

# **THE 3 HABITS**

**THE *REQUIRED*, SELF-MASTERY HABITS  
FOR CONSCIOUS FLOW CONTROL  
FOR PROFITABLE PRODUCTIVITY**



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## THE REQUIRED, SELF-MASTERY HABITS FOR CONSCIOUS FLOW CONTROL FOR PROFITABLE PRODUCTIVITY



Hi there! I'm Clay. Congratulations, and WAY TO GO on downloading this EBook! You will discover how to build the CORE habits of the productive, successful, and influential. I've spent decades training adults to perform in the zone and accomplish "impossible" tasks, on demand. These 3 habits are the foundation to creating the business or lifestyle you desire...and deserve!

These habits will unleash all of your education and experiences, giving you the willpower and know-how to consistently and CONSCIOUSLY crush your goals! In order for this to work, you must...

### CONCEIVE

- It's possible for you to become and stay insanely focused & productive!

### BELIEVE

- You now have the secret to grow and master these habits!

### ACHIEVE!

- In other words, *ACTUALLY* get it done!!!



# HABIT #1: MEDITATE

**ProTip: It's not what you think it is!**

## **! WARNING !**

**THIS IS CRUCIAL:** DO NOT distract yourself from simply STARTING! Most people have an image of "meditation" in their minds. Do not allow your preconceived notions or beliefs to influence your ability to SIMPLY START building this habit! Prayer, deep breathing, yoga, and yes - exercise... it's all a form of meditation. Pick a form that works for you and GO!

## **THE CHALLENGES:**

You may encounter several different challenges.

One might be that you tried before and it didn't help. Well, you didn't do it long enough or "right." And by "right," I mean: RIGHT FOR YOU. This is a lifelong practice you are starting. Allow yourself time to find what works best for you. Heck, it's going to change and evolve anyway so - *JUST START!*



Next challenge is usually "time". People complain that they simply CANNOT sit still for half an hour. OK, how about ONE minute? (*I know you spend more time than that sitting on the toilet. Just do it without your phone!*) Seriously though, don't expect to be able to meditate for half an hour straight away.

Start with what you are COMFORTABLE with and grow from there.

**Next challenge** - I tried and my mind KEPT interrupting me with random thoughts. I can't sit there with a "clear mind."

Me either.

A "clear mind" is not the point of meditation. You'll NEVER be able to stop random thoughts from popping into your head. *(One trick is noticing how the time between the interrupting thoughts grows as you practice!)*

**The point of meditation is awareness, not stopping interruptions. Try paying attention to how you FEEL about the thought that interrupts you.**

When it happens, acknowledge, accept, and simply *thank that thought* for being there. Then return to whatever it was you were focusing on until you finish your session.

You'll eventually start noticing the random thoughts slow down, and hopefully soon, you'll notice that you're able to be more focused and present throughout your day.

Remember, everyone is at a different place with their understanding and their practices. That means, forgive yourself, ENJOY!

## **THE PRACTICE:**

There are an infinite number of resources online for you to explore.

For me, when I started, I had to be focused on my breathing, while stretching, with a guided meditation track playing! My mind was SO eager to wander that I had to have multiple things happening to allow my brain to bounce between them. Now, I spend at least an hour a day in quiet meditation where I am focused on one thing for 20 plus minutes at a stretch!

Start somewhere! Start - and build YOUR practices YOUR way!

Here are some resources and apps to get your started...



# MEDITATION RESOURCES

**ProTip:** The world's highest performers are meditating daily. What will it take for you to decide to master this habit? Don't stop with one test. If one tool doesn't work for you, cool!

Try another, but don't stop until you find what works for you!

## TOOLS / APPS:

**Insight Timer** - My current, favorite App and tracking tool!

Almost INFINITE number of guided, sound bath, and even simple silent timer options!

GREAT 'start meditating' courses as well!

**LINK - <https://insighttimer.com/>**

**Headspace** - MANY Love this app, not my favorite, will it be yours?

**LINK- <https://www.headspace.com/>**

Other infinite resources:

Good Ole' GOOGLE:

**<http://bit.ly/beginnermeditationlinks>**

YouTube:

**<http://bit.ly/YTbeginnermeds>**



Part of my morning routine  
in sunny San Diego CA!!

# MEDITATION RESOURCES

**Get IT DONE** - The overwhelming majority of people don't do what they know they 'should' be doing, until they understand **WHY** they need to be doing it. **YOU, KNOWING** you are making a difference, helps you **BE** that difference maker in your life!

## IMPORTANT READING / TIPS:

### WHY MEDITATE?

Two **CORE** reasons to meditate (for the purposes we are focusing on):

#### 1. **Awareness** -

Before we can change something, we must first be aware of the change needed. Symptoms, indications, **AWARENESS** of the tiny details is the most important reason we meditate.

#### 2. **Rewiring** -

Once we are aware of the core mis-wiring, **THEN** we can go to work on changing that wiring! Of course, meditation is a **KEY** tool in that process!

#### 3. **Other reading from Clay** -

Tip Your Scales -

**<http://enthusiasticclay.com/are-you-actively-tipping-your-scales/>**

Elephant in the Room -

**<http://enthusiasticclay.com/the-elephant-in-the-room/>**

Draw YOUR Line -

**<http://enthusiasticclay.com/where-is-your-line/>**

Dreams and Goals -

**<http://enthusiasticclay.com/dreams-without-goals/>**



PLEASE read and understand these **KEY** words - and **GROW** your habit.

# HABIT #2: JOURNALING

Question: what causes MORE of your brain to activate:  
imagining, speaking, or writing?

## TRY THIS:

1. Close your eyes and picture a purple elephant.
2. Close your eyes and SAY "purple elephant."
3. Grab a pen, paper, and write "purple elephant."

By the time you finished the first 'P', writing, you engaged THOUSANDS OF TRILLIONS more neurons than imagining or speaking!  
WRITE to engage, program, rewire, and CONTROL your mind!

## WHY NOT?

Here's the top challenge people usually face with this habit: "I don't have time." (noticing a recurring theme yet?)

Yep, you are 100% correct! You do NOT have any more time than any other person on the planet!

If EVERY successful person out there tells you to dedicate time to this practice, and they do this habit... you can too. (*Sometimes they don't call it journaling, but EVERY one of them writes in one way or another*) So, if they ALL do it and promote it and YOU don't have time, but they do... maybe you should just stop reading this now and WRITE something? :-)

Well then, Clay, HOW do I do it if I don't *think* I have time?!?!

**THAT** is a GREAT question! Answer - START EVEN SMALLER!

I'm going to share resources that enable you to spend anywhere from 1 minute to hours per day on your journaling habit. START SMALL! (like ONE sentence small - I dare you!)

Again, as with meditation, do NOT allow yourself to be distracted by negative thoughts like "I'm not using the 'hour per day' option, so I'm not good enough to journal at all!" Uh huh...

SCREW THAT!

STARTING and GROWING the meditation and journaling habits are the first 2 of the 3 most important habits you MUST start and develop!!!

Like meditation, this is not a "once-in-awhile", or, "for-a-little-while" habit.

This is a lifelong practice you will grow to master and make perfect for you!

## **THE PRACTICE:**

Start small -

First, do you currently WRITE lists? Outlines? Jot notes to loved ones, or co-workers? These are forms of writing - journaling!

No, not texting. The act of holding a pen or pencil, placing it on the paper, holding and pressing, and moving with just the right amount of force - all these things require neurons! All these things activate your mind in a very specific and deep way, unlike typing...

THIS is the single largest lever most of us will ever experience, in regards to rewiring our minds!

Start small - With any habit, most will shoot too big and fail to stick a healthy start! So start smaller than you think you 'should'.

If you're not already locked in with a journaling habit, the first question is: WHEN?

Beginning of the day, End of the day, lunch, after work? When would you most enjoy testing this habit first?

Then, read below for exercising gratitude with this habit - but for now, start! Even if you ONLY start with 15 seconds, 30 seconds, 2 minutes - it doesn't matter - START WRITING, consistently, at the same time, every day... even for JUST a moment!



# JOURNALING RESOURCES

**FYI:** There are a LOT of options out there for journaling! You may recall seeing the word 'infinite' a time or two. It's back!

You, writing anything, is journaling.

THE question is: how effective is your journaling for YOU and YOUR JOURNEY? Keep growing this habit to maximize YOUR PERFORMANCE!

## RESOURCES

Here are a few articles many have found to help, dramatically.

These exercises have the most impact when we use a journal, pen and paper and slowly think through the questions!

### Mirror Mirror Exercise

(warning, this may cause significant and dramatic 'ah-ha' moments!

**<http://enthusiasticclay.com/mirror-mirror-every-where-theres-a-freakin-mirror/>**

### 5 Steps to Change Beliefs

THIS is the most often used procedure across all previous clients, simplified:

**<http://enthusiasticclay.com/5-steps-belief-change/>**

## JOURNALS

**<https://www.highperformanceplanner.com/>**

**<http://thefreedomjournal.com/>**

**<http://bestselfco.myshopify.com?rfsn=266376.8af82>**



Variety! Test a variety, colors, shapes, sizes - find what works best, for YOU!

# HABIT #3: GRATITUDE

I was SHOCKED seeing the brain scans and data on  
HOW IMPORTANT this habit is!

## DID YOU KNOW?

Every religion, at it's core, teaches ONE consistent thing: Gratitude with this present MOMENT. Every other new age, or old school eastern philosophy that you can find as well! Every guru living their truth - ALL of theaching comes down to: 'Are You Grateful, NOW! (REMEMBER - this does not mean you are 'satisfied', or even 'happy', but yes - **GRATEFUL**)

## FIRST THINGS FIRST:

Some people immediately say, "*That's not a habit, that's a feeling!!*" Ok, You got me!

The "habit" is developing a persistent *feeling* of gratitude. That is accomplished through intentional, conscious, daily activities focused on... gratefulness, duh.

To start, simply use gratitude as a tool in your meditation and journaling habit. Then, expand those habits, and the habit of being thankful for things.

One habit I really enjoy is "first conscious thought". When you wake, right between between asleep and awake. When you FIRST realize you're awake and conscious, simply ask yourself: "*What am I thankful for right now?*"

My first answer is usually either the bed, blanket, or pillow! But quickly that turns into thinking, thankfully, about my partner. Then it eases into other aspects of life... you'll enjoy this one!

I keep asking: "What am I grateful for right now?" until something surprises me, then I ask: "Why am I grateful for THAT!?!?, NOW??"

Crazy things will arise from your unconscious - enjoy it! Be grateful. :-)

## ANOTHER PRACTICE:

After all these years helping others start and grow these habits, this ONE exercise was sooooo simple many people didn't even try it - turns out, it was THE ONE!

Those that used this habit, have all been blessed with SHOCKING results! (Find Stratos' message: "A Warning to the Unfaithful"!, or Casey's success story here: [Testimonials](#))

Grab pen, paper, and set a timer for 1 minute.

Start listing things, in your sight, that you feel thankful for.

After 1 minute, stop, and reset the timer for 10 minutes.

Randomly, or consciously, pick just one of the things on your list and explain, in writing, for the next 10 minutes, WHY you're thankful for it!

This has become a STAPLE "go-to" practice for many of my clients as a way to instantly shift their mindsets and state! You can even spend a whole half hour explaining why you're grateful for... YOUR STAPLER! :-)

This can be applied anywhere - first thing in the morning, or in the evening just before bed, between work and home, after work before gym, before a work session! it's versatile, nimble, and SUPER EFFECTIVE!

Casey is my favorite, clear, result so far. Her 'response time' is almost immediate - after applying this gratitude practice, she DOUBLED her output, in HALF the time! And, she was almost overwhelmed with new clients! (<https://enthusiasticlay.com/client-testimonials/>)

YOUR mind's view of the world not only matters - it's THE only thing that matters! Are you grateful? If not, then why are you expecting more things to be grateful for?

# GRATITUDE RESOURCES

**Case Study:** Casey, Stratos, Dylan, Rex, MJ, Alison, Linda, Eric, Aaron, Trevor, Ryan, Nigel - And countless others will attest: Simply increasing the quantity of time they focused on, and felt, gratitude resulted in desired and dramatic changes in their lives...

## ARTICLES:

I read these deep studies, so you don't have to -

*Summary:* Gratitude is Good For You!

<https://www.frontiersin.org/articles/10.3389/fnhum.2017.00599/full>

<http://www.jneurosci.org/content/38/21/4886>



What can YOU be grateful for, right now?

## FINAL WORD:

I truly believe these 3 simple and easy-to-implement habits really do change lives.

Gratitude especially.

All you have to do is look at what your heroes say. I guarantee every amazing person that impresses you, at one point or another, spends time being thankful for things, and attests to this dramatically impacting their world.

If you are reading this now, you have an opportunity. Please don't wait. It took me 25 years, countless hours of struggling, years wanting, desiring, and working to learn what matters - THESE habits are it! And, you have the opportunity to start taking action on now.

Simply start growing these keystone habits and you can accomplish anything! - **CLAY**

# DON'T STOP NOW!



## USE THE 3 HABITS TO MAKE MORE MONEY AND HAVE MORE TIME -

- Focus and Productivity

Online Course

LEARN MORE

[www.EnthusiastiClay.com](http://www.EnthusiastiClay.com)

## ARE YOU READY TO...

- Make More Money?
- Have More Time?
- Take control of your life?

## JUST TWO EXAMPLES

"I thought that mindset stuff was bullshit... I was so wrong... It's shocking!"

"It's cheesy to say, but he's changed my life and the way I live it."

— Trevor Page,  
Founder & CEO, How To Program With Java

"When I first met Clay I was \$50,000 in debt I've got 3 kids so I was DESPERATE. ... I learned how to create my publishing business. ... my wife and I are completely free... I owe so much of that to Clay."

— Ryan Jett, Founder,  
Day Drankin' Press (Publisher)

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## STAY CONNECTED!



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