

# Momentum Guide

Begin Your Journey to 5  
Core Gamified Growth



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# Section 1: Why Are You Stuck

## The Science Of Habits: Why They Matter

Have you ever wondered why some days feel harder than others? The answer lies in your habits.

Up to 95% of your daily actions are driven by habits—small, automatic decisions repeated over time that shape your reality.

These habits often work in the background, so seamlessly integrated into your routine that you hardly notice them. For example, you might recall showering this morning but not whether you reached for the soap with your left or right hand.

Habits make life easier by automating tasks, but they don't always align with your goals. They don't care if they're good or bad, helpful or harmful; they simply compound over time.

This means invisible, outdated habits can quietly hold you back, like reaching for junk-food when stressed or scrolling social media for a quick dopamine hit.

# Trapped In The Failure Loop

Unfortunately, the modern world has many trapped in a “**Failure Loop**” - cycle of instant gratification for short-term comforts leading to bad habits..

We live in an era of constant distractions and low-hanging fruit, where our environment often works against us.



**Information Overload:** We’re bombarded with conflicting advice, making it hard to know where to start or what to trust.



**Quick-Fix Culture:** Modern life promotes shortcuts that feel good in the moment but lead to long-term dissatisfaction.



**Eroding Discipline:** Our growing obsession with instant gratification undermines the discipline required for meaningful progress.

# Trapped In The Failure Loop cont.

**The result?** We're taking the wrong actions, fueling poor outcomes, diminishing our mindset, which then diminish our self-esteem and motivation, finally leading to even worse actions.



This cycle continues, eventually manifesting as *bad habits* that chip away at your momentum and happiness, - like procrastinating, binge-watching TV, or neglecting your health.

According to the *World Happiness Report*, happiness levels have steadily declined over the past 18 years. Teen suicide is at an all-time high, and life expectancy has dropped in ways not seen since World War II.

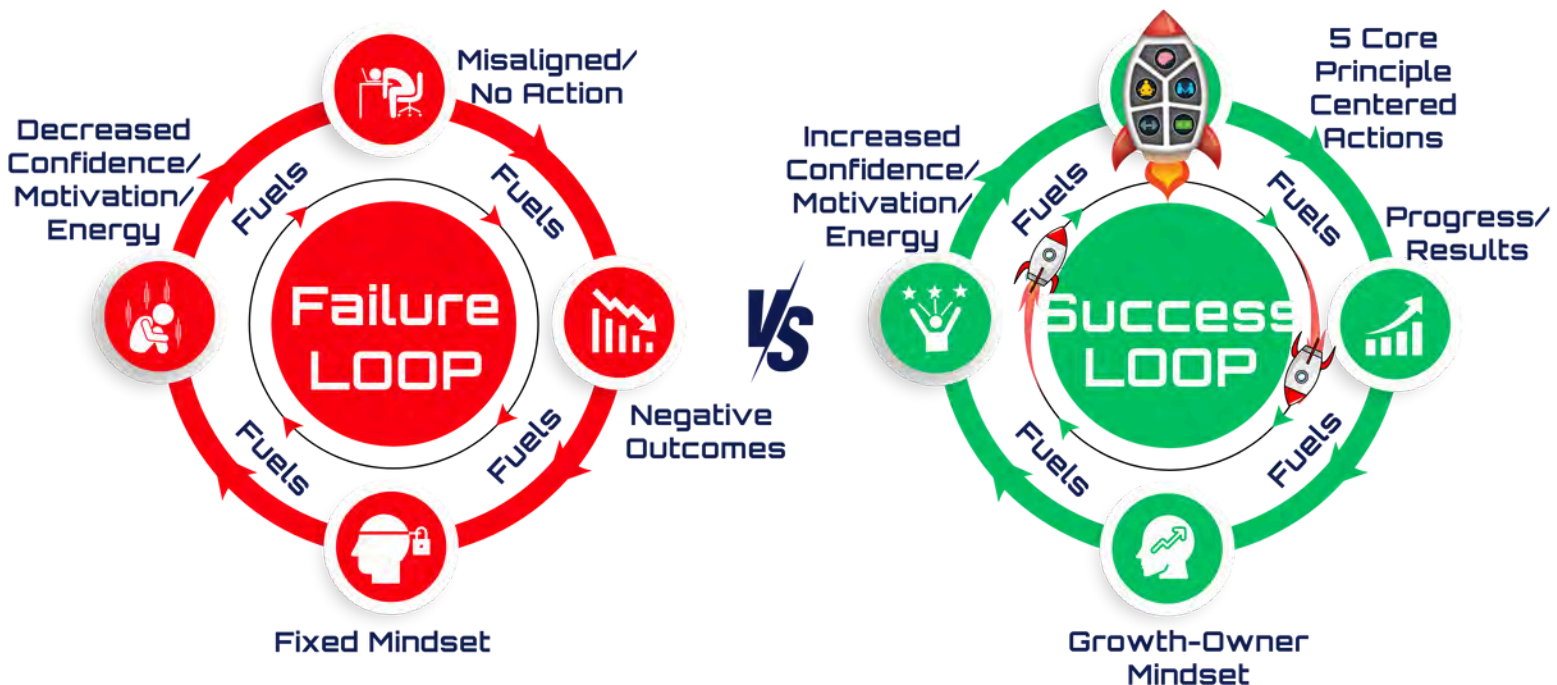
# Section 2: The Solution - Momentify Your Life

## Step Into Your Success Loop

To replace the negative cycle with momentum-driven growth will instead require basing your actions on proven principles and science.

In turn, you'll see positive results, fueling a growth mindset, which then fuels your confidence and motivation, fueling more principle centered actions.

It's here that you'll fully enter your success loop to start slowly but surely transforming your life, one habit at a time.



## Gamify Your Life with the Moore Momentum System

When you harness the power of habits intentionally, those small, consistent actions will have a huge effect on the trajectory of your life.

**Imagine your life as a *rocket ship*.** Right now you're grounded, weighed down by failure habits and a lack of direction. To *break earth's gravitational pull* and achieve liftoff will require you to slowly but steadily **replace your habits in the 5 Core Areas of your life: 1) Mindset, 2) Career & Finances, 3) Relationships, 4) Physical, and 5) Mental & Emotional.**

**The MM System is your launch pad,** designed to give you the tools, fuel, and trajectory to set you on a journey to **explore and conquer all 5 Cores.**

The MM System combines **AI personalization, gamification, proven science, and timeless principles** to make habit-building **simple, fun, and rewarding.**

And unlike systems that rely on willpower or generic advice, the system equips you with a **customized galactic guide for holistic transformation.**



# The 5 Cores Of Momentum

## YOUR ROCKET'S 5 FUEL TANKS

Every rocket needs fuel to stay in motion, and **each core represents a unique fuel tank that combine to power the key aspects of your life.**

When they're balanced and full, your rocket propels you toward sustainable balance, growth, and happiness.



### MINDSET CORE (THE GUIDANCE SYSTEM)

Your mindset determines your direction. A "growth-owner mindset" sees obstacles as opportunities and failures as lessons. It helps you stay focused and adjust your trajectory no matter what challenges arise.



### CAREER & FINANCES CORE (THE PROPULSION SYSTEM)

Doing what you love and are great at fuels your purpose. When your career and finances align with your passion, you generate the thrust needed to overcome life's gravitational pull and keep moving forward.

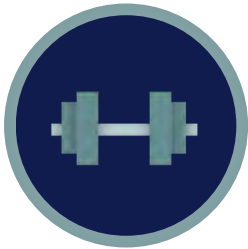


# The 5 Cores of Momentum Cont.



## RELATIONSHIPS CORE (THE CREW)

Relationships are your crew that keep your rocket humming. Deep, meaningful connections provide the emotional balance and support you need to stay on track. Allies in your journey strengthen your resolve and help you handle turbulence.



## PHYSICAL HEALTH CORE (THE ENERGY SOURCE)

Your physical health is the energy that powers your entire system. A strong, healthy body provides the stamina to sustain your journey and achieve your goals. It's the fuel that ensures your rocket doesn't stall mid-flight.



## EMOTIONAL & MENTAL HEALTH CORE (THE STABILIZERS)

Emotional health keeps your mission meaningful. Managing stress, expressing your passions, and giving back ensure that your journey is fulfilling, not just functional.

# The 5 Cores of Momentum Cont.

## Holistic Balance and Unstoppable Growth

The 5 Cores are interconnected and follow the law of *The Ripple Effect*. When one improves, it naturally boosts the others. For example:

- **Progress in Mindset** fuels better decisions in **Career & Finances**.
- **Stronger Relationships** improve **Emotional Health**.
- **Physical Health** amplifies energy for
- all other areas.

Think of your rocket as a finely tuned system. **The more balanced and optimized each fuel tank, the smoother, more intentional, and rewarding our journey will be.**

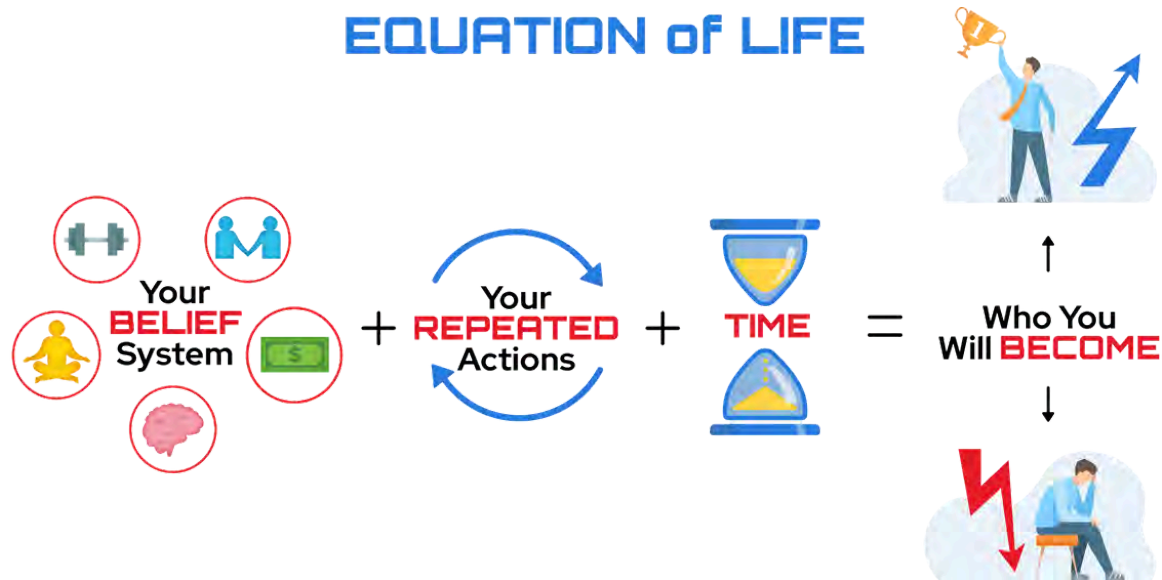


***Your mission is to keep all 5 Cores fueled and balanced.*** By doing so, you'll fire on all cylinders, gaining unstoppable momentum and reaching new heights of happiness and fulfillment.

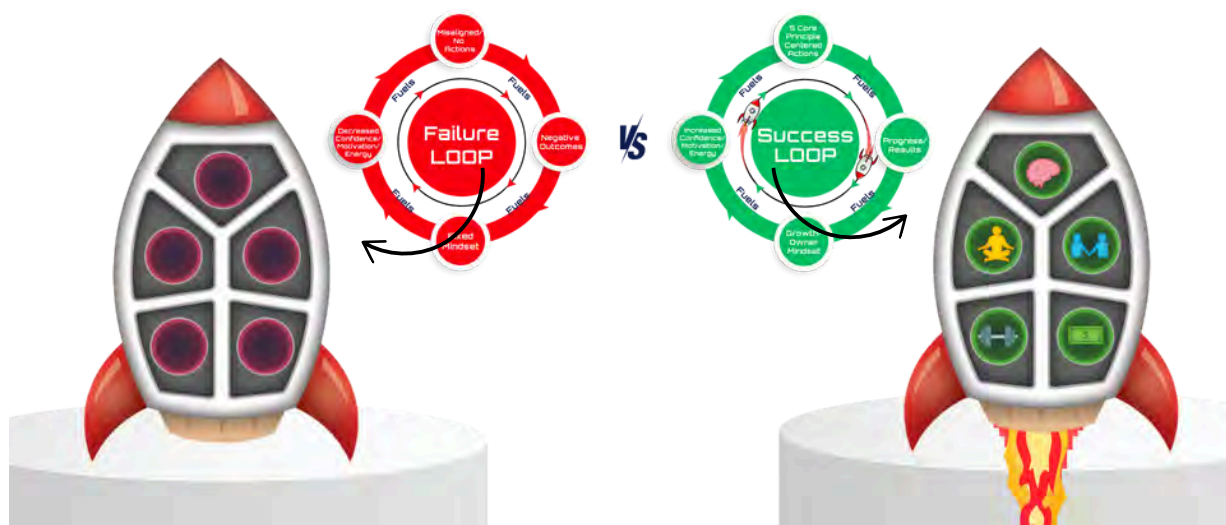
# The Equation of Life

Your journey begins with the system's foundational formula:

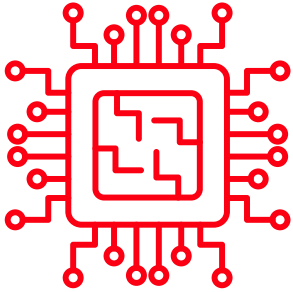
**Your Belief System + Repeated Actions + Time = Who You Will Become**



This equation works like your rocket's engine—by upgrading your belief system in each core and aligning your habits with it, you are able to transfer into your Success Loop - powering your rockets momentum.



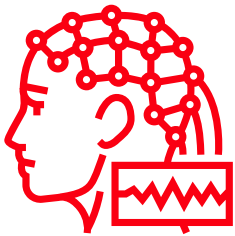
# Key Components Of The MM System



**Personalized AI:** Pinpoints your biggest challenges and customizes habits for the 5 Core Areas—Mindset, Career & Finances, Relationships, Physical Health, and Emotional Health.



**Gamification:** Turns habit-building into a game with points, challenges, and rewards that keep you motivated.

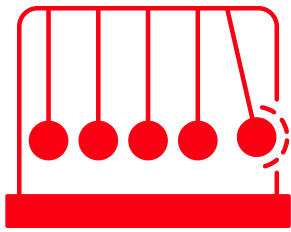


**Proven Science:** Uses behavioral principles and the latest neuroscience to reduce friction and ensure habits stick.



**Timeless Principles:** Guides you with universal truths that transcend trends and opinions. These principles are rooted in wisdom passed down through history, cutting through today's overwhelming sea of conflicting advice.

# Why It Works



## **Dopamine-Driven Momentum**

Progress and rewards fire up your engines, keeping you motivated and excited for what's next.



## **Personalized Fit:**

AI adapts habits to your personality, lifestyle, and goals, ensuring a smooth, powerful launch.



## **Clear, Reliable Guidance**

Timeless principles provide a steady course, ensuring you don't veer off track or get caught in fleeting trends.



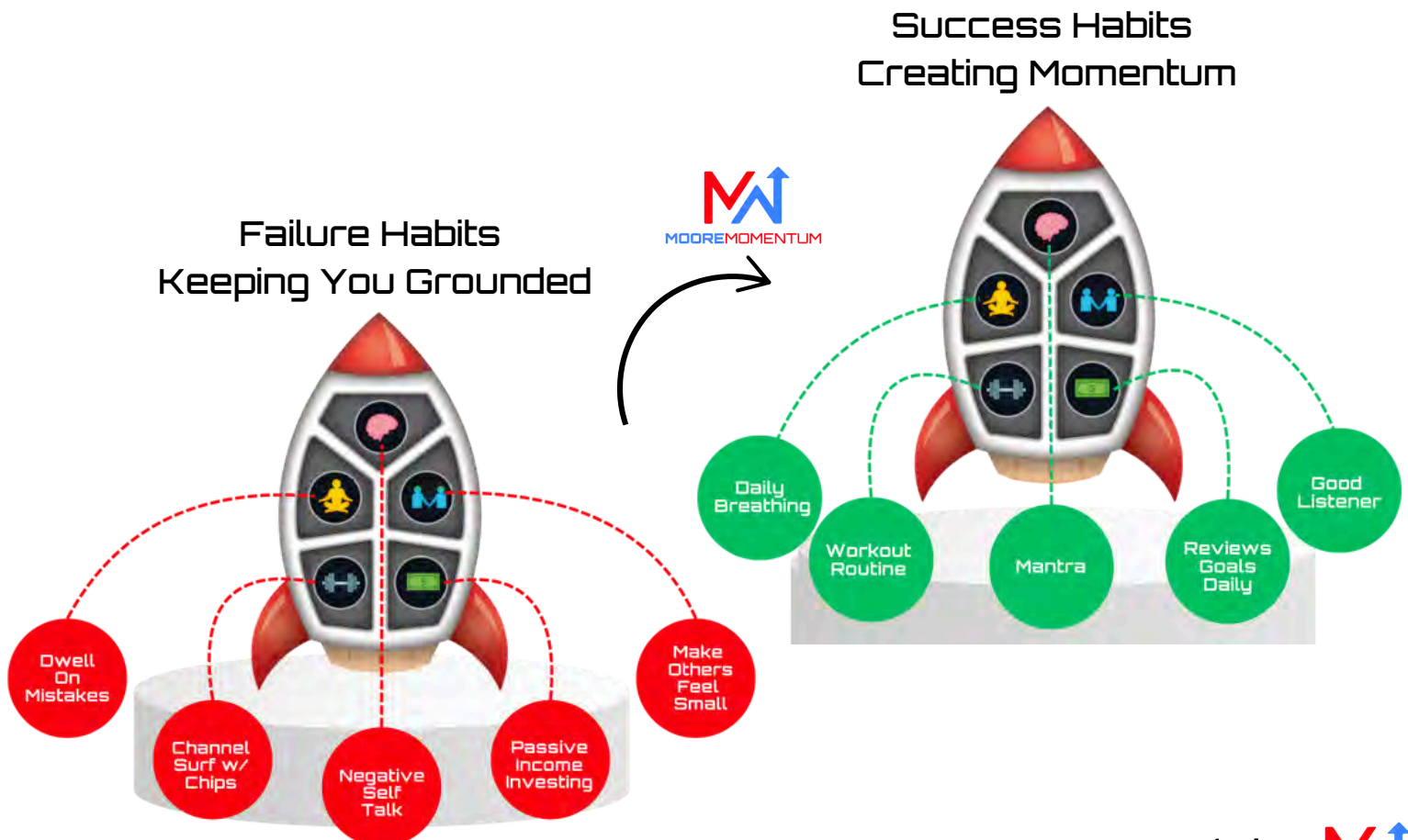
## **Continuous Optimization**

Like a rocket adjusting its course mid-flight, the system evolves with you to ensure sustainable growth.

# Why It Works Cont.

## Spark & Sustain Balanced Growth

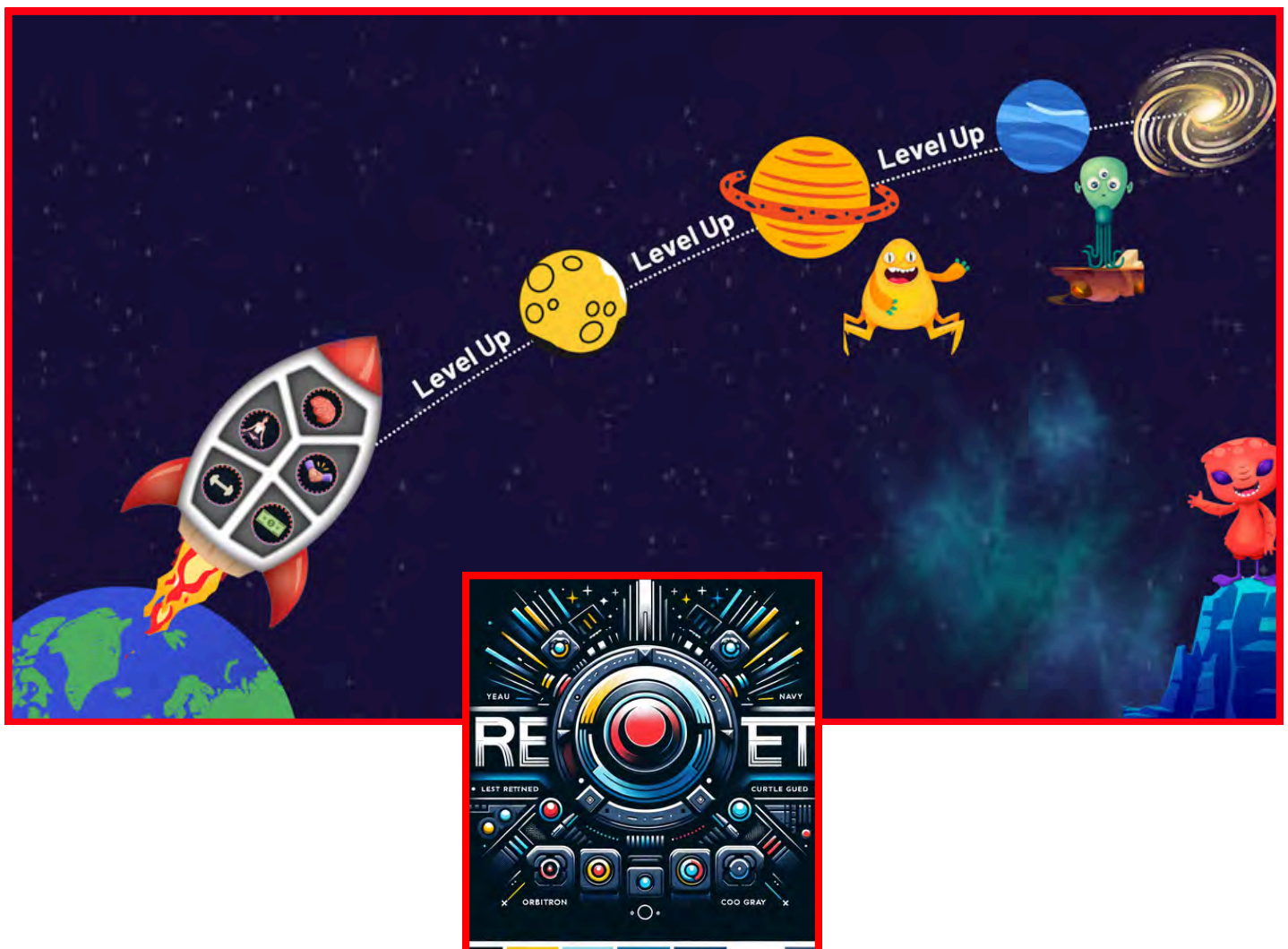
- **Launch Pad:** Your starting point, fueled by a desire for change.
- **Breaking Gravity:** Overcoming the initial resistance caused by failure habits.
- **Orbit Achieved:** Replacing failure habits with success habits, one core at a time, to create momentum.
- **Exploration and Growth:** Continuing your journey toward balance and happiness across all 5 Cores.



# The Promise

## The Moore Momentum System will help you:

- 🚀 Hit the reset button to launch out of your “Failure Loop.”
- 🚀 Rebuild your ship from the ground up and build momentum and balanced growth across all 5 Cores areas of your life.
- 🚀 Continually level-up on your way to exploring all the universe has to offer.



## Section 4: Your First Mission

### **BUILD YOUR FIRST HABIT TO SPARK MOMENTUM**

Your rocket is sitting on the launch pad. The engines are ready, fuel is loaded, but nothing happens. Why?

**You need a simple spark to set your momentum in motion.**

For your first mission, that spark involves **identifying a bad habit keeping you grounded, and the personalized “golden habit” to replace it with.**

By completing this exercise, you'll **take your first step out of your “Failure Loop” and into your “Success Loop” so you can break earth’s gravitational pull.**

Small actions lead to big changes, and this is where it all begins.



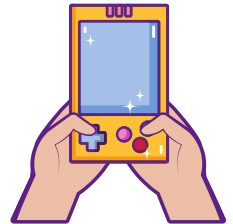


# Your First Mission Continued

Follow these steps to fire up your engines and begin your journey:

## STEP 1: Identify A Bad Habit

- Choose one habit from any of your 5 Cores that's significantly draining your momentum and happiness.
- Examples:
  - **Mindset:** Negative self-talk.
  - **Career & Finances:** Procrastinating on important tasks.
  - **Relationships:** More screen-time than in person quality time.
  - **Physical Health:** Late-night snacking.



**Write it down:**

A major pain point/bad habit in my life is...

# Your First Mission Continued

## Step 2: Understand the Habit

- Reflect on why you're doing this habit. Where did it start, and what purpose is it serving?

- Write it down:

This habit started because ...

## Visualize the Cost

- Consider what this habit is costing you now and where it will lead if you continue.

### Write it down:

If I don't change this habit, it will compound over time, and I will become someone who ...

# Your First Mission Continued

## Step 3: Determine your “Golden Habit”

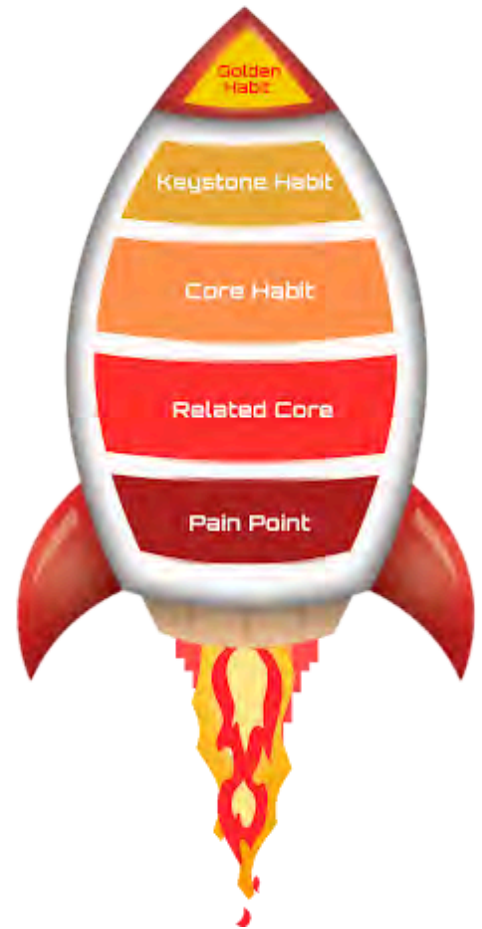
- Identify a personalized habit that is the simplest, easiest, most fun and rewarding version of the new habit to replace your existing bad one.



- **Examples:**



- a. Replace procrastination with a goal and prioritization system like *Todoist* or *TickTick*.
- b. Replace morning dwelling with a customized morning mantra.
- c. Replace late-night cookie and chips snacking with your favorite variety of mixed nuts.



### Write it down:

- A success habit I can replace this with is:

# Your First Mission Continued

## Step 4: Identify Obstacles Standing In Your Way

- What might get in your way of forming your *golden habit*?

**Write it down:**

The biggest obstacle to forming this habit is:

### Reduce Friction W/ Behavioral Science

- Choose one or more of the following **3 Momentum Boosting Methods** to apply to your golden habit to overcome your obstacle:
  - **Make it Obvious/Attractive:** Design your environment to highlight the triggers for desired habit and minimize the unwanted ones.
    - **I.e.** Set a recurring alarm, use sticky notes, or designate an area of your house for the habit.
  - **Make it Easy:** Simplify the habit by breaking it into small, manageable steps and removing obstacles.
    - **I.e.** I will start with 3 sets of 5 pushups first week, then 7 pushups next week, then 10, etc. , then next week
    - **I.e.** use *Habit Stacking*: "After/Before [CURRENT HABIT], I will [NEW HABIT]").
  - **Make it Fun/Rewarding:** Pair the habit with enjoyable activities, celebrate progress, and create positive feedback loops for motivation.
    - **I.e.** Use *Temptation Bundling*: "I will only [ENJOY REWARD ACTIVITY] while doing [NEW HABIT]."
    - **I.e.** Use *Pleasure Delaying*: "If I do [NEW HABIT] now, I will earn [REWARD] after [SPECIFIC DELAY]"

# Your First Mission Continued

## Write it down:

To overcome my obstacle preventing me from forming my golden habit, I will..

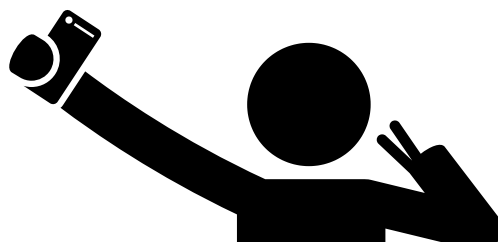
## Step 5: Celebrate The Win

- **Upon successful completion of your new habit, reflect on and celebrate it.** Science has proven it will greatly increase your chances of continued success.

## Write it down:

How does completing the habit ***make you feel?***

What ***reward*** can you give yourself to increase chances of repeating the habit?



# We Have Liftoff!

## Breaking Earth's Gravitational Pull

### Congratulations!

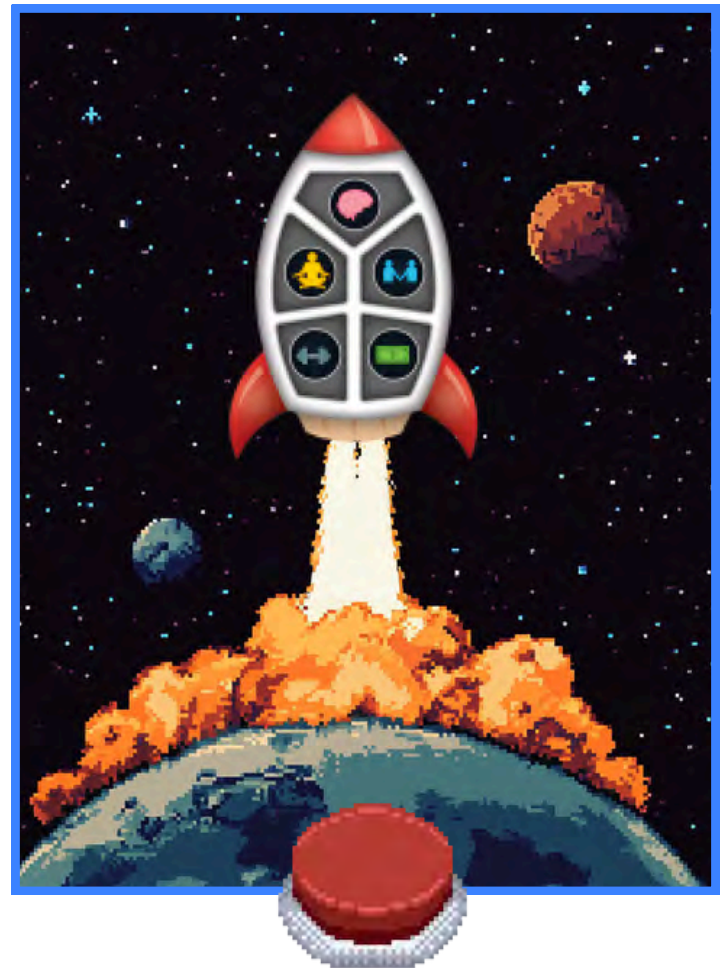
By completing your first mission, you've ignited the spark of momentum and begun breaking free from the pull of failure habits. You've stepped out of your failure loop into your *success loop* to start getting the *Equation Of Life* to work FOR instead of against you.

Now that you've made it off the launch pad, maintaining your momentum will require continually you continue taking one small, simple step after another.

### Next Step To Continue

### Leveling-Up Your Life!

- Checkout [The Moore Momentum System](#) to ensure continual growth and holistic balance in all 5 Cores.
- We'll help you gamify your growth by leveraging AI and behavioral science to ensure a highly personalized and exhilarating journey.
- Each success boosts your belief and drives you forward.



PRESS START  
TO BEGIN

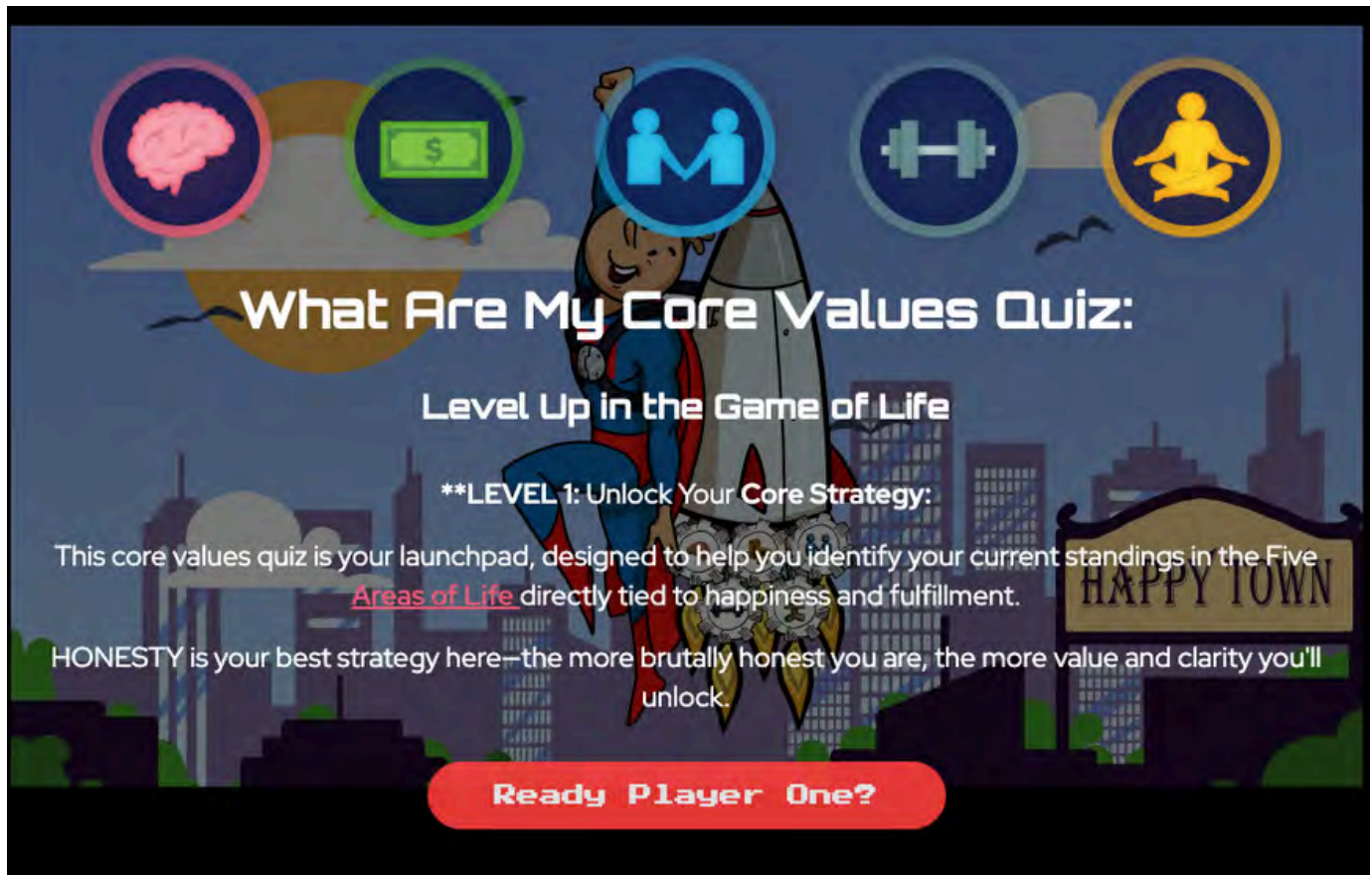
## Section 4: Your Mission Continues

- You've launched your rocket and started your journey toward a life filled with balance, growth, and happiness across all 5 Cores. But no mission is completed alone.
- Staying connected to the MM community ensures you increase your account with a growth journey that's collaborative, competitive, and rewarding.
- With the right tools, support, and guidance, you'll continue exploring new heights in your 5 Cores and beyond.



# 3 Steps To Continue Your Mission

## 1. Take the Free 5 Core Life Evaluation Quiz



The screenshot shows a game interface with a superhero character riding a rocket. At the top, five circular icons represent different life areas: a brain (pink), a dollar sign (green), two people holding hands (blue), a dumbbell (grey), and a person meditating (yellow). The text reads: "What Are My Core Values Quiz: Level Up in the Game of Life \*\*LEVEL 1: Unlock Your Core Strategy: This core values quiz is your launchpad, designed to help you identify your current standings in the Five Areas of Life directly tied to happiness and fulfillment. HONESTY is your best strategy here—the more brutally honest you are, the more value and clarity you'll unlock." A red button at the bottom says "Ready Player One?". A sign on the right says "HAPPY TOWN".

**What Are My Core Values Quiz:**

**Level Up in the Game of Life**

**\*\*LEVEL 1: Unlock Your Core Strategy:**

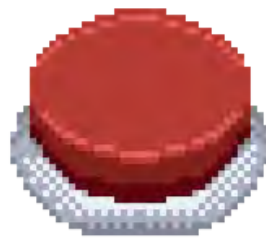
This core values quiz is your launchpad, designed to help you identify your current standings in the Five Areas of Life directly tied to happiness and fulfillment.

HONESTY is your best strategy here—the more brutally honest you are, the more value and clarity you'll unlock.

**Ready Player One?**

HAPPY TOWN

Take the Quiz



**PRESS START  
TO BEGIN**



# 3 Steps

## To Continue Your Mission Cont.

### 2. Join the Momentum Community

Surround yourself with like-minded players to amplify your growth



#### Reddit Page

- Share wins and challenges
- Compete to prove your knowledge and habits mastery.
- Team up w/ other players on similar journeys to support and hold one-another accountable.

#### Gamified Social Links

- Learn to use simple, fun, and rewarding habit hacks to replace your bad habits with healthy ones in all. Cores



## 3 Steps

To Continue Your Mission Cont.

### 3. Explore More Resources



- [Resource Arcade](#): FREE templates to further reduce the friction on leveling-up your life.
- [Momentum Blog](#): Bite-sized challenges and actionable content to ensure continual growth and balance in all 5 Cores.

GAMIFY  
YOUR  
LIFE

# Moore Momentum Fully Integrated System

**COMING SOON**



**Sneak Preview - CLICK HERE**

# Section 5: Meet Will Moore

## Your Momentum Guide

Thanks so much for taking this Journey with me! I'm a serial entrepreneur, habits and happiness geek, gamer, and guide to helping you become an unstoppable force!



Back in college, I was stuck in my own "Failure Loop" - convinced the world was out to get me and there was nothing I could do about it. A pivotal momentum acted as the spark on my long journey to figure out what truly makes people happy, and how to get it.

Since then I've discovered true "success" isn't having the most money, clout, or possession, but instead figuring out how to transform the personal core values that each of us have at our core - all 5 of them - into momentum building healthy habits.

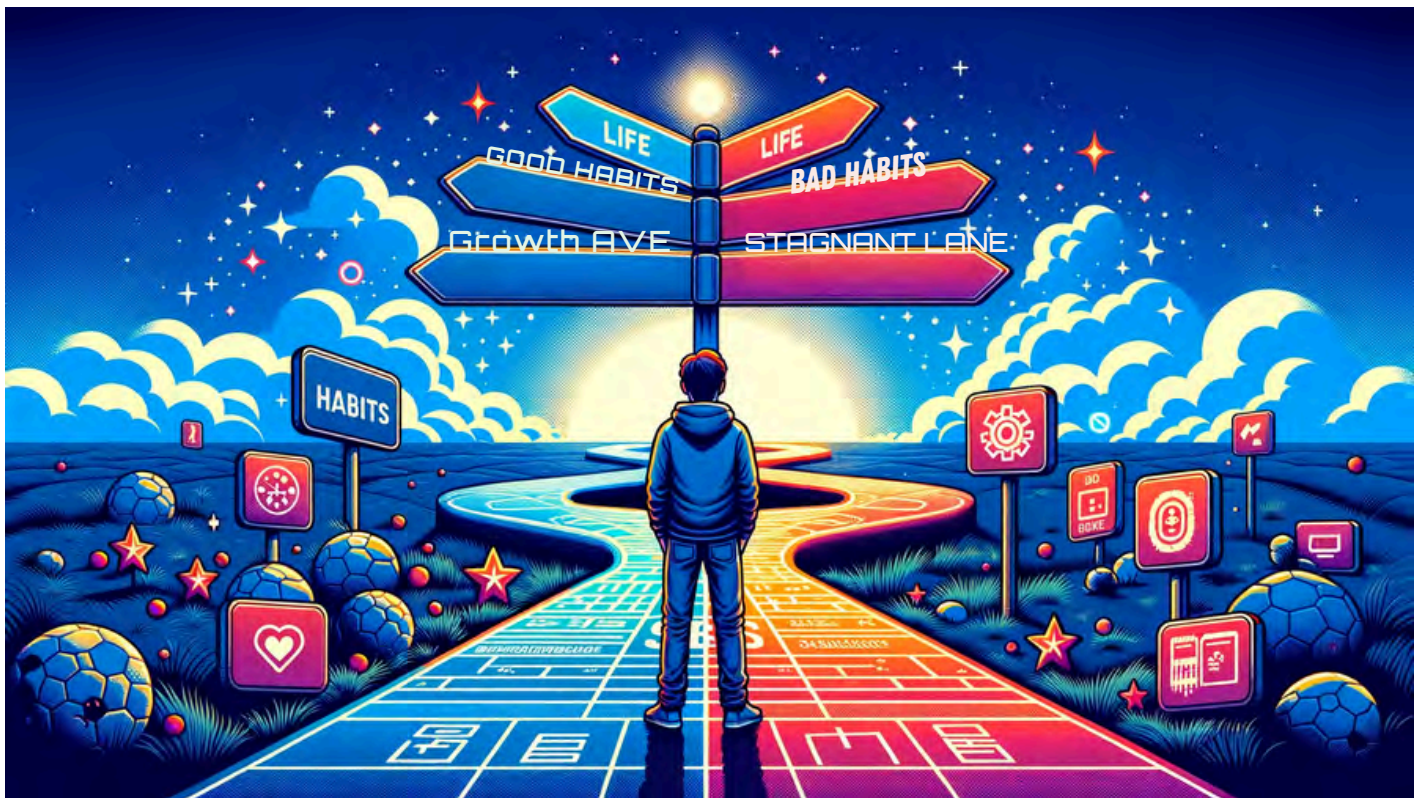
I've made it my mission to help others escape the same trap. Through years of trial, error, and learning from the world's best thinkers, I created the Moore Momentum System—a simple, gamified, AI powered, science-backed approach to building a life filled with purpose, balance, and joy.

# Your Momentum Guide Continued

At the end of the day, **Happiness = Growth**, and you can't grow without momentum.

As Newton's First Law states: "*Objects in motion tend to stay in motion.*"

My goal is to make it fun, simple, and ethically addictive take that very first step to get you moving, then sustain the momentum needed to achieve that deep, soul-filling, long-term happiness we all seek.



[Will's Gamified Bio](#)  
[Will's Linked-In Page](#)