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Introduction

Coaching and EFT have always coincided for me – both in time and in spirit.

I began my formal coaching training just a month after first downloading Gary Craig’s EFT Manual. I applied it straightaway to a couple of personal issues – and was astonished to find that it worked. Determined to find out as much as I could – purely for my own reasons – I ordered the complete set of Gary’s training videos. By the time I finally sat down to watch them thoroughly, several months later, I had completed my coaching training. From the very beginning, then, I viewed EFT – its potential and its power – through a coaching lens.

When I completed my AMT practitioner training it seemed at first that I had destined myself to double frustration. When I was coaching, I would often find myself frustrated at finding a clear EFT issue – but not feeling able to use it because I feared it was “therapy” (I question this in depth below). But when I was doing an EFT session with someone for a specific emotional issue, I would also become frustrated, knowing that there was so much more in their life that could benefit from coaching. I seemed to be at an impasse. Both disciplines seemed to be crying out to be combined in some way – and yet the training and books I had read so far seemed to either explicitly prohibit it, or simply not mention how that might be possible.

Whenever I come across an apparently black and white issue that’s causing me friction, I turn to synthesis. I started asking myself over and over: *“If EFT and coaching **could** be combined in an ethical way, what would that be?”*

I am grateful for the journey that answering this question began. It has deepened my own understanding of the core of what coaching is really about and its central ethic and purpose, instead of the more superficial aspects of “what tool to use” and judgements based on (perhaps) professional indemnity insurance definitions. And it has led me to discover and develop whole new uses for EFT that arise specifically in a coaching context. Perhaps most importantly of all, it has led me to see the deep threads of coinciding viewpoint and assumptions about clients that tie the two disciplines together.

This book tracks my journey and makes available the insights and discoveries I made along the way. Increasingly I am noticing coaches and EFT practitioners combine their skills. Clearly many other people around the globe are feeling the same way as me. I hope this book provides additional grounding and support for these pioneers.

At the end of *Adventures in EFT*, Silvia Hartmann asks the reader to pledge the following:

Keep on using EFT.
Try it on everything.
And tell everyone about EFT!

This book is my way of fulfilling that request.

Aims and Audience

EFT Coaching seems to straddle a notional division between therapeutic goals and coaching goals. Although this division is examined and questioned later on, this division creates dilemmas for coaches, EFT practitioners, their clients and self-help users alike.

For a coach/practitioner who has not worked through the “coaching versus therapy” issue, using EFT within coaching can set up a feeling of internal incongruency about using EFT, fearing that EFT is therapy – although I say later on why this is not so.

And for a self-help user wanting to make positive life changes but coming across fears and blocks, it can be confusing whether to seek “therapy” to address the blocks (and the past events that formed them), or whether to find a coach to help achieve their goals.

My aim in this book is to demonstrate an approach and provide techniques to show how it is possible to remain firmly in the domain of coaching while benefiting from EFT along the way. In so doing I hope I am giving birth to a new breed of coaching, which makes full use of the power of EFT to produce required energy shifts, while still remaining true to the purpose and spirit of coaching, that of focusing on “what next” and moving the client towards achieving their goals.

When I began writing this book I originally intended it to be aimed primarily at the practitioner who is already trained as a coach and is already familiar with EFT. But as the book progressed it became clear that it could serve a useful function to anyone with any level of interest or training in either coaching or EFT. The sections below outline how each type of reader can benefit from this book.

Coaches with EFT Training

Assuming you have already undergone coaching and EFT training separately, this book will show you how to combine the two disciplines in an effective way and it will give you some concrete ideas for additional uses for EFT that you might not have thought of.

A particular challenge for many coaches is to personally resolve issues of personal integrity and ethics around bringing in techniques previously thought of as “therapy tools” into a coaching context. Therefore, a particular emphasis of the book is how to use EFT in the service of coaching – just as some coaches already use NLP or other standalone techniques to enhance their repertoire of coaching tools or to make their conventional coaching tools more powerful. The ethics of coaching are examined and principles for using EFT within coaching are proposed as a basis for ethical EFT Coaching.

The practical issues of incorporating EFT into your coaching are also covered.

Coaches without EFT Training

If you are a trained coach you may have come across the increasing numbers of other coaches started to advertise EFT as one of their primary tools. In a relatively young and fast-developing industry, it's natural for coaches to be curious and interested in new areas of specialism and new tools to improve the effectiveness of coaching.

But virtually all the information and resources available about EFT, concentrate almost entirely on its therapeutic applications – because that is where EFT originated and because the applications there are so clear.

So the coach who is intrigued by EFT and interested in integrating it into their practice may start working through the available resources and find themselves in pretty scary therapeutic territory, seeing hypnotherapists, acupuncturists, psychotherapists, abuse counsellors and medical doctors talk about applications for EFT which clearly would not be relevant in a coaching context. It can take (as it took me) a great deal of time to extrapolate from the therapeutic examples of EFT and realise the potential for benefit within a coaching context.

The great thing about EFT is that it can be used for almost anything.

And the problem with EFT is that it can be used for almost anything.

Which means really knowing how and when it can be applied can take some time to grasp, unless you are given lots of real examples.

It's a bit like being shown an aeroplane and being told you can go anywhere you like in the world. If you don't know certain destinations even exist, then no amount of examining the fuselage or the wings will get you there. And no amount of understanding the intricacies of how EFT works and seeing it applied to a hundred trauma cases will help you know that EFT can help you decide if your life goals are correct, or help you maintain professional detachment with a client.

If you are a coach wondering whether to include EFT in your practice, what you probably really want to know is when and how EFT can assist coaching – what types of issues it can address, whether it can be combined with your existing conventional coaching techniques, and whether there is anything about EFT that might be particularly applicable to your own coaching specialism. And you would probably like to know about this **before** you invest a lot of time and money on training. If you are in this category, this book is for you.

However, this book does not purport to teach you EFT to practitioner level. If this book inspires you to want to use EFT as part of your coaching, check www.eftcoach.com for details of recommended training options.

EFT Practitioners without Coaching Training

Many people from therapy training and backgrounds (counsellors, psychotherapists, hypnotherapists etc) are increasingly being drawn into coaching as a profession – and EFT practitioners (many of whom will also have additional therapeutic training) are no exception.

If you already have formal EFT practitioner training you will probably already have some awareness of the potential for the use of EFT in coaching applications. Gary Craig's *Palace of Possibilities* training set focuses very much on such applications. Gary himself is a Performance Coach and often speaks about the potential of EFT to improve performance in all sorts of areas from business to sport.

But, the challenge for EFT practitioners coming into coaching is somewhat different to that for coaches learning about EFT.

But being aware of EFT's potential does not make you a coach – and this book does not aim to teach you how to be one. There are numerous coaching training institutions worldwide, and prospective coaches are encouraged to seek formal training through one of these.

Coaching skills aside, the EFT practitioner faces two particular challenges in becoming an EFT Coach.

Firstly, you may wonder whether and how a coaching session with EFT differs from a “therapy” session with EFT. If it's the same, then why call it coaching? If it's different, how is it different?

Secondly, you may want help in shifting focus from the usual list of therapeutic EFT goals (eliminating phobias, anxiety, trauma and physical ailments) to a new set of coaching goals.

This book addresses both these challenges, by examining core coaching fundamentals from an EFT point of view, by showing how focus and primary goals differ between the two contexts, and by explicitly listing and explaining uses of EFT for coaching purposes. It also mentions types of therapeutic EFT usage which I believe are to be avoided in a coaching context.

Self-Helpers

Although I originally aimed this book at existing practitioners and coaches, I am well aware of the growth of both self-coaching amongst people who are non-practitioners. The numerous books offering do-it-yourself coaching techniques, not to mention the growth of EFT self-help workbooks and web forums, are testament to the existence and needs of this audience.

However, I am well aware that this book is quite a daunting tome for the average self-helper to use. In particular it assumes a level of knowledge about how to apply EFT, often giving general principles and descriptions of techniques which a practitioner will have no trouble translating into practice – but which beginner may struggle with.

And so I have also written a companion workbook entitled *The EFT Coach Workbook for Complete Beginners*, which should be available around about the time this 2nd Edition appears. Self-helpers who simply want to get on with applying EFT to their goals, without necessarily wanting to know the theory behind it all, will probably prefer to obtain *The Workbook*.

Since Edition 1...

When *The EFT Coach* first came out in 2004, I anticipated that an update might be needed quite shortly after – but in fact Edition 1 has stood the test of time pretty well.

Despite its incredibly tiny niche market – the set of people who are trained coaches **and** EFT practitioners, or who are qualified in one and interested in the other – *The EFT Coach* continues to sell worldwide, five years after its first release.

So far it has sold in 34 different countries, and sales have increased every year since it was published. This must surely reflect the growing interest in both coaching and EFT and the number of coach practitioners that are coming through. But I also hope it reflects on *The EFT Coach* itself – that it has remained relevant and useful to coaches and EFT practitioners in an environment where the number of books and training resources available to coaches and EFT practitioners is increasing all the time.

I am still unaware of any other book addressing this particular field, despite the massive increase in practitioners who combine EFT with coaching.

Sales apart, perhaps my biggest pleasure and achievement has been the adoption of *The EFT Coach* as a standard reading text by the Certified Energy Coach Program (www.certifiedenergycoach.org). I've also been pleased to receive questions and have discussions with EFT Coaches as far afield as Australia and India.

But even though the first edition of *The EFT Coach* has been so resilient, I've increasingly felt the need for an update. And seemingly, so have some readers, as I've received quite a few emails enquiring whether a 2nd Edition is yet available. Since writing Edition 1 I've modified my view on some things, and I've come up with a few new techniques and ways of doing things. These new developments are part of my follow-up book *The EFT Coach Workbook for Complete Beginners*^[14] so I wanted to make the two books consistent with each other. I also wanted to reward the people who bought the ebook version of *The EFT Coach* by giving them these new developments without them having to buy the new book.

So, what's changed since Edition 1?

Perhaps the biggest change since Edition 1 has not been to the book itself but to me. Although I was convinced of the value of combining EFT and Coaching, "putting it out there" for public scrutiny felt like an incredible risk five years ago. I wondered whether other people would see the same potential as I did, and I wondered whether some purists might even be hostile to the work. Producing Edition 2 no longer feels risky – in fact it feels almost mainstream.

The book itself has been reviewed completely, with corrections and clarifications to the text throughout. But there is also a good sprinkling of new material and significant updates. Here is a short summary of them all, in order of appearance:

6.2.16 Is the EFT Setup Statement Negative?

I've been asked this question so many times by clients and newsgroup participants that I decided it would be useful to include my answer here too.

6.2.17 The Quick Calm Down

This section describes a generally useful method for quickly calming down a client who has been triggered into a high intensity state. It's rarely needed in a coaching context but is nevertheless a handy safety tool to know about.

8.1.2.5 The Today-Is-A-New-Day Procedure

8.1.2.6 The SuperFast Focus Technique

Both these techniques were developed while writing *The EFT Coach Workbook for Complete Beginners*. They were designed for the self-help user wanting to use EFT on a regular or frequent basis to help keep them focused and on-track with their goals. But I felt that they would also be useful for coaches to give to their clients as homework as well as to use themselves of course!

8.2.15 The Turnaround Technique

The Turnaround Technique is something that I had been using for a while with clients but without really thinking about exactly what I was doing and why it was working. I use it extensively for exercises within *The Workbook*, and as a result of this process I began to formalise the different elements involved, enabling me to describe the technique to you here. It is an advanced, practitioner-level technique for turning the focus around from negative to positive within a sequence of EFT. As such it is especially useful in a coaching context and provides an alternative to the Choices Technique for focusing on positives and introducing reframes.

9.3.10 Measuring Progress with Blocks

This small section suggests an action-oriented rating scale for use when working on clearing blocks.

9.5.11 The Fact Antidote Pattern

This new pattern has been created to help deal with limiting beliefs which are based on apparent "facts". It aims to refocus the client onto the possibility in a situation.

11.8 When the Client Already Knows EFT

This section provides advice on what to do if a new client already knows EFT. This is a situation which was virtually non-existent when I wrote Edition 1, but happens frequently now. There are a few challenges with this situation which I felt would be worth documenting here.

12.2 Non-Standard Points

This short section describes the use of non-standard tapping points which are sometimes used and which your client may already be using when you start working with them.

12.7 The 9-Gamut Procedure

Information on this element of Standard EFT was previously tucked away in a table.

Finally, the Information and Training Resources section has been deleted completely. Initially, I planned to update the section – but the quantity and impact of changes to the field of EFT has been so great in the past five years that it seems inevitable that any updates would themselves also be out of date within a short time. So in the interests of accuracy, as well as saving some paper, this section has been moved to the www.eftcoach.com website where it can be more easily and regularly updated.

About the Author



Mary Jones is a Personal Coach (Coaches Training Institute), and Advanced Practitioner and Trainer of EFT through the Association for Meridian Therapies (www.theamt.com).

An EFT practitioner since 2002, she has passed both EFT-CC and EFT-ADV examinations and is EFT Certified through Gary Craig's certification programme (www.emofree.com).

Mary is also an NLP Practitioner and EmoTrance Practitioner and is the UK's first Practitioner of Attractor Field Technique – a meridian based technique for finding and clearing core belief patterns – having trained personally with its creator, Dr Kurt Ebert (www.the-tree-of-life.com).

She also holds a degree in Psychology from Durham University and an MSc in Information Systems.

Previously she spent 13 years in industry as a research and development manager. In that time she was closely involved in understanding human behaviour and designing technology to meet customer's needs, a role that included national and international publishing and speaking.

Mary writes and runs her own workshops, publishes a free e-newsletter at www.thefuturestartsnow.com and is an active member and co-moderator of one of the largest EFT discussion groups on the web.

Mary is also the author of *The EFT Coach Workbook for Complete Beginners* designed for the beginning self-help user wanting to use EFT to help them achieve coaching goals. Available from www.eftcoach.com.