

*Here are three sample tones we've prepared. We picked one passage and rewrote it three times. As you read them, please imagine the explanations, examples, and exercises all rewritten with this tone. Then assess their effectiveness and enjoyability accordingly.*

[Tone 1](#)

[Tone 2](#)

[Tone 3](#)

## Tone 1

2 min read

Throughout history, humans have been driven by their passions, beliefs, and values. From the ancient philosophers to the modern-day entrepreneurs, those who have found genuine fulfillment in life have done so by articulating and living out their values. Yet, today, many of us find ourselves feeling unfulfilled, despite having the many of the same ambitions and passions as those who have come before us. What's different?

The answer lies in the way we approach our values and beliefs. We find ourselves stuck in distracting societal pressures, preventing us from adopting values-based living for genuine fulfillment. What is values-based living? It is a way of approaching life that is focused on cultivating your own core values and beliefs. It is about recognizing that your values are unique to you and that you must apply them to the subjective and consequential decisions in your life. To adopt values-based living is to trust yourself and your values and to make decisions that are in line with them.

Unfortunately, the path to values-based living is not an easy one. We are surrounded by comparison traps and external voices that make it difficult to articulate, prioritize, and apply our values to our lives. And yet, if we can find a way to make values-based living accessible, the future can be amazing.

Our team is qualified and focused on enabling values-based living, starting with our Inner Compass Handbook. We are a small team of high-achieving technologists who understand the struggles of finding genuine fulfillment, and we are partnering with top executive coaches, psychologists, and researchers to build resources that will make values-based living tangible and approachable.

It is time for us to break away from the climate of opinions that prevent us from living authentically and finally embrace our core values. If enough of us do this, we can unlock our human potential, experience less stress and depression, and find fulfillment and meaning in our most mundane routines. This is the call to action. It is time for us to take a stand, It is time for us to make values-based living accessible to everyone. It is time for us to make the world a better place. We believe that each of us has the power to make a difference. Join us in this journey and let's make genuine fulfillment a reality.

# Tone 2

3 min read

The world is a strange place, isn't it? We're all given this incredible opportunity to live a life that's meaningful and fulfilling, yet so many of us end up feeling jaded and dissatisfied. We find ourselves stuck in the same mundane routines, never taking the time to really appreciate what we have and explore our potential.

For us, we both found ourselves in this same situation in our mid-20s. We had great jobs and were making good money, but were also feeling more and more like we were stuck in ruts. In our own time, we each decided to take a leap of faith and quit our jobs to pursue personal projects. At first, it's terrifying. You're completely responsible for your own decisions and the consequences of them. We had to figure out how to teach ourselves new skills, like web design and marketing, and we had to figure out how to stay motivated and keep working hard, even when feeling like giving up.

It was then that I remembered something my high school math teacher, Mr. Packwood, used to tell me: if you're stuck on a problem, don't just sit there and think about it; just start working on it. Even if you don't know what you're doing, the simple act of working on it will eventually cause the right ideas to show up in your head. This insight was the key to unlocking my potential and finding fulfillment in my life. Instead of relying on external metrics for success, like money or status, I started to prioritize things that were important to me – things like family, creativity, and self-expression.

This approach is called values-based living. It's the idea that we should focus on our own core values, instead of following societal pressures or trying to live up to other people's expectations. When we prioritize our own values, we can then make decisions that are in line with our intrinsic wants and needs. Unfortunately, most people don't take the time to consider their values, and as a result, they're stuck in lives that they don't want to be in. They're missing out on the opportunities that come with following their own paths, and they're not experiencing the peace and fulfillment that comes with living a values-aligned life.

What's worse, it's hard to find resources that help people learn about values-based living. Most of the books and websites out there are either too complex or too simplistic, and they don't provide the practical guidance that people need to really make a change in their lives.

That's why our team has created this Inner Compass Handbook. Our goal is to make values-based living tangible and practical, so that more people can experience the joy and fulfillment that comes with living a life that's true to their own values. This handbook will provide you with the tools and resources you need to identify and prioritize your own values, and make decisions that are in line with them. We'll also provide guidance on how to stay motivated, even when it feels like you're stuck in a rut, and how to make difficult decisions with confidence.

At the end of the day, the goal is to live without regret. To make the most of this life we've been given, and to experience the joy that comes with living a life that's true to ourselves. So if you're ready to start living this kind of life, then let's begin our journey together. Grab this handbook and let's get started.

# Tone 3

2 min read

Living a values-based life is the key to true fulfillment. It's the path to becoming your best self, and it's the only way to find lasting contentment and joy. Values-based living means understanding and applying your core values in all areas of life, from career decisions to relationships, from financial planning to recreation.

The problem is, most of us don't know how to do it. We've been taught to chase the things that society tells us will make us happy—money and status, nice cars, big houses, fancy clothes. But these are all empty and shallow goals that rarely bring lasting satisfaction.

The truth is, when we focus our lives on these superficial things, we lose sight of our true values and passions. We get caught up in the rat race, hustling for the approval of others and neglecting our own dreams and desires. We become unfulfilled and frustrated, stuck in a cycle of never-ending dissatisfaction.

But it doesn't have to be this way. There is a way out, and it starts with understanding what your values are and how to apply them in your life. Values-based living is the key to unlocking your true potential and finding genuine fulfillment.

Values-based living is a process of self-discovery. It's about taking the time to look inward, reflecting on your life and what matters most to you. It's about understanding what makes you feel alive and energized, and then consciously creating a life that honors those values.

It's not easy. It's a challenge to break free from the expectations of society and make decisions based on your own values. But it's the only way to find true fulfillment.

When you live a values-based life, you make decisions that are in alignment with who you are and what you truly want. You create a life that is meaningful and purposeful, one that is based on your own unique passions and values. You focus on the things that bring you joy, and you make decisions that honor your true self.

Values-based living also means taking risks and embracing uncertainty. It's about facing your fears and stepping out of your comfort zone. It's about understanding that you have the power to create the life you want, and that you don't have to settle for anything less than your dreams.

The good news is, our team created this Inner Compass Handbook as a practical resource to help you on your journey. The exercises and tools in the handbook can help you to understand and apply values-based living in your life. We also provide guidance and support on how to stay motivated when you feel stuck.

At the end of the day, values-based living is the key to genuine fulfillment. It's the only way to create a life that is true to who you are and what you truly want.

So, if you're ready to take the leap and start living a values-based life, don't wait. Take the first step today and start living the life of your dreams.