

# What Matters the Most to You?

*Discover Your Essential Core Values  
in Life and Uncover the Secret  
to Motivation, Contentment, and More!*



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# What Matters the Most to you?

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### **Discover a part of yourself that you may not yet know**

When you feel as though your life has lost its way – when you feel as though there is so much you can be achieving, and that your happiness is just out of reach – you need to find a way to get your life back on track. You need to find out that special something that will put your life back where you want it, focusing you back towards your goals and helping you live a life of complete contentment.

Coaches and experts have been focused for years on what can help keep people on track and motivated. They have gone through a number of different ideas using trial and error to try to find a way to give people that focus they are looking for. What they have discovered is that one of the main secrets towards putting your life back on track is to understand that in many ways you already have what you need. You simply need to discover a part of yourself that you may not yet know.

### **The Secret to Motivation, Contentment, and More**

What experts have found is that the truth to keeping yourself focused on the best path for you and enjoying a life of complete abundance is about getting to know a part of yourself that most people keep locked away. You need to get back in touch with your core values and principles.

Your core values can best be described as your “truest you.” They are essentially the most accurate representations of who you truly are, what really makes you happy, and what actually motivates you. When you think about what would make you happy, your mind often focuses on basic things:

- Money
- Freedom
- Love

But while there may be some aspect of these values that calls to you, the reality is that most people do not really share these values. Most people want something else – something that isn't really described by these terms.

One of the best examples is when it comes to shopping. When you go shopping, you look at some new clothes at the store, such as a jacket, shirt, shoes, pants, etc., and you think to yourself: I want that, it would make me really happy to buy it. In this case, your belief that buying that item of clothing is what you need to be happy.

Let's say that you do buy it, and you're happy. You bring it home and wear it once or twice. Maybe you even wear it often for a month. But after a while, you want to go to the store again, and look for yet another item of clothing. You believed that the item you bought would "make you happy" but that happiness was temporary, and the joy you receive from it was fleeting.

That is because things like money, shopping, and buying things are often not truly a part of your core values. If they were, you would continue to get immense joy from those clothes every day, and you wouldn't need to go back to the store and buy something else brand new all over again.

## **Core Values and Abundance**

Your core values are designed to help you locate the things that will make you permanently happy. They are there to help you find out what you, your mind, and your heart all really desire. Doing so is the most important step towards giving your life direction.

It is with that in mind that I have created the core values game. This game is designed to give you a unique, fun, and interesting way to help discover your core values. This game will force you to go deep into your mind to parcel out the values that are really most important to you. At the end of the game, you'll receive a list of values that you can use to make sure that you're making all of the right choices and find ways to get abundance.

## **How Important Are Core Values?**

It's hard to believe how important core values are to living your life the right way, but it's clear that core values – and in many ways, losing touch with your core values – can have a drastic effect on your life. The problem is that today's society is one that pushes its own values on you. It's one that causes cynicism and misplaced values that take you away from your ability to live a life according to the things that are most important to you.

The idea behind core values has long existed in the business world. They are the "Operating philosophies or principles that guide an organizations internal conduct as well as its relationship to the external world." BusinessDictionary.com goes on to define core values as "usually summarized in the mission statement or in the statement of core values." The idea is that, in business, there are both written and inherent values that drive the operation of the business. When decisions are made in line with these decisions they are more likely to become a serious company. When they are not, they become an idea that is destined to not receive the desired result.

That is why you need to discover your core values – to make sure that your own decisions are on your core values track. Having that list can and will act as an important tool towards helping you achieve happiness, abundance, and goals in life, and that is why it is important that you play The Abundance Coaching Values Game – a game that will help you uncover the values that are most important for you.

## **Time is a Non-Renewable Resource**

In the government today, there is a lot of talk about non-renewable resources. Oil, for example, is considered a non-renewable resource. But that's not actually true. Oil, like most "non-renewable resources," can actually be renewed. They simply take thousands upon thousands of years to renew.

But there is one non-renewable resource: Time

Every day that time passes without you working to achieve your goals is time that you'll never get back. It is important that you do not dwell on what you have been unable to achieve, but it is also just as important to make sure that the rest of your days are focused towards the things that will bring you serious, tangible happiness.

That is what core values are designed to do, and why taking The Abundance Coaching Values Game is such an important step. Time on this earth is limited, and you need to make sure that every passing day is focused on the activities that are going to bring you everlasting contentment.

### **Core Values Can Prevent Distractions and Give Your Life Focus**

Another reason to find out what your core values are is that every day you are faced with considerable distractions. Some of these distractions are minor, such as a tight deadline at work or a small disagreement with your significant other. Others are much larger. But regardless of the size of these distractions, it can become very easy to lose sight of what's important. It can cause us to fall into the trap of living each day in an "I'm just trying to get by" mode, instead of a "let's see what great things I can achieve today."

These same distractions can also influence our judgment, and cause us to make decisions that may not be in our best interests. In many ways, these distractions give you misplaced priorities. When you live every day as though you're trying to survive, and not live every day according to what will make you happiest, you are going to be unable to reach excellence. All of these distractions give you an unbalanced life – one that avoids the important things and focuses too much on the less important.

That is another major benefit of these core values, and why taking The Abundance Coaching Values Game is such a worthwhile tool. Your core values give you the opportunity to re-examine your priorities and prevent your focus from becoming too scattered.

### **Living with a Scattered Focus**

The effect of living with a scattered focus is pronounced. Without clear and defined priorities, you begin to jump from task to task without seeing something through. You say "this looks interesting" and as you're working toward it you see something else and you say, "oh, this looks more interesting!" and you jump to that project instead. You keep jumping, never finishing what you started, and always finding your joy elsewhere.

The more you jump from idea to idea, the more likely you're going to fail. No one succeeds at starting a business by quitting in a month and starting a new business. No one has a successful long term relationship by dumping their current partner every month for a new one. You have to stick with the things that you want to achieve in order to see them through to the end.

### **Why We Skip Around and Lose Focus**

This of course brings up an important question – why do we skip around from job to job, project to project, goal to goal? Why is it that we lose our focus and look for new motivations elsewhere?

The answer is because the decisions you are making are not aligning with your core values. When you are not making core values decisions, you are not going to be able to keep yourself dedicated and focused on those ideas. The excitement you got from the idea is usually due to three things:

- The excitement of trying something new.
- Misconceptions of what the activity will bring to your life.
- What you feel like the end result will look like to others.

Essentially, the excitement you had was due to things that are not your values – not your true desires – but rather the values you see in others and the natural energy one gets from believing that something new is going to change their life.

It won't. Eventually the excitement of trying something new wears off and reality kicks in. Soon, because the decision was not in line with your core values, you lose interest. It's like buying the new clothes as a way to be happy. Shopping is not a solution to long term happiness because the only joy you get is the excitement of getting something new, and when that wears off, you are left with nothing.

Time will pass. Days, weeks, months and years. Suddenly, after trying a million new things and/or giving up on looking for things that will make you happy in the long term you will eventually find that when you look back on your life it is one of regret, because all you did was try things without seeing them through.

You need to regain your focus. You need to see something that truly calls to you and see it through to its end. That doesn't mean that you need to stay motivated on the goals you have. Rather, it means you need to find goals that are truly important to you – those that are a solution to the question of what will provide you with consistent, long term happiness.

That is what discovering your core value is designed to do. You find what is truly important, and use that information as a filter to ensure that every decision you make is going to bring you considerable happiness. If you know the goals you aspire to are going to make you happy, you will never lose your motivation or your joy in working to complete them. The activities themselves will bring you contentment, and you will have a much easier time working towards achieving your dreams.

### **When You Know Yourself You Like Yourself**

We talk a lot about goals, because goals are how we achieve greatness in life. Indeed, for things like long term happiness, goals are very important. When you are working towards the things that make you happy, you will find that more doors open up for you. In many ways you will be creating luck, because you will be constantly putting yourself in situations that allow great things to shine upon you.

But another important part of finding out your core values – and another reason to play The Abundance Coaching Values Game – is because the truth is that people that know themselves are also people that like themselves more.

Core values are your key to knowing yourself more intimately. Far too often people don't know themselves. Instead, they look at themselves by comparing themselves to others. "I'm not as rich as this person" or "I'm not as beautiful as that person." People compare things like:

- Money
- Fame
- Looks
- Relationships
- Skills

The problem is that if you always compare yourself to others, you will always come up short. That is because you are purposely picking out people that have reached their own dreams or visions, and using that to confirm the negative thoughts you have. It will cause you to be bitter, jealous, and like yourself less.

And this is unfair to you, because what other people have has no bearing on your own happiness. When you are constantly comparing, you are losing track of who you are really are. But if you start to know yourself more, you'll also start to love yourself more. You'll see what makes you unique, and how you can catapult that uniqueness into greatness. Learning your core values through The Abundance Coaching Values Game, you will be able to learn what you have to offer yourself, and eventually you will learn to love yourself.

### **Core Values Contribute to Life Satisfaction**

When we talk about learning your core values through The Abundance Coaching Values Game, what we are ultimately looking to do is provide you with life satisfaction. The goal is for you to live every day experiencing a level of happiness that you'll never regret, and ultimately leading life that you will think of with a true fondness, knowing you accomplished the things that were most important to you.

This is life satisfaction at its finest. It is the idea that if you continue to engage in activities that mean something to you, then every day in your life will feel like a blessing. There is a chance that you have already been experiencing this level of happiness. If so, excellent! It's possible that you are living a life that is already directly in line with your core values. Not everyone has strayed from their own personal path.

But for many – possibly even most – you have likely been living a life that does not correlate with your core values. Most likely, you have been living a life that based on what you believe your values should be, but not what they truly are. Or you may have been so overwhelmed by cynicism that you have given up on trying to reach any of your dreams in the first place. This is living a life that is not giving you satisfaction.

- You should be waking up every morning knowing it is going to be a great day.
- You should go to bed every night pleased with the day you had.

Of course, even with the best planning there are ups and downs. No one can control 100% of their surroundings. But what you can do is put yourself in the best position to give yourself satisfaction every day. That is what uncovering your core values does for you. It puts you on a path toward long term happiness, and that is ultimately what everyone wants in life.

## **Giving Your Core Values a Priority**

Once you have taken the core values game you are going to be given a list of values. These are your core values. These are the values that mean the most to you and have the most importance in your life.

But not all values are created equal. It's possible to uncover your core values and find that one core value is more important than the other. Once you have discovered your core values using The Abundance Coaching Values Game, you have the opportunity to take them a step further. You'll be able to prioritize your core values in terms of what is most important.

This is valuable because on occasion your core values may conflict. This is natural, because not all core values are created equal. You can probably think of many times in your life where you have had to make a decision with no 100% right answer, and you have to choose the answer that is best for that situation.

You don't want to leave your decisions up to a coin flip. Instead, you always want to choose the choice that puts you in the best situation for long term happiness.

That is why another important step with The Abundance Coaching Values Game is going to be prioritizing your values. Prioritization helps you use those values in the way that are best for you. It will provide you with the right path to go towards when you are making your decisions so that in the end you make the best choice for your long term values far more often than making a wrong one. It will also help make sure that you always have the peak motivation going into any endeavor you decide to undertake.

## **Using Your Core Values as a Filter**

Once you have discovered all of your core values through The Abundance Coaching Values Game, you will be able to start doing one of the most important long term tasks to undertake. You will start to use them as a filter through which to make decisions.

As you go through your activities in life, you always want to be able to answer the following question confidently:

- Why did I make this decision?

This is the most important question that you will have to ask yourself with every choice you make, and you need to have an answer that is greater than "it seemed like a good idea at the time."

What finding out your core values through The Abundance Coaching Values Game does for you is that it gives you that very important answer. You are making these decisions because they are in line with your core values, and that means they are what you truly want. Not what you want right now, but what you want today, tomorrow, the next day, and onward.

When you use your core values to make decisions you are able to live a life free of regrets, because you are always making the right decision.

Does that mean that everything will always turn out perfectly? Nothing is ever so cut and dry that it succeeds 100% of the time, but if you are making the right decisions for you, you will never regret your decision, because it was made for all of the right reasons. Here's an example to illustrate why this is so important.

*Let's say there are two lottery tickets, and you can only buy one. The first lottery ticket has a 50% chance of winning – meaning that you have a 1 in 2 chance of winning a great prize. The second lottery ticket has a 1 in 100 chance of winning, and the prize is exactly the same. Which lottery ticket do you choose?*

*You always, always choose the lottery ticket with the 1 in 2 chance. Why? Because it is the right decision. It is the decision that makes the most sense and the one that is in your best interests. It has the best odds for the same reward, making it the smartest choice you can make. Win or lose, it doesn't matter – It doesn't even matter if you would have won if you bought the 1 in 100 ticket – you made the right choice by choosing the lottery ticket that gave you the best chance to win, because you made a good decision that was in your best interests. You will never, ever have a reason to regret that choice.*

That is what living your life by your core values does for you. It ensures that every decision you make is the right decision or you. That is why you will be able to live your life without regrets. Not only will more things go your way, because at your core you will want the outcome you achieve – you will also not regret the things that don't go your way, because you will know you still made the right choice.

### **Discovering Your Essential Core Values in Life**

This is why your essential core values are so important. They are a filter for your decisions to make sure that every decision you make, no matter the outcome, is always within your best interests. They are a way for you to get to know yourself better and ultimately love yourself more than you ever have before. They are a solution to how to find satisfaction with everything you do to life and a motivator to help you achieve your goals.

These core values are more than simply words that describe your true self. They are a solution to how to live your life in a way that you can be proud of, and find yourself making all of the right decisions in your life to put you on a path towards long term abundance and happiness. Your core values are powerful tools, and as such they are there for you to change your life towards one that is dedicated to your own considerable happiness.

This is why I created The Abundance Coaching Values Game. This game is designed to challenge you to think about yourself more than you have ever thought about yourself before. It is here for you to absolutely discover your core values completely, so that you can get a focus in life and give yourself that clarity that will help you achieve greatness and happiness.

Once you've discovered your true core values, you will be able to put them into action, doing such activities as:

- **Using the Core Values as a Filter** – Any time you are faced with a life decision, you will have the opportunity to compare these decisions against your priority list and make sure that they are the right decision for you.

- **Reassess These Values** – Sometimes you may have core values that work against what you want your life to become, or against your best interests. You can reassess these values and find ways to introduce the values you do want into your life.
- **Assess Your Values** – Core values in life may change as you get older. Having kids, retiring – these are all major life changes that can change your values as well. You may decide that you a core value that used to be lower on your priority list becomes higher over time. Knowing your values allows you to feel when things change.
- **Maintain Your Focus** – Once you know what your core values are, you will be able to use them as a motivator for everything that you do. You can even make sure you surround yourself with people that contribute to these values. Knowing your core values allows you to create the perfect life for yourself.

It's amazing how much your core values can improve your life, and The Abundance Coaching Values Game is there to help you find those values and turn them into action.

### [Play The Abundance Coaching Values Game](#)

By now, you should realize how important this Abundance Coaching Values Game truly is. Your core values and principles are at the heart of everything you do, and straying from these values is the number one reason that you are not where you wish to be in life. The Abundance Coaching Values Game will be released in full in 2015. If you have received this report then you are also on the waiting list to be informed by Scott Epp and Abundance Coaching when the game is complete to be played by you!

Discovering your core values can bring you incredible life changes. But before you can experience those life changes, you need to play the game. I made sure to turn this game into something that is designed to be life altering – to put you on the path that you truly desire so that you can achieve the success you have always hoped to achieve.

- When you feel like your life needs to be back on the right path.
- When you feel that your focus is scattered and you're not focused on what matters.
- When you have regrets in life and no longer want regrets ever again

You will find that The Abundance Coaching Values Game ability to ensure that you find the right path, maintain a pinpoint focus, and never have regrets again. Discovering your core values is one of the most important things you will ever do, and The Abundance Coaching Values Game is one of the most enjoyable ways to discover those values. Play the game today, and experience long term benefits starting tomorrow.

To your everlasting Abundance,

Scott Epp