must Have 1,000 Words of Content**



## STEPS FOR SEO

### 1. Get Domain Login

### 2. Get Hosting Login

### 3. Determine Winnable Keywords

- Ask client what their customers would ask for
- Add city to keywords (ie: Tulsa man buns, man buns Tulsa)
- Google keyword and check who comes up top
- Take URL, Add site: URL to see how many index pages competitor has

### 4. Optimize Site Using Keyword

- Optimize Permalinks
- Add meta description
- Add meta title
- Add focus Keyword
- Have client write 1,000 words per page weaving in keyword
- Create HTML sitemap
- Create XML sitemap
- Submit to google search console

### 5. Create Google Map + Optimize It with Keyword

- Add 10 Pictures Saved with Keyword (ie: Tulsa-Man Buns-1)
- Get 30 reviews
- Go to google.com/mybusiness and register for Google my Business
- Get a UPS suite to register business in cities near you

### 6. Set Up Lucky Orange for Tractionable Data (Not Google Analytics)

### 7. Launch Retargeting Ads

## Choose a Website Layout that works:

1. TipTopK9.com
2. MLKDentistry.com
3. LongLakeResort.com
4. TLCLender.com
5. DrZoellner.com



## SEO CHECKLIST | WRITE EVERY SINGLE DAY

Content Creation:

Article #: \_\_\_\_\_

Initials of Content Writer: \_\_\_\_\_

Date of Article Creation: \_\_\_\_\_

Company: \_\_\_\_\_

Keyword: \_\_\_\_\_

Follow the instructions on this sheet if you'd like to be paid.

1. \_\_\_\_ Open notepad (on PC) or TextEdit (on Mac) for the document. Open Dragon Natural Speaking. Open your account and click the red microphone image (making it green) to begin speaking.
2. \_\_\_\_ H1 Tag Prioritize - Include the keyword in the article title.  
Example - How to get the most out of your Dallas Wedding DJs
3. \_\_\_\_ Create Original Content (5 paragraphs, 5 sentences per paragraph, 500 words)  
Content must get a high READABILITY SCORE from Google.  
Use proper punctuation. Avoid long run-on sentences. Spell things correctly.  
(Check after article is written) Use commas as appropriate.  
Phone number must be included somewhere within the last two sentences of the first paragraph AND the last two sentences of the last paragraph.  
Company names, awards and personal names must be Capitalized (Command 'Caps On' )
4. \_\_\_\_ Below the title must read: This content was written for (Name of Company)
5. \_\_\_\_ Title
  - Example - Tulsa Wedding Photographers: Say Cheese
  - Title must be unique. Follow this formula for the title:  
Keyword: Title.
  - Do not use just the keyword as the title
6. \_\_\_\_ Keywords– Must have at least 4 keywords per article.  
(One in title; 3 spaced throughout article)
  - Use "command F" for a Mac and "control F" for a PC to search the document to make sure that the keyword is in the document 4 times.

7. \_\_\_\_ Upload to Dropbox –Dropbox / SEO Master Folder / SEO Articles / Company File / Year/Writer Folder (CMH – Face & Body) / Keyword Folder (CMH – Tulsa Plastic Surgery)
  - Article names should be labeled as: writer’s initials-keyword-which article number it is
  - Articles CANNOT be saved as a word
8. \_\_\_\_ Ensure that the article is written per checklist (DOUBLE CHECK YOUR WORK)
9. \_\_\_\_ Go to the SEO Article Spreadsheet
  - Put the date it was written and your initials
  - Place the Dropbox link to your articles in the appropriate column
10. \_\_\_\_ Put the completed checklist in your personal “written” folder, in the black crate.

---

Please follow everything per instructions and fill out this sheet or you will not get paid. 2 Articles = 1 upload; however, if spreadsheet calls for 1 article, upload 1 article.

## UPLOADING ARTICLES / TEXT CONTENT:

Article Uploaded #: \_\_\_\_\_

Initials of Uploader: \_\_\_\_\_

Date of Article Upload: \_\_\_\_\_

Company: \_\_\_\_\_

Keyword: \_\_\_\_\_

1. \_\_\_\_ Add Content To Website
  - Go to Dropbox - SEO Master Folder > Articles
  - Find Client Folder > Choose Writer Folder > Choose Keyword Folder
2. \_\_\_\_ Login into Client Website > Choose Articles  
(Do NOT upload to Posts or any other section.)
3. \_\_\_\_ Choose Articles on the Right Panel > Add New
4. \_\_\_\_ Copy & Paste Article(s) into the Body section.





5. \_\_\_\_\_ Paste Article Title into the Post Title
6. \_\_\_\_\_ Scroll Down to Yoast! SEO
7. \_\_\_\_\_ SEO Title must follow this format: Keyword | Article Title | Company Name
8. \_\_\_\_\_ SEO Description  
You are writing content that will actually show up on Google search results. Must include keyword and phone number. Do not just copy and paste over from the article. Must be unique!
9. \_\_\_\_\_ Add Focused Keyword: Same as the Keyword
10. \_\_\_\_\_ Add Local Permalink
  - Focused Keyword and then the title of the article
  - Make Sure (-) Are In-between Each Word!
  - Example: tulsa-wedding-photographers-great-photography-near-you
11. \_\_\_\_\_ Embed Client Video –The video should be embedded right below the text, “this content was written for”.
  - Switch from “Visual” to “Text”
  - Go to YouTube / Find client video
  - Click SHARE – EMBED and copy HTML Code
  - Copy Code into Article / Update
12. \_\_\_\_\_ Create 3 backlinks within the text. >USE APPROPRIATE WORDS<<<<<<
  - Use one backlink of MYLE, one backlink of ThriveTime Show, and one backlink of a client.
13. \_\_\_\_\_ Copy URL to SEO Link Sheet
  - Put your initials in uploader section and put the date that it was uploaded.
  - Move uploaded article(s) to the uploads folder so we do not upload duplicate content.
  - I have moved my uploaded article(s) to the upload folder.
14. \_\_\_\_\_ Double check that you completed everything that is on this list
15. \_\_\_\_\_ Place uploaded articles into your assigned folder, that is in the black crate that is in the back.



## LAWS OF PERSUASION

(How to Apply Pressure to Get Things Done | Do you reject the motive or the method?)

### Definition: Motive

A reason for doing something, especially one that is hidden or not obvious.

### Definition: Method

Particular form of procedure for accomplishing or approaching something, especially a systematic or established one.

## WITHOUT THE ABILITY TO PERSUADE PEOPLE YOU CANNOT:

1. Gather reviews
2. Close deals
3. Recruit people
4. Getting a seat at the bar
5. Upselling
6. Deflect the Price Question

## DO YOU REJECT THE MOTIVE OR THE METHOD?

1. Guns
2. Hiding behind trees
3. George Washington was an American politician and soldier who served as the first President of the United States from 1789 to 1797 and was one of the Founding Fathers of the United States. He served as Commander-in-Chief of the Continental Army during the American Revolutionary War,
4. Shooting leaders
5. Mandatory Inoculation - Smallpox Smallpox was a scourge of the American Colonies, decimating Native American populations and then playing a part in the Revolutionary War. British soldiers had better immunity to the disease than the colonial troops, and may have even used it as a weapon. In 1776, half of the 10,000 Continental Army soldiers around Quebec fell ill with smallpox; of the outbreak, John Adams wrote, "The smallpox is ten times more terrible than the British, Canadians and Indians together. This was the cause of our precipitate retreat from Quebec."



The following year, George Washington, as commander-in-chief of the Continental Army, ordered mandatory inoculation against smallpox for any soldier who had not gained prior immunity against the disease through infection. The procedure in that era was known as variolation, intentionally exposing someone to a mild form of the smallpox virus (Jenner would not develop the smallpox vaccine until 1796). [See related timeline entry.] For the British Army in the North American colonies, inoculation was voluntary.

## BENJAMIN FRANKLIN

Benjamin Franklin was one of the Founding Fathers of the United States. Franklin was a renowned polymath and a leading author, printer, political theorist, politician, freemason, postmaster, scientist, inventor, civic activist, statesman, and diplomat. As a scientist, he was a major figure in the American Enlightenment and the history of physics for his discoveries and theories regarding electricity. As an inventor, he is known for the lightning rod, bifocals, and the Franklin stove, among other inventions.

## ACTION ITEMS:

Motive - It's hard to help a customer you don't have.

- The Law of Communion
- The Law of Effective Rhythm
- The Law of Emotional Transference
- The Laws of Leadership.
- The Law of the Deal Wheel
- The Law of Cheering
- The Law of Success Prioritization
- The Law of Gifting
- The Law of Decision Making
- The Law of Testimonials
- The Law of Self-Fulfilling Prophecies
- The Law of No Drifting
- The Law of Energizing
- The Law of Likability
- Law of Reciprocity
- The Law of Appeal to a Higher Self-Image
- The Law of Contrast
- The Law of the Story Board
- The Law of Commitment and Consistency
- The Law of Scarcity
- The Law of Conflict Avoidance
- The Law of Symbiotic Relationships
- Focus on the Altruistic Goal of Helping Clients Achieve Their Long-term Goal.
- Discover Their Pain and Gain Points
- Master the Art of Timing
- Never Appear too Perfect. Law of Self-Deprecation.
- The Law of Credibility
- The Law of Social Proof
- The Law of Common Union



## HOW TO SET UP GOOGLE MAPS

1. Login to [business.google.com](https://business.google.com)
2. Register your address and check the box “service customers at their location” (this hides your physical address)
3. Get the postcard from Google (about 5 days) and enter the code
4. Name your business with business name and keyword you want to rank for. ie. Bob’s Gym of Tulsa Gyms
5. Get reviews
6. Get reviews
7. Get some more reviews
8. When you are finished with the last step, get a drink of water and get more reviews
9. Never ever stop getting reviews

## BONUS FUN FACT

According to Forbes, 88% of consumers read reviews before buying.



Behold... the Clark 5 (our kids) pictured above. Success is not about the acquisition of stuff. Success is about being able to have both the time freedom and financial freedom needed to be able to pursue your dreams and visions. Success is about having enough financial resources to be able to spend your time when and where you want to.



## \$ HOW TO GET CASH FOR YOUR BUSINESS FAST \$

1. **Kabbage**
2. **Oklahoma Capital Bank / Regent Bank**
3. **Equity Line**
4. **Walt Disney / Sam Walton Method** (Ask people you know)
5. **Lori Montag (Zany Bands) Method** (Sell your house and put it toward your business)
6. **Nuclear Winter Method** (Fire everyone you do not need)
7. **Clay Clark Method** (Turn your air conditioning and other non-vitals off [calbe, dinners out, etc.] to be able to put that money toward the business)

**Clay Clark**  
**THE TENDER YEARS**

Look at the size of Clay's 2nd grade melon/dome/cranium/head



Do you see that large human head in the back row? Third from the right? That's me and my huge melon. If I can do it, I know that you can too.

If you are a man, and you want to cut the hair on your cranium you can do it Today for just \$1 by visiting [EITRLounge.com](http://EITRLounge.com)

## Automate your marketing success!

Create a Marketing Calendar using the STEPPS from Jonah Berger's book *Contagious*

Create Approved Social Media Posts for the next year & schedule ALL social media using hootsuite

### An SEO Compliant Website Includes:

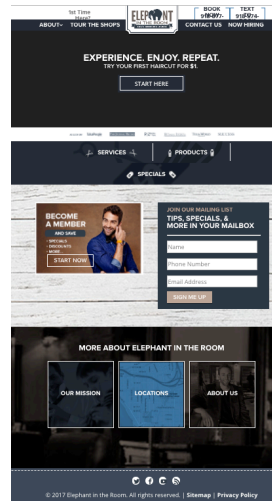
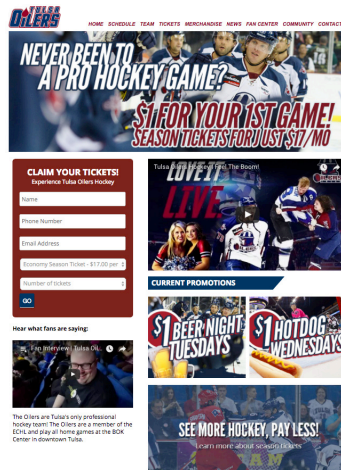
1. Your website must on an HTML based wordpress website.
2. Website must be canonical compliant --> SEMRush.com
3. Every page must have 1,000 words
4. Must create HTML sitemap (what humans see)
5. Must create XML sitemap (what Google sees)
6. Submit website to the Google Search Engine Console
7. Permalinks
8. Meta descriptions
9. Must schedule time to get it done.
10. EMBRACE the struggle and schedule the time needed to beat the other guys.

\*\*\*

Don't listen to charlatans about SEO who falsely claim to have special secret search engine knowledge that you could not possible understand.

\*\*\*

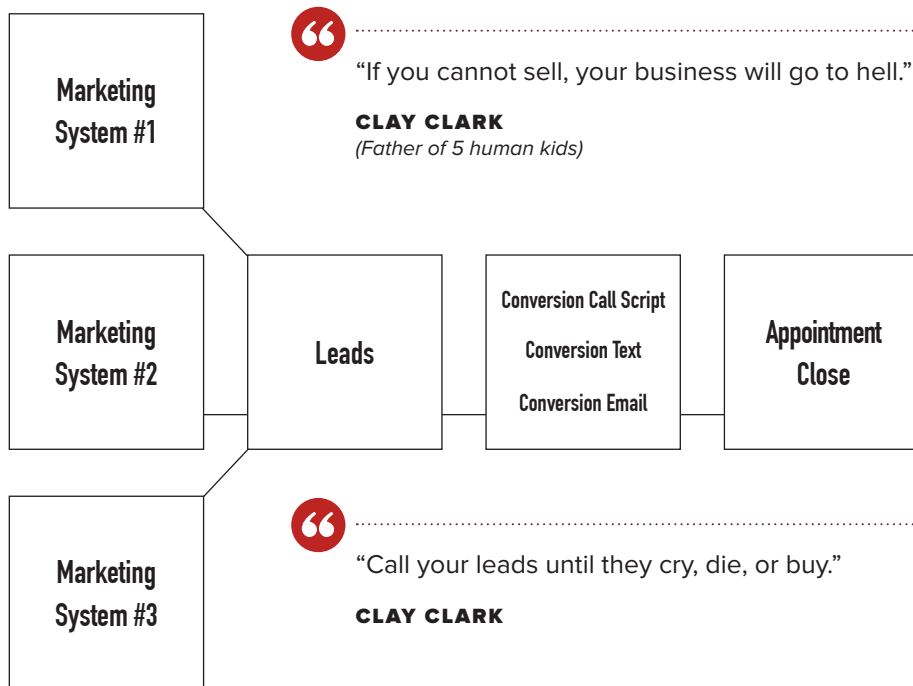
## The Perfect Converting Landing Pages:



## CHAPTER 9

## STEP 7

## CREATE A SALES CONVERSION SYSTEM



## Story Time:

Cold Calls, Liquid Courage, The Sports Buzz Radio Show and fighting through anxiety, procrastination, and the fear of failure.



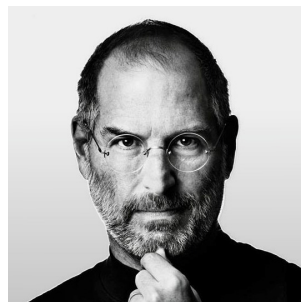




“That’s been one of my mantras: focus and simplicity. Simple can be harder than complex. You have to work hard to get your thinking clean and make it simple, but it’s worth it in the end because once you get there you can move mountains.”

### STEVE JOBS

*Co-founder of Apple and the former CEO of Pixar*



“CREATE A DEFINITE PLAN FOR CARRYING OUT YOUR DESIRE AND BEGIN AT ONCE, WHETHER YOU ARE READY OR NOT, TO PUT THIS PLAN INTO ACTION.”  
 – NAPOLEON HILL

*AUTHOR OF “THINK AND GROW RICH”*



“When you can’t sell your products, services, and goods you’ll end up living in the hood.”

### CLAY CLARK

*A man who likes to write rhymes about sales*







## Story Time: Without Sales You Will Fail



Basically, without sales, all businesses go to hell. In fact, I would guess that approximately 30% of the coaching clients that we have worked with over the years have had an unbelievable product or service or an incredible restaurant, but they just didn't know how to generate sales, how to build sales scripts, how to create a sales funnel, or how to up-sell. You see, the real magic of the Z66 Auto Auction is that every Friday, we are going to sell 1,000 cars and Dr. Zoellner isn't even at the auction half of the time. The real magic with Epic Photography is that each year, thousands of couples book their wedding photos with Epic Photography and I know nothing about photography, but we both know something about selling photography. The real magic with the Doctor Robert Zoellner and Associates Optometry Clinic is that every week, we are going to see hundreds of patients and Dr. Zoellner might not be there. The real magic with the Elephant In The Room Men's Grooming Lounge is that every week, we see hundreds of men and provide them with a haircut and I am not even there.



## Story Time: The Kanbar Project



Years ago, we were asked to head up the marketing for Kanbar Properties, which you can read about if you do a Google search for Clay Clark and Kanbar, that's K-A-N-B-A-R. The guy who invented Skyy Vodka, Maurice Kanbar, had purchased nearly 29% of downtown Tulsa after selling Skyy Vodka for \$600 million and he needed help marketing his properties. Through implementing an intense search engine optimization campaign, a carefully scripted commercial leasing cold call campaign, and a very calculated public relations campaign, Braxton Fears and I were able to lease out nearly one dozen downtown buildings.





## REAL THRIVERS LIKE YOU

"We've gone into overdrive to get Brenda trained. We've had a record month!! We've collected \$60,000. We have quite a bit pending insurance as well. Can't wait to finish all the numbers!! That's awesome! Thank you, Clay, for all that you do! We had over 30 leads in March alone!"

Jennifer Cushman | Office Manager | Face & Body Cosmetic Surgery and Medical Spa  
[www.FaceandBody.net](http://www.FaceandBody.net)



"I had the pleasure of working with Mr. Clark in 2010 when I managed over 2.2 million square feet of downtown office and retail space. I can recommend him highly and without reservation. I had hired Mr. Clark to re-brand the portfolio, and to reach out to prospective tenants. Throughout the course of the campaign, Mr. Clark was a consummate professional. He conducted market research, built a web-site, and coordinated obtaining pictures, print materials, and gaining media attention with-in what I would deem record time. Within the first week of Mr. Clark going public with the campaign, he generated hundreds of prospective tenants. Mr. Clark's positive attitude is contagious, he is hard worker, and he is genuinely a great guy to work with. I hope that in the near future I will have the opportunity to work with Mr. Clark again."

### DAVID ATKINSON

*Former Vice President of Kanbar Properties*



#### Deep Thoughts

"My product is so good it will sell itself."

**SOMEONE WHO IS POOR**

*(Or who is about to become poor)*



## SYSTEMATIC SALES CHECKLIST

1. Create an inbound sales script.

---
2. Create an outbound sales script.

---
3. Create pre-written sales emails.

---
4. Create pre-written sales texts.

---
5. Create sales one sheet.

---
6. Create pre-written sales / presentation book.

---
7. Create pre-written presentation script.

---
8. Create sales FAQ sheet related to the questions asked by your ideal and likely buyers.

---
9. Create sales manual.

---
10. Print, review, and post deal wheel method at every sales station.

---
11. Create a documented sales workflow using a white-board.

---
12. Create a lead tracker spreadsheet.

## SALES SYSTEM CREATION SUPER MOVES

1. Download the **Legendary Deal Wheel** and a sample **Sales Script Template** at **ThriveTimeShow.com** today.
2. Create sales training videos documenting the proven system.
3. Create a lead organization system:
  - Bin for hot leads (leads that have reached out to your business requesting additional information about the products and services that your company provides)
  - Bin for appointments
  - Bin for missed appointments
  - Bin for cold leads (leads secured from lists, trade shows, etc.)
4. Record all calls using **RingCentral.com** or **8x8 Celerity** - <http://www.RingCentral.com/>  
**8x8** - <https://www.8x8.com/>
5. Tape-a-Call for Mobile
6. Similar to watching game film, taste testing, or calibrating equipment!

### Sales Scripting 101

- Rapport - Script 5 Questions
- Needs - Script 5 Questions
- Benefits - Script 5 benefits supported by facts
- Close - Script 5 Closing Questions
- Isolate Objections



## DAILY SALES KEY PERFORMANCE INDICATORS

1. How many outbound calls were made?
2. How many appointments were made?
3. How many deals were closed?
4. Why did people say no?

---

Base Sales KPI's on the super Star Sales person, not the average in the group.

---

Keep team accountable to KPI's with short, daily standing meetings.



“You don’t have to be a doctor to build a sales focused culture. However, you do need a PHD: Pig-Headed Discipline.”

**CLAY CLARK**

*Co-Host of the ThriveTime Business Coach Radio Show and member of the Forbes Coaches Council*





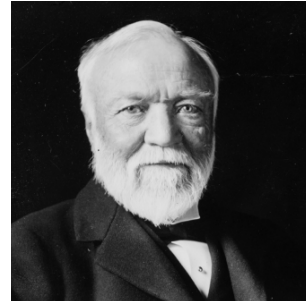
Invest the time needed to build repeatable sales systems today so that you can focus on what really matters. You can do this.



“People who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents.”

**ANDREW CARNEGIE**

*The man who built the Carnegie Steel Company, sold it to J.P. Morgan for \$480 million, and spent the later part of his life dedicated to philanthropy*



“When you created a bunch of products and you can’t sell any you’ll soon find yourself eating dog food and being surrounded by kids who are skinny.”

**CLAY TIBERIUS CLARK**

*Self-proclaimed winner of the most humble man in the world award*



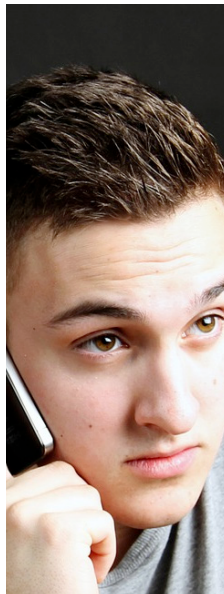
## CHAPTER 10

# STEP 8

## DETERMINE SUSTAINABLE CUSTOMER ACQUISITION COSTS



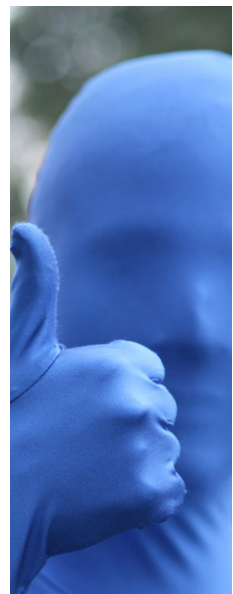
**\$127**



**\$37**



**\$52**



**???**

---

Meet the Customer Types:

- Apostle
- Loyalist
- Mercenary
- Hostage
- Terrorist





“There is a strong chance that no one will wake up with a burning desire to pay you. If you can’t sell, you can’t generate word of mouth and your business will go to hell.”

**CLAY CLARK**

*Me, the father of 5 human kids, and the former U.S. Small Business Administration Entrepreneur of the Year*



## Story Time: Growing America’s Largest Wedding Entertainment Business



This is the part of business that both Dr. Zoellner and I are obsessed with. For my first business, DJConnection.com, once I was able to create a turn-key system to market to brides and to book their weddings for \$57 per confirmed customer, it was off to the races and scaling the business. We just have to help you figure out which marketing is going to produce the best results for you and how much it is going to cost you to acquire each new customer. After that, the word-of-mouth marketing will begin to take over as long as you have a good product and provide a great customer service experience.



## Story Time: Growing A Dental Practice



Recently I worked with a dentist and we got his cost per confirmed booking down to just under \$100 per confirmed paying customer. For this business, this is great because an orthodontist will typically profit over \$2,000 per patient after expenses.



Braxton Fears and I actually started a commercial real estate business to fund the achievement of our life goals. With no previous experience in the industry, we got our cost per confirmed commercial real estate listing to under \$150 per listing. Before we dropped the mic and Braxton went back into ministry full-time, we were able to scale up the business in just under three years.







## REAL THRIVERS LIKE YOU

“Clay Clark has been instrumental in providing me with business guidance at the right times! He has moved both of my companies to the top of Google searches and helped me to be featured in countless media outlets and publications. I have a big vision in what God has called me to do and sometimes as an entrepreneur you can dream so big that you can lose focus. With three successful companies, I knew that it was time for growth and sustainability so that we could reach the people that we needed to reach. I truly believe that God brings certain people into your life at certain times and I thank God for bringing Clay at a time of need. Clay has been instrumental in combining his business savvy with my big vision. The bottom line is that I am in business to help people...but I am also in business to make money, and that is what Clay has helped me do! If you are considering bringing Clay on for anything business related, it will be the best investment you ever make.”

*Jonathan Conneely | “Coach JC” | Founder / President | JJC Enterprises*



### Story Time: \$23 Million of Sales in One Year



.....

“It’s wife bragging time. (Because I know she won’t do it herself...) We started Sprik Realty just over a year ago. Which means 2016 is our first full calendar year. Numbers are in for the year and I couldn’t be more proud. Over \$23 million in sales for the year!! Awesome job all of the agents have done. Many were new in 2016 and are just beginning to hit their stride. 2017 is going to be AWESOME!! Congrats Danielle Sitcler Sprik and all the Sprik Agents. Keep doing what you do.”



#### **TIM SPRIK**

*Co-founder of Sprik Realty*







“He who cannot sell must work for someone who can.”

**CLAY CLARK**

*The founder of DJ Connection, Epic Photos, ThriveTimeShow.com, The Make Your Life Epic Agency, etc.*



“MOST ENTREPRENEURS ARE MERELY TECHNICIANS WITH AN ENTREPRENEURIAL SEIZURE. MOST ENTREPRENEURS FAIL BECAUSE THEY ARE WORKING IN THEIR BUSINESS RATHER THAN ON THEIR BUSINESS.”

- MICHAEL GERBER  
AUTHOR OF “THE E-MYTH REVISITED”





## EMOTIONAL ROLLER COASTER CHECK

Don't freak out if your initial marketing attempts are not producing immediate fruit. As an entrepreneur, you must absolutely be sold out to the rhythm of: DEFINE, ACT, MEASURE, REFINE. Don't remain loyal to a type of advertising because your wife's boss sold it to you or because just have a deep seated and insatiable love for the Yellow Pages.

- Define what you think is going to work with your coach.
- Act after you have gathered all of the facts.
- Measure the results of the action steps that you have taken without bias.
- Refine the actions you are taking until you begin to produce the results you are looking for.



**"TEMPORARY FAILURES ARE A PREREQUISITE TO SUCCESS."**

**-NAPOLEON HILL**

BEST-SELLING SUCCESS AUTHOR OF "THINK AND GROW RICH"





## REAL THRIVERS LIKE YOU

"I have come to realize that foundational sales principles work, regardless of what you're selling. I work at a coffee shop and my boss told me 'Hey, we really need to sell more coffee beans.' So I started employing the creative use of imagery, humor, phrasing and tried and true sales methods taught to me by Clay Clark and the book he recommended I read, *Soft Selling in a Hard World*. I made posters describing the different coffees with funny pop culture references along with legitimate consumer reviews of each coffee. I also began using 'the 90-second close.' Our store shot up to the spot of #1 in whole bean sales out of 613 stores in our entire region. Not only that, but we are averaging 5 pounds sold out of every 100 customers that come into the store, whereas the average store in the US sees 1 to 1.5 pounds sold per every 100 customers that come in. These numbers don't lie and they just point to the fact that a proper training in sales by someone who knows what they are doing and who has a track record to prove it can make you succeed in sales in whatever business realm you find yourself in, even the coffee shop business."

*Scott T. | Store Manager & Barista | Starbucks Coffee*



"You jump off a cliff and you assemble an airplane on the way down."

### **REID HOFFMAN**

*The founder of LinkedIn and one of the founding board members of PayPal explaining entrepreneurship*





**Subscribe to the ThriveTimeShow.com Podcast Today**

**And Receive a FREE Fist Bump from Clay Clark!\***

*\*This will be a virtual fist bump. For a real fist bump, attend our Business Workshop at the ThriveTime Show Headquarters in beautiful Jenks, Oklahoma!*



## CHAPTER 11

# STEP 9

## CREATE REPEATABLE SYSTEMS, PROCESSES, AND FILE ORGANIZATION



“Once you have built repeatable and profitable systems, you will discover that you have built a time freedom and financial freedom creating business that serves you and not an overwhelming job.”

**CLAY CLARK**

*Former U.S. SBA Entrepreneur of the Year*



“Excessive use of made up acronyms is a significant impediment to communication and keeping communication good as we grow is incredibly important. Individually, a few acronyms here and there may not seem so bad, but if a thousand people are making these up, over time the result will be a huge glossary that we have to issue to new employees. No one can actually remember all these acronyms and people don’t want to seem dumb in a meeting, so they just sit there in ignorance.”

**ELON MUSK**

*The founder, CEO, and CTO of SpaceX; co-founder, CEO, and product architect of Tesla Motors; co-founder and chairman of SolarCity; co-chairman of OpenAI; co-founder of Zip2; and founder of X.com which merged with PayPal of Confinity*



**ABBREVIATIONS  
ELONGATE  
EVERYTHING**





## TRAINING CHECKLIST / PROCESS CREATION

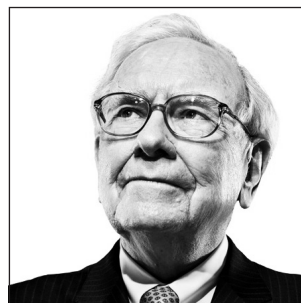
1. You Tell them
2. You Show Them
3. They Show You
4. They Demonstrate Mastery



“I try to buy stock in businesses that are so wonderful that an idiot can run them. Because sooner or later, one will.”

### **WARREN BUFFETT**

*The self-made billionaire and founder of Berkshire Hathaway. Buffett is the chairman, CEO, and largest shareholder of Berkshire Hathaway. Buffett is consistently ranked among the world's wealthiest people*



Most coaching clients that we work with have told us that they used to struggle in this area because they believe that their industry is so different and that you can't possibly turn their service or product into a repeatable system. However, through obsessing about their workflows, checklists, and systems, Dr. Zoellner and I have been able to build scalable optometry clinics, diagnostic sleep centers, wedding photography businesses, marketing firms, auto auctions, fitness companies, and a successful business in a ridiculous amount of industries. We are always preaching that repeatable systems are the tools of the titans. People who can't wrap their minds around this concept are really just technicians who are skilled in one area but are pretending to be entrepreneurs. You want to build a business, not a job.



“Most entrepreneurs are merely technicians with an entrepreneurial seizure. Most entrepreneurs fail because you are working **IN** your business rather than **ON** your business.”

### **MICHAEL GERBER**

*Best-selling author of the E-Myth revisited book series*





Once you have invested the time and money into building world-class business systems they will not work unless you take the 5 following action steps:

1. Trust but verify everything and everybody
2. Always create a followup loop
3. Hire consistant Mystery Shoppers
4. Create a pipeline of inbound new people
5. Fire when ready

### MAKE IT DUPLICATABLE



**RUSH TO  
REVENUE**  
Money Cures  
All Problems

## 7 SUPER PLAYS FOR SYSTEMIZING YOUR SUCCESS

1. Write out all repetitive tasks that you and your team have to do over and over to deliver what your customers have paid you for.

---

---

---

---

2. Write out all of the repetitive marketing tasks that you and your team have to do to generate sales.

---

---

---

---

3. Write out all of the repetitive customer service related tasks that you and your team have to respond to on a daily basis.

---

---

---

---



“If you want to end up with a career as a hobo, have a bunch of meetings to talk about your feelings and make sure that your sales totals are low.”

**CLAY CLARK**

*A man obsessed with the New England Patriots*



**4. Write out all of the repetitive accounting related tasks that you and your team have to do on a daily basis to keep up with your numbers.**

---

---

---

---

**5. Write out all of the repetitive human resources tasks that you and your team have to do on a daily basis to bring in the talent you rely on to operate your business.**

---

---

---

---

**6. Write out all of your biggest limiting factors.**

---

---

---

---

**7. Write out all of your smallest limiting factors.**

---

---

---

---



**Journal out your next week of work and where you are currently investing your time on a daily basis.**

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Create a Standardized Naming Scheme for All Documents and Files

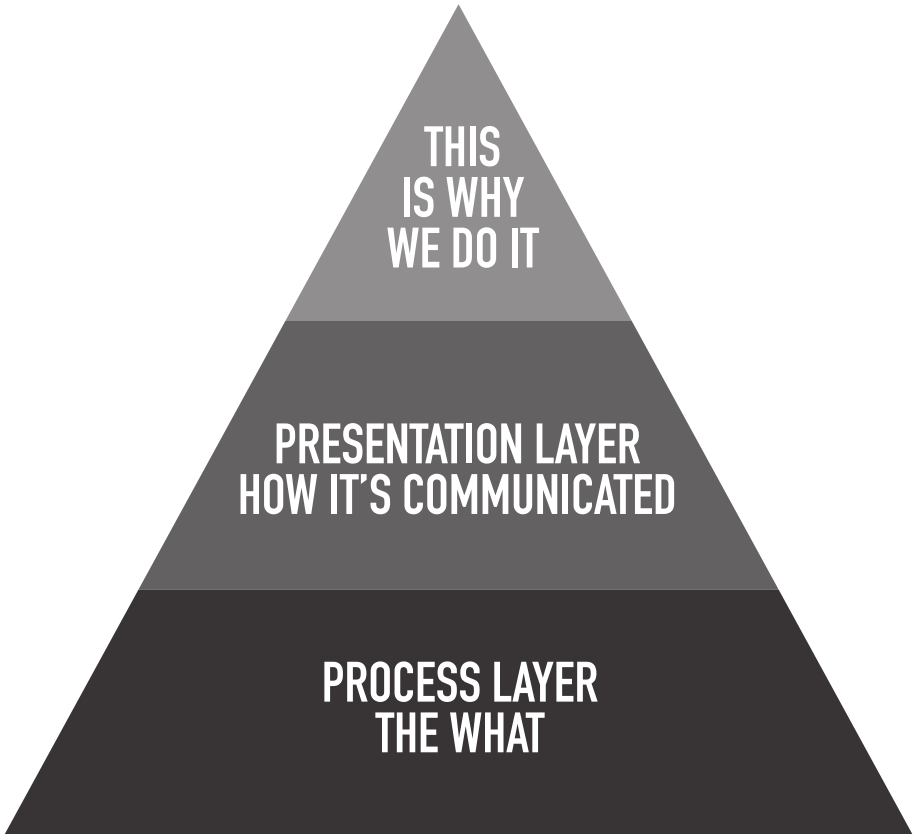
## Keep all files stores on Dropbox



---

## Create a Checklist & Process for Every Step of Workflow Mapping

---



---

You can create profits that wow when you invest the time to build repeatable business systems. Remember...the end goal of starting a business is to create both time and financial freedom.



# The Perfect Meeting Agenda



## Transition into "Reporting Mode" 15:min

1. Review Scorecard - Make sure scorecard numbers are on track. **(5 minutes)**
2. Rock Review - Make sure priorities are on track. **(5 minutes)**
3. Customer or Employee Headlines - Share good and bad news in one sentence headlines to keep everyone informed about what is going on with all of your people.

If there are any scoreboard discrepancies, priority issues or headlines that need to be addressed, those items should be added to the "Issues List."



## Review To-Do List 5:min

These are 7-day action items. Review last week's list to ensure that they are complete.  
**RULE OF THUMB: 90% of the to-do list should be getting done each week.**



## IDS (Identify, Discuss, Solve). Issue-Solving Track 60:min

Some weeks you may only get through one issue, other weeks you may get through ten, but as long as you are taking them in order of priority you are doing the right thing.

Load up your issues list and then prioritize those items based on what is the 1st, 2nd and 3rd most urgent issue. If everything is of the importance, nothing gets done. Tackle each item on the list using Gino Wickman's system of identifying, discussing and solving the issue.

1. Identify the real issue. Dive in and really find the true problem before the problem solving begins.
2. Begin discussing the issue with a spirit of candor. Attack the problem, not the people.
3. The entire focus must be on problem solving. Once you solve the problem, schedule the action steps on the "to-do list"



## Meeting Conclusion 5:min

1. Recap the to-do list.
2. Discuss any messages that need to be shared out to the rest of the company.
3. Quickly rate your meeting on how you did today from 1-10 (10 being best.) 8 is the minimum standard. If you are not reaching an 8, discuss why and begin to self correct.

*Note: To learn more about how to construct the agenda and outline for a perfect meeting read "Traction" by Gino Wickman.*



"I would prefer not to focus on sales, I'd rather put my focus on developing a great product."

### A STARVING WANTREPRENEUR

*Someone who is definitely not you and who you definitely don't want to be*

**RUSH TO  
REVENUE**  
Money Cures  
All Problems

## CHAPTER 12

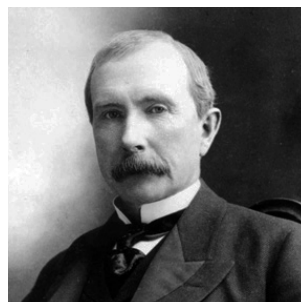
## STEP 10

MANAGEMENT  
EXECUTION

“The ability to deal with people is as purchasable a commodity as sugar or coffee and I will pay more for that ability than for any other under the sun.”

**JOHN D. ROCKEFELLER**

*The poor kid who began working at age 16 and who went on to become the world's wealthiest man*



“Management consists of your ability to get the members of your team to execute your business plans, systems and processes with excellence.”

**CLAY CLARK**

*The Father of 5 Kids and Man-bear-pig*



## Action Items:

1. What is your process for hiring people?
2. What is your process for inspiring people?
3. What is your process for firing people?



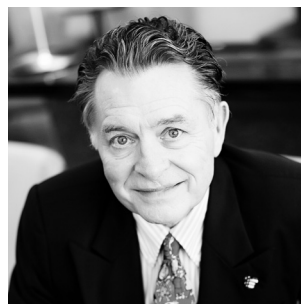
Having coached businesses all over the world, we often see two very predictable forms of dysfunction arise once the systems have been built and it comes from the daily management and execution of the business systems. The first problem we consistently see is the owner of the business failing to get their work done and the second problem we see is the team failing to get their work done. Typically, the justification for not getting work done involves somebody saying, “I ran out of time.” This on the surface may sound like a valid excuse, but your business and your success matters too much for us to just accept this excuse as being valid. My friend, we are going to dramatically grow your time and financial freedom and in order to do that, you must learn how to create the time in your schedule needed to get things done and create a culture of accountability.



“One of the first and maybe most important parts of a good time-management system is to take the time every single day to do Planning Time. You must plan your day just like you plan your vacation. You would not wake up in the morning and go on vacation without a plan and driving without a map. Don’t head off every morning with no plan. With no map you will not get where you want to go, and with no plan you may not even know where you want to go. This simply means that you need to take anywhere from 30 minutes to a few minutes every day to think about what you need to get done today, this week, this month—and if you are really great at planning—this year and the years to follow.”

#### **LEE COCKERELL**

*Thrive15.com partner and mentor and the former Executive Vice President of Walt Disney World Resorts who used to manage 40,000 employees*



Hear Clay's  
Story in Person  
@ the Thrive  
Conference

#### **Story Time:**

**Delegate everything that is not your highest and best use if possible. The dangers of making your own bio-diesel.**





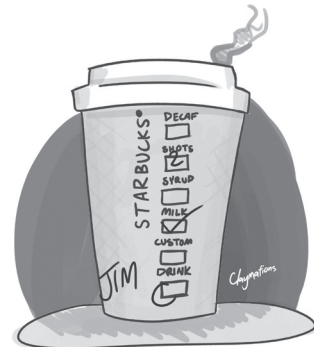
Henceforth, you, my friend, are going to need to schedule “META-TIME,” “Quiet Time,” or “Planning Time” into your daily schedule. What does “META-TIME” mean? Meta is a Greek word that means “above or beyond.” Essentially, you must schedule time to work “above” your business, “beyond” your daily reactive problems, and “on” your business, not just in it. You must find both a consistent time and place to think about your business and your life and where you are versus where you want to be. You want to have an hour blocked out in your schedule where your phone is off, your email is off, your social media is off, your text messages are off, all notifications are off, and nobody can reach you because soon, this will be the SINGLE MOST VALUABLE AND IMPORTANT PART OF YOUR DAY.

Some entrepreneurs prefer getting up early to find their “Meta Time” and some entrepreneurs find that staying up late is what works best for them. Because I have 5 kids, 40 chickens, 4 cats, 9 businesses, 1 radio show and a lot going on... I find that the morning time in my “Man Cave” is the only time that works for me for my consistent “Meta Time.” In fact, I’m writing this book right now, at 3:40 AM during my personal “Meta Time.” Because this book is all about you, the big questions that now remain are:

1. When will your daily meta-time be?  
\_\_\_\_\_
2. Where will your daily meta-time take place?  
\_\_\_\_\_
3. What do you need to have with you to make this time the most productive it can be? (computer, pen, pad of paper, stapler, 3 monitors and a computer, etc.)  
\_\_\_\_\_



Holding your organization accountable starts with you holding yourself accountable, but then once you've mastered that, you are going to have to become very comfortable with holding your team accountable. And your team, like all teams, will naturally drift by default and it's your job to hold your team accountable to execute these business systems that you have built. And holding people accountable always requires uncomfortable conversations.



"EXPECT MORE THAN OTHERS THINK POSSIBLE."  
- HOWARD SCHULTZ  
FOUNDER OF STARBUCKS



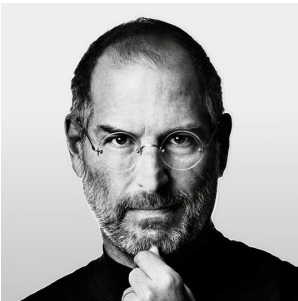
"A person's success in life can usually be measured by the number of uncomfortable conversations he or she is willing to have."

**TIM FERRISS**

*Best-selling author of the Four Hour Work Week, former startup venture capitalist, and award-winning podcaster*



"Some people aren't used to an environment where excellence is expected."



**STEVE JOBS**

*The co-founder of Apple and the former CEO of PIXAR*

## SUPER PLAYS

1. Never assign action items or hold people accountable over e-mail
2. Never assign action items or hold people accountable over text.

**RUSH TO REVENUE**  
Money Cures All Problems



## REAL THRIVERS LIKE YOU

“Clay, I just want you to know that this last year has been unbelievable. I’ve gone from poverty thinking to just a small measure of wealth thinking and, as the book said, the universe has discovered me!!! I’ve never felt so free! I truly have become what T. Harv Eker calls, ‘a money magnet’! And it’s only the beginning. We have seven revenue streams now and each of them are growing and contributing daily. Thank you Clay Clark! My life is expanding and you have been a major influence on me! Have a great day, my friend!”

*Clay Staires | Professional Speaker/Trainer and Growth Expert | The Leadership Initiative  
www.claystaires.com*



“Steve Jobs has a saying that A players hire A players; B players hire C players; and C players hire D players. It doesn’t take long to get to Z players. This trickle-down effect causes bozo explosions in companies.”

### **GUY KAWASAKI**

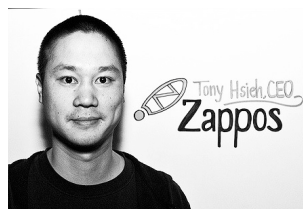
*An American marketing specialist, author, and Silicon Valley venture capitalist. He was one of the Apple employees originally responsible for marketing their Macintosh computer line in 1984*



“We believe that it’s really important to come up with core values that you can commit to. And by commit, we mean that you’re willing to hire and fire based on them. If you’re willing to do that, then you’re well on your way to building a company culture that is in line with the brand you want to build.”

### **TONY HSIEH**

*CEO of Zappos*





“One lesson I learned [at PayPal] is to fire people faster. That sounds awful, but I think if somebody is not working out, it’s best to part ways sooner rather than later. It’s a mistake to try too hard to make something work that really couldn’t work.”



**ELON MUSK**

*The founder, CEO, and CTO of SpaceX; co-founder, CEO, and product architect of Tesla Motors; co-founder and chairman of SolarCity; co-chairman of OpenAI; co-founder of Zip2; and founder of X.com which merged with PayPal of Confinity*



**“CONTROL YOUR OWN DESTINY OR  
SOMEONE ELSE WILL.”  
– JACK WELCH  
FORMER CEO OF GENERAL ELECTRIC**





The former marketing guru for Apple, Guy Kawasaki, said it best when he said, “Ideas are easy. Execution is difficult.” Thomas Edison piled on when he said, “Vision without execution is hallucination.” Back in the day, the Titan himself, John D. Rockefeller, once said, “The ability to deal with people is as purchasable a commodity as sugar or coffee and I will pay more for that ability than for any other under the sun.”



## Story Time: How to Become a Master of Management



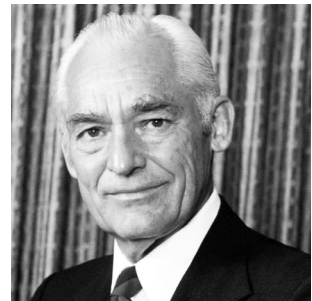
Doctor Zoellner and I have learned to become masters of management because we know the performance and the key performance indicators that we need out of each position on the team and we hold our teams accountable for it on a daily basis. We don’t feel bad when an employee fails to meet the expectations that we have clearly laid out for them. Now, because we have hundreds of employees between the two of us, we have hired a great team of results focused managers who hold people accountable for getting stuff done even when team members don’t feel like it. Because we never stop doing the group interview every week for every position, we have a steady stream of new recruits coming in to replace those that don’t make the cut and get fired.



“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”

### **SAM WALTON**

*An American businessman and entrepreneur best known for founding the retailers Walmart and Sam’s Club*



“Say no to poverty. Say yes to sales.”

### **CLAY CLARK**

*A man with an obsession for burning pinion wood.*





## REAL THRIVERS LIKE YOU

"Clay is the best emcee and entertainer we have ever used. From the time the first guest walked into the room until the last guest left, you electrified the room with your energy! Thank you for taking our event to the NEXT LEVEL (as you like to say)!"

Angie W. | Event Planning Team | 11th Annual Zenith Awards | Apartment Association



"FACE REALITY AS IT IS, NOT AS IT WAS  
OR AS YOU WISH IT TO BE."  
- JACK WELCH  
FORMER CEO OF GENERAL ELECTRIC

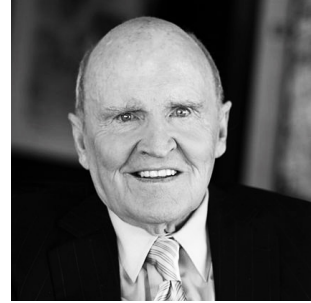




“Without candor, everyone saved face, and business lumbered along. The status quo was accepted. Fake behavior was just a day at the office. And people with initiative, gumption, and guts were labeled troublesome—or worse...Now for the really bad news. Even though candor is vital to winning, it is hard and time-consuming to instill in any group, no matter what size...To get candor, you reward it, praise it, and talk about it. You make public heroes out of people who demonstrate it. Most of all, you yourself demonstrate it in an exuberant and even exaggerated way—even when you’re not the boss.”

**JACK WELCH**

*Arguably the most successful CEO in the history of American business. The former CEO of GE.*



**Story Time:**

The permanent substitute teacher Mr. Anderson.  
The Boys choir. Rotten fish and Lyrical Miracles.



## THE “KEEPING YOUR TEAM ON TRACK” CHECKLIST

---

Write out when you will do the daily huddles with your team to keep them on track.

---

Write out the key performance indicators that you will hold each member accountable for.

---

Write out a list of the daily action items that are not getting done at your business but should be. Create daily checklists for each of the jobs within your business.

---

Work with your coach to develop a merit-based pay system for your team based upon paying people for what they do vs. what they say they are going to do.

**Position:**

---

**Pay:**

---

**Metric / Key Performance Indicators:**

---

**Carrot:**

---

**Stick:**

---





---

Create a list of all of your employees.

---



---

Label all employees as either A, B or C players (talk to your coach if you get stuck).

---



---

Block out time to train up your team members on a weekly basis.

---



---

Work with your coach to develop job descriptions for all of the positions within your business.

---



---

Schedule time into your schedule for your weekly group interviews (go over this concept with your coach).

---



---

Every week: Launch hiring advertisements (On Craigslist, Monster.com and Indeed.com) to promote job openings before they are open. This way you are not stuck dealing with dysfunctional employees.

---



---

Commit to firing / replacing the bottom 10% of your employee roster if they show themselves to be unwilling to improve.

---



---

Let team members know that you are focused on the growth of the company and their personal growth. Then begin kicking, hugging, documenting and pruning as needed.

---



“When you don’t focus on making products and services that will sell the rest of your entrepreneurial experience won’t go well.”

**CLAY CLARK**

*A man who has been self employed since age 16*



# RANK YOUR TEAM

A Players:

---

---

---

B Players:

---

---

---

C Players:

---

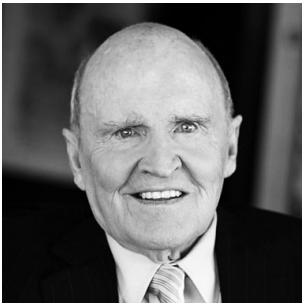
---

---



“You can’t manage like a socialist in a Capitalist Economy. Protecting under performers always backfires. The worst thing though, is how protecting people who don’t perform hurts the people themselves.”

**JACK WELCH**  
*Legendary CEO of GE who grew the company 4,000%*



CHAPTER 13

# STEP 11

## CREATE A SUSTAINABLE AND REPETITIVE WEEKLY SCHEDULE



“The secret to success is determined by your daily agenda.”

**JOHN MAXWELL**

Former pastor and best selling author of *The 21 Irrefutable Laws of Leadership*.



date 12/19/2020

**DAILY GOALS**

**Faith** time 5:40 am duration 45 min  
Action Items: Make some quiet meditation time in the morning  
Notes: I will have to wake up earlier to have enough time

**Family** time 8:15 am/5:45 pm duration 15 min/5 hrs  
Action Items: Call my brother to congratulate him on the new baby / Make a note to have work by Son for family time  
Notes: Ask about visiting soon / If Lili runs much more smoothly if I have family time?

**Finances** time 12:30 pm duration 1 hr  
Action Items: Don't go out for lunch today as home and make a sandwich  
Notes: I use an average of \$30/cash during days

**Friends** time 5:30 pm duration 15 min  
Action Items: Call my best friend on the way home today and catch up on events of the week  
Notes: Met, seeing someone new and seeing really into her


**Fitness** time 6:40 am duration 1 hr  
Action Items: Stretch the gym today is the day  
Notes: I love the day I don't have to do cardio on the day

**Fun** time 10:40 pm duration 1/2 hr  
Action Items: Take time with the wife  
Notes: Set closer to her on the couch - that makes her happy

**SCHEDULE**

5:00 — Breakfast  
6:00 — Meditation time  
6:00 — Gym: Leg Day  
7:00 — Shower  
8:00 — Call Joe  
9:00 — Daily meeting with team — mention new time card rules  
10:00 — Make appointments and check in with best customers to get new deals!  
10:00 — Work church thing: knock out projects for PPT and Some Lion Move on to State  
11:00 — If there is extra time  
12:00 — Lunch at home  
1:00 — Meeting with Roger S. to discuss details of project  
2:00 — Work church thing: knock out projects for State Morrison, and Winter Hawk Move on to Mormon project if there is extra time  
3:00 —  
4:00 — Social Media Post Prep and schedule for next week  
5:00 — Call Aaron on the way home  
6:00 — Ask Ashley about the school play  
7:00 — Help Jennifer with the dinner after dinner — ask about her boyfriend's deal game  
8:00 —  
9:00 — Ready to bed  
10:00 — Wife time  
10:00 — Take time with the wife  
11:00 — Bed

**Sketch of the Day:**



**Biggest Limiting Factor:**  
Laziness! It's easier to sleep in, but instead of call get first focus around the corner and not go to the gym.

**Aha! Moment:**  
I made a huge sandwich! And I won't fear success of the gym later!

**Observations:**  
Meditation helped me calm my body and mind, better focusing about the money, get me through the day. The fun resources and makes me at the end of the day. I have to focus on all 6 to make it work!

Sample of the F6 Journal designed by Clay Clark for Entrepreneurs like you.

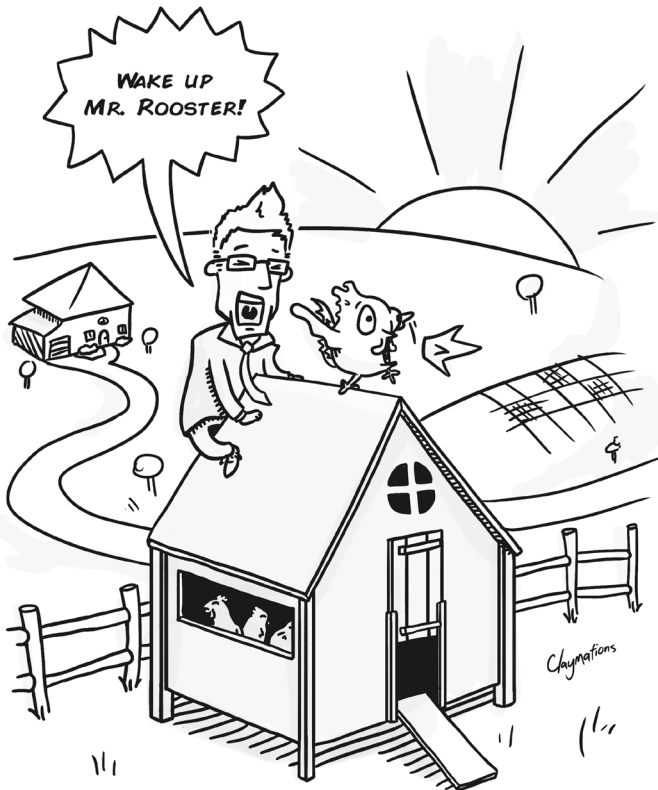




“The goal is to be able to live your life the way Michael Jordan played basketball or Marvin Gaye sang a song. To be able to feel the way you feel when you laugh at a joke but to feel that way all the time.”

### **RUSSELL SIMMONS**

*An American entrepreneur, producer, and author. The Chairman and CEO of Rush Communications, he co-founded the hip-hop music label Def Jam Recordings and created the clothing fashion line, Phat Farm*



“EVERY DAY WAKE UP BEFORE EVERYONE ELSE IN YOUR HOME DOES.”

—CLAY CLARK, FOUNDER OF THRIVE15



This part is really hard for most entrepreneurs because they really enjoy their jobs. However, there is more to life than just working. In fact, the F6 philosophy is at the center of our entire mission to mentor millions and help you build repeatable business systems that are capable of helping you to produce both the time and financial freedom that you want.



“Remembering that I’ll be dead soon is the most important tool I’ve ever encountered to help me make the big choices in life. Almost everything--all external expectations, all pride, all fear of embarrassment or failure--these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart. No one wants to die. Even people who want to go to heaven don’t want to die to get there. And yet, death is the destination we all share. No one has ever escaped it, and that is how it should be, because death is very likely the single best invention of life. It’s life’s change agent. It clears out the old to make way for the new.”

**STEVE JOBS**

*Co-founder of Apple and former CEO of PIXAR*



**If You Had One Year  
Left To Live, What  
Would You Spend Your  
Time Doing?**

---

---

---

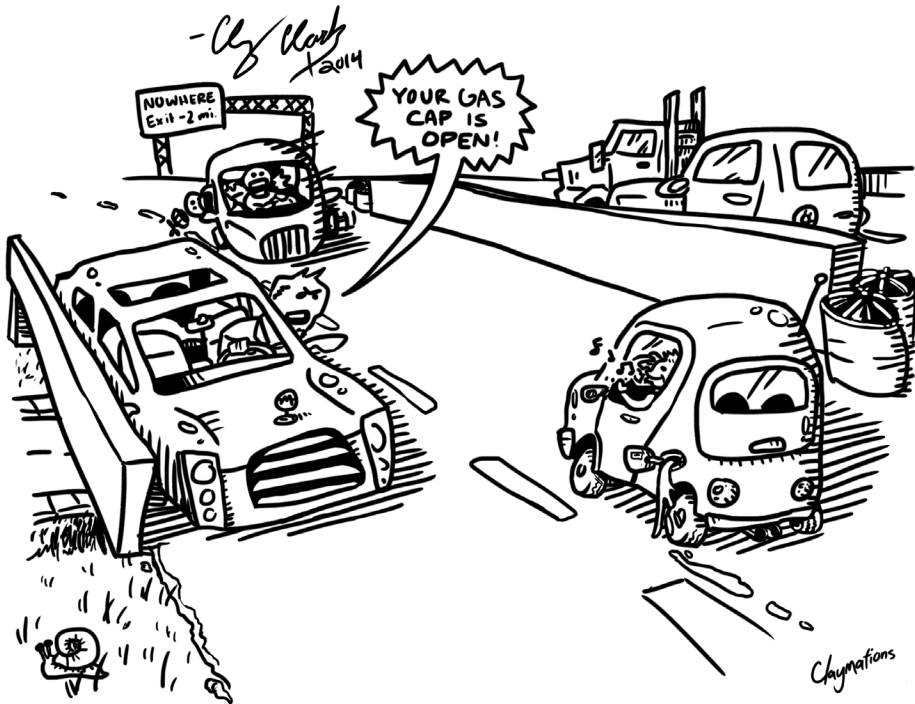
---

---

---

---





**MORE PEOPLE WILL YELL AND WAVE AT YOU TO TELL YOU THAT YOU FORGOT TO CLOSE YOUR GAS CAP THAN THE AMOUNT OF PEOPLE WHO WILL STOP TO TELL YOU THAT YOU ARE GOING THE WRONG DIRECTION WITH YOUR LIFE.**

## Schedule Time to Live the Life You Want!.

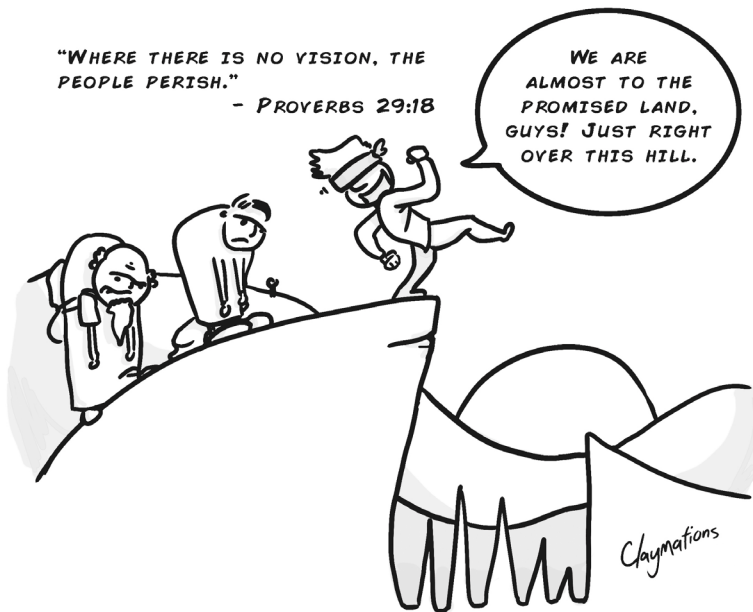


Our business partner and the man who used to manage Walt Disney World Resorts and the 40,000 employees who worked there once said, "Only what is scheduled gets done." Basically, you have to schedule time into your calendar for your faith, your family, your friendships, your fitness, and your finances or you will naturally drift.





Napoleon Hill, the best-selling self-help author of all-time and the former apprentice of Andrew Carnegie once said, if you don't have specific goals and "If you have no major purpose, you are drifting toward certain failure." You have to be very intentional about designing a schedule that works for both you and your family. Be specific. Keep it up to date and if something isn't working in it, be sure to make adjustments.



## Story Time: Golfing Enthusiasts Who Schedule Time to Golf are Happier



Years ago, we worked with a client who loved golfing with a passion. This guy was obsessed with golf. However, as his business grew he began missing his weekly golfing tee times. Then because he felt bad about cancelling his tee times, he quit golfing all together. When we sat down with him and really analyzed what made him happy, it was clear that he needed to schedule time to go golfing every week in order for him to truly love his time spent on this planet. Once he scheduled golf back into his weekly schedule, his work performance improved, he got in better physical shape, and his energy level was higher. This small change made a big impact on his overall level of happiness.



## BLOCK OUT TIME FOR ACTIVITIES YOU WANT TO DO

1. Write out the activities that you love doing and that you would love doing more often if you “just had the time.”
2. Schedule and block out times for the pursuit and development of your faith, family, friendships, fitness, finances, and fun into your weekly schedule.
3. Work with your coach to find the time to do what you love if you truly can’t seem to find the time for yourself.
4. Setup an email optimization system (one inbox).
5. Setup a calendar optimization system (one master calendar).
6. Setup an action item to-do list system.
7. Schedule daily follow up times with direct reports.







It's not about where you came from or what kind of car you are driving today. It's about where you are going. I started my entrepreneurial journey inside a 1989 Ford Escort.

## What do you enjoy doing?

Faith related activities: \_\_\_\_\_

Family related activities: \_\_\_\_\_

Friendship related activities: \_\_\_\_\_

Fitness related activities: \_\_\_\_\_

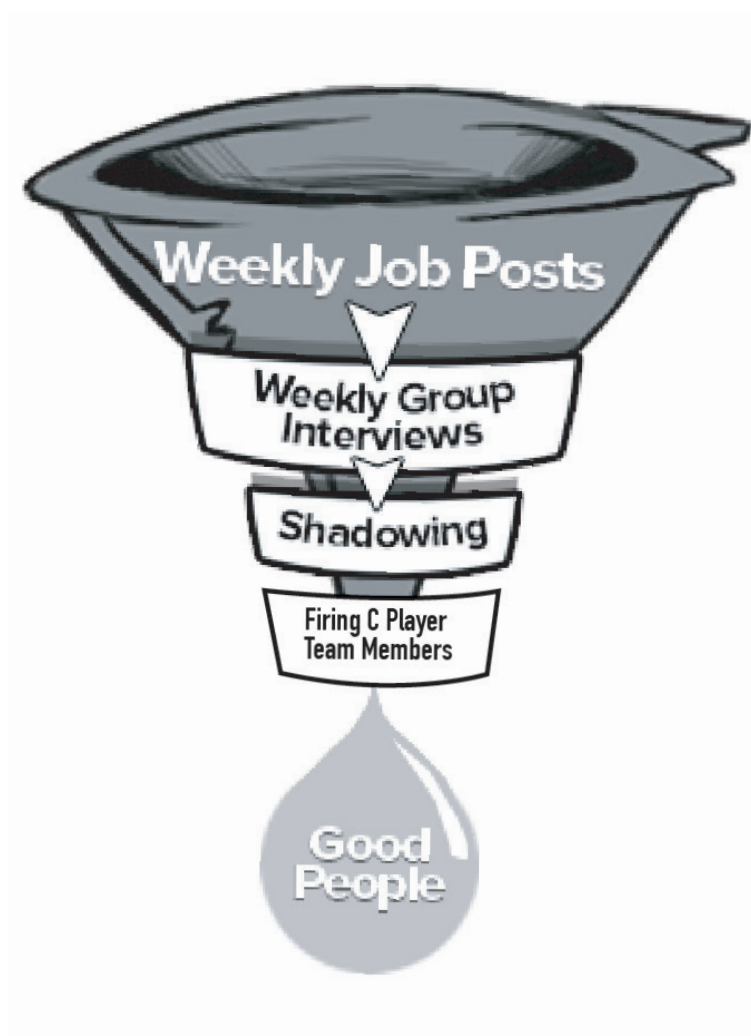
Finance related activities: \_\_\_\_\_

## Stumped?

### Tips on having fun

1. Watch every New England Patriots game
2. Draw a picture of Tom Brady
3. Attend a Patriots game
4. Buy "Do Your Job: A Look Under the Hoodie of Belichick"





## CHAPTER 14

## STEP 12

HUMAN RESOURCES AND  
RECRUITMENT

“A small team of A+ players can run circles around a giant team of B and C players.”

**STEVE JOBS**

*Co-founder of Apple and former CEO of PIXAR*



“One lesson I learned (at Paypal) is to fire people faster. That sounds awful. I think if somebody is not working out, it’s best to part ways sooner rather than later.”

**ELON MUSK**

*CEO of Tesla and SpaceX*

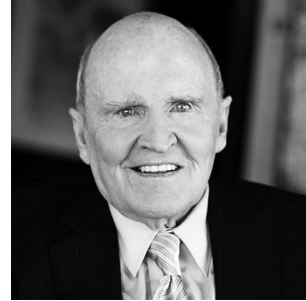




“If you pick the right people and give them the opportunity to spread their wings and put compensation as a carrier behind it you almost don’t have to manage them.”

**JACK WELCH**

*Former CEO of GE, who many argue is the most successful CEO in the history of American business*



## 75% OF EMPLOYEES STEAL

Unfortunately, according to the study the U.S. Chamber did in conjunction with CBS News, they found that over 75% of employees steal from the workplace and most do so repeatedly. In fact, Gallup showed 70% of U.S. workers not engaged at work. Forbes has reported that the number of people who admit to wasting time at work every day has now reached a whopping 89%.

<http://www.cbsnews.com/news/employee-theft-are-you-blind-to-it/>



If you can’t find, hire, inspire, and train good people, nothing will work. The good news is that Doctor Zoellner now employs 8 optometrists and EpicPhotos.com is now able to find and train over 40 photographers per week who can go out there and deliver award-winning photography.



**Story Time:**

**Stanford and the coder of who couldn’t code.**





## REAL THRIVERS LIKE YOU

“Wow. Wow. Wow. Thank you for your input and for working so hard for me behind the scenes while we were back and forth for this (for the TV show, “The Voice”). I’m humbled and overwhelmed with gratitude. So glad to know you and your sweet family. Thanks for believing in me!”

*Amanda Preslar | Founder of PreslarMusic.com*



### Story Time: Fire Those Who Cannot Inspire



At the Make Your Life Epic Advertising and Marketing Agency ([www.MakeYourLifeEpic.com](http://www.MakeYourLifeEpic.com)), we realistically fire one person every other week for failing to show up to work on time consistently, for not doing their job, or for something dumb that they are doing. However, we are not stuck with these people because we have systems in place that bring in a steady pipeline of good people. Once we learned how to systematically find good people, we could start pulling the weeds, firing the horrible employees, and executing on all of the business systems that we are going to help you build too.



### Story Time: The Quest for Quality Carpet Cleaners



One of the biggest carpet cleaning franchises on the planet is called Oxi Fresh. The founder of the company, Jonathan Barnett, is one of my business partners at Elephant In The Room. He, just like every business owner, eventually found that their biggest limiting factor was their ability to help their franchisees to find diligent technicians who were willing to clean carpets on-time and professionally all the while demonstrating respect for the homes of the clients they were working with. Through the implementation of consistent weekly job posts, weekly interviews, and a compelling website, they were able to build systems that now sustainably allows them to hire and train enough technicians to keep up with the demand for their services.



## YOU WILL NOT LET THE FOLLOWING EXCUSES LIMIT YOUR GROWTH

At the Z66 Auto Auction, Epic Photography, The Make Your Life Epic Marketing Agency, the Elephant In The Room Men's Grooming Lounge, and Doctor Robert Zoellner and Associates, we could have the following super-weak alibis that most unsuccessful business owners would pile on to and say "YOU ARE RIGHT." Take a moment and circle the following excuses that you are committing to not make for yourself and your company as you go out there and attempt to find good team members to find, hire, inspire, and hold accountable.

### Excuses

1. It's just hard to find good people who have experience working with \_\_\_\_\_ (auto title work, photography, men's grooming).
2. It's too hard to find bilingual people who have experience working with \_\_\_\_\_ (auto title processing, photography, men's grooming).
3. It's too hard to find emotionally stable \_\_\_\_\_ (hair stylists, photographers, doctors, etc.).
4. It's too hard to find good millennial employees who are willing to do \_\_\_\_\_ (photography, men's grooming, auto sales, etc.).
5. It's very hard to find skilled \_\_\_\_\_ (doctors, nurses, technicians, mechanics, photographers, etc.) who are willing to work on the weekends.
6. It's impossible to find good \_\_\_\_\_ (doctors, nurses, technicians, hair stylists) who are not on drugs.



7. It's not even possible to find \_\_\_\_\_ (mechanics, doctors, photographers, hair stylists, etc.) who understand the concept of time management.
8. It's too hard to find good people these days, so we just can't grow.
9. There is a huge shortage of tradesmen in America today.
10. You can't find good \_\_\_\_\_ (mechanics, photographers, doctors, nurses, salespeople, optometrists) who are humble and trainable.
11. You can't find people who are willing to work on weekends.
12. It's very hard and nearly impossible to find people who are willing to manage a store that is open 7 days per week.
13. Most candidates are not a good fit, so we stopped looking.

## The 11 Step People Finding Process

1. Create a "Now Hiring" Graphic based on the ThriveTime Show Best Practice Using Your Company Branding
2. Schedule Weekly Time to Post on Job Boards
3. Create Group Interview Email Response
4. Respond to All Candidate Applications Via Email
5. Hold Group Interviews Using Group Interview Outline

- 
6. Invite Qualified Candidates to Shadow

---

  7. Create an Employee Handbook

---

  8. Create an On-boarding Checklist

---

  9. Design an Organizational Chart Using Company Branding

---

  10. Create an Employee Skills Mastery Checklist

---

  11. Create an Employee Write-Up System

## The 2 Step People Firing Process

---

1. Write people up immediately when issues occur,

---

2. Do not engage with criers, liars, excuse makers, or thieves. Just say “It is not working out.”



“One lesson I learned (at Paypal) is to fire people faster. That sounds awful. I think if somebody is not working out, it’s best to part ways sooner rather than later.”

**ELON MUSK**

*CEO of Tesla and SpaceX*







---

Are you forgetting something?  
If you don't schedule and block  
out time to get something done  
it won't get done. What gets  
scheduled gets done.

Find Proven  
Templates at  
[ThriveTimeShow.com/resources](http://ThriveTimeShow.com/resources)



**Subscribe to the ThriveTime Show Podcast today  
to experience Business School WITHOUT the B.S.!**



## CHAPTER 15

## STEP 13

## DO YOUR ACCOUNTING



“A budget is telling your money where to go instead of wondering where it went.”

**DAVE RAMSEY**

*Best selling author and radio talk show host*



## 2 STEPS

to becoming a millionaire in the next 20 years without ever achieving a big win, winning the jackpot, befriending a leprechaun, riding a unicorn, joining a pyramid scheme, joining a ponzi scheme, going viral or building a hugely successful business.

1. Meet with a financial advisor and automate your pre-tax investing in an individual retirement account (IRA), or a Roth Individual Retirement Account.
2. Avoid Death for the next 20 years. (Stop, drop and roll. Look both ways before crossing traffic, Don't text and drive. Wear a helmet at all times. Eat organic. Don't smoke. Say no to drugs.





## REAL THRIVERS LIKE YOU

“So far we’ve generated \$63,600 of additional annual gross revenue as a result of the ACCESS plan you helped us create. We are closing in on \$10K in monthly revenue. I just signed up an additional ACCESS client and it’s the 2nd one that I’ve landed in the last 30 days from LinkedIn. And the only thing I’m doing on LinkedIn is the Myth versus Law and the Legal Mumbo Jumbo. I’m not doing any other activity. So that appears to really be working in that medium. So I’m making \$850 a month off of my free LinkedIn subscription. So I’m kind of excited. So I just wanted to let you know that some of what we are doing is working.”

Scott Reib | Attorney at Law  
ReibLaw.com



“What gets measured gets done.”

**GINO WICKMAN**

Best-selling author of *Traction*



## DON'T BE AVERAGE: THE AVERAGE ENTREPRENEUR WILL FAIL

Unfortunately, according to Forbes, “8 out of 10 entrepreneurs who start businesses fail within the first 18 months.” Most of these failures are caused by either their inability to sell something or their inability to account for anything.

<http://www.forbes.com/sites/ericwagner/2013/09/12/five-reasons-8-out-of-10-businesses-fail/#1ebcf5bb5e3c>



## THE EXCITING HISTORY OF TAXATION IN OUR COUNTRY

1862 - President Abraham Lincoln withheld taxes for the purpose of financing the civil war.

1872 - Tax withholding was abolished and the income tax was abolished totally.

1913 - Income Tax became permanent.

1917 - Withholding laws were repealed because it made employers the tax collectors.

1935 - Social security taxes were withheld by employees.

1943 - The tax withholding system was developed by famous economist Milton Friedman and others.

The amount of income tax that is withheld is determined by how an employee fills out their IRS form W4.

Well over half of the entrepreneurs that we have coached over the past decade have no clue what they are doing with their accounting, so they are behind on their taxes, their collections, payroll, and bills and it's not good. However, the good news is that we can teach you how to get your systems in order. In fact, we worked with one cosmetic surgeon who had over half a million dollars owed to him and a basketball coach who was being stolen from every month by his office manager without even knowing until business systems were put in place that revealed these facts.



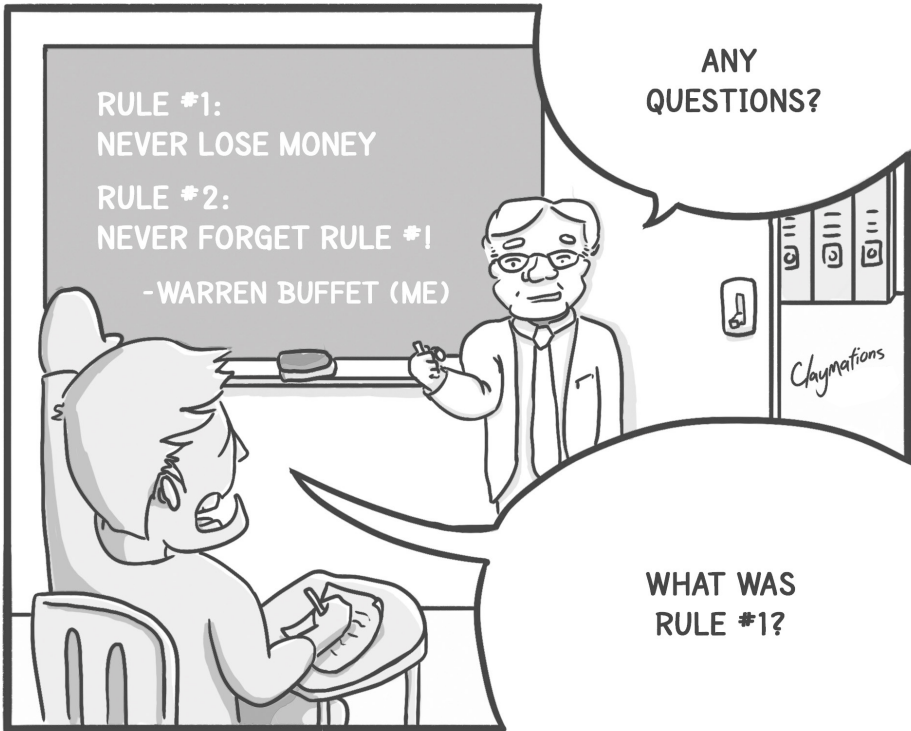


One of the former leading consultants for Kleiner Perkins, the venture capital fund that has funded Google, Square, and Uber once said, “I have learned from both my own successes and failures and those of many others that it’s the boring stuff that matters the most. Startup success is not a consequence of good genes or being in the right place at the right time. Startup success can be engineered by following the right process, which means it can be learned, which means it can be taught.”

## FAILURE TO DOCUMENT LEADS TO PERPETUAL CONFUSION



Once we help you build a repeatable system for managing and executing the boring stuff in business, you'll be off to the races with the peace of mind knowing where you are at all times.



## BECOME AN AUTOMATIC MILLIONAIRE

Automate your savings and you will win: If you decide to invest \$200 per week every two weeks for the next thirty five years you are on the planet and you earned an annual return of just 10% you find yourself as the proud owner of an account worth **\$1,678,293.78**



## 5 FINANCIAL SUPER MOVES

1. Schedule and block the weekly time in your schedule when you will sit down and look at your finances.
2. Schedule where you will sit down and look at your finances.
3. Schedule and block the weekly time into your schedule to meet with your bookkeeper.
4. Schedule and block the monthly time into your schedule to meet with your accountant.
5. Work with your coach to develop an accurate pro-forma, so that you know how much money you are going to make per customer, how many customers you need to break-even per month, and how many customers you need to achieve your financial goals.

## FUN FACTS ABOUT THE AMERICAN ECONOMIC SYSTEM:

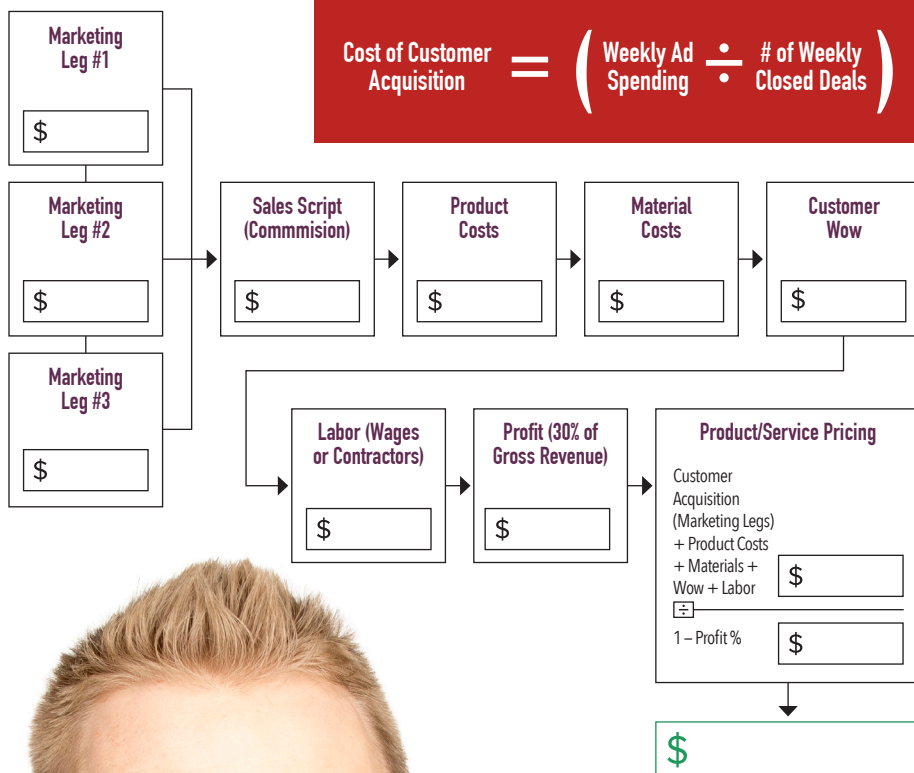
Since August 15th, 1971 the currency is no longer backed or supported by the gold standard. We now have a fiat currency. The word “fiat” is latin for “Decree or Let it be”

In November 1910 the Federal Reserve concept was created. The Federal Reserve was officially created by the 1913 Federal Reserve Act to inspire confidence in the banking system by people like you and me.

Government can now spend unlimited amounts of money by devaluing the value of your money. As an example \$27,000 in 1970 would be worth \$168,985.90. [Data.bls.gov](https://data.bls.gov)



# CALCULATE THE IDEAL PRICING FOR YOUR PRODUCT OR SERVICE



Am I saying that if you schedule a weekly time to sit down and look at your finances every week you will always know where you are at with your finances? This is some controversial stuff here. Hopefully the Russians aren't hacking my computer as I type this manuscript. If word of this gets out, the personal economy of the average American would improve dramatically...



## THIS IS YOUR TIME TO THRIVE

---

“Vision without execution is hallucination.”

**THOMAS EDISON**

---

“Action is the real measure of intelligence.”

**NAPOLEON HILL**

---

“You can’t build a reputation on what you are going to do.”

**HENRY FORD**

---

“The way to get started is to quit talking and begin doing.”

**WALT DISNEY**

---

“Quit being an intender and a pretender. Automate your savings today or retire as an overworked and broke human.”

**CLAY CLARK**

“

---

“Historically it has been challenging to find someday on a standard calendar.”

**CLAY CLARK**

*The founder of multiple businesses who never waited for “someday” to come*



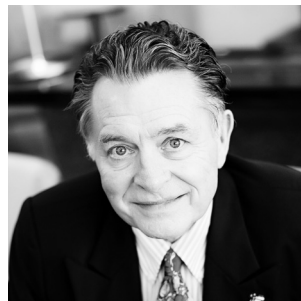
“

---

“One way to get priorities accomplished is to schedule them on your calendar.”

**LEE COCKERELL**

*Former executive president of Walt Disney World and Thrive15.com partner*



## CHAPTER 16

# YOU HAVE WHAT IT TAKES

## A LITTLE ENCOURAGEMENT FOR YOU



“An educated man is not, necessarily, one who has an abundance of general or specialized knowledge. An educated man is one who has so developed the faculties of his mind that he may acquire anything he wants, or its equivalent, without violating the rights of others.”

**NAPOLEAN HILL**

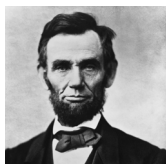
*The Best-selling self-help author of all time and the former apprentice of Andrew Carnegie.*



Doctor Z and I know that you have what it takes to become successful and you know that you have what it takes too or you wouldn't be reading this book. My friend, exposing yourself to this practical business training is the first step, but now you must begin executing and turning your dreams into reality by becoming a pig-headed diligent doer who won't stop until you get to that time freedom and financial freedom that you are chasing. Don't get distracted by the world around you and be sucked into this false belief that now is not the time and that someday things will be better. We all have only 24 hours per day and 7 days per week to work with and last time I checked, "someday" was not one of the days of the week. To build your faith, I've done the research and created a list of 73 famous entrepreneurs who went on to achieve massive success without a college degree. Whether you have formal education or not, you can achieve success. And this is your year to THRIVE!!!!

## FUN FACT

The following entrepreneurs and world-leaders struggled through life because they didn't have a degree from a fancy business college (forgive the sarcasm spasms):



### Abraham Lincoln

Despite not having earned the respect of his peers by obtaining a college degree, he went on to become a lawyer and president of the United States. Because he chose to be self-taught, he never did stop learning until the day of his death.

1832 - Lost job and was defeated for state legislature.

1833 - Failed in business.

1843 - Lost his attempt to be nominated for Congress.

1848 - Lost renomination for Congress.

1849 - Rejected in his attempt to become land officer.

1854 - Defeated for U.S. Senate.

1856 - Defeated for nomination for Vice President.

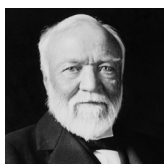
1848 - Defeated for U.S. Senate.





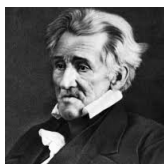
### **Amadeo Peter Giannini**

Despite not knowing what he was doing because he didn't have a master's degree from a fancy business college, he went on to become the multi-millionaire founder of Bank of America after dropping out of high school.



### **Andrew Carnegie**

Despite being an elementary school dropout, this man went on to become the world's wealthiest man during his lifetime. Amazing, since he couldn't possibly have known what he was doing because he didn't have a college degree.



### **Andrew Jackson**

This guy went on to become an attorney, a U.S. president, a general, a judge, and a congressman despite being home-schooled and having no formal education at all.



### **Anne Beiler**

The "Princess of Pretzels" went on to start Auntie Anne's Pretzels and to become a millionaire, despite having dropped out of high school. I bet she's disappointed she missed out on the once-in-a-lifetime experiences that so many college graduates with \$100,000 of debt enjoyed.



### **Ansel Adams**

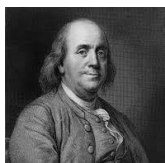
I don't know if you are into world-famous photographers or not, but if you are, you know that Ansel Adams became arguably the best photographer in the world despite not graduating from a college of liberal arts. I wonder how he even knew to take the lens cap off of his camera without a college degree.





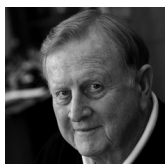
### **Barry Diller**

This dude may be a billionaire and Hollywood mogul who founded Fox Broadcasting Company, but I am not impressed with him because he does not have a college degree.



### **Benjamin Franklin**

This guy might have invented the Franklin stove, lightning rods, bifocals, and other assorted inventions while working as a founding father of the United States, but I can tell you that he had a hole in his soul where his degree should have been.



### **Billy Joe (Red) McCombs**

Red became a billionaire, but did he have a degree? No. And that is exactly why he doesn't get invited to any of those fancy alumni gatherings, which he would be too busy to attend anyway because he's off counting his money. Seriously, if he started counting the billions of dollars he made by founding Clear Channel media, he would never finish.



### **Bill Gates**

He started that little company that Steve Jobs fought. That's it. And he can take his \$53 billion and go buy boats, houses and stuff, but he can't buy the memories that he missed out on making by not graduating from college.



### **Coco Chanel**

She may have a perfume that bears her name, but I am not impressed with her because she doesn't have a degree.



### **Colonel Harlan Sanders**

This guy dropped out of elementary school and all he knew about was chicken. Sure he made millions, but I didn't truly have respect for him until he finally earned that law degree by correspondence.



### **Dave Thomas**

Every time I pull into Wendy's to enjoy a delicious snack wrap, I find myself thinking about what a complete waste of talent Dave was. He could have had trillions of dollars if only he had earned a degree.



### **David Geffen**

Like a true loser, he dropped out of college after completing only one year. My, his parents must be disappointed. I feel bad just writing about this billionaire founder of Geffen Records and co-founder of DreamWorks.



### **David Green**

David, oh David. I bet you feel bad about your billions and spend everyday living in regret because you do not have a college degree. I know that you took \$600 and famously turned that into billions as the founder of Hobby Lobby, but you could have been a good attorney or a bureaucrat or a politician we all could watch argue to an empty room on C-SPAN.



### **David Karp**

This guy's last name should be carp, because this bottom feeder obviously will never amount to anything – well, except being the multi-millionaire founder of Tumblr. If he hadn't dropped out of school at age 15, I would respect him more.





### **David Neeleman**

This guy started a little airline (JetBlue) to compensate for his lack of a degree. I don't even feel safe on the world's most profitable airline because its founder doesn't have a degree.



### **David Oreck**

David Oreck truly had a career that sucked. This college dropout and multi-millionaire founder of the Oreck vacuum company created vacuums that have sucked the dirt out of carpets for years.



### **Debbi Fields**

Oh, so sad. Little Debbie, the founder Mrs. Fields Chocolate Chippery, never knew the pride that one could feel upon earning a college degree.



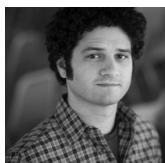
### **DeWitt Wallace**

DeWitt may have founded Reader's Digest, but I'm sure that he could not truly enjoy reading in an intelligent way because he never earned his college degree.

---

**EDITOR'S NOTE: It took Clay three weeks to alphabetize this list of college dropouts because he doesn't have a degree.**

---



### **Dustin Moskovitz**

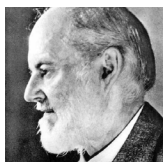
Dustin is credited as being one of the founders of that little company called Facebook that only moms, dads, cousins, kids, adults, and humans use. I bet he wishes he had stayed in school at Harvard.





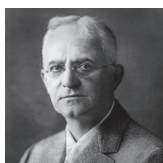
### **Frank Lloyd Wright**

Frank may have become the most famous architect of all time, but I cannot respect a man who never attended high school.



### **Frederick Henry Royce**

Okay, so a Rolls-Royce is a symbol of automotive excellence for many people, but this guy had to have been compensating for the fact that he knew nothing about anything because he was an elementary school dropout.



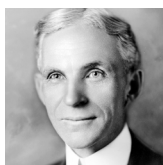
### **George Eastman**

Perhaps you are not old enough to know about the Kodak brand that used to control the world as part of the Illuminati. How George founded this little company despite dropping out of high school is beyond me. It's so sad.



### **H. Wayne Huizenga**

Wayne is a beautiful man and founder of WMX Garbage Company, and he also helped launch the Blockbuster Video chain. Good for him! Because without a degree, he was basically screwed.



### **Henry Ford**

Okay, so I've mentioned this guy in the book, but without a college degree, you can bet this billionaire founder of the Ford Motor Company was never respected by his father-in-law.





### **Henry J. Kaiser**

This multimillionaire and founder of Kaiser Aluminum didn't even graduate from high school. Think about it. Without a diploma, there was no way he could have become one of those pharmaceutical reps who delivers sales presentations and catering to doctors every day in exchange for their allegiance in writing prescriptions for the drugs the rep is peddling.



### **Hyman Golden**

This guy spent his whole life making drinks and millions. I bet you the founder of Snapple lived a life of regret while endlessly chanting to himself, "Why me? No Degree. Why me? No degree."



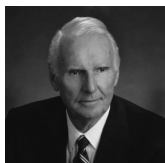
### **Ingvar Kamprad**

I believe IKEA's business model is in jeopardy. Their founder has no degree. The lines of customers are now so long that no one even wants to go there anymore. Oh...and he's dyslexic.



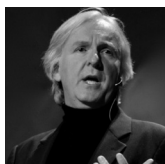
### **Isaac Merrit Singer**

This sewing machine inventor dropped out of high school because he was spending all his time sewing. I am SEW sorry for him.



### **Jack Crawford Taylor**

Although this man did serve honorably as a World War II fighter pilot for the Navy, I wonder what he is going to fall back on if his Enterprise Rent-a-Car venture fails.



### **James Cameron**

Avatar...overrated. Titanic...overrated. Winning an Oscar...overrated. But what did you expect from a director, writer, and film guy who dropped out of college?



### Jay Van Andel

A billionaire co-founder of Amway...not impressive without a degree. He does not know the meaning of life.



### Jerry Yang

Who even uses Yahoo anyway, other than the 20% of the world that does? This guy threw it all away and dropped out of a PhD program. I bet you he can't even spell "Yahoo!"



### Jimmy Dean

Food is so simple. You grow it. You eat it. You raise it. You kill it and eat it. How complex could it be if a man was able to start this multi-million dollar company after dropping out of high school at age 16?



### Jimmy Iovine

This man grew up as the son of a secretary and a longshoreman. However, at the age of 19 his ambition had become his mission. Obsessed with making records, he began working as a studio professional around the year of 1972 when a friend of his got him a job cleaning a recording studio. Soon he found himself recording with John Lennon, Bruce Springsteen and other top artists. In 1973 he landed a full-time job on the staff of the New York recording studio, Record Plant where he worked on Meat Loaf's *Bat Out of Hell* album and Springsteen's *Born to Run* album. He went on to be involved in the production of more than 250 million albums. In 2006, Iovine teamed with Dr. Dre to found Beats Electronics. This company was purchased by Apple for \$3 billion in May 2014. I hope he goes on to be successful despite not having a degree.





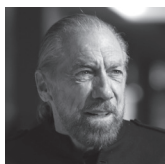
### **John D. Rockefeller Sr.**

So my son and I did name our Great Pyrenees dog after this man, but we wouldn't have named a human after him, because although Rockefeller became the wealthiest man in the world, he didn't have a degree and I judge him for this.



### **John Mackey**

The guy who founded Whole Foods Market, the millennial mecca of the great organic panic that has swept our nation, enrolled and dropped out of college six times. Now he's stuck working at a grocery store in a dead-end job.



### **John Paul DeJoria**

This man is the billionaire co-founder of John Paul Mitchell Systems and dude who also founded Patron Spirits. That's it. That's all he's accomplished. No degree.



### **Joyce C. Hall**

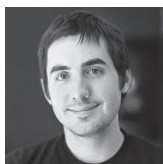
This guy spent his whole life writing apology cards to his family for shaming them by not graduating from college. When he wasn't doing that, he was running that little company he founded called Hallmark.



### **Kemmons Wilson**

This dude started the Holiday Inn chain after dropping out of high school. But then what? What's he doing now? Well he's not buying huge amounts of college logo apparel and running down to the college football stadium eight Saturdays per year while talking about the good old days with his frat brothers because he doesn't have a degree.





### **Kevin Rose**

This dude dropped out of college and started a company called Digg.com. I'm not impressed with his millions. I just want to see that degree.



### **Kirk Kerkorian**

I did see a Boyz II Men concert at the Mirage Resorts that this guy owns. But, I have never stayed at the Mandalay Bay resort that he owns in Las Vegas more than once. It's good that he owns MGM Studios because the closest he'll ever come to a degree is if he makes a movie about himself getting a degree. He dropped out of school in 8th grade.



### **Larry Ellison**

Larry is the billionaire co-founder of Oracle software company and he is a man who dropped out of two different colleges. Oh, the regret he must feel.



### **Leandro Rizzuto**

This guy spent his time building Conair and that was it. Now, just because he is billionaire, does he think we should respect him even though he does not have a degree?



### **Leslie Wexner**

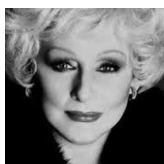
My wife buys stuff from the L Brands (the global retail empire that owns Victoria's Secret, Bath & Body Works, and Limited), but I am still not impressed with the fact that this law school dropout started a billion-dollar brand with \$5,000.





### **Mark Ecko**

If you are one of those people who has success based upon the success you have, then I suppose Mark Ecko is impressive. This multi-millionaire is the founder of Mark Ecko Enterprises, but he dropped out of college.



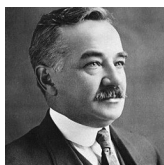
### **Mary Kay Ash**

I feel like Prince should have written a song about the pink Cadillacs that Mary Kay was famous for giving to her top sales reps. But I am not impressed with her because she didn't attend college.



### **Michael Dell**

He may be the billionaire founder of Dell Computers, but he probably doesn't feel like a billionaire since he never experienced the college joys of drunken music festivals and regrettable one-night stands.



### **Milton Hershey**

Like I always say, "If you drop out of 4th grade you are going to spend your entire life making chocolate." That is what the founder of Hershey's Milk Chocolate did.



### **Rachael Ray**

Her happiness and genuine love for people and food makes me mad because without formal culinary arts training, this Food Network cooking show star and food industry entrepreneur is just a sham.



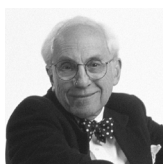
### **Ray Kroc**

He dropped out of high school, founded McDonald's, and spent his whole life saying, "Do you want fries with that?" So sad.



### **Richard Branson**

So he's the billionaire founder of Virgin Records, Virgin Atlantic Airways, Virgin Mobile, and more. But did he graduate from high school? No. He dropped out of his high school at the age of 16. So sad.



### **Richard Schulze**

He's the Best Buy founder, but he did not attend college. Doesn't he know that the investment in a college degree is truly the Best Buy you can ever make?



### **Rob Kalin**

Rob is the founder of Etsy, but who even uses Etsy other than all of the humans on earth? This dude flunked out of high school, then he enrolled in art school. He created a fake student ID for MIT so he could take the courses that he wanted. His professors were so impressed by his scam that they actually helped him get into NYU. Rob, you have to get it together.



### **Ron Popeil**

The dude who is constantly talking about dehydrating your meat and the multimillionaire founder of Ronco did not graduate from college.



### **Rush Limbaugh**

This guy irritates half of America every day for three hours per day. I believe that this multi-millionaire media maven and radio talk show host would be more liked if he had graduated from a liberal arts college and would have purchased a Prius pre-loaded with left-wing bumper stickers.





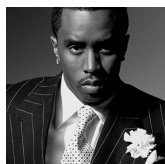
### **Russell Simmons**

This guy is co-founder of Def Jam records and the founder of the Russell Simmons Music Group. He's also the founder of Phat Farm fashions and a bestselling author. He didn't graduate from college because he claims to have been too busy introducing rap and hip hop music to the planet.



### **S. Daniel Abraham**

This man founded Slim-Fast without even having a degree in nutrition. Outside of the millions of people who use his products every day to lose weight, who is going to trust him with their health since he doesn't even have a college degree?



### **Sean John Combs**

The man who is en route to becoming the first hip-hop billionaire in part because of his ownership in the Ciroc Vodka brand did not graduate from college because he was spending his time discovering and promoting Mary J. Blige, The Notorious B.I.G., Jodeci, and other R&B stars. If this man ever wants to become truly successful, he will go back to Howard University and get that degree.



### **Shawn Fanning**

This is the music industry-killing devil who created Napster and went on to become a multi-millionaire. If he would have stayed in college, he would have learned to follow the rules.



### **Simon Cowell**

This famous TV producer, judge of people, American Idol, The X Factor, and Britain's Got Talent star dropped out of high school. He has been negative ever since. He obviously needs a college degree to calm him down because I've never met a college graduate who is mean.





### **Steve Jobs**

This hippie dropped out of college and frankly, his little Apple company barely made it.



### **Steve Madden**

Steve dropped out of college and now spends his entire life making shoes. He may be worth millions, but I'm sure that you and I are not impressed.



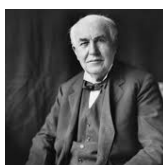
### **Steve Wozniak**

Okay, so I did know that Steve Jobs co-founded Apple with this guy and both of them became billionaires, but they experienced what I call a "hollow success" because they did not take the time to earn a college degree.



### **Theodore Waitt**

This man became a billionaire by selling a PC to every human possible during the 1990s. He may have co-founded Gateway computers but without a degree, how will he ever experience true success? I bet that he regrets not having a degree.



### **Thomas Edison**

Tommy Boy wasn't smart enough to graduate from high school, yet he was crazy enough to invent the modern light bulb, recorded audio, and recorded video. I am never impressed with crazy people who don't graduate from high school.



### **Tom Anderson**

This dude co-founded MySpace after dropping out of high school. He made his millions, but who ever had a MySpace account anyway?





### **Ty Warner**

I think the only thing weirder than collecting Beanie Babies is to have invented them. To cover up this weird Beanie Babies fixation, this billionaire has gone on to purchase real estate. College would have taught him that it is not normal for an adult to be interested in stuffed animals.



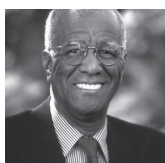
### **Vidal Sassoon**

This dude founded Vidal Sassoon after dropping out of high school. Had he graduated from college, I'm sure his product would have been better.



### **W. Clement Stone**

This guy started the billion-dollar insurance company called Combined Insurance. He then went on to start *Success Magazine* and write books to keep himself busy because he felt so bad that he didn't have a college degree.



### **Wally "Famous" Amos**

This man did not graduate from high school and spent almost his entire working career making people fat by selling them Famous Amos cookies. If he had graduated from college, he might have invented a product that makes people thin and able to live forever while tasting good, you know, like carrots.





### Walt Disney

This struggling entrepreneur who never really figured it out co-founded the Walt Disney Company with his brother Roy. He didn't even graduate from high school, which is probably why he spent his entire life drawing cartoons.



### Wolfgang Puck

Okay, so my wife and I buy his soup. Okay, so I have eaten at his restaurant a few times. But I can't respect a man who dropped out of high school at the age of 14. Yes, he's opened up 16 restaurants and 80 bistros. So what? Respecting people like this sets a bad example for kids because not everyone can go on to become a successful entrepreneur, but everyone can incur \$100,000 of student loan debt before finding a soul-sucking job doing something they don't like in exchange for a paycheck.

## MAKE THE WORLD A BETTER PLACE

Subscribe to the ThriveTime Show Podcast today at [www.ThriveTimeShow.com](http://www.ThriveTimeShow.com)



## ACTION ITEMS

1. Pass on what you've learned by writing a Google Review. search for "ThriveTime Show Jenks" on Google Maps and write a review today!
2. Don't miss a radio show or podcast. Subscribe on iTunes at ThriveTimeShow.com.
3. Get all of the interactive downloadables by signing up today at ThriveTimeShow.com.



## WANT MORE?

Check out the **Ultimate Textbook for Starting, Running & Growing Your Own Business!**



### Start Here

NEVER before has entrepreneurship been delivered in an UNFILTERED, real and raw way... until now. This book is NOT for people that want a politically correct and silver-lined happy-go-lucky view of entrepreneurship. That's crap. Supported by case studies and testimonials from entrepreneurs that have grown their businesses all over the planet using these best practice systems, former U.S. Small Business Administration Entrepreneur of the Year, Clay Clark, shares the specific action steps for successful business systems, hilarious stories from situations that every entrepreneur faces, and entrepreneurship factoids that are guaranteed to blow your mind.

## Invite a Friend to Join You at the World's Best 2-Day Intensive Business Workshop

Get specific and practical training on how to grow your business

[www.ThriveTimeShow.com/Conference](http://www.ThriveTimeShow.com/Conference)



## WANT ONE-ON-ONE MENTORSHIP AND BUSINESS COACHING? VISIT [WWW.THRIVETIMESHOW.COM/COACHING](http://WWW.THRIVETIMESHOW.COM/COACHING)

Let our team help you execute your action items and guide you down the proven path (see ThriveTimeShow.com)

