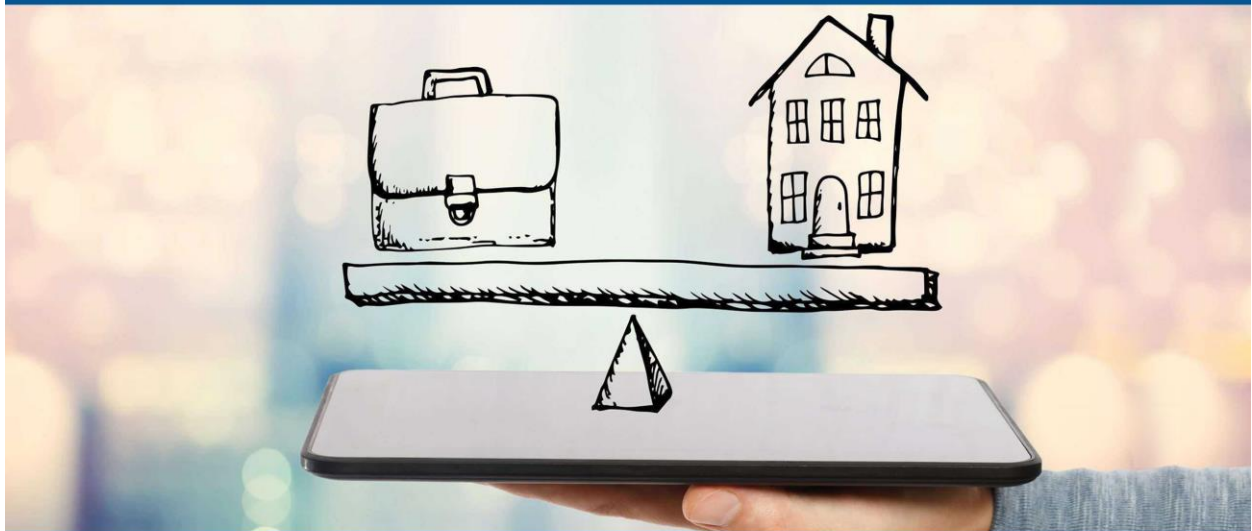


WHAT IS AN **ACCOUNTABILITY COACH?**



Helping You Create Your Ideal Business and Ideal Life



ANNE BACHRACH
The Accountability Coach™

www.AccountabilityCoach.com

“We all have two choices: We can make a living or we can design a life.” --Jim Rohn

“I simply imagine it so, then go about to prove it.” --Albert Einstein

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“The will to win is important, but the will to prepare is vital.”

--Joe Paterno

“Follow your dream and enjoy the trip.”

--Davis Love, Jr., to his son Davis III

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A.M. Enterprises

<https://www.accountabilitycoach.com/>

<https://www.accountabilitycoach.com/blog/>

What is an Accountability Coach?

"If you can dream it, you can do it." -- Walt Disney

Wouldn't it be great if our 'good intentions' worked the way that we think they should? Not even enthusiasm guarantees positive results. There's often a wide gap between our intentions and our actions. Poor follow through – consciously deciding to do something, but then not doing it – is a fact of life for many of us. We fail to take the action necessary to be in alignment with our good intentions. This can be very frustrating.

Poor follow through takes a toll on virtually every aspect of our lives. It not only threatens our health, but it also prevents us from achieving personal, financial, and career goals that are well within our reach.

Good intentions don't magically lead to good results. They are a start; however, they are unfortunately not enough. This is just the truth!

ENTER: THE ACCOUNTABILITY COACH™

An Accountability Coach:

- * Specializes in helping you to create work life balance
- * Has "road tested" all the business success systems that help you to achieve your goals
- * Helps you to get crystal clear on your professional and personal goals – short-term and long-term
- * Keeps you consistently focused on your "highest payoff activities" necessary to achieve your goals, so you can ultimately enjoy your ideal business and ideal life.

The Accountability Coach isn't a therapist, a nutrition expert, or a fitness trainer. Your Accountability Coach is a "process expert" – guiding your journey and coaching you to your destination, with the end results accomplished by you. They allow you to invest in yourself. When appropriate, they recommend other professionals or specialists that assist in achieving specific goals. **Bottom line: Your Accountability Coach holds you accountable to follow through with your "good intentions".** As the 'player', you are taking the action to make things happen. Making great strides toward achieving your goals is empowering. You feel wonderful with the inevitable result of maintaining a more balanced and enjoyable life.

Your Accountability Coach meets with you on a regular basis to discuss progress and any current professional and personal issues you wish to make even better. The Accountability Coach cares about helping you achieve the goals you set within the timeframes you desire. They help you think outside the box, coming up with new strategies to assist you in moving from where you are now to where you want to be.

What got you to where you are today is most likely not going to get you to where you want to be. You may have to get creative to move to your next level – and we all have a next level. The proven structure you will be introduced to keeps you and/or your business on the track you have set – constantly moving you forward toward achieving your goals and objectives. The results that you experience will give you the great feeling of success and satisfaction. With your Accountability Coach's expertise, objectivity, creativity, and insight, you will accomplish what you used to only intend to accomplish. Most of us, when left to our own devices, just can't do it alone. And there is nothing wrong with this. **Professional athletes, executives, business professionals all have a coach. Why not you?**

After absorbing the following information about a life-changing opportunity, you will be compelled to take action, so that you can experience and exciting process that will produce the results you truly want in life. You will learn how **Accountability Coaching is the magic** that will consistently create that compelling motivation that inspires you to take the most important actions necessary to accomplish your biggest goals.

Through proven systems on Accountability Coaching, you'll develop overwhelming confidence where you will come to realize your largest goals and dreams are not only "doable" but you'll gain the daily energy necessary to create incredible positive momentum required by your goals and aspirations.

Coaching clients typically report:

- More clarity, focus, and direction
- Less procrastination
- Fewer stops and starts
- Achievement of results they only dreamed possible
- Even more enhanced and satisfying relationships
- A more balanced and fulfilling life

Focus + Action + Structure + Accountability = Extraordinary RESULTS!

"If you believe you can, and believe it strongly enough, you'll be amazed at what you can do."

--Nido Qubein

"The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them."

– George Bernard Shaw

What an Accountability Coach Does for You

People seeking the expert guidance of an Accountability Coach, specializing in overall life balance, should look for coaches who are successful in helping others improve their professional and personal lives by using the systems that they have created. Your Coach should have a genuine interest in assisting you achieve all your goals within the timeframes you establish. They should be honest, telling you the truth as they see it, not just what you want to hear. They should also be willing to risk the relationship – always putting your best interest first and foremost. An Accountability Coach is an investment you make in yourself and in your profession. It will have an immediate and lasting effect on your life.

Your Accountability Coach:

- Listens to the issues you are experiencing. By utilizing proven tracking systems, they help you set specific goals, develop a plan, and require you to implement your plan.
- Provides candid feedback to you. Always tells you the truth.
- Helps you identify opportunities.
- Provides objectivity by helping you think outside the box – and see what is possible.
- If necessary, recommends other specialists that can assist you.
- Helps you through the transitional periods as you learn and grow to your next level of success.
- Assists you in balancing your professional life with your personal life.
- Encourages and motivates you.
- Keeps you focused on your highest payoff activities to achieve your goals.
- Helps you look at the big picture for your professional and personal life. It is about creating life balance.

*"The truth of the matter is that you always know the right thing to do.
The hard part is doing it." -- General H. Norman Schwarzkopf*

What Characteristics Make an Effective Accountability Coach?

The following are characteristics of a successful Accountability Coach. These traits can make the difference in your overall success – as you define it. An effective Accountability Coach is:

- Experienced in the business success systems that have been proven to work for them and for others they have coached. Assists you in clearly defining goals, and creating specific tactics and strategies for accomplishing those life goals.
- Experienced in identifying possible issues that keep you from making the kind of progress you desire. Help keep you moving beyond any difficulties that may arise.
- Supportive of your professional and personal goals and aspirations, encouraging you to challenge yourself.
- Able to provide adequate time to interact with you, ensuring your overall success.
- Someone who has a genuine desire to help others achieve their goals and live their dreams. They provide you with a clear perspective on important life decisions.
- Good motivator who inspires you to reach your fullest potential through encouragement, feedback, and always telling you the truth, as they see it.
- Your partner, an advocate and a mentor, whose commitment is to inspire you to be the best you. They help create the space that you need to work effectively and easily.
- A little selfish, in that they love the feeling they get when you progress in fulfilling what is truly important to you in life.

"Stop rationalizing, stop stewing. Get up out of your chair and start doing."
-- **Denis Waitley**

"Your belief determines your action and your action determines your results, but first you have to believe." -- **Mark Victor Hansen**

Unlock a blueprint to creating and having your ideal business and ideal life by scheduling your free consultation with me today!

What is Important in a Coaching Relationship?

The key to an effective relationship between your Coach and you is commitment. Both must devote time to establishing trust, while creating and maintaining open and honest communication. Foremost, you must believe in yourself and in your coach's ability to guide you to your goals.

More specifically, the essential traits that enhance the Coaching relationship are:

- **Trust** – built through honest and direct communication.
- **Belief** – a key component to overall success. Belief in yourself, and your abilities. Belief in the process and in your Coach. Belief that you can do whatever you set your mind to do.
- **Expectations** – established as the Coach encourages you to set and achieve your goals, keeping in mind that, if necessary, course corrections are allowed.
- **Respect** – established through the recognition of the coach's experience, knowledge, abilities and results.
- **Partnership / Synergy** – established through the recognition that you and your coach are partners in helping you attain what you desire. The partnership does more than the client can do alone.
- **Structure** – established initially through proven systems provided by the Coach which the client modifies to fit a personalized structure that creates laser focus. This produces effective results with the least amount of effort possible.
- **Time** – recognizes that you both set aside specific time to talk two times per month, based on personal schedules.

"It's a strange thing, you have said it thousands of times I am sure...you will never know what you can do until you try. However, the sad truth is that most people never try anything until they know they can do it." -- Bob Proctor

Belief + Commitment + Increased Focus = Stupendous RESULTS!

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What are Some Signs of a Successful Coaching Relationship?

- You are open to change and transition, and to exploring possibilities. Both you and your Coach are inspired by the relationship and gain a great deal of satisfaction from the progress that you make toward achieving of your goals.
- There is a commitment to understanding and growing by confronting issues that may arise.
- You feel a bond or connection with your coach, experiencing the relationship as one of value in which you know they have your best interest in mind – even when they have to tell you things you should, but may not like to hear.
- Your Coach brings to the relationship their personal experience, skills and successes, along with experiences that others have had in reaching their professional and personal successes.
- You bring a desire to succeed, along with a commitment and willingness to do whatever it takes to reach your next level of success so that you can experience an even better quality of life.
- You don't waste time providing excuses to your coach. You are focused on creating ways to make things happen in order for you to reach your highest potential. We don't look back – we only look forward.

"Within you right now is the power to do things you never dreamed possible. This power becomes available to you just as soon as you can change your beliefs."

-- Dr. Maxwell Maltz

"The only real limitation on your abilities is the level of your desires. If you want it badly enough, there are no limits on what you can achieve." -- **Brian Tracy**

"If you want to reach a goal, you must 'see the reaching' in your own mind before you actually arrive at your goal." -- **Zig Ziglar**

"We must learn to apply all that we know so that we can attract all that we want."
--Jim Rohn

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How Does Accountability Coaching Work?

There are various venues for Accountability Coaching. The one-on-one coaching partnership begins with two one-hour start-up sessions in which you evaluate where you are today in the eight areas of your life. This is the foundation from which all of your goals (long-term and short-term) will evolve. Following that, you and your Coach will meet two times per month on the telephone. You will assess progress and review the changes that have occurred, to set strategy, to clarify your current issues and goals, and to set your goals and objectives that you will focus on between now and the next appointment.

The Start-up Session

Your one-on-one Accountability Coach will schedule two one-hour start-up coaching sessions. In these sessions, your coach will review the requested homework you completed prior to the initial appointments. You will discuss progress and ensure we are focused on specific activities that will help you achieve your goals in the timeframe you established. You will be provided with sample tracking systems to help you quickly create personal tracking systems for maximum effectiveness. You will receive an agreement at the same time as the initial homework request. The start-up sessions set the tone and communication style for the coaching relationship. These are the sessions in which you set your life-time, long-range, and short-term goals and objectives.

Ongoing Coaching Sessions

On a regular schedule, you and your Coach talk to:

- Review “homework” assignments and progress on agreements you made since the previous session.
- Identify and clarify the goals and objectives for you for your next coaching session.
- Create a plan for meeting your goals and objectives during the next coaching session.
- Check in on your progress toward creating life balance.

"Desire is the starting point of all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything." -- Napoleon Hill

"The difference between the impossible and the possible lies in a person's determination." -- Tommy Lasorda

People Who Benefit the Most from Working with Anne Bachrach

Left to our own devices most people don't do all the things they know they should do to get to where they want to ultimately be. You probably have experienced this just like I have in some area of your life. Unfortunately, our good intentions don't always control our actions. Sometimes we do take action on our good intentions, but in short matter of time, many of us find we often start to slip and revert back to our old ways. Having someone in your life that helps you follow through with your good intentions by holding you accountable, will in the end, turn those intentions into the results you desire.

Are you someone who...

- Has a strong desire to reach your next level and tap into your true potential.
- Will do whatever it takes to obtain your next level. Do you have a big and compelling future?
- Is not happy with the level of success you are currently at.
- Would like to accelerate desired results, goals, dreams and desires.
- Is sick and tired of being sick and tired.
- Reassess' areas to change to help to become more successful.
- Wants a more balanced life, and want to be able to sustain that life balance.
- Will follow a proven successful process.
- Understands excuses do not suffice in meeting your goals.
- Will focus and take action on activities to get you to where you want to be.
- Wants someone to help keep you on track so you can have the kind of life and business you want and believe you deserve.

To determine how coachable you really are, take the quick "Am I Coachable" assessment located in the free Silver Membership area at <https://www.accountabilitycoach.com/coaching-store/inner-circle-store/>.

"Everything depends upon execution; having just a vision is no solution."
-- **Stephen Sondheim**

"If not now, when?" --**Jim Rohn**

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Success Stories from a Few Coaching Clients

Don VanLandingham, CPA/PFS

“Anne Bachrach has worked with me as my "Life Coach" for two years now. During this time I have accomplished more in every area of my life, and I attribute that to Anne's coaching. I originally signed on with Anne to help me get more focused on my business, and yes she has helped me do that. But the biggest value I have gotten from her is in my quality-of-life. My marriage is better, my physical health is better, I am more focused on the spiritual aspects of my life, my relationships with my children and friends are better, and I am just having more fun than ever before!

I highly recommend Anne for her coaching, but beware, you better be serious and ready to make changes. She doesn't fool around!”

Mark McKenna Little

“There are not many people I can point to that I credit my success and financial independence to, but Anne you are one. Based upon my experience and success through the accountability coaching I received from you, every major goal in my life has come to pass. From building up a multi-million dollar business to losing 140 pounds of excess weight, your "no-nonsense encouragement" was the key to maintaining my momentum, even (especially) during times of discouragement.

You told me what I needed to hear, not just what I wanted to hear, and encouraged me to change goals when it was clear I wasn't willing to make the effort required of a goal. In the end, the "secret ingredient" of success, for me, was accountability. Why it is that I don't always do the things I know I need to do to succeed is irrelevant, the key was finding someone like you, Anne, who didn't care about my excuses. You cared only for me and were the advocate for the goals I said I wanted. How can I ever thank you?”

Hank Kochan

“Since October 2002, when I started working with Anne as my coach and mentor, my business revenue has increased at least 21% every year, while keeping my expenses low. I am working less than 20 hours per week and my personal and business life is a lot more than just fun to me. I love every aspect of my life. Having all the financial independence and free time I have now, has given me a quality of life that is beyond what words can express. As one of my clients just said to me, "I am definitely walking my talk". Thank you Anne for being there to help me stay focused and on track to what I needed to do so I could have this great life. It has been a great

experience and I look forward to continuing to work with you for years to come.”

Mona Santos

“I began working with Anne as my strategic coach in January of 2007; in that time she has helped me change not only my business, but my life. With Anne's help, no excuses attitude and amazing ability to see through the fog of my own distractions, I have not only achieved one of the goals I was most afraid to set, but actually exceeded it. My personal life has flourished because my professional life has structure and boundaries. Anne has helped me discover through objective questioning and a judgment free attitude what I really want out of my life. She has become a cheerleader, a sounding board and an inspiring coach. One of my biggest fears is that some day she'll kick me out of the nest and tell me I can go it alone.”

Leslie Moyer

“I hired Anne as my coach to help me develop and execute a plan which would give me financial freedom and create a rewarding everyday life. Her process has completely restructured the way I focus my attention, so I can achieve my goals. I am amazed how her coaching has streamlined my plan in only a few months. She has a unique gift to help others achieve their highest potential. I would recommend her to everyone!”

Cynthia Heil, CFP®

“I feel so fortunate to have been introduced to Anne. When I was originally seeking someone to hold me accountable, I had thought it would be for my business goals; however, when I received the starting package from Anne I realized we would be focusing on all areas of my life—what a nice surprise! I have learned so much in the last 4 months while working with Anne. She has challenged me to look at things in a different way, and to work to find true balance. I have never felt so in control of my life and where I am going as I do right now! I own my business and am a single Mom, and occasionally when things get crazy, I feel overwhelmed, or out of balance... Anne has helped tremendously in that regard. I am continually having “aha” moments when we talk. Anne has had an amazing impact on my life in such a short period of time. I am looking forward to 2008 with great excitement and confidence!”

Dave Shepherd

“Being coached by you was the best coaching experience I have ever had. I definitely got more than my money's worth. You made me do what I needed and wanted to do but wasn't doing. My excuses didn't matter if I really wanted to implement ideas and systems that I believed would have a positive impact on my business and ultimately my life. Thank you for being tough, firm, candid, and caring. Others should experience the valuable coaching you provide.”

Franco Lombardo

“I didn’t nickname you the Accountability Pitbull for nothing. The #1 benefit of your coaching to me is that if I don’t implement something right away, it won’t get done. I need someone to push me to implement ideas that will help me be even more successful and you certainly did just that. Thank you for all your help in getting me to do the things I need and want to do. Without an accountability pit-bull they may never get done.”

Robert T. Haller

“The time you spend coaching me and holding me accountable was extremely positive. With your help I hit all the goals we set. I had more confidence that I have ever had because I had a specific game plan that I had to follow. As a result of being more focused, I found money that I didn’t know my clients had, received a significantly larger amount of money as a result of prospects doing business with me and I received quality referrals which led to even more business. With your help, I know I can do anything.”

Kit Arbo

“One of the keys for me to be successful is to make a commitment and then be held accountable for it. Last year I committed to doing some things that would make a difference in my life, but I needed someone to help me follow through and actually do them; the person who motivated me the most was you. I could tell you wanted me to succeed because you didn’t let me get away with any excuses. As a result of holding me accountable, I was more focused than usual, which enabled me to maximize the results of meetings with clients and prospects.”

Sherman Richard Found

“As a result of you holding me accountable, you made a major impact on the way I think. I wouldn’t be where I am in my business today without the extra focus you gave me. You helped motivate me which gave me additional confidence to reach and exceed my goals. Everyone who wants to reach their next level, personally and professionally, needs a coach – you. Thank you.”

"Failure is not about insecurity. It's about lack of execution."

-- Jeffrey Gitomer

"Those who say it cannot be done should not interrupt the people doing it."

—Chinese Proverb

[Unlock a blueprint to creating and having your ideal business and ideal life by scheduling your free consultation with me today!](#)

“Aim for What You Want Each and Every Day!”



Anne Bachrach is the president of A.M. Enterprises and a successful Accountability Coach. Small business owners and entrepreneurs who utilize Anne Bachrach's proven business-success systems make more money, work less, and enjoy a more balanced and successful life. Anne inspires her clients to reach their maximum potential. Her coaching is in high demand and she only works with clients who are truly serious about achieving all of their goals and living their dreams.

During her successful IBM career, Anne created training materials and delivered many training programs to clients. She also conducted many Executive Briefing sessions for top executives. Anne discovered the benefits of personal accountability while helping her husband build his business. As the revenue generator, marketing person, legal department, and part-time coach, Anne found that she needed to be as efficient as possible to keep up with her workload. She created simple tracking forms to help her stay focused and accomplish the daily tasks necessary to achieve her goals. Her efforts paid off, increasing her husband's revenue from \$150,000 to \$1,500,000 in a short time.

Anne says that having someone to answer to on a regular basis about your progress is a powerful motivator. She believes that personal accountability is the single most powerful tool to help professionals improve their businesses and overall quality of life. Her fresh approach to business is a much-needed change for stagnant businesses.

Jokingly nicknamed "The Accountability Pit-Bull," Anne has firmly established her position as the country's foremost expert on Accountability. To some degree or another we all tend to rationalize unproductive behavior at times. Anne's accountability coaching helps people move beyond excuses and get the results they truly desire.

For more information on our services and learning resources to help you realize your true potential and have even better work life balance, go to <https://www.accountabilitycoach.com/>.
Info@AccountabilityCoach.com

"I will persist until I succeed. Always will I take another step. If that is of no avail I will take another, and yet another. In truth, one step at a time is not too difficult... I know that small attempts, repeated, will complete any undertaking." -- **Og Mandino**

"Everything depends upon execution; having just a vision is no solution."-- **Stephen Sondheim**

"If you can dream it, you can do it." -- **Walt Disney**

"If you believe you can, and believe it strongly enough, you'll be amazed at what you can do."

--**Nido Qubein**

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"Follow your dream and enjoy the trip."

--**Davis Love, Jr., to his son Davis III**

"You have the powers you never dreamed of. You can do things you never thought you could do. There are no limitations in what you can do except the limitations in your own mind as to what you cannot do. Don't think you cannot. Think you can."

--**Darwin P. Kingsley**



"Aim for What You Want Each and Every Day!"

Learning Tools / Resources / Programs

Free Tips and Tools available at <https://www.AccountabilityCoach.com> (under the Free Silver Membership):

- Am I Coachable? Assessment
- Wheel of Life Exercise
- Quality of Life Enhancer™ Exercise
- Keys to Working Less, Making More Money, and Having a More Balanced Life Special Report
- Ideal Client Profile on-line exercise
- A variety of high-value articles
- Timely News... Spot On High-Content E-newsletter

Learning Resources available on <https://www.accountabilitycoach.com>:

- *Excuses Don't Count; Results Rule!* – e-book & paperback Book
- *Excuses Don't Count; Results Rule!* – audio book (MP3 audio download)
- *Work/Life Balance Emergency Kit* - 34-Lesson Series book
- *Live Life with No Regrets* – e-book and paperback book
- *Live Life with No Regrets* – audio book (MP3 audio download)
- *No Excuses! Action Steps for Making More Money and Getting Better Results Now* book and audio program
- *Bach Pack* Audio Training Series (for those on the “GO”)
- *The Roadmap to Success* book – Anne contributed a chapter in this book along with Stephen Covey and Ken Blanchard
- High-Content Webinar Training
- *Inspirational Quotes for a Balanced and Successful Life* e-book
- Business success tips on iTunes Podcasts and YouTube Videos

Self-Directed Programs:

- 30 Days on The Path To Success Goal Achievement Program
- *No Excuses! Action Steps for Making More Money and Getting Better Results Now* book and audio program

One-on-One Accountability Coaching Program:

- One-on-one Accountability Coaching is not for everyone; however, it is ideal for those who are serious about achieving their goals and will do whatever it takes. It is the program that produces the best results in the shortest amount of time. Contact Info@AccountabilityCoach.com to see if this is right for you.

Other Programs:

- Accelerate Your Results Group Coaching Program
- Administrative Support Team Coaching Program
- Half-day and Full-day Training Programs

<https://www.AccountabilityCoach.com/>