

**From EFT to
The Palace of Possibilities**

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Gary H. Craig**

A message from your host—Gary Craig

- You hold in your hands the original handout included with the “From EFT to The Palace of Possibilities” three day video taped workshop held in Cleveland, Ohio. It is, essentially, my working notes for conducting the workshop.
- You will notice that this handout does not always match what is happening on the video tapes. That is because questions from the audience often takes the workshop into interesting areas not originally anticipated when the handout was prepared.

The workshop is divided into four sections as follows:

1. A full day live training in Emotional Freedom Techniques (EFT) wherein the participants are given a working knowledge of how to apply EFT. Although you will find this training highly useful and can apply it immediately with remarkable results, it does NOT replace the more thorough training available in the video tape series known as The EFT Course.
2. A half day devoted to using EFT and other techniques for turning Relationships into Elationships.
3. A half day spent on business methods and blocks toward business success. It is entitled Dreams into Dollars
4. A full day dedicated to The Palace of Possibilities wherein EFT and other techniques are combined to help us achieve our true potentials.

Now turn the page, insert the first video and let's begin....

EFT

Emotional Freedom Techniques

A doorway to the New Healing High Rise



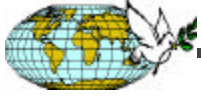
An introductory workshop



Today.....

- ✍ Develop working knowledge for immediate use.
 - ✍ Learn the Mechanics
 - ✍ Experience EFT yourself
 - ✍ Intro to Art of Delivery
 - ✍ Reversals
 - ✍ Aspects
 - ✍ Getting specific vs. global issues
 - ✍ Finding core issues
- ✍ Ask questions: I'm very interruptible
- ✍ A.M. = Instruction: P.M. = Do it!

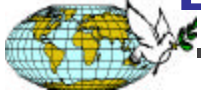
EFT Introductory workshop



Background

- ✍ Mary Story....
- ✍ Dr. Callahan: "Good! You have less to unlearn."
- ✍ \$110,000
- ✍ TFT--Diagnosis

EFT Introductory workshop



EFT evolves from TFT

- ✍ Engineers simplify...
 - ✍ Order important?
 - ✍ Diagnosis—muscle testing?
 - ✍ Individual tapping routines (algorithms)?
- ✍ One routine addresses all...
 - ✍ End run around diagnosis
 - ✍ Foundational, generic, easy to build upon and combine with other techniques.
- ✍ We are still learning.

EFT Introductory workshop

The EFT Course

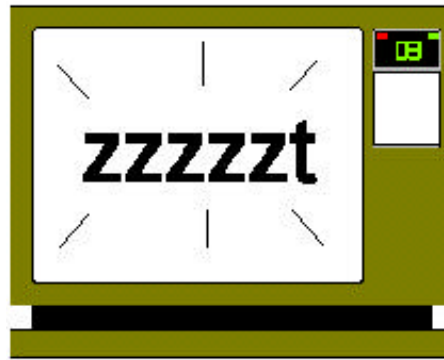


11 videotapes, 4 audiotapes, manual

- ✍ Thoroughly teaches the mechanics of EFT
- ✍ Displays the art of delivery with 80 different people
- ✍ Instant replay for thorough study
- ✍ Taped sessions to show others
- ✍ Easily teachable to clients and friends
- ✍ Blendable with other techniques

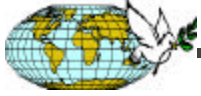
EFT Introductory workshop

The Discovery Statement



- ✦ The cause of all negative emotions is a disruption in the body's energy system.
- ✦ "Tuning in" while balancing the body's energy system.

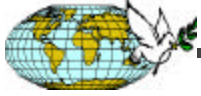
EFT Introductory workshop



Features

- ✍ Often works rapidly (including “one minute wonders”)
- ✍ Relatively painless
- ✍ Emotional results typically are lasting
- ✍ Physical results vary in lasting ability
- ✍ Often holds even when done out of context (e.g. fear of flying)
- ✍ Best to work on specific events
- ✍ Hard to believe—need belief bridges--Consider wrapping it within “real therapy”
- ✍ Forest & trees metaphor

EFT Introductory workshop

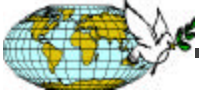


The Basic Recipe

- ✍ The Setup
- ✍ Sequence
- ✍ 9 Gamut
- ✍ Sequence

EFT Introductory workshop

EFT on physical discomforts



- ✍ Locate a current physical discomfort
- ✍ Include even the “impossible”
- ✍ Rate it on a 0-10 scale
- ✍ After EFT, notice if it changed.
 - ✍ Worse or better?
 - ✍ Changed nature or quality?
 - ✍ Changed location?
- ✍ Look for emotional contributors

EFT Introductory workshop

EFT on breathing constriction



- ✍ Interesting way to enter into an issue that is repressed or too intense to address directly.
 - ✍ Start with 2 or 3 stretching breaths.
 - ✍ Rate constriction on 0-10 scale.
 - ✍ EFT on breathing constriction
 - ✍ Rate it again
- ✍ Notice new issues coming up or relief regarding presenting issue

EFT Introductory workshop

EFT on trauma

The Tearless Trauma Technique



- ✍ Locate a specific trauma from at least 5 years ago
- ✍ Estimate 0-10 intensity ***if*** you were to vividly “get into it” (guess at it)
- ✍ Create reminder phrase for the EFT process
- ✍ Do EFT on it.
- ✍ Guess at the intensity again
- ✍ Do more EFT rounds until “guessed” intensity is low
- ✍ Try to vividly imagine the trauma and rate the intensity on a 0-10 scale
- ✍ More rounds of EFT as necessary

EFT Introductory workshop

EFT on addictive cravings



- ✍ Addictive substances are a means of “tranquilizing anxiety”
- ✍ Current cravings different from the addiction
- ✍ Method
 - ✍ Assess current cravings on 0-10 scale for chocolate, cigarettes, etc.
 - ✍ Rounds of EFT as necessary to reduce current craving
 - ✍ Notice if substance tastes, smells, etc. any differently

EFT Introductory workshop

The Basic Recipe

Like Baking a Cake ? The Setup
The Sequence ? 9 Gamut Procedure ? The Sequence (again)
The Reminder Phrase ? Adjustments for Subsequent Rounds

Like Baking a Cake

Our end goal in this course is to equip you with an easy to use recipe for expanding your emotional freedom. I call it The Basic Recipe and the pages that follow are dedicated to its development.

A recipe, of course, has certain ingredients which must be added in a certain order. If you are baking a cake, for example, you must use sugar instead of pepper and you must add the sugar *before* you put it in the oven.

Otherwise....no cake.

The Basic Recipe is no exception. Each ingredient must be performed precisely as described and they must be introduced in the proper order. Otherwise....no result.

Although I am going to some length to describe it in detail, The Basic Recipe is very simple and easy to do. *Once memorized, each round of it can be performed in about 1 minute.* It will take some practice, of course, but after a few tries the whole process becomes familiar and you can bake that emotional freedom cake in your sleep. You will then be well on your way to mastery of EFT and all the rewards it provides.

Let me interject here that various **shortcuts** are available and described in Part II of this manual and on Videotape #1 of Part II. I am describing the *full* Basic Recipe here because it provides an important foundation to the whole process. However, the proficient practitioner may want to use the shortcuts because they cut the average time involved by at least half.

The full Basic Recipe consists of four ingredients...two of which are identical. They are:

1. The Setup
2. The Sequence

3. The 9 Gamut Procedure
4. The Sequence

They are each treated in detail below.

Ingredient #1...The Setup

Applying The Basic Recipe is something like going bowling. In bowling, there is a machine that sets up the pins by picking them up and arranging them in perfect order at the end of the alley. Once this "setup" is done, all you need to do is roll the ball down the alley to knock over the pins.

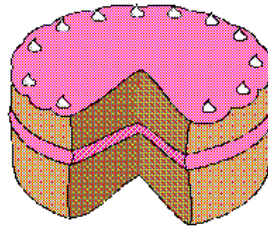
In a similar manner, The Basic Recipe has a beginning routine to "set up" your energy system as though it was a set of bowling pins. This routine (called The Setup) is vital to the whole process and prepares the energy system so that the rest of The Basic Recipe (the ball) can do its job.

Your energy system, of course, is not *really* a set of bowling pins. It is a set of subtle electric circuits. I present this bowling analogy only to give you a sense for the purpose of The Setup and the need to...**make sure your energy system is properly oriented before attempting to remove its disruptions.**

Your energy system is subject to a form of electrical interference which can block the balancing effect of these tapping procedures. When present, this interfering blockage must be removed or The Basic Recipe will not work. Removing it is the job of The Setup.

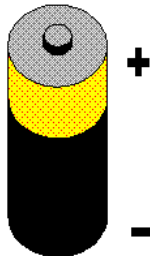
Technically speaking, this interfering blockage takes the form of a *polarity reversal* within your energy system. This is not the same thing as the *energy disruptions* which cause your negative emotions.

Another analogy may help us here. Consider a typical hand held electronic device such as a tape recorder. Like all such devices, it needs batteries to work and, equally important, *the batteries must be installed properly.* You've noticed, I'm sure,



that batteries have + and - marks on them. Those marks indicate their *polarity*. If you line up those + and - marks according to the instructions, then the electricity flows normally and your tape recorder works fine.

But what happens if you put the batteries in backwards? Try it sometime. The tape recorder will not work. It acts as if the batteries have been removed. That's what happens when polarity reversal is present in your energy system. It's like your batteries are in backwards. I don't mean you stop working altogether....like turn "toes up" and die....but your progress *does* become arrested in some areas.



This polarity reversal has an official name. It is called Psychological Reversal and represents a fascinating discovery with wide ranging applications in...**all areas of healing and personal performance.**

It is the reason why some diseases are chronic and respond very poorly to conventional treatments. It is also the reason why some people have such a difficult time losing weight or giving up addictive substances. It is, quite literally, the cause of self sabotage. An entire course could be dedicated to its uses and it is covered in detail in Part II of this course.

For now, however, we need only know some foundational things about Psychological Reversal that apply to EFT and...more importantly...how to correct it.

Psychological Reversal is caused by self defeating, negative thinking which often occurs subconsciously and thus outside of your awareness. On average, it will be present...and thus hinder EFT...about 40% of the time. Some people have very little of it (this is rare) while others are beset by it most of the time (this also is rare). Most people fall somewhere in between these two extremes. It doesn't create any feelings within you so you won't know if it is present or not. Even the most positive people are subject to it....including yours truly.

When it is present it will stop any attempt at healing, including EFT, dead in its tracks. Therefore...**It must be corrected if the rest of The Basic Recipe is going to work.**

Being true to the 100% overhaul concept we correct for Psychological Reversal *even though it*

might not be present. It only takes 8 or 10 seconds to do and, if it isn't present, no harm is done. If it *is* present, however, a major impediment to your success will be out of the way.

That being said, here's how The Setup works. There are two parts to it...

1. You repeat an affirmation 3 times while you...
2. Rub the "Sore Spot" or, alternatively, tap the "Karate Chop" point (these will be explained shortly).

The Affirmation

Since the cause of Psychological Reversal involves negative thinking it should be no surprise that the correction for it includes a neutralizing affirmation. Such is the case and here it is.

*Even though I have this _____,
I deeply and completely accept myself.*

The blank is filled in with a brief description of the problem you want to address. Here are some examples.

- ?? *Even though I have this fear of public speaking, I deeply and completely accept myself.*
- ?? *Even though I have this headache, I deeply and completely accept myself.*
- ?? *Even though I have this anger towards my father, I deeply and completely accept myself.*
- ?? *Even though I have this war memory, I deeply and completely accept myself.*
- ?? *Even though I have this stiffness in my neck, I deeply and completely accept myself.*
- ?? *Even though I have these nightmares, I deeply and completely accept myself.*
- ?? *Even though I have this craving for alcohol, I deeply and completely accept myself.*
- ?? *Even though I have this fear of snakes, I deeply and completely accept myself.*
- ?? *Even though I have this depression, I deeply and completely accept myself.*

This is only a partial list, of course, because the possible issues that are addressable by EFT are endless. Please note that in the videotapes and audiotapes included with this course, Adrienne and I apply various forms of this affirmation. You may hear us use affirmations like...

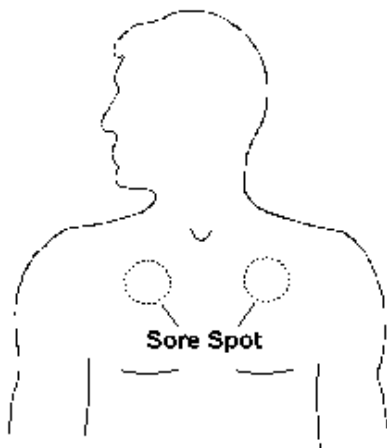
- ?? *"I accept myself even though I have this _____."* or
- ?? *"Even though I have this _____, I deeply and profoundly accept myself."* or
- ?? *"I love and accept myself even though I have this _____."*

All of these affirmations are correct because they follow the same general format. That is....they acknowledge the problem and create self acceptance despite the existence of the problem. That is what's necessary for the affirmation to be effective. You can use any of them but I suggest you use the recommended one because it is easily memorizable and has a good track record at getting the job done.

Now here are some interesting points about the affirmation...

- ?? It doesn't matter whether you believe the affirmation or not....just say it.
- ?? It is better to say it with feeling and emphasis but saying it routinely will usually do the job.
- ?? It is best to say it out loud but if you are in a social situation where you prefer to mutter it under your breath....or do it silently....then go ahead. It will probably be effective.

To add to the effectiveness of the affirmation, The Setup also includes the simultaneous rubbing of a "Sore Spot"....or....tapping on the "Karate Chop" point. They are described next.



The Sore Spot

There are two Sore Spots and it doesn't matter which one you use. They are located in the upper left and right portions of the chest and you find them as follows:

Go to the base of the throat about where a man would knot his tie. Poke around in this area and you will find a U shaped notch at the top of your sternum (breastbone). From the top of that notch go down 3 inches toward your navel and over 3 inches to your left (or right). You should now be in the upper left (or right) portion of your chest. If you press vigorously in that area (within a 2 inch radius) you will find a "Sore Spot." This is the place you will need to rub while saying the affirmation.

This spot is sore when you rub it vigorously because lymphatic congestion occurs there. When you rub it, you are dispersing that congestion. Fortunately, after a few episodes the congestion is all dispersed and the soreness goes away. Then you can rub it with no discomfort whatsoever.

I don't mean to overplay the soreness you may feel. It's not like you will have massive, intense pain by rubbing this Sore Spot. It is certainly bearable and should cause no undue discomfort. If it does, then lighten up your pressure a little.

Also, if you've had some kind of operation in that area of the chest or if there's any medical reason whatsoever why you shouldn't be probing around in that specific area then *switch to the other side*. Both sides are equally effective. In any case, if there is any doubt, consult your health practitioner before proceeding....or....tap the "Karate Chop" point instead.

The Karate Chop Point

The Karate Chop point (abbreviated **KC**) is located at the center of the fleshy part of the outside of your hand (either hand) between the top of the wrist and the base of the baby finger or....stated differently....the part of your hand you would use to deliver a karate chop.



Instead of rubbing it as you would the Sore Spot, you vigorously *tap* the Karate Chop point with the fingertips of the index finger and middle finger of the other hand. While you *could* use the Karate Chop point of either hand, it is usually most convenient to tap the Karate Chop point of the non-dominant hand with the two fingertips of the dominant hand. If you are right handed, for example, you would tap the Karate Chop point on the left hand with the fingertips of the right hand.

Should you use the Sore Spot or the Karate Chop point? After years of experience with both methods, it has been determined that rubbing the Sore Spot is a bit more effective than tapping the Karate Chop point. It doesn't have a commanding lead by any means but it *is* preferred.

Because The Setup is so important in clearing the way for the rest of The Basic Recipe to work, I urge you to use the Sore Spot rather than the Karate Chop point. It puts the odds a little more in your favor. However, the Karate Chop point is perfectly useful and will clear out any interfering blockage in the vast majority of cases. So feel free to use it if the Sore Spot is inappropriate for any reason.

You will notice on the videotapes that I often instruct people to tap the Karate Chop point instead of rub the Sore Spot. That's because it is easier to teach when I'm on stage.

Stepping Through It

Now that you understand the parts to The Setup, performing it is easy. You create a word or short phrase to fill in the blank in the affirmation and then...**simply repeat the affirmation, with emphasis, 3 times while continuously rubbing the Sore Spot or tapping the Karate Chop point.**

That's it. After a few practice rounds, you should be able to perform The Setup in 8 seconds or so. Now, with The Setup properly performed, you are ready for the next ingredient in The Basic Recipe....The Sequence.

Ingredient #2...The Sequence

The Sequence is very simple in concept. It involves tapping on the end points of the major energy meridians in the body and is the method by which the "zzzzt" in the energy system is balanced out. Before locating these points for you, however,

you need a few tips on how to carry out the tapping process.

Tapping tips: You can tap with either hand but it is usually more convenient to do so with your dominant hand (e.g. right hand if you are right handed).

Tap with the fingertips of your index finger and middle finger. This covers a little larger area than just tapping with one fingertip and allows you to cover the tapping points more easily.

Tap solidly but never so hard as to hurt or bruise yourself.

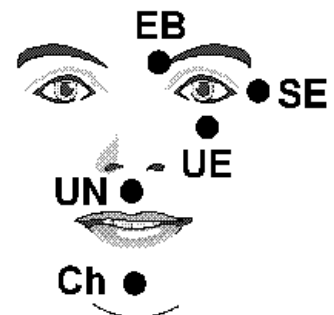
Tap about 7 times on each of the tapping points. I say about 7 times because you will be repeating a "reminder phrase" (covered later) while tapping and it will be difficult to count at the same time. If you are a little over or a little under 7 (5 to 9, for example) that will be sufficient.

Most of the tapping points exist on either side of the body. It doesn't matter which side you use nor does it matter if you switch sides during The Sequence. For example, you can tap under your right eye and, later in The Sequence, tap under your left arm.

The points: Each energy meridian has two end points. For the purposes of The Basic Recipe, you need only tap on one end to balance out any disruptions that may exist in it. These end points are near the surface of the body and are thus more readily accessed than other points along the meridians that may be more deeply buried. What follows are instructions on how to locate the end points of those meridians that are important to The Basic Recipe. Taken together....and done in the order presented....they form The Sequence.

?? At the beginning of the eyebrow, just above and to one side of the nose. This point is abbreviated **EB** for beginning of the EyeBrow.

?? On the bone bordering the outside corner of the eye. This point



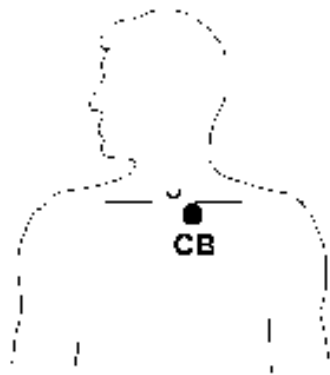
is abbreviated **SE** for **Side of the Eye**.

?? On the bone under an eye about 1 inch below your pupil. This point is abbreviated **UE** for **Under the Eye**.

?? On the small area between the bottom of your nose and the top of your upper lip. This point is abbreviated **UN** for **Under the Nose**.

?? Midway between the point of your chin and the bottom of your lower lip. Even though it is not directly on the point of the chin, we call it the chin point because it is descriptive enough for people to understand easily. This point is abbreviated **Ch** for **Chin**.

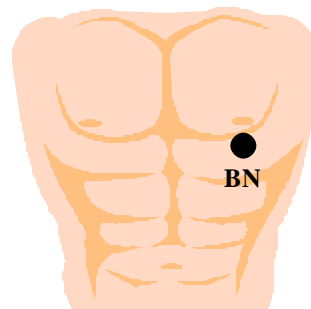
?? The junction where the sternum (breastbone), collarbone and the first rib meet. To locate it, first place your forefinger on the U-shaped notch at the top of the breastbone (about where a man would knot his tie). From the bottom of the U, move your forefinger down toward the navel 1 inch and then go to the left (or right) 1 inch. This point is abbreviated **CB** for **CollarBone** even though it is not on the collarbone (or clavicle) per se. It is at the beginning of the collarbone and we call it the collarbone point because that is a lot easier to say than "the junction where the sternum (breastbone), collarbone and the first rib meet."



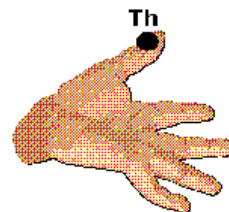
?? On the side of the body, at a point even with the nipple (for men) or in the middle of the bra strap (for women). It is about 4 inches below the armpit. This point is abbreviated **UA** for **Under the Arm**.



?? For men, one inch below the nipple. For ladies, where the underskin of the breast meets the chest wall. This point is abbreviated **BN** for **Below Nipple**. As discussed below, this point has been added for this edition.



?? On the outside edge of your thumb at a point even with the base of the thumbnail. This point is abbreviated **Th** for **Thumb**.



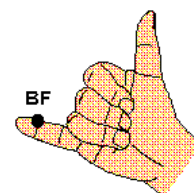
?? On the side of your index finger (the side facing your thumb) at a point even with the base of the fingernail. This point is abbreviated **IF** for **Index Finger**.



?? On the side of your middle finger (the side closest to your thumb) at a point even with the base of the fingernail. This point is abbreviated **MF** for **Middle Finger**.



?? On the inside of your baby finger (the side closest to your thumb) at a point even with the base of the fingernail. This point is abbreviated **BF** for **Baby Finger**.



?? The last point is the karate chop point....which has been previously described under the section on The Setup. It is located in the middle of the fleshy part on the outside of the hand between the top of the



wrist bone and the base of the baby finger. It is abbreviated **KC** for **Karate Chop**.

The abbreviations for these points are summarized below in the same order as given above.

EB = Beginning of the **EyeBrow**
SE = **Side of the Eye**
UE = **Under the Eye**
UN = **Under the Nose**
Ch = **Chin**
CB = Beginning of the **CollarBone**
UA = **Under the Arm**
BN = **Below the Nipple**
Th = **Thumb**
IF = **Index Finger**
MF = **Middle Finger**
BF = **Baby Finger**
KC = **Karate Chop**

Please notice that these tapping points proceed *down the body*. That is, each tapping point is *below* the one before it. That should make it a snap to memorize. A few trips through it and it should be yours forever.

Also note that the **BN** point has been added since the making of the videos accompanying this course. It was originally left out because it was awkward for ladies to tap while in social situations (restaurants, etc.). While the EFT results have been superb without it, I include it now for completeness.

Ingredient #3...The 9 Gamut Procedure

The 9 Gamut Procedure is, perhaps, the most bizarre looking process within EFT. Its purpose is to "fine tune" the brain and it does so via some eye movements and some humming and counting. Through connecting nerves, certain parts of the brain are stimulated when the eyes are moved. Likewise the right side of the brain (the creative side) is engaged when you hum a song and the left side (the digital side) is engaged when you count.

The 9 Gamut Procedure is a 10 second process wherein 9 of these "brain stimulating" actions are performed while continuously tapping on one of the body's energy points.....the Gamut point. It has been found, after years of experience, that this

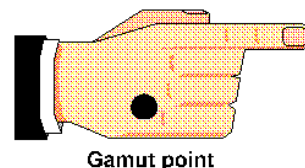
routine can add efficiency to EFT and hastens your progress towards emotional freedom....especially when *sandwiched* between 2 trips through The Sequence.

One way to help memorize The Basic Recipe is to look at it as though it was a ham sandwich. The Setup is the preparation for the ham sandwich and the sandwich itself consists of two slices of bread (The Sequence) with the ham, or middle portion, as the 9 Gamut Procedure. It looks like this...

The Setup

The Ham Sandwich { *The Sequence (Bread)*
9 Gamut (Ham)
The Sequence (Bread) }

To do the 9 Gamut Procedure, you must first locate the Gamut point. It is on the back of either hand and is 1/2 inch behind the midpoint between the knuckles at the base of the ring finger and the little finger. If you draw an



imaginary line between the knuckles at the base of the ring finger and little finger and consider that line to be the base of an equilateral triangle whose other sides converge to a point (apex) in the direction of the wrist, then the gamut point would be located at the apex of the triangle.

Next, you must perform 9 different actions while tapping the Gamut point continuously. The 9 Gamut actions are:

1. Eyes closed.
2. Eyes open.
3. Eyes hard down right while holding the head steady.
4. Eyes hard down left while holding the head steady.
5. Roll eyes in a circle as though your nose was at the center of a clock and you were trying to see all the numbers in order.
6. Same as #5 only reverse the direction in which you roll your eyes.
7. Hum 2 seconds of a song (suggest Happy Birthday).

8. Count rapidly from 1 to 5.
9. Hum 2 seconds of a song again.

Note that these 9 actions are presented in a certain order and I suggest that you memorize them in the order given. However, you can mix the order up if you wish so long as you do all 9 of them....**and**....you perform 7, 8 and 9 as a unit. That is, you hum 2 seconds of a song...then count...then hum the song again, in that order. Years of experience have proven this to be important.

Also, note that for some people humming Happy Birthday causes resistance because it brings up memories of unhappy birthdays. In this case, you can either use EFT on those unhappy memories and resolve them...or...you can side step this issue for now by having them hum some other song.

Ingredient #4...The Sequence (again)

The fourth...and last...ingredient in The Basic Recipe was mentioned above. It is an identical trip through The Sequence.

The Reminder Phrase

Once memorized, The Basic Recipe becomes a lifetime friend. It can be applied to an almost endless list of emotional and physical problems and provides relief from most of them. However, there's one more concept we need to develop before we can apply The Basic Recipe to a given problem. It's called the Reminder Phrase.

When a football quarterback throws a pass he aims it at a particular receiver. He doesn't just throw the ball in the air and hope someone will catch it. Likewise, The Basic Recipe needs to be aimed at a specific problem. Otherwise, it will bounce around aimlessly with little or no effect.

You "aim" The Basic Recipe by applying it while "tuned in" to the problem from which you want relief. This tells your system which problem needs to be the receiver.

Remember the discovery statement which states...

"The cause of all negative emotions is a disruption in the body's energy system."

Negative emotions come about because you are tuned in to certain thoughts or circumstances which, in turn, cause your energy system to disrupt. Otherwise, you function normally. One's fear of heights is not present, for example, while one is reading the comic section of the Sunday newspaper (and therefore not tuned in to the problem).

Tuning in to a problem can be done by simply thinking about it. In fact, tuning in *means* thinking about it. Thinking about the problem will bring about the energy disruptions involved which then....and only then....can be balanced by applying The Basic Recipe. Without tuning in to the problem....thereby creating those energy disruptions....The Basic Recipe does nothing.

Tuning in is seemingly a very simple process. You merely think about the problem while applying The Basic Recipe. That's it...at least in theory.

However, you may find it a bit difficult to consciously think about the problem while you are tapping, humming, counting, etc. That's why I'm introducing a Reminder Phrase that you can repeat continually while you are performing The Basic Recipe.

The Reminder Phrase is simply a word or short phrase that describes the problem and that you repeat out loud each time you tap one of the points in The Sequence. In this way you continually "remind" your system about the problem you are working on.

The best Reminder Phrase to use is usually identical to what you choose for the affirmation you use in The Setup. For example, if you are working on a fear of public speaking, The Setup affirmation would go like this....

*Even though I have this fear of public speaking,
I deeply and completely accept myself.*

Within this affirmation, the underlined words....fear of public speaking....are ideal candidates for use as the Reminder Phrase.

You may notice that Adrienne and I sometimes use a bit shorter version of this Reminder Phrase when dealing with people on the tapes included with this course. We might, for example, use "public speaking fear" or just "public speaking" instead of the somewhat longer version above. That's just one of the shortcuts we have grown

accustomed to after years of experience with these techniques. For your purposes, however, you can simplify your life by just using the identical words for the Reminder Phrase as you use for the affirmation in The Setup. That way you will minimize any possibility for error.

Now here's an interesting point that you will most certainly notice on the audiotapes and some of the videotapes. When Adrienne and I are helping people with EFT *we don't always have them repeat a Reminder Phrase*. That's because we have discovered over time that simply stating the affirmation during The Setup is usually sufficient to "tune in" to the problem at hand. The subconscious mind usually locks on to the problem throughout The Basic Recipe even though all the tapping, humming, counting, etc. would seem to be distracting.

But this is not *always* true and, with our extensive training and experience, we are able to recognize whether or not using the Reminder Phrase is necessary. As stated, it is not usually necessary but...**when it is necessary it is really necessary and must be used.**

What's beautiful about EFT is that you don't need to have our experience in this regard. You don't have to be able to figure out whether or not the Reminder Phrase is necessary. You can just *assume* it is always necessary and thereby assure yourself of always being tuned in to the problem by simply repeating the Reminder Phrase as instructed. It does no harm to repeat the Reminder Phrase when it is not necessary and will serve as an invaluable tool when it is. This is part of the 100% overhaul concept mentioned earlier. We do many things in each round of The Basic Recipe that may not be necessary for a given problem. But when a particular part of The Basic Recipe *is* necessary...**it is absolutely critical.**

It does no harm to include everything...even what may be unnecessary...and *it only takes 1 minute per round*. This includes *always* repeating the Reminder Phrase each time you tap a point during The Sequence. It costs nothing to include it...not even time...because it can be repeated within the same time it takes to tap each energy point 7 times.

This concept about the Reminder Phrase is an easy one. But just to be complete, I am including a few samples below:

?? *headache*
?? *anger towards my father*
?? *war memory*
?? *stiffness in my neck*
?? *nightmares*
?? *craving for alcohol*
?? *fear of snakes*
?? *depression*

Subsequent Round Adjustments

Let's say you are using The Basic Recipe for some problem (fear, headache, anger, etc.). Sometimes the problem will simply vanish after just one round while, at other times, one round provides only partial relief. When only partial relief is obtained, you will need to do one or more additional rounds.

Those subsequent rounds need to be adjusted slightly for best results. Here's why: One of the main reasons why the first round doesn't always completely eliminate a problem is because of the re-emergence of Psychological Reversal...that interfering blockage that The Setup is designed to correct.

This time, Psychological Reversal shows up in a somewhat different form. Instead of blocking your progress altogether it now blocks any *remaining* progress. You have already made some headway but become stopped part way toward complete relief because Psychological Reversal enters in a manner that keeps you from *getting any better still*.

Since the subconscious mind tends to be very literal, the subsequent rounds of The Basic Recipe need to address the fact that you are working on the *remaining problem*. Accordingly, the affirmation contained within The Setup needs to be adjusted as does the Reminder Phrase.

Here's the adjusted format for The Setup affirmation:

*Even though I **still** have **some** of this _____,
I deeply and completely accept myself.*

Please note the emphasized words (**still & some**) and how they change the thrust of the affirmation toward the *remainder* of the problem. It should be easy to make this adjustment and, after a little experience, you will fall into it quite naturally.

Study the adjusted affirmations below. They reflect adjustments to the original affirmations show earlier in this section.

- ?? *Even though I **still** have **some** of this fear of public speaking, I deeply and completely accept myself.*
- ?? *Even though I **still** have **some** of this headache, I deeply and completely accept myself.*
- ?? *Even though I **still** have **some** of this anger towards my father, I deeply and completely accept myself.*
- ?? *Even though I **still** have **some** of this war memory, I deeply and completely accept myself.*
- ?? *Even though I **still** have **some** of this stiffness in my neck, I deeply and completely accept myself.*
- ?? *Even though I **still** have **some** of these nightmares, I deeply and completely accept myself.*
- ?? *Even though I **still** have **some** of this craving for alcohol, I deeply and completely accept myself.*

?? *Even though I **still** have **some** of this fear of snakes, I deeply and completely accept myself.*

?? *Even though I **still** have **some** of this depression, I deeply and completely accept myself.*

The Reminder Phrase is also easily adjusted. Just put the word *remaining* before the previously used phrase. Here, as examples, are adjusted versions of the previous Reminder Phrases.

?? ***remaining** headache*

?? ***remaining** anger towards my father*

?? ***remaining** war memory*

?? ***remaining** stiffness in my neck*

?? ***remaining** nightmares*

?? ***remaining** craving for alcohol*

?? ***remaining** fear of snakes*

?? ***remaining** depression*

This completes the features of The Basic Recipe. You now need two things to be effective with it. You need to *memorize it* and you need a few *tips on how to apply it*. Those tips are next.

Tips on How to Apply EFT

**Testing ? Aspects ? Persistence Pays ? Be Specific Where Possible
The Generalization Effect ? Try It On Everything ? EFT in a Nutshell**

EFT is remarkably simple to apply. Just customize the 1 minute Basic Recipe with a Setup affirmation and Reminder Phrase that aims at your problem. Then do as many rounds as necessary until the problem is gone.

This easy process can be used, with persistence, to literally **re-engineer your system**.

It will unload the fears, anger, grief, depression and other negative emotions that cause people to drive through life with their brakes on. And....along the way....it may give you relief from headaches, asthma, pain and a seemingly unending list of physical ailments.

This section of the course adds a few tips...some useful insights...so you can make better use of EFT. It takes you behind the scenes and helps you build a firmer foundation beneath your new skills.

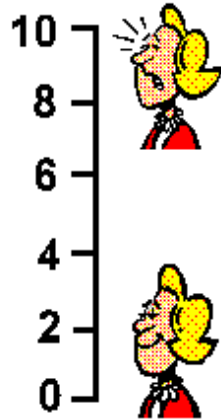
Testing

You will notice on the videotapes and audiotapes that Adrienne and I are constantly asking people to evaluate the extent of their problem on a scale of 0 to 10 (where 10 represents maximum intensity and 0 represents no intensity whatsoever). This provides benchmark against which to measure your progress. You might start at a 6, for instance, and then go to a 3....and then a 1....and finally to 0....as various rounds of The Basic Recipe are applied.

You should always measure the intensity as it exists NOW....as you think about it....and not as you think it would be in the actual situation. Remember, The Basic Recipe balances the disruptions in your energy system as they exist NOW while you are tuned in to the thought or circumstance.

Here's an example of how it works. Let's say you have a fear of spiders that you would like to put behind you. If there is no spider present to cause you any emotional intensity then close your eyes and imagine seeing a spider or imagine a past time when a spider scared you. Assess your intensity on a scale of 0 to 10 *as it exists NOW while you think about it*. If you estimate it at a 7, for example, then you have a benchmark against which to measure your progress.

Intensity Meter



Now do one round of The Basic Recipe and imagine the spider again. If you can get no trace whatsoever of your previous emotional intensity then you are done. If, on the other hand, you go to, let's say, a 4 then you need to perform subsequent rounds until 0 is reached.

Aspects

You might wonder at this point if getting to 0 while just *thinking* about a spider will hold up when you are actually confronted with a *real* spider. The answer is usually....**yes!!**

In most cases, the energy disruptions that occur while *thinking* about the spider are the same as those when you are in the presence of a *real* spider. That's why the original energy balancing tends to hold in the real circumstances.

The exception to this is when some new aspect of the problem comes up in the real situation that wasn't there when you were just thinking about it. For example, you may have been *thinking* about a stationary spider that didn't move. If that movement is an important aspect of your fear and...if it was absent from your thinking when the original rounds were done...then that part of the fear will arise when you



Each aspect, when present, is handled as a separate problem.

see a moving spider. This is a reasonably common occurrence and *it doesn't mean that EFT didn't work*.

It simply means there is more to do. Just apply The Basic Recipe to the new aspect (moving spider) until your emotional response goes to 0. Once all aspects have been eliminated your phobic response to spiders will be history and you will be perfectly calm around them.

The notion of aspects is an important one in EFT. As in the spider example above, some problems have many pieces...or aspects...to them and the problem will not be completely relieved until all of them are addressed. Actually, each of these aspects qualifies as a separate problem even though they seem to be all lumped together. The fear of a stationary spider and the fear of a moving spider, for example, would seem to be lumped together. In fact, they are separate problems and need to be addressed separately by EFT.

Different aspects are possible with just about any problem you want to address with EFT. Sometimes they take the form of a series of traumatic memories such as memories of war, abuse or rape. Each of those memories may be a separate problem, or aspect, and needs to be addressed individually before complete relief is obtained.

Please understand that where several aspects of an *emotional* problem are present, you may not notice any relief until all aspects are reduced to 0 by The Basic Recipe. This becomes very clear when you compare it to its counterpart in *physical* healing. If, for example, you have a simultaneous headache, toothache and stomach ache, you will not feel healthy until all 3 are gone. The pain may seem to shift but it is, nonetheless, still pain. So it is with *emotional* issues that contain different aspects. Until all aspects are gone you may not feel you are getting relief even though you have taken care of 1 or more aspects.

Persistence Pays

As a newcomer to EFT, you may lack the experience to be able to identify specific aspects and address them individually with The Basic Recipe. That's okay. You need only go with whatever feeling you are having and address that feeling with The Basic Recipe. Your subconscious mind knows what you are working on. You might address this "feeling" with a Setup affirmation that goes..."*Even though I have this feeling, I deeply and completely accept myself*" and a Reminder Phrase that says..."*this feeling*."

Please understand that the majority of the problems The Basic Recipe addresses are *not* laden with numerous aspects. Most problems are easy to identify and just as easily relieved. But just in case you happen to have one of those more involved problems

and you are unable to identify specific aspects of it, then I suggest you do 3 rounds of The Basic Recipe for "this feeling" or "this problem" once per day (that's about 3 minutes per day) for 30 days. Your subconscious mind has a way of bringing up what is necessary and you should have relief long before the 30 days are up. EFT, as you can tell, is...**a very flexible process...**and will often make progress on problems that are outside your awareness.

Be Specific Where Possible

It is best, of course, to be specific whenever you can. That way you can efficiently zero in on an exact fear, pain, memory etc., and eliminate it from your limiting baggage.

Sometimes we lump together a number of specific problems under a larger heading. This can handicap your progress with EFT. For example, most people would like to have a better "self image" but don't realize that the term is a general label which serves as a catchall phrase for numerous *specific* problems (e.g. memories of abuse, rejection, failure and/or fears of various kinds).

Someone who has been subject to severe rejection as a child is likely to feel inadequate in many areas of their life. This contributes to their poor self image by causing energy disruptions (and hence negative emotions) when they face potential rejection. Accordingly, they consistently feel "not good enough" when given opportunities and tend to stay stuck where they are in life. When lumped together with other negative emotions, self image problems become more widely generalized and the person feels stopped in even more areas.

I use a metaphor to put self image and other general emotional labels into proper EFT perspective. I liken the *general* problem to a...**diseased forest in which each of the underlying specific issues is a negative tree.** The forest, at first, is so densely populated with trees that it may seem impossible to find your way out. To some, it may even seem like a jungle.

When we neutralize each specific negative event in our lives with The Basic Recipe we are, effectively, cutting down a negative tree. Continue cutting down these trees and, after a while, the forest will have thinned out so you can walk out of it rather easily. Each toppled tree represents another degree of emotional freedom and...if you are persistent with The Basic Recipe...you will gradually find your negative responses subsiding. You will find yourself at ease...and calm...when faced with new opportunities and you will be guided by a new sense of adventure rather than by a fear of not being "good enough."

One very helpful concept here is to break down problems into the **specific events that underlie them** and use EFT on each such specific event. For example, if you have anger because your father abused you, apply EFT to specific events like, "When Dad hit me in the kitchen at age 8." This is often superior to using EFT on the more global issue of "My father abused me."

Perhaps the biggest mistake made by newcomers is that they try to use EFT on issues that are too global. They may make good headway with persistence but they are less likely to notice the results right away. As a result, they may quit too soon. Break the problems down into specific events and you will notice results on those specific events right away. Doing this also addresses the true cause and is usually more efficient.

The Generalization Effect

That being said, I want to acquaint you now with a fascinating feature of EFT. I call it The Generalization Effect because, after you address a few related problems with EFT, the process starts to *generalize* over all those problems. For example, someone who has 100 traumatic memories of being abused usually finds that after using EFT...**they all vanish after neutralizing only 5 or 10 of them.**

This is startling to some people because they have so many traumas in their life they think they are in for unending sessions with these techniques. Not so...at least not usually. EFT often clears out a whole forest after cutting down just a few trees.

For an example of this Generalization Effect review the case with Rich, the first Veteran on the "6 Days at the VA" video included with this course.

Try It On Everything!!

This course is replete with case histories. Their purpose is to imbed within you how EFT works in the real world. There's a whole section on them in this manual and the videos and audios contain many more. They span issues...

- ?? from the fear of public speaking to intense war memories,
- ?? from chocolate cravings to insomnia and
- ?? from hiccups to multiple sclerosis.

I know of no limit to the emotional and physical problems which can be addressed by EFT. Accordingly, I **TRY IT ON EVERYTHING!!** and urge you to do the same. People are forever asking me, "*Will it work on _____?*" and I always respond with, "*Try it!*"

I have given up being surprised at the results. Headway is usually gained.

EFT in a Nutshell

I value clarity and strive to inject it into what I teach. To me, the ultimate evidence of clarity is being able to reduce the subject matter to a simple paragraph. I have done that with EFT. What follows is...

EFT in a nutshell

Memorize The Basic Recipe. Aim it at any emotional or physical problem by customizing it with an appropriate Setup affirmation and

Reminder Phrase. Be specific where possible and aim EFT at the specific emotional events in one's life that may underlie the problem. Where necessary, be persistent until all aspects of the problem have vanished. Try it on everything!!

That's it. That's the essence of what you are learning here. If you would like an expanded version of this summary you will find it on the next page. There I include....on a single page....The Discovery Statement, The Basic Recipe and EFT in a Nutshell. I call it EFT on a page. You might wish to use it as a quick reference until you master these procedures.

EFT on a Page

THE DISCOVERY STATEMENT

"The cause of all negative emotions is a disruption in the body's energy system."

EFT IN A NUTSHELL

Memorize The Basic Recipe. Aim it at any emotional or physical problem by customizing it with an appropriate Setup affirmation and Reminder Phrase. Be specific where possible and aim EFT at the specific emotional events in one's life that may underlie the problem. Where necessary, be persistent until all aspects of the problem have vanished. Try it on everything!!

THE BASIC RECIPE

1. **The Setup...**Repeat 3 times this affirmation:

*"Even though I have this _____ ,
I deeply and completely accept myself."*

while continuously rubbing the Sore Spot or tapping the Karate Chop point.

2. **The Sequence...**Tap about 7 times on each of the following energy points while repeating the Reminder Phrase at each point.

EB, SE, UE, UN, Ch, CB, UA, BN, Th, IF, MF, BF, KC

3. **The 9 Gamut Procedure...**Continuously tap on the Gamut point while performing each of these 9 actions:

(1) Eyes closed (2) Eyes open (3) Eyes hard down right (4) Eyes hard down left (5) Roll eyes in circle (6) Roll eyes in other direction (7) Hum 2 seconds of a song (8) Count to 5 (9) Hum 2 seconds of a song.

4. **The Sequence (again)...**Tap about 7 times on each of the following energy points while repeating the Reminder Phrase at each point.

EB, SE, UE, UN, Ch, CB, UA, BN, Th, IF, MF, BF, KC

Note: In subsequent rounds The Setup affirmation and the Reminder Phrase are adjusted to reflect the fact that you are addressing the remaining problem.

Commonly asked

Questions and Answers

about EFT

Some people are astonished at what they see with EFT. Their questions are openly enthusiastic.

Others don't quite know how to respond because EFT violates most of their beliefs about personal improvement. Their questions contain an element of caution...as though they are semi-open but still need to protect their existing beliefs.

Whatever their source, these questions are important to your education in EFT because they help fill in any gaps you may have in your understanding. For this purpose, I am displaying in this section the answers to the standard questions I have received over the years.

Q. How do EFT results differ from a "quick fix?" The label "quick fix" carries with it a negative connotation and is often used to label the questionable healing techniques of hucksters and cheats. The term goes hand in hand with the term "con man" and, when used, often brings about thoughts of suspicion and caution.

EFT offers rapid relief from numerous emotional and physical ailments without meriting the negative label "quick fix." This is obvious to any observer of the case histories in this course and is even more obvious to those students who have experienced the results first hand. I use the term rapid relief instead of "quick fix" to put across the same idea but without the negative connotation.

Now here's an important note: Throughout history healing techniques of various kinds have usually been slow and inefficient until someone finds the true remedy for the ailment. When the true remedy is found, everything changes and the old methods become relics of the past.

Polio is a case in point. Until the Salk Vaccine was discovered, Poliomyelitis was considered incurable and all manners of medications and therapies (including the Iron Lung) were employed to help the sufferers. They didn't do much, of course. They helped ease some of the discomfort and limited some of the long term damage caused by the disease. But that was about it.

And then came the Salk Vaccine. It did away with all the antiquated, inefficient attempts at curing Polio and replaced them with a true remedy. It was, indeed, a "quick fix" without the negative connotation.

The eradication of Polio is only one example where inefficient methods give away to true remedies. Penicillin, for instance, has been another "quick fix" miracle drug that has provided instant cures for illnesses ranging from respiratory diseases to gonorrhea.

The examples go on and on, of course, but the point is that these procedures are replacing all the inefficient techniques used in behalf of emotional health. The fact that they give rapid relief to seemingly difficult emotional problems is impressive evidence that they represent the true remedy. If they took forever to do very little then they should simply take their place among the other ho hum techniques of the past.

But they don't. They hit the bulls eye and perform as a true remedy should. Quickly, easily, permanently.

Q. Does it last? This question is usually a companion to the above "quick fix" question. After all, the "logic" goes, any problem that can be relieved that fast must be temporary. Lasting results, at least in the minds of most people, must take time to produce.

Not so. EFT's results are usually permanent.

The case histories in this course are filled with people who have had lasting results...even though the problem was relieved in moments. This is still more evidence that EFT is addressing the true cause of the problem. Otherwise, the remedy would not be so long lasting.

Please remember, however, that EFT doesn't do everything for everyone. Some problems seem to reappear and that is usually caused by different aspects of the original problem showing up at a later time. The experienced student of EFT will recognize this and simply reapply The Basic Recipe for this new aspect. The experienced student will also break the problem down into specific events and apply EFT to those underlying causes. In time, after all aspects and specific events have been addressed, the problem usually goes away completely and does not return. .

Q. How does EFT handle emotional problems that are very intense and/or have been with a person for a very long time? The same way it handles every other emotional problem.

To EFT, the intensity of a problem or how long it has been around is immaterial. The cause is always a

disrupted energy system and using The Basic Recipe to balance it gives relief...regardless of its severity.

This question usually comes about because of the belief that intense and/or long resident problems are more "deeply ingrained" than other problems. Therefore it should take more effort to relieve them. This seems very logical when viewed through conventional approaches because conventional approaches don't directly address the true cause.

Conventional approaches tend to take aim at one's memories or other mental processes and ignore the energy system (where the true cause lies). When slow progress is being made it is convenient to blame the problem because it is presumed to be "deeply ingrained" or otherwise difficult to deal with. In this manner, conventional approaches can...and do...explain away ineffective results.

When EFT requires persistence it is NOT because of the intensity or resident length of a problem. It is usually because of a problem's complexity. Complexity, to EFT, means the existence of several aspects to a problem each of which must be relieved before total relief is felt. The notion of aspects is covered repeatedly in this manual, the videos and the audios.

Q. How does EFT deal with one's need to understand their problem? This is one of the most astonishing features about EFT. A shift in a person's understanding of their problem happens simultaneously with the relief. After EFT, people talk about their problem differently. They put it in a healthy perspective. The typical rape victim, for example, no longer carries a deep fear and distrust of men. Rather, she considers her assailant(s) to have the problem and in need of help.

People who use EFT for relief from guilt no longer take blame for whatever event gave rise to the guilt. Anger turns to objectivity. Grief turns to a healthy, more peaceful perspective about the death of a loved one.

Notice how you and others respond to your former problem and you will see what I mean. Your understanding shifts right along with the relief.

Here's a final note on how powerfully EFT shifts understanding. In the hundreds and hundreds of people Adrienne and I have helped with EFT not one of them...ever...has made any request to better understand their problem. Why would they? There was no need.

Q. How does EFT deal with stress and anxiety? In EFT, stress and anxiety have the same cause as all other negative emotions...a disruption in the body's energy system. Accordingly, they are addressed with

The Basic Recipe the same as any other emotional issue.

Anxiety has a specific meaning in clinical psychology. It refers to an intense fear or dread lacking an unambiguous cause or a specific threat. In EFT, however, we give it a much broader definition to include that general state of uneasiness which is more commonly known as anxiety. Under that definition stress and anxiety fall into the same category.

Stress and anxiety tend to be ongoing problems because the circumstances that create them are ongoing. An abusive family situation or a stressful job environment are but two of a long list of possibilities. EFT does not do away with the circumstances, of course, but it is an important aid to reducing your anxious responses. In most cases, EFT will need to be used persistently (most likely daily) because the stressful circumstances tend to show up every day.

After a while, you should notice that your responses to difficult events is much calmer. Things just don't get to you like they used to. You smile more. Your health improves and life seems easier.

Q. How does EFT help with sports performance?

Ask any accomplished athlete and they will tell you emphatically that their mental set is critical to their performance. The difference between good days and bad days for the athlete is almost always due to emotional causes. Barring sickness, the athlete always brings the same highly skilled body into the field of battle. The only thing that changes is the effect that emotions have on the body.

Everyone, including athletes, has their share of negative thoughts and self doubt. By now you are quite familiar with the fact that those negative states of mind disrupt the body's energy system and cause negative emotions. These negative emotions show up in the body in a variety of ways (pounding heart, tears, sweat, etc.) and this includes some tension in the muscles.

In athletics, timing is everything and even the slightest tension in the muscles affects it. Hitting a baseball, tennis ball or golf ball requires perfect timing and being off by just 1/8 of an inch is the difference between hitting a home run and flying out...or...hitting a killer serve or one that hits the net...or...making or missing a putt. And so it goes.

Athletes are well aware of this problem and many hire sports psychologists to help them in this regard. Any negative emotion...even the mild ones and the subconscious ones...can be critical to an athlete's performance.

EFT provides a remarkably effective solution to this problem. The purpose of The Basic Recipe is to neutralize negative emotions and their effects. One of

the most common responses to it is that people feel relaxed which, by the way, is another way of saying that the tension has left their muscles. This is ideal for the athlete because it neutralizes any unnecessary emotional tension in the muscles without affecting the rest of their athletic ability. It allows their potential to flow through without being hindered by any resistance in the muscles.

Q. Why does EFT give surprisingly good relief from physical problems? This is easy to understand in light of the emerging attitudes toward the existence of the mind-body connection. EFT provides striking evidence of this connection. What more obvious proof could one want than to watch changes in both mind and body occur as a result of tapping on the body's energy system?

But the evidence goes even deeper than this. Applying EFT for emotional issues often brings on the cessation of physical problems. Breathing problems go away. Headaches vanish. Joint pains subside. Multiple Sclerosis symptoms improve. I have witnessed this phenomenon for years. The list of physical improvements brought about by EFT is endless.

The logical inference from this is that EFT effectively addresses any emotional contributors to one's physical symptoms. Once the emotional contributors are out of the way the symptom subsides.

There are those, of course, who believe that one's emotions or mental processes are the only cause of their physical diseases. I don't know how to prove or disprove that notion but I offer here the rather obvious fact that emotions, at the very least, substantially

contribute to one's physical health. And EFT is an efficient tool for relief in this regard.

One final note on this. You might wonder what is happening "behind the emotional scenes" when you apply The Basic Recipe directly to a physical symptom (such as a headache) without zeroing in on a specific emotion. Stated differently, if the physical symptom is caused by some emotional issue then why does the physical symptom experience relief when no specific emotion was addressed?

I don't know for sure. There is much to learn about these techniques and the future, I'm sure, will bring us some exciting revelations on many fronts. For now, I believe that the subconscious mind brings up whatever emotional issue is contributing to the cause of the physical symptom. Applying The Basic Recipe automatically addresses that emotion.

Q. How can I keep up to date with the latest advances in EFT? Although you can generate impressive results with EFT, you must recognize that you are just beginning. EFT is capable of far more than what you are learning in this course. Here are 3 resources:

1. www.emofree.com/products.htm for a list of advanced video products.
2. www.emofree.com/tutorial.htm for a description of some of the latest techniques and findings.
3. www.emofree.com/faq.htm for a list of frequently asked questions.

**Using EFT for
Turning relationships into....**



Relationships



Dilemmas

- Definitions:
 - Commitment means....
 - Love is....
- Why do I want (or not want) a romantic relationship? What am I looking for?
- Cinderella & Prince Charming



Love Channels

- Visual, auditory, kinesthetic
 - Pete is kinesthetic, Mary is auditory
 - Howard is kinesthetic, Nell is visual
- What is your favorite “love channel?”
- Love can come easily when people are on the same channel. Otherwise.....



Anchors

- Anchors = triggers = conditioned responses
- “Janie, clean your room....”
- Adrienne & Gary
 - Puppy Love song
 - Chin on chest
- Everyone has hundreds of anchors—positive and negative.
 - Find each other’s turn-ons and turn-offs.
 - Pick a past “turn on” event
 - What about your partner turns you off? USE EFT TO COLLAPSE THE ANCHOR

Dreams into Dollars



**Common sense marketing
of EFT and other things**



Some essentials

- You need.....
 - Validly priced product
 - What are you charging?
 - What is it worth?
 - Product congruence
 - What it will & won't do
 - Who could NOT use EFT?
 - EFT your abundance blocks
 - An ethical way to market it



Always ask the marketplace...

.....and listen to its answer.

- It is your best friend—always, always, always
- Do you have bad breath?



Make them an offer they can't refuse

- Discounts, free tapes & low cost or free group sessions
- Free or low cost session for a friend/family member
- Money back guarantee
- Admission to email list—name on web site
- Free newsletter—
- Free advertising
- Etc.



Why has EFT been so successful?

- In 2.25 years email list went from 20 to 1600.
- Fastest growing procedure in the field.
- No advertising to date.

WHY?

- Validly priced product?
- Product congruence?
- Listen to the market place?
- Make an offer one can't refuse?



Specialization

- Do you stand out? How?
- Why would I choose you?



Other ways to deliver (think outside the box)

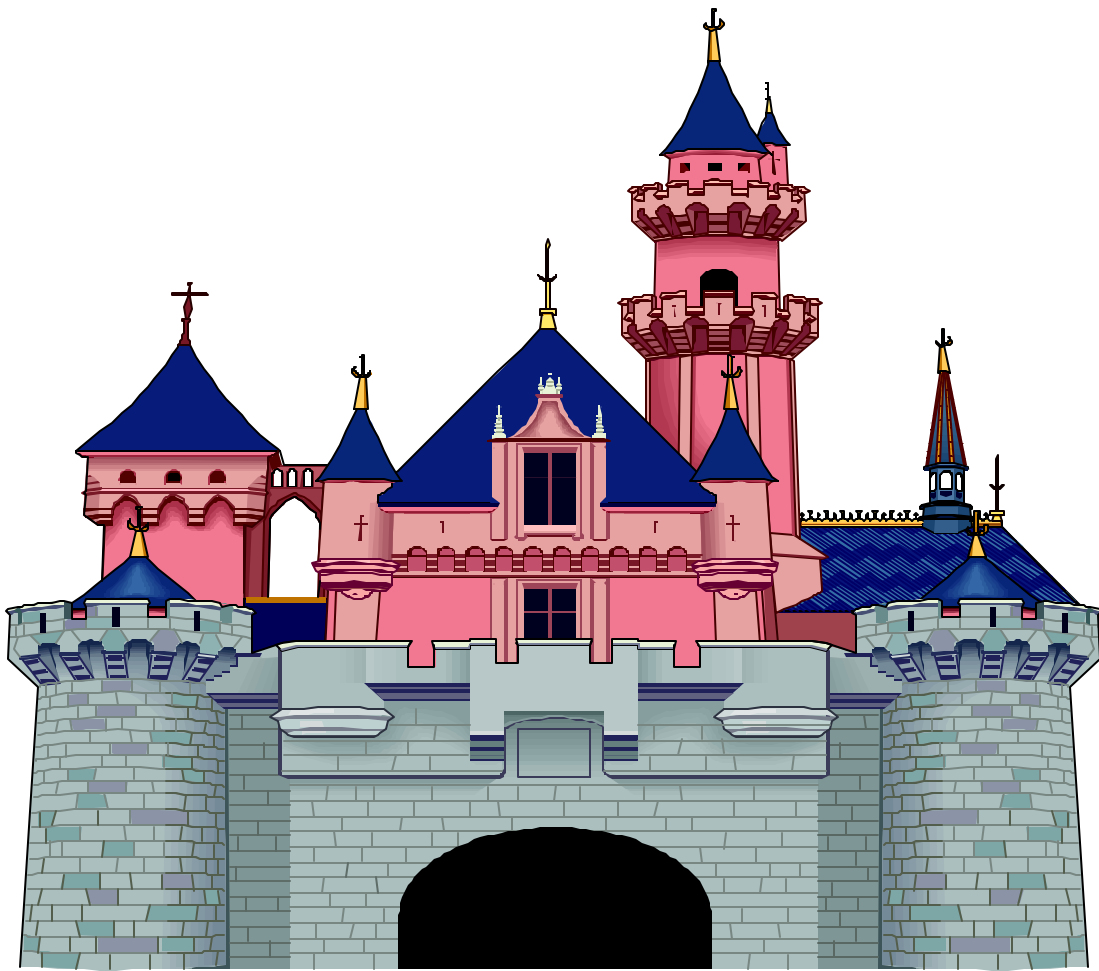
- Charge by the result—money back guarantee
 - Get written understanding. Under promise and over deliver.
 - Document results with letter.
- Become an expert (specialist).
- Apply EFT to groups
 - Low fees = larger audiences = name recognition & larger clientele
 - Individual sessions later
- Corporations
 - Salaried position
 - Independent contractor
 - Approach President, not EAP department
- Sports, music, acting & other performance issues
- Education



Promotion

- Ads—ask the market place
 - Vary headlines, the offer, the publication—but only vary one item at a time.
 - Develop your own “golden ad”
- Newsletters
 - Authority
 - Keep in touch
 - Cold call to warm call—no longer a stranger.
- Write a column

The Palace of Possibilities



**My consistent thoughts
become my reality**

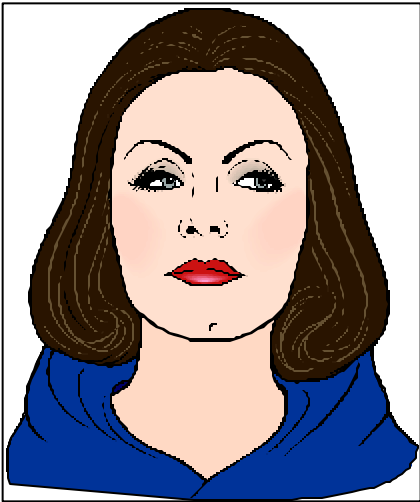


We live in a Palace of Possibilities

-
- It is filled with expansive rooms of joy and abundance.
 - We tend to stay in the rooms where “we belong.”
 - The **writing on our walls** contains the “truth” as we know it.
 - Beliefs, opinions, attitudes
 - Limits: Cans, can'ts, shoulds, shouldn'ts
 - This writing consists of hand-me-down “truths” from...
 - Parents, grandparents, family
 - Schools, Churches
 - Peers, friends, workplace
 - TV, magazines, books, movies
 - Etc, etc., etc.
 - Gramma Effie: *“Don't get too excited about anything. You wouldn't want to be disappointed.”*



We constantly consult the writing on our walls



- Clean your plate!
- Children should be seen and not heard.
- Don't stand out in a crowd.
- No one likes a showoff.
- An honest day's work for an honest day's dollar.
- Nice girls don't do that.
- Play it safe—only fools take risks
- Men don't cry.
- Women don't belong in the business world—there's a glass ceiling, you know.

- Wanna buy a Fribdipple?



My consistent thoughts become my reality

- All personal growth reduces down to this sentence.
- Our consistent thoughts come from the writing on our walls.
 - The Tooth Fairy—The Boogey Man—Santa Claus
 - Consistent thoughts compete with each other—we draw our own blend.
 - Our self talk = affirmations.
 - Our dreams take us in directions.
- From \$18,000 to \$400,000 per year
- **If we want a new reality we must change our consistent thoughts.**



AHA!

What consistent thoughts are written on your walls?

Finish these sentences....

(use your first response only)

1. Physically fit people are _____
2. Salespeople are _____
3. Elvis Presley was _____
4. Filthy rich people are _____

My mother always said...

My father always said...



Erase & Replace

- **ERASE**
 - AHA.....Exposing useless beliefs weakens their influence.
 - EFT....The ultimate eraser for the writing on your walls
- **REPLACE:**
 - WATCH YOUR WORDS.....Your habitual vocabulary shapes your experience.
 - SHIFT YOUR SOURCES.....Replace negative writing with positive books and tapes. Make a "Success University" out of your car.
 - AFFIRMATIONS.....What you say to yourself takes you in directions.
 - TV TECHNIQUES.....Borrow from the persuasion masters of this century and advertise to yourself.
 - DAYDREAMING.....The ultimate in visualization.
- **USE YOUR ANTENNA....The way to do whatever you want to do already exists. You need only tune into it.**



EFT

The ultimate eraser

- This seminar assumes you are familiar with EFT.
- The Basics
 - **Discovery statement:** *“The cause of all negative emotions is a disruption in the body’s energy system.”*
 - Simplified, EFT is a psychological version of acupuncture except that we don’t use needles. Instead we tap with our fingertips on the energy meridians according to a unique procedure known as The Basic Recipe.



Watch your words

Your habitual vocabulary
shapes your experience

- Every word we speak or hear must first be experienced internally to gain meaning.
- Anger: Which of these words do you use habitually? **Furious, rage, livid, mad, upset, ticked off, bothered, annoyed**
- How do you feel after saying I'm....
 - Depressed, disgusted, ugly, hateful, devastated, desperate, terrible, awful, afraid, dying, lonely, stressed out, exhausted, drained, through
 - Excited, all atwitter, passionate, energized, first class, vibrant, wonderful, fabulous, blessed, ecstatic, gifted, magical, unstoppable, awesome









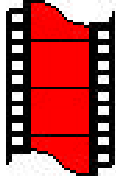


Replace or downplay your negative words

- Find better choices for these words....
 - Can't _____
 - Problem _____
 - Stressed _____
 - Depressed _____
 - Struggle or fight _____
 - Break (as in habit) _____
 - Anxious _____
 - Exhausted or tired _____
 - Failure _____
 - Lonely _____
 - Overwhelmed _____
 - Rejected _____
 - Cold calling _____



Shift your sources

New writing is written on our walls daily and most of it comes from the "same old sources". Thus they reinforce our old writing and cause us to "stay where we are". Below are some of our typical sources (authors) of the writing on our walls. Shift any of them in the direction you want and you will create new consistent thoughts...and thus a new reality.

<p>Same Old Sources</p>				
				

Your most profitable investment....

Read positive books and listen to motivational tapes and uplifting music. This will allow better quality writing on your walls. This investment in time and money, because it is an investment in yourself, far outweighs the returns on any other investment. Consider adjusting your "people environment" and being very selective, or minimizing, your exposure to radio, television and newspapers.



Affirmations-I

- **Consider this:** *"Affirmations are among the most powerful tools we can use for personal transformation. They are highly reliable, easy to use and are based on impeccable logic."*
 - They condition new thoughts and thus a new reality.
 - The ***true*** affirmations, however, are the “tail enders.”
 - Tail enders compete with will power. Without tail enders, will power would be unnecessary.
 - 200 pound woman example
 - Weight is the barometer for success in handling the tail enders—a gift to the process.
 - EFT is an ideal eraser for “tail enders”
 - EFT is an eraser without a means to install positives.
 - Affirmations (and other Palace of Possibilities tools) are means to install positives.....but lack an eraser.
 - The blend between the two gives impressive results
- Our existing affirmations show up in our conversation and usually serve to keep us where we are. Listen to your own words.



Affirmations-II

Repetition & Emotion

- Advertisers spend \$billions on repetition & emotion.
 - Winston tastes good like a
 - You deserve a break today at.....
 - Bud.....
 - Intel Inside
- Why not advertise to yourself?
 - Choose your own “ad.”
 - Adjust your own repetition & emotion
- Repetition & Emotion in action
 - Gramma Effie: *“A gentleman never takes a ladies virtue, not even if she offers it.”*
 - Uncle Charlie: *“Get what you can, when you can, as often as you can. You are only young once.”*
- An aside...Millie’s letter: Who’s doing the judging?
 - *Dear Gary; Sorry to differ; but I think Grandma Effie was charming and had a point. Uncle Charlie sounds like a narcissistic stereotype; shallow and momentary. After living like the women you describe for a time, I changed back to Grandma Effie's ways. And sex once again became a special, if not sacred moment between 2 people of commitment. She had a point and you are lucky to have heard it.”*



Affirmations-III

Rules

- **You must want it.** Sometimes our wants are “shoulds.” You will recognize this if you lose enthusiasm for doing your affirmations. If so, look for a core want.
- **You must believe it is realistically possible.** It should be big enough to be exciting but small enough to be within your belief system.
- **State your affirmations in the first person, present tense.** “I’m an example of vibrant health,” not “I will be healthy soon.”
- **State your wants and not your don’t wants.** “My normal weight is 160 pounds and that’s what I weigh,” not “I’m not fat.”
- **Be an observer and don’t judge the process.**



Affirmations-IV

Samples

-
- **HEALTH:**
 - I'm an example of vibrant health.
 - My normal weight is _____ and that's what I weigh.
 - I am at peace and my blood pressure stays below _____.
 - **MONEY:**
 - I earn, easily and consistently, \$_____ per year.
 - I have more prospects than I can possibly handle.
 - **ADDICTIONS:**
 - I put only healthy things in my body.
 - I'm in charge here, and I'm free.
 - I'm a model for others who want to be in charge of their lives.
 - **RELATIONSHIPS:**
 - I attract people because I am a warm, loving person.
 - Everyone has their good side and I see it readily.
 - I am sexy and know it.
 - I am every man's/woman's dream.
 - **OTHER:**
 - I'm a low 80's golfer.
 - I am consistently congruent. What I say matches what I believe.
 - I see the opportunity in every challenge.
 - I make a difference wherever I go.
 - My fingernails are healthy and strong.
 - I'm organized and it feels good. Everything is in its place.
 - Peace is my companion, forgiveness is my friend.
 - **My consistent thoughts become my reality.**



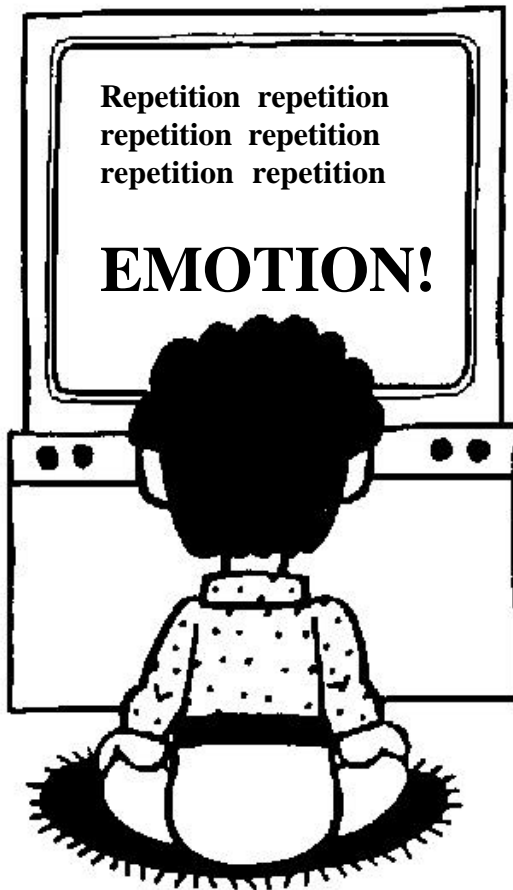
Affirmations-V

items of interest

-
- For the skeptical: Would you say the following affirmation 100 times per day?
 - *“I’m developing cancer, going blind, have constant pain and will be dead by my next birthday.”*
 - Gary’s use of affirmations to lose weight.
 - The need to be an observer.
 - No will power needed.



TV Techniques

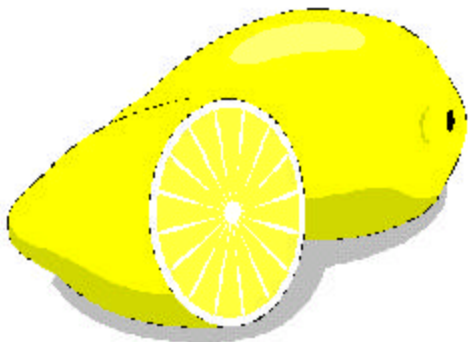


- TV advertisers use the methods you are learning here to do one thing—put their writing on your walls. They spend billions because it works.
- Make up your own jingles to advertise to yourself and choose your own degree of repetition and emotion. This gives you a major advantage over advertisers AND you don't have to pay for the ads.



Daydreaming

Dreams do not “come true.” They take us in directions.



The lemon experience

The brain does NOT distinguish between what is real and what is vividly imagined. Vividly imagined experiences are recorded as real.



The Phantom Home Run

Other thoughts...

Try daydreaming during “Highway Hypnosis”

One rule: Have unlimited fun

If you resist doing the daydream, look for tail enders.

What prevents you.....?

Dreams become Missions and Missions become consistent thoughts that, in turn, become your reality.



Your Antenna

Reticular Activating System



- The way to do whatever you want to do already exists. You need only tune in to it.
- Things just “show up.”
- It’s a gift that is always working for you.
 - “Checks in the mail.”
 - “\$100 bill letter.”
- Your right brained antenna will find many more “hows” for you than your left brained plans.



Jimmy Slavinsky

