

# PACIFIC CAPITAL



January 20, 2023

<<First Name>>,

Statistically, most New Year's goals are abandoned by January 19th ([see study](#)) and most goals usually center around your health and your money.

"THIS is the year I'm finally going to get it all together", you might tell yourself. But it's harder than it sounded in your head on New Year's Day. Many people have good intentions, but it's easy for us to find excuses on why it's okay not to follow through.

The most frustrating trait when dealing with a friend, an employee, or a child is the lack of accountability. Someone full of excuses who doesn't keep their commitments. Slipping up or making mistakes is very forgivable because that's correctable. But there must be accountability first. It's a principle we need to teach more intentionally to young people. It seems to be rarer today than it used to be. On the flip side, someone who is accountable AND helps keep YOU accountable is golden.

Unafraid to speak up. Wants to help you reach goals and will remind you what you committed to, even when it feels uncomfortable. You want to surround yourself with those kinds of people. Having a coach, teammate, friend and accountability partner is a shortcut to success!

The results are real, doing things with help is better than trying it alone. I've been more successful in reaching goals and keeping commitments because of my entrepreneurial peers at [Strategic Coach](#), my team at [Pacific Capital](#), and daily work with a personal trainer. We can't control the markets, but our team works hard to help you reach your goals and make sure we follow through on commitments together. As always, if you're a qualified potential client and want to discuss how we could help you reach your financial and life goals, [click here to chat with our team!](#)

[A couple other interesting insights to check out:](#)

1. Yesterday I was quoted in a Forbes article about entrepreneurship and business success: [7 Metrics Startup Founders Should Track From Day One](#)

2. Here's a nice Kirkus review for "[Beyond The Money](#)": [Extremely reliable, sound advice for high achievers](#)

Sincerely,



**A Amber** ★★★★★

"There is no other more trustworthy, reliable, and professional Wealth Management Firm out there!"



It's a breath of fresh air to get an unbiased recommendation on the best way to make my financial goals a reality."

[Schedule a Call](#)

[Refer Someone](#)