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Is This Book For You?

This book is not for you if...

This book is **not** for you if you are looking for relief from any of the following:

- Depression
- Grieving or bereavement
- Panic attacks
- Post-Traumatic Stress Disorder (PTSD) including sexual abuse
- Phobias
- Addictions
- Physical pain and diseases
- Clinically diagnosed psychological disorders such as Obsessive Compulsive Disorder, schizophrenia or bipolar disorder
- Chronic physical or emotional conditions of any kind
- Any other condition involving extreme or overwhelming emotion

Emotional Freedom Techniques® has brought wonderful relief to many people for all the conditions listed above – but this book does not address how to use EFT for any of these.

If you have coaching goals you'd like to achieve as well as one or more of the conditions above then you probably need to deal with the condition first and tackle the coaching goals separately. You would be advised to seek advice from someone qualified in these areas, or to find reading material or training focused specifically on the application of EFT to these issues.

This book is for you if...

This book **is** for you if you have personal goals you'd like to achieve and want to learn a technique that will help to reduce or eliminate your emotional blocks to achieving them. If you have goals like these then this book aims to help you by:

- Teaching you how to use EFT for yourself.
- Showing you how your lack of progress with your goals is directly related to your emotional state.
- Providing step-by-step exercises for a wide range of issues and challenges which are commonly encountered when setting and working towards goals.

This book will also be useful if you are already a professional EFT Coach. The exercises in this book should provide valuable inspiration for using EFT within sessions and for providing structured homework for your clients.

Where It All Began

I can vividly remember the first time I ever used EFT – the room I was in, the sunshine coming in through the window, what I was wearing and the **exact** issue I was using it for. That was in October 2001.

The reason I remember it so clearly is because I was in state of complete astonishment! Where did my feeling go? I actually laughed, I was so surprised.

This weird technique that I just downloaded off the internet actually worked!

I had tried all kinds of techniques and taken part in all kinds of workshops and other “experiences” in the name of self-development over the previous few years. (I admit – I did even hug a tree once.) Few of them had made any lasting difference or had “stuck” with me. I’ll be completely honest with you and tell you which ones did stay with me and had a permanent effect on my life (in chronological order):

- Doing a Vision Quest
- Coaching
- and..... Emotional Freedom Techniques®

I’ve learned about and tried many other techniques since learning EFT – because as a psychologist I’m always interested in looking at new techniques. But even as I’ve learned and integrated other techniques into my work, I seem to always come back to using EFT, on myself and with my clients. It’s too effective, too fast and too easy **not** to!

I was “lucky” enough to find out about EFT just as I was undergoing my coaching training in 2001. And so as I was working through Gary Craig’s basic training videos (they really were old fashioned videos back then, not the space-saving DVDs you can get now) I was naturally more attuned to noticing applications for EFT within a coaching context. Watching Gary’s *Palace of Possibilities* training set sealed the deal. The synthesis of coaching and EFT was born right there for me, along with the seeds of my first book: *The EFT Coach*.

The EFT Coach was motivated by my own journey as a coach and EFT practitioner, working through the ethics and methodology of combining two incredibly transformational techniques into a harmonious and effective synthesis. As such it was primarily designed to be used by professional coaches and practitioners wanting to combine coaching and EFT in innovative and productive ways for their clients

But before I’d even finished writing *The EFT Coach* it was clear that a second book was needed – one aimed at beginners working on their own. Tens of thousands of people around the planet are successfully applying EFT to their issues based on reading Gary’s *EFT Manual*, watching his training DVDs and perhaps by reading one of the many introductory books on EFT by other authors. An even larger number of people are buying self-help coaching books to help them make progress with their life goals. Clearly, many people are motivated to change their lives for the better but without wanting (or being able to afford) to hire a real life coach.

But while more and more self-help users are successfully using EFT for all kinds of emotional issues, its application to coaching issues goes largely untapped (pardon the pun!). As I summarise in *The EFT Coach*:

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.

This means it can take beginners a while to really appreciate the range of issues that EFT can be used for.

EFT is probably best known for helping with “big” emotional issues such as phobias, trauma, PTSD or grief. So when people think about their life goals, such as wanting that promotion, that dream they have of travelling round the world, that idea for a business, and so on, it may not be immediately obvious that EFT might help.

The interview nerves you need to go through to get the promotion; the conflict you feel about loyalty to your family if you went on that world trip; the feelings of insecurity that come up every time you think about working for yourself, all seem trivial compared to a war veteran’s PTSD or the grief of a bereaved parent or spouse. And of course they are – they are certainly nothing that you would consider consulting a doctor or therapist about. But these seemingly trivial fears and doubts nonetheless have significant power to stop you making progress towards what you really want in life.

Having seen the extra difference that using EFT has made to my own clients when working on these kinds of life goals, I wanted this to be available to more people on the planet than could come through my door – or the doors of the increasing number of coaches who are using EFT in their work. I wanted to create a book that they can keep on their shelves and dip into again and again as different goals and situations come up.

Ultimately, I want you to have the same feeling of astonishment and hope that I had years ago. I sincerely hope that you do.

What to Expect From EFT and This Book

EFT doesn't do everything for everyone. But what it does do will astonish you.

Gary Craig, *The EFT Course*

Will EFT work for me?

In my own experience, EFT is effective for well over 90% of people. In seven years of being a practitioner I have come across only two people for whom EFT did not work at all. That amounts to less than 0.5% of the people I have seen. For some clients (I would estimate less than 5%) EFT was partially effective, meaning that it helped for some issues but not others, or it gave only partial relief for their issue.

But will it work for you? The truthful answer is: the only way to find out is to try it!

That is why I have included practice exercises as part of the basic tutorial (Chapter 1 – Learn EFT) so you can get an accurate feel for how you respond to EFT personally. In addition there are two warm up exercises (Chapter 4 – Warming Up) where you can begin to apply EFT to coaching situations.

Assuming that you see a noticeable effect when doing the practice exercises, there is every chance that you will also see results from doing the other exercises in the book. However, you may find that some exercises produce a more noticeable effect than others. This is simply because you may be more “blocked” on some issues than others – suggesting that you may need to be more persistent with those issues.

The quote from Gary Craig above makes it clear that EFT doesn't do everything for everyone. But the potential benefits far outweigh any time lost in giving it a try.

It is worth mentioning that sometimes the effects of EFT can be very subtle, especially for issues involving how you feel about yourself and how you interact with others. Gary Craig describes it like this in his EFT Course:

*“The problem isn't that it doesn't work.
The problem is that **you won't notice it** because it is so subtle.
It will become routine to you...like it has always been that way...
That is the power in it – but it is also the deception. It will deceive you because you will not know you are getting this kind of result – unless you become an observer and start noticing.”*

When EFT shifts an old thought or behaviour pattern, the new way of thinking or behaving usually feels very natural and it can be easy to forget what the old pattern felt like or even

that it existed at all. It can therefore be all too easy to underestimate the effect that EFT has had on you and the progress you are making.

When I'm working with a client I keep constant notes of what they are feeling and saying about an issue. As well as helping me to keep track, I sometimes show these notes to a client so that they can see for themselves where they began and the progress they have made. It is absolutely common for people to be surprised about what they were feeling and thinking less than an hour ago – and without that written evidence it would be all too easy for them to go away thinking that nothing much happened.

If it is important to you to collect evidence about whether EFT is working for you, I strongly recommend that you take notes about how you think and feel about an issue before doing any EFT, and write a new note after each sequence of EFT. Most of the exercises ask you to rate your feelings on a numerical scale before and after doing the EFT exercise. If you follow these instructions closely and make a note of your ratings as suggested, you will be gathering the evidence you want as you go along.

Ultimately, I can only urge you to put your doubts aside and give it a thorough and honest try, collect your own evidence as suggested above, and then judge for yourself.

How fast will I see results?

This book is not a Magic Pill, and neither is EFT.

It's not going to instantly remove all your blocks and limiting beliefs and get all your goals achieved by the weekend. But if you are willing to take the steps in this book you are likely to discover your blocks to progress disappearing faster than is possible with probably any other technique.

It's important to understand that your lack of progress with your goals so far hasn't been the result of thinking a negative thought or feeling a negative emotion just once – but habitually thinking or feeling a large number of them, for months and probably years on end.

This means working through a potentially long list of feelings, thoughts and beliefs in order to get rid of all the blocks which are holding you back from achieving your goals.

On the positive side, a "generalisation effect" often occurs in which a whole set of related issues can "collapse" even though EFT has only been directly applied to a few of them. This means that you may not need to tap on every single issue in order to clear everything you need to clear. If you find yourself looking at an exercise later on in the book and thinking "*I'm sure this particular issue would have been much bigger than it actually feels right now*" then this is a sign that some generalisation has occurred as a result of the previous EFT you have done. However, although the generalisation effect is fairly common, it can't be guaranteed – because everyone is different and it depends very much on how "related" your issues actually are.

So you should assume, as a worst case scenario, that you may need to apply EFT to every single negative thought and feeling which is blocking you. Some of these thoughts or feelings may vanish with just one of two sequences of EFT. More often, they may need several sequences. And sometimes a particular issue may need persistent repetition for days or weeks to clear it completely.

Many readers will now be thinking: "*Oh – I thought EFT was supposed to work really fast?*"

Before I lose you, let me explain:

EFT **can** work fast. It tends to work fast in terms of how long it takes to clear a **specific** emotion or belief. Applying one sequence of EFT takes about one minute. A specific thought

or emotion typically takes between one and five sequences to clear. A particularly stubborn one might take ten. If you know that the specific emotion or belief you are working on is holding you back from what you want in life, an investment of between one and ten minutes in order to clear it **is** incredibly fast. If you compare it with the years of not making progress with your goals, then EFT has to be counted as a really fast and efficient process.

Where people often get discouraged is when they think about the sheer number of specific emotions or beliefs they may have to work through in order to start making progress with their goal. Although they may be perfectly willing to apply EFT to as many issues as needed, there is often a feeling of “*Where on earth do I start? How do I know what issues I need to tap on? And what setup statements do I need for each one?*” and pretty soon the whole idea can just feel rather overwhelming.

That’s where this book comes in. You don’t have to worry about where to start and you don’t have to spend time working out what issue to tap on and what statements to use. All you have to be willing to do is pick up the book and start tapping through the exercises in order. If you feel strongly drawn to do some exercises but not others, or you want to do things in a different order, you can – but you don’t have to think about that unless you want to.

In terms of the speed of results – i.e. how soon it starts to make a difference to your goals – this can vary a lot, depending on the goal itself and the actions necessary to make them happen. It is helpful to distinguish between how long it takes to **start** taking action, and how long it takes to see the **results** of that action.

For instance, it can take years to write a novel – but it can take less than an afternoon to get started. As a coach, I am interested in whether my client is taking action towards their goal. If a client has not been taking action for years, but starts taking action today as a result of some EFT, then EFT has “worked fast” from my point of view, even though the client may have weeks or months of work ahead of them.

I’m Familiar with EFT but I Get Stuck Knowing What to Say

Knowing how to formulate Setup Statements and Reminder Phrases is where most beginners get stuck. It can take time and a lot of examples to build the confidence necessary to start creating your own Setup Statements.

In this book you will almost never have to work out your own Setup Statements. Each exercise gives you ready-to-use Setup Statements and gives you Reminder Phrases to use on each and every tapping point. Very occasionally you will be given a template Setup Statement which you will need to complete with a few of your own words to make it specific to you – but I have tried to limit when this happens to just a handful of occasions.

There are around 80 EFT exercises in this book. I can virtually guarantee you that if you work through all those exercises, you will be an extremely proficient user of EFT by the end of that, and will probably be feeling quite comfortable about creating your own Setup Statements. In fact you will probably be feeling very comfortable with the whole thing within about 10 or 20 exercises. (Hint: You will have reached this stage if you find yourself feeling a bit “bored” with the format of the exercises, or when you find yourself predicting what the exercise contains!)

How Does This Book Compare to Hiring a Life Coach?

In my opinion over 50% of the value and results of having a life coach come about as a result of the client focusing on their goal on a regular basis. Spending an hour a week with a coach focusing intensively on a goal, is as important as any specific technique or discussion that might take place within that hour. Focus intensively on **anything** for an hour per week and some sort of change or progress is almost inevitable.

What this means is that you could give yourself a lot of the outcomes you want from coaching by doing the following:

- Setting aside a regular time every week
- Focusing intensively on one goal during that time

But the truth is that few of us have the discipline to do this for ourselves – even assuming we know **how** to focus intensively on our goals. Somehow we seem to need the external structure and obligation of paying someone to be at the end of a phone line at an appointed time. In addition, we need that person's training and skill to **get** us focused and **keep** us focused long enough to commit to a decision or take action which moves us toward our goal.

The various exercises in this book are all ways of focusing actively and intensively on your chosen goal, with the added benefit of clearing away emotional blocks and negative thoughts that may have been holding you back.

Having said that, a book like this can never replace a real life coach. It can't hope to know some of the very specific blocks that apply to you, or help you work out very specific plans for achieving your goals. Neither can it congratulate you when you start to experience success, or make you feel that there is someone there who is going to know and care whether you took any steps forward this week.

What I hope it will do, however, is get you started along the road with some tools and some concepts so that you have a solid grounding in how you can use EFT to help you with your goals. If you decide in the future that you want or need a real life coach in order to get more specific with some issues, you will be much better placed to know what sort of coach you would like, and in particular whether you want to find a coach who can continue using EFT with you.

Chapter Overview

PART I: FOUNDATIONS gives you everything you need to know to make best use of the rest of the book. Where you start will depend on how well you already know EFT and your preferred style of learning.

If you have never used EFT before then start straightaway with **Chapter 1 – Learn EFT**. This chapter will take you through your first steps in learning and applying EFT. **Do not skip this chapter!** All the exercises that follow will assume you know the basics of EFT, and in particular where the tapping points are. This chapter also includes some introductory practice exercises so that you can find out what EFT feels like to do. Reading the rest of the book will make a lot more sense when you have tried EFT for yourself. Coaching is about getting into action and learning from it – so if you are a complete beginner, get into action right now by learning this valuable new skill.

Chapter 2 – EFT Core Concepts – is optional reading for those who like to understand a little more about the technique and ideas they will be using before they get started. You don't have to know all the theory behind EFT in order to do the exercises in the book, but I do know that some people like to know a bit more about the theory before they begin, so here it is.

For your comfort it is **important for all readers** to read **Chapter 3 – Quick Calm Down**. This chapter shows you a fast method for using EFT to calm yourself if you feel you need to at any point. If you are the type of person who worries about whether looking at your life and goals might bring up uncomfortable feelings or you are generally afraid of being overwhelmed by your feelings, then you are strongly advised to arm yourself by learning the Quick Calm Down technique in advance. Quite apart from this book, it's a great technique to have up your sleeve for life in general! Most readers won't need to actually use this process – but it's there as a safety net, just in case.

Chapter 4 – Warming Up – is where we begin applying EFT to some goals. The exercises here are designed to begin the process of “unsticking” you from where you are in readiness to start working on your real goals. It begins with some small and easy “mini-goals” to start retraining your mind and energy system into the way of action and achievement. If you are willing to take the small steps in this chapter, you will find taking the bigger ones later on a whole lot easier. If you already know EFT quite well, then this should be your entry point into the book. The exercises serve a double purpose – to give beginners a bit more practice, and to begin working on your goals – so everybody should read this chapter.

If you're someone who likes to “get your head round things” with a bit of background and understanding before getting started, then **Chapter 5 – The EFT Coaching Mindset** – is for you. In it I present some ideas to help you build a useful mindset for what follows. These ideas will help you think about your goals – and what's stopping you – in a different way. You will start to see that what's stopping you isn't something weird or wrong about you – it's something that applies to many millions of people because your blocks, fears and doubts are natural outcomes of the way the human mind works. At the same time this chapter will give you a good idea about where I'm coming from in the rest of the book. By stating explicitly what my assumptions and viewpoints are, I hope this empowers you to consciously decide whether you agree with these assumptions and viewpoints or not, and to take or leave them

as suits you. I'm not interested in making you "believe" anything – I'm only interested in giving you some tools and ideas that will help you achieve your life goals.

PART II: PAVING THE WAY FOR CHANGE looks at general issues which apply to many people, regardless of what specific goals they may have. This part is useful to work through even if you have not yet identified a particular goal to work on. In fact, loosening up and clearing the issues addressed in this section may actually help you tune into what you want.

In **Chapter 6 – Cleaning Up Your Language** – I apply EFT to a range of common "trigger words" which are used frequently in coaching but which sometimes trigger negative emotional reactions. Words such as: goal, success, failure and commitment.

In **Chapter 7 – The Problem With Happiness** – I look at the idea of being happy! This might sound strange at this point but you'd be amazed how many people have issues or self-imposed restrictions around the idea of being happy – which then end up being blocks to achieving their goals.

Chapter 8 – The Problem With Change – deals with several common blocks to the idea of change. These blocks can sometimes prevent people from even thinking about setting new goals for themselves, never mind actually working on them.

Chapter 9 – The Problem With Other People – deals with how you think and feel about other people and how that can hold you back from achieving your goals.

Chapter 10 – Your Relationship with Failure – focuses on the way you feel about failure and how that may be limiting you.

Chapter 11 – Fear of Success – examines the so-called "fear of success" and addresses several blocks to the idea of success, while **Chapter 12 – Enjoying Success** – looks at the problems that some people can have around feeling successful once they have achieved something.

Chapter 13 – Who Do You Think You Are? – looks at the issue of identity and what you believe about yourself. You are invited to identify your key values and then use EFT to clean them up and embed them. Having a clear and positive sense of what's important to you helps enormously when it comes to choosing and working towards goals later on.

PART III: ALL ABOUT GOALS is, as you'd expect, all about goals!

Chapter 14 – What Is A Goal? – offers a particular way of thinking about goals which may help clarify your thinking later on.

Chapter 15 – What if I Don't Know What My Goals Are? – is aimed at those readers who don't yet have any firm ideas about what goals they want to pursue. While this book mostly assumes that you do have some ideas for goals, I felt I should at least provide some initial pointers for those who don't. This chapter isn't aimed at helping you work out what your goals should be, but it does provide some EFT help for getting your subconscious to help you come up with ideas.

Chapter 16 – Nine Ways That Goals Go Wrong – shows you some common ways that thinking and feeling about goals can get distorted and gives you EFT exercises to address each one. This should help you to avoid these pitfalls and to think about your own goals more clearly.

In **Chapter 17 – Validating Your Goal** – I give you a specific method for using EFT to find out whether a goal is "valid" for you. This is a method which I've used with many clients and which has proven to be of immense value in cutting through false goals.

Chapter 18 – Clearing Common Blocks – assumes that you have identified and validated at least one significant goal that you want to work on. It then gives you a series of EFT exercises designed to begin clearing some of the most common emotional blocks that stop people making progress with their goals.

In **Chapter 19 – Making Time for Your Goal** – we look at the issue of whether you actually have time in your life to pursue your goal and the emotional resistance there can be to changing how you spend your time. It includes an EFT exercise for helping you to let go of things which may be preventing you from having enough time to work on your goal.

In **Chapter 20 – Making Your Goal 100% Possible** – I focus on making your goal feel more believable. Using EFT and a little “mindset” change I show you how your goal can feel 100% possible to you.

PART IV: GETTING INTO ACTION is focused on making progress with your goal and looks at a range of common reasons that people find it difficult to get into action and keep going until completion.

Chapter 21 – Boosting Your Motivation – provides an exercise for increasing your positive feelings about a goal, as a way of increasing your motivation and likelihood of getting into action.

Chapter 22 – Breaking the Procrastination Habit – looks at probably the most reason for not getting into action, and begins the process of breaking this habit.

In **Chapter 23 – Getting Started** – I look at some of the most common difficulties that people face getting started on their goals, such as feeling overwhelmed, not knowing where to start and waiting for something else to happen.

Once you’ve started work on your goal, the next challenge is to keep going. **Chapter 24 – Keeping Going** – gives you two new techniques to help you maintain focus and action: the Today-Is-A-New-Day Procedure and the SuperFast Focus Technique. Both techniques are designed for the beginner to use, requiring only basic EFT familiarity.

Next, in **Chapter 25 – Getting Finished** – I look at the special challenges that can arise towards the end of working on a goal such as “completion grief” and “home straight boredom”.

I then move on to looking at two major sources of stuckness and how to deal with them. **Chapter 26 – Limiting Habits** and **Chapter 27 – Limiting Beliefs** show you how to identify and clear unwanted habits and beliefs which are holding you back from your goal.

Finally, in **Chapter 28 – Powerful Questions** – I give you a set of questions which can help to give you clarity, focus and get you unstuck in many situations. While the questions are powerful just on their own, there is an EFT exercise provided for each one to help you focus on the question and to assist the process of finding your own answers.

1 Learn EFT

This section will teach you what EFT is and how to apply it to yourself. If you already know EFT very well you can skip this section. If you know only the basics of EFT you are advised to make sure you are thoroughly familiar with the concepts and terms in this section as I will be referring to them later on. If you have never used EFT before then this section is required reading – **and required doing**. To really “get” EFT you need to experience it for yourself. Ten minutes of applying EFT to yourself is worth more than ten hours of reading about it.

**I know what happens when
people read self-help books!**

It's a minority of people who actually stop and do the exercises in the order and at the time suggested. It's natural to want to feel like you're “making progress” with the book by reading the pages and leaving the exercises “till later”.

As an impatient person who has skipped more than a few exercises in self-help books in my time, I fully understand the temptation to skip them – and the cost of skipping them. I've tried to make the exercises as quick and easy to follow as possible – and of course, as you will discover very soon, EFT is a pretty fast technique to apply in any case.

I can make you a cast-iron promise – your progress with your goals will be faster and more effective if you do the exercises when they are presented.

Someone who reads half the book but does all the exercises in that half, will get much more than twice the benefit compared to someone who reads the whole book but does none of them.

1.1 Sensible Safety Considerations

EFT has not been known to cause any harm to anybody. On the physical side, the tapping applied to the meridian points is unlikely to cause any harm since the pressure involved is no more than would be applied to these same points when washing, applying moisturisers, wearing glasses, rubbing the eyes or forehead to relieve tiredness or using the hands for lifting, typing or other everyday activities.

However, EFT involves not only stimulation of the meridian points but focusing on the issue we are working on – and this can trigger emotional responses, which can sometimes be uncomfortable or unsettling.

In my experience, the level of discomfort is certainly no more than occurs during “regular” coaching. Nevertheless, you should never apply EFT for any issue that brings up

overwhelming feelings for you that you don't feel you can handle by yourself. As stated at the start of this book, this book isn't intended to deal with serious psychological disturbances.

If by some chance you find that working on a goal brings up intense memories or feelings that do involve severe psychological disturbance ("severe" is defined as something that feels severe or unmanageable to you) then it is strongly recommended that you stop working on the issue as a coaching goal and seek help to deal with the disturbance separately. Go immediately to the Quick Calm Down section (Chapter 3) and follow the instructions there. If this doesn't provide significant relief within three rounds (it will in the vast majority of cases) then seek professional assistance.

Also, if you have a physical condition which you know to be exacerbated by emotional stress (e.g. asthma) then there could be a chance of triggering this condition as a result of focusing on emotional issues. As a precaution, you would be advised to have to hand whatever you usually use to deal with your condition (e.g. inhaler).

Above all, take responsibility for your own well-being. Doing **any** self-development exercise, including coaching, is entirely optional and a matter of personal choice and freewill. It's enough to "just not want to".

In terms of your physical safety, never do EFT while driving or doing anything requiring both hands or your full attention.

Safety note to epileptics

It has been suggested that tapping the meridian points in a rhythmic manner may in theory trigger an epileptic response. Those with any history of epilepsy are therefore advised to avoid tapping and use another method of stimulating the meridian points such as massaging or holding as described below in section 1.6 – How to Tap.

1.2 What is EFT?

EFT is a method for releasing all types of negative emotion.

It involves tapping on a sequence of points on the face, body and hands while you focus on the emotion you want to release.

The points themselves are on the body's meridian system – the same system discovered by the Chinese and Indians at least 4000 years ago and used in Acupuncture, Acupressure, Shiatsu and Kinesiology amongst other techniques. The meridian system is a network of energy pathways around the body. Stimulating the meridian points encourages the correct flow of energy down these pathways and helps to restore balance, resulting in a healthy emotional state.

For a Western reader who hasn't come across EFT or its cousins before, all this talk of "energy pathways" and "restoring balance" may seem incomprehensible or even some kind of New Age clap-trap – although with a history of 4000 years or more behind it, it is hardly New Age!

You do not have to "believe" anything in order to try EFT and see if it works for you. It is not a "faith-based" technique and its efficacy does not depend on any special powers of either the practitioner or the recipient. It is a physical technique which involves calming down the body and, through it, the mind. Working through this chapter and doing the practice exercises will tell you very quickly whether EFT works for you.

EFT was developed by Gary Craig in 1995. He was a student of another meridian-based technique called TFT (Thought Field Therapy), developed by Roger Callahan, a psychotherapist. Gary wanted to simplify the technique and make it available to everybody as a self-help technique. Because it uses the same sequence of points regardless of the problem it is extremely easy to learn and very hard to get wrong.

You may be wondering, even if EFT does work, how releasing your negative emotions can possibly help you achieve your coaching goals. I will cover this in detail in Chapter 5 – The EFT Coaching Mindset.

1.3 Before You Start Any EFT

While EFT can be effective for a wide variety of issues, if you're a beginner you may find it hard to distinguish between the effects of EFT and the effects of other things influencing your energy system and emotional state. In particular, there are a few things which in themselves can cause major disruption to the body's energy system and which can sometimes make it harder for EFT to have a noticeable effect.

These include:

- Being physically ill (e.g. in the middle of a cold or other illness)
- Being over fatigued (e.g. very late at night)
- Being under the influence of alcohol or some medications
- Being in the middle of an allergy attack
- Being in an extreme emotional state unrelated to the issue you want to work on
- Being in an environment with distractions or interruptions
- Being dehydrated

Some of these may sound strange to you if you've heard of EFT being successfully used to counter allergy attacks, alleviate illness, and dispel extreme emotional states.

Although EFT has indeed been successfully used for these conditions, the focus of this book is using EFT to work on coaching issues. You would not expect to get much out of a coaching session if you turned up with a head cold, in the middle of an allergic reaction or straight after a car accident. Inevitably, these issues are going to dominate how you feel and you're unlikely to make much progress with your actual goals in that session (unless you can apply EFT to **those** issues first of course).

On the other hand, you don't need to be in a state of complete calm and perfect health either. You just need to be a state that you consider to be fairly normal for you.

If you're not sure how to tell if you are dehydrated, think how much water or fluid (not alcohol or coffee) you have consumed so far today. If it's very little or nothing then you should assume you are dehydrated and have a drink of water before you start doing any EFT. Headaches can often be a sign of dehydration, along with feelings of hunger, fatigue or listlessness. Water is a carrier for the body's energy system. If you haven't got enough water in your body the energy simply cannot flow correctly and no amount of tapping can make it flow.

So – if you're in a fairly normal "baseline" state, let's get started...

1.4 The Setup

Before we start tapping on any meridian points, there is a “setup stage”. This involves saying a “Setup Statement” which focuses your mind on what you are working on. The basic form of a Setup Statement is:

“Even though < xxxxxxx >, I completely accept myself.”

where < xxxxxxx > is a description of the problem, feeling or belief you are working on. For example:

“Even though I can’t seem to get started with this goal, I completely accept myself.”

“Even though I feel anxious about taking this next step in my life, I completely accept myself.”

“Even though I don’t believe my goal is possible, I completely accept myself.”

(See table in section 1.7 below for more examples.)

In this book you will be given the words to say for each and every exercise, so you don’t have to worry about coming up with your own Setup Statements. However, in case you do decide to apply EFT by yourself, here are a few guidelines for creating Setup Statements:

1. There is no right or wrong about what words to use in Setup Statements. Think about the problem and how you would describe it to someone else – and use those words.
2. Use the words that you really use with yourself everyday – not the “official” or “clean” words you think you should use. For example, don’t say “gastrointestinal pain” if what you would usually say is “belly ache”.
3. The Setup Statement doesn’t have to be grammatical or logical or even have proper words for how you feel. If you have an “eugh” feeling you can say *“Even though I have this eugh feeling,…”* Your subconscious will know exactly what it means!
4. You don’t have to say *“I completely accept myself”* if that feels uncomfortable or false, although it is a good idea to begin with this and see if you can get used to it. Pick equivalent words that indicate in some way that you accept yourself such as:

“I accept myself” or
“I’m a good person” or
“I’m an OK bloke” or simply
“I’m OK”

In fact, Gary Craig’s original Setup Statement ends with *“I deeply and completely accept myself.”* I have shortened it for the purposes of this book. If you are an existing EFT user and have your own variation of the Setup Statement that you are used to, feel free to use that.

If you’re worried about the Setup Statement focusing on the “negative”, please read section 1.15 – Is the EFT Setup Statement Negative?

While you say the Setup Statement (out loud, ideally, although it often works if said silently) you simultaneously rub an area on your upper chest called the Sore Spot – see Figure 1 in next section. Alternatively, if you find the Sore Spot hard to find, you can tap the Side of Hand point instead – see Figure 1. Using the Sore Spot is considered to be slightly better but both are effective. All the exercises in this book begin with an instruction to rub the Sore Spot – but you can tap the Side of Hand point instead if you prefer.

1.5 The Points

The points used in this book are shown in Figure 1 and described in the table below.

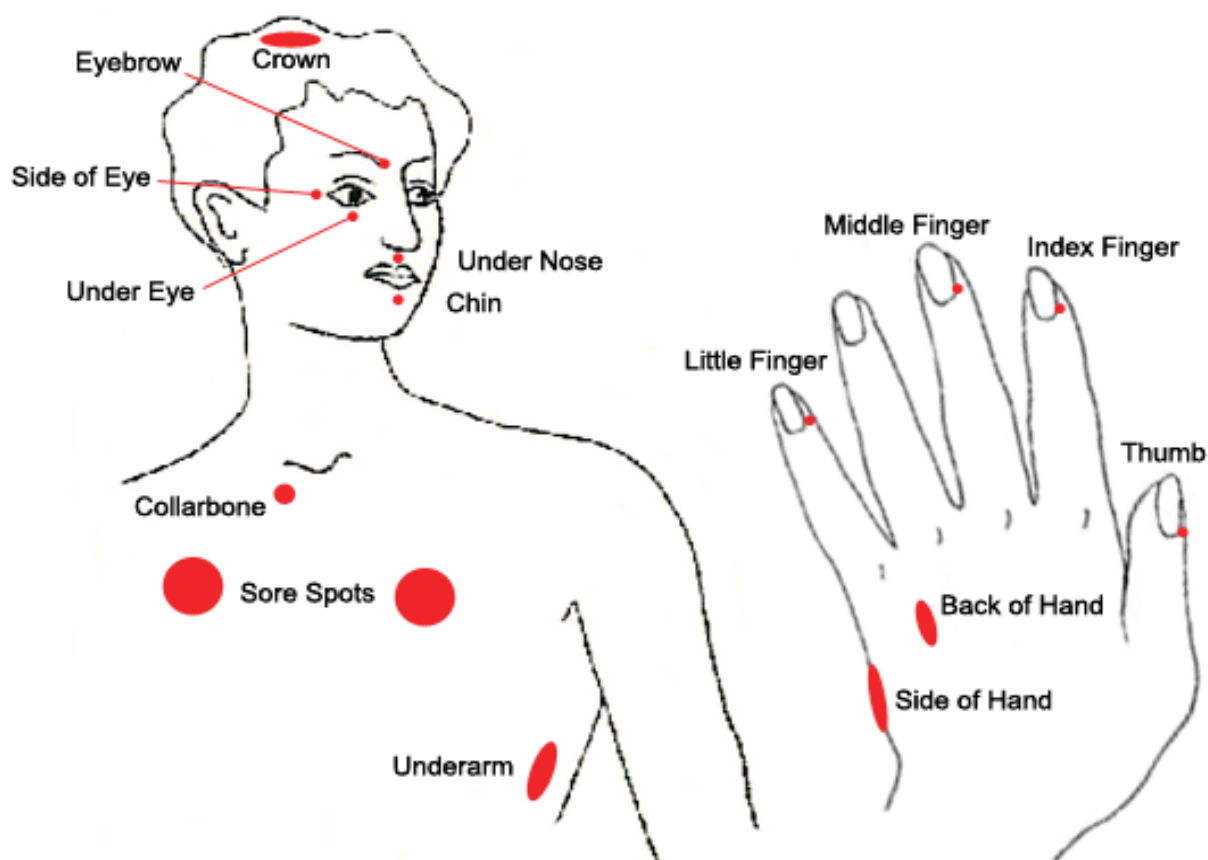


Figure 1: Position of the tapping points.

Sore Spot(s)	Left or right hand side of chest, midway between armpit crease and centre of chest – see Note 1 below
Crown	The very top of the head – see Note 2 below
Eyebrow	Beginning of the eyebrow, above and slightly to the side of the nose
Side of Eye	Outer corner of the eye on the bony ridge
Under Eye	Directly beneath the eye on bony ridge
Under Nose	Centrally between nose and upper lip
Chin	Centrally in indentation below bottom lip
Collarbone	One inch to the side of central indent below Adam's apple
Underarm	Four inches below armpit on side of body
Thumb	Side of thumb at base of nail
Index Finger	Side of index finger at base of nail
Middle Finger	Side of middle finger at base of nail
Little Finger	Side of little finger at base of nail
Side of Hand	Halfway down side of hand (also known as Karate Chop point)
Back of Hand	One inch behind 3 rd and 4 th knuckles, in dip between bones

Note 1 – The Sore Spot(s)

The Sore Spot is used during the setup stage and is massaged, not tapped. This area is part of the lymphatic system which is usually 75% on the left side and 25% on the right (source: Sandi Radomski in her tutorial on Gary Craig's training DVDs). Therefore, it's possible to find a Sore Spot on the right hand side of the chest also – and some people like to rub both areas at once! But for most people, especially right-handed people, the best option is to go looking for it on the left side of the chest. Although it is called the Sore Spot, you should not rub so hard that you hurt or bruise yourself – it should just feel a bit tender. If it does feel uncomfortably sore, use less pressure. Also, because massaging can cause lymphatic congestion to be reduced, you may find that the exact point that feels tender can “shift around” or can even disappear. If this happens, don't worry – just rub in the general area of the Sore Spot.

Note 2 – The Crown Point

The Crown point is not part of the original Standard EFT protocol that you may have learned from Gary Craig's EFT Manual or elsewhere. It is a point that was brought in later and is used a great deal on Gary's later training videos.

You can either use the flat of the hand to tap the top of the head, or tap the general area in a circle using all the tips of the fingers on one hand.

In the exercises throughout the book I begin with the Crown point.

Have I Got the Right Place?

Beginners often fear that they haven't located the points correctly and worry that they might be tapping on the wrong places.

You do not have to get too worried about this. As long as you are in the general area you will be stimulating the point that you are aiming for. Tapping causes vibrations in the skin far beyond where you are actually tapping – so you are bound to be getting some energy going in even if you are an inch or two away from the actual point.

Does the Order of the Points Matter?

No – you can tap the points in any order. The order used in this book starts at the top of the body and works down – this just makes it easier to remember. If you have learned a different order or variation somewhere else, feel free to use that variation instead if you prefer.

1.6 How to Tap

Tapping is done using one or two finger tips. If you have long nails, use the finger pads.

You can use either hand and tap on either side of the body.

For the Crown, Collarbone, Underarm and Side of Hand points, using several fingers helps ensure the right point is covered. Alternatively, use the flat of the hand in these areas.

Tap about 7 times on each point. It does not have to be exactly 7 times. You may tap longer on one or more points if they “feel good”.

Speed of tapping is approximately 2-4 taps per second.

Tap firmly enough to feel the vibration in the surrounding skin, but not hard enough to hurt or bruise. Some people tap very lightly, others like to tap quite firmly – both are fine.

Sometimes people report that some points feel a little sore or tender when they are tapping. This can be a sign that those points are significant for that issue. Keep tapping them but do so more gently!

Alternatives to Tapping

Tapping is not the only way of stimulating the meridian points.

Some people find the tapping “too harsh” or “too jumpy”, while some such as epileptics may want to avoid the rhythmic nature of the tapping altogether (see “Safety note to epileptics” in section 1.1 above).

If you don’t want to tap, for whatever reason, there are two other options:

Massage: Rub gently in the general area of the meridian point. Rub as gently or as hard as feels pleasant to you. It should feel soothing and relaxing – it certainly should not hurt.

Hold and Breathe: Touch the point with one or two fingers while you take a full breath in and then out. This is a very relaxing form of stimulation and very useful in situations when calming down is a key goal. It also attracts much less attention than ordinary tapping and can therefore be a useful method to use in public places.

1.7 The Reminder Phrase

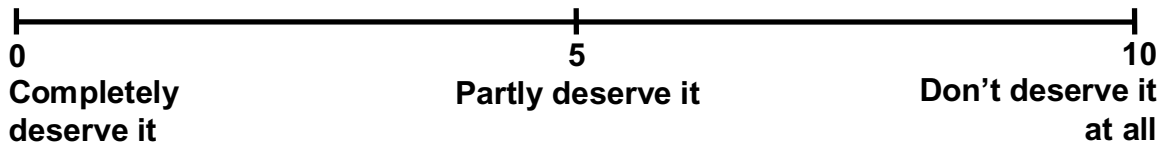
Each time you tap on a point you say a Reminder Phrase – a word or short phrase which keeps you tuned into the issue. The phrase typically mirrors words and phrases used in the Setup Statement. The following table gives examples of Setup Statements and corresponding Reminder Phrases.

Setup Statement	Reminder Phrase
<i>Even though I have this problem, I completely accept myself.</i>	<i>This problem</i>
<i>Even though I'm angry about what happened, I completely accept myself.</i>	<i>Angry</i>
<i>Even though I'm embarrassed, I completely accept myself.</i>	<i>Embarrassed</i>
<i>Even though I feel all this guilt, I completely accept myself.</i>	<i>This guilt</i>
<i>Even though she said I was ugly, I completely accept myself.</i>	<i>Said I was ugly</i>
<i>Even though my shoulder hurts like hell, I completely accept myself.</i>	<i>Shoulder</i>
<i>Even though I really want a ciggie, I completely accept myself.</i>	<i>Really want a ciggie</i>
<i>Even though I feel like I've got the world on my shoulders, I completely accept myself.</i>	<i>World on my shoulders</i>

There are no hard and fast rules about what the Reminder Phrase should be. In fact the Reminder Phrase can be varied on each tapping point. You will see that I have done this in the exercises that follow, so unless you want to apply EFT to your own issues by yourself, you don’t have worry about coming up with Reminder Phrases in order to use this workbook.

But doing this can bring about some extremely clumsy wording when the focus is on a positive belief. For instance, let's take the example above of *"I deserve to be happy"*. In order to fit this into the "zero is good, 10 is bad" scale, we could simply reverse the scale like this:

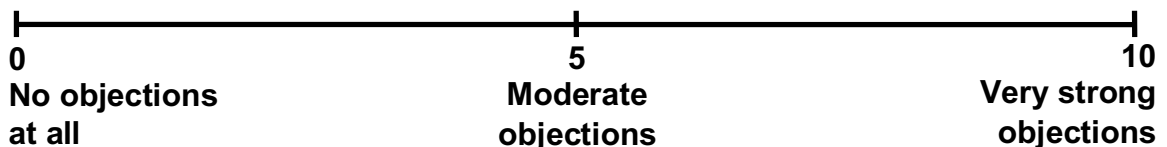
Say *"I deserve to be happy"* and rate how much you deserve it:



Increasing the rating means reducing the degree of deserving. I think you'll agree that this is a rather unintuitive way of defining what zero and 10 mean in this context.

Alternatively we could use labels focused on the presence or lack of objections to deserving, such as:

Say *"I deserve to be happy"* and rate how strongly you object to this:



But there are two problems with this approach.

Firstly, the feeling of *"having no objections to deserving"* is not the same as the feeling of *"deserving"*. Although they may be the same at a logical level, they are not the same in terms of how they make you feel – and it is the **feeling** of deserving we are interested in here. The feeling of *"having no objections to deserving"* can only get you to a neutral state; while the feeling of *"deserving"* is a much more positive state.

Secondly, it is easier to focus on the feeling of *"I deserve"* and to feel the relative truth of it, than it is to focus on the feeling of *"my objections to deserving"*. You probably already know that the subconscious finds it hard to process a "not", tending to focus on the positive part of a statement (e.g. thinking of "not an elephant" makes you first think of "elephant"). Since the purpose of these initial statements is to tune you into how you feel about a particular issue, it is more helpful to use a phrase which does not include negating elements such as "not", "don't", "un-" or "objection to" which force you to stop and think about what is meant, taking your attention away from what you are feeling.

Basically, there is a choice: to keep the direction of the scales consistent for all issues but end up with some very clumsy and non-intuitive language to describe what zero and 10 mean; or to use language which makes it easy to tune into the feeling around an issue, but to alter the direction of the scale when that makes more intuitive sense to do so.

I have chosen the second option. Each scale in the book is tailored to reflect the particular issue being looked at. I have endeavoured to use the most natural, straightforward and intuitive language possible for the initial statement and for the endpoint labels, in order to make it as easy as possible to understand what is being asked and, most importantly, to tune in to the feeling around the issue.

But for this book, you don't have to understand or remember any of this. You will be given complete instructions on exactly what ratings to take for each exercise.

Whenever you are asked to give a rating, it's important to always measure the intensity you feel **right now**:

Not the intensity you felt at the time (if it's a memory).

Or the intensity you think you would feel in the future.

You're looking for the feeling that gets triggered right now as you think about the issue.

For all the exercises in this book I use the 0-10 rating scale because it is by far the quickest and easiest way of tracking how you're doing and the vast majority of people are quite happy using this type of measure.

However, a few people find it hard to give number ratings. If this applies to you, stick with it for a while to give yourself a chance to get used to it.

But if it really isn't working for you, there are a couple of alternatives you can try instead.

The first is to notice **what feelings are going on in your body** right now as you focus on the issue, feeling or belief. For example, you might get a sinking feeling in the stomach or a tightness in the chest or tightness in the shoulders – or some other physical sensation particular to you.

So, for example, suppose you are asked to rate *"how much anxiety you feel"* but find it hard to give a 0-10 rating. Instead, notice the physical feeling you have around the issue and rate how strong that physical feeling is. At the end of the tapping sequence, look for the physical feeling again and note whether it has changed. It may be the same feeling but less intense – or the feeling might have shifted to another place.

The second alternative involves **noticing your thoughts and how they change**. This can be useful for people who find the 0-10 rating scale difficult and who also have trouble tuning into how they feel, mentally or physically.

Thoughts are symptoms of your emotional state and the content of your thoughts typically reflect your current emotions. So if your emotions shift as a result of doing EFT, usually your thoughts do too.

The sorts of changes in thought that can go along with an emotional shift include:

- Seeing options and possibilities that weren't there before.
- Seeing someone else's point of view in the situation.
- Feeling compassion or forgiveness towards oneself or another person.
- Changing how you describe the situation (e.g. from "awful" to "not so bad").
- Finding humour or positive aspects in the situation.
- Finding it hard to think about the situation at all (it's become a non-issue).

There may be other changes that you'll notice for yourself, but these are the common ones.

You do not have to pick one method and stick to it. You may find that for some issues the 0-10 intensity scale is the easiest thing to notice and to track, for other issues bodily sensations may be the most noticeable thing, and for different issues (especially working with beliefs) tracking your thoughts may prove to be the easiest for you.

1.9 The 9-Gamut Procedure

The 9-gamut procedure is a part of the Standard EFT protocol and so is presented here for completeness. It is a sequence of nine actions involving hands, eyes and speech designed to activate different parts of the brain and get them involved in what's going on with the rest of the EFT.

The procedure is as follows. Tap the Back of Hand point (see diagram above) continuously while you do the following nine actions:

1. Close eyes
2. Open eyes
3. Point eyes hard down left... (while holding your head steady)
4. ... then hard down right
5. Roll eyes right round in an arc from left to right...
6. ...then back the other way
7. Hum a few notes of any tune (e.g. "Happy Birthday to you")
8. Count to five ("1, 2, 3, 4, 5")
9. Hum a few notes

It doesn't matter if you point your eyes right then left instead, or whether you roll your eyes left to right first, or right to left.

Most of the time, the 9-gamut procedure isn't needed to make progress with EFT – but it can be helpful to bring it in if progress isn't being made with just the tapping part of the protocol.

For the exercises that follow the 9-gamut procedure is generally not used, but I do occasionally remind you to use it if you are not making progress.

1.10 The Full Sequence

A full sequence of EFT is achieved by carrying out the following actions using the following points and saying the following phrases in the order given below.

(In Gary Craig’s original training he describes a full “round” of EFT as consisting of the setup following by a “sandwich” of tapping the points, doing the 9-gamut procedure and tapping all the points again. In this book I define a sequence as consisting of the setup followed by tapping the points.)

Action	Point	Say
Rub (Or Tap)	Sore Spot Side of Hand)	<i>“Even though I have this problem I completely accept myself”</i>
Rub (Or Tap)	Sore Spot Side of Hand)	<i>“Even though I have this problem I completely accept myself”</i>
Rub (Or Tap)	Sore Spot Side of Hand)	<i>“Even though I have this problem I completely accept myself”</i>
Tap	Crown	<i>“This problem”</i>
Tap	Eyebrow	<i>“This problem”</i>
Tap	Side of Eye	<i>“This problem”</i>
Tap	Under Eye	<i>“This problem”</i>
Tap	Under Nose	<i>“This problem”</i>
Tap	Chin	<i>“This problem”</i>
Tap	Collarbone	<i>“This problem”</i>
Tap	Underarm	<i>“This problem”</i>
Tap	Thumb	<i>“This problem”</i>
Tap	Index Finger	<i>“This problem”</i>
Tap	Middle Finger	<i>“This problem”</i>
Tap	Little Finger	<i>“This problem”</i>
Tap	Side of Hand	<i>“This problem”</i>
Tap	Back of Hand	<i>“This problem”</i>
Keep tapping while you: Close eyes, Open eyes, Point eyes hard down left, then hard down right, Roll eyes right round, then back the other way, Hum a few notes, Count to five, Hum a few notes*	Back of Hand	NB – This is the 9-gamut procedure and can be omitted if the rest of the sequence is working. If you omit it and the main sequence does not work, reintroduce it. *e.g. “Happy Birthday to you”

That covers the mechanics of what you will be doing when you use EFT. Now it’s time to get some practice and see what it really feels like.

1.11 Practice Exercise 1: An Embarrassing Memory

It's vital to tap on a real issue in order for you to feel the real effects of EFT for yourself. For these practice exercises we're not going to look at any of your goals but simply the way EFT can affect your emotional state. You will need a pen and paper for these exercises.

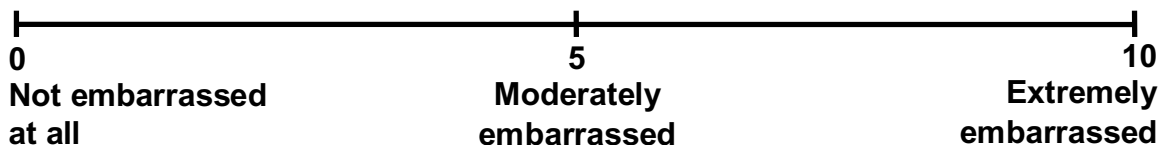
Step 1: Think of an issue

Bring to mind a time in the past that caused you moderate embarrassment and which still makes you feel embarrassed or uncomfortable thinking about it now. (Stay away from any serious traumas.) It might be someone saying something to you, or it might be a time when you made a mistake that you were embarrassed about. Once you've fixed on one memory, remember the incident in as much detail as you can – who else was there, how old you were, where you were, the room or space you were in, perhaps what you were wearing and so on.

Step 2: Take a rating

Notice how you feel as you remember that incident. Is there any bodily sensation going on while you think about that time? Give your feeling an intensity rating between 0 and 10 using the scale below:

"On a scale of 0 to 10, how embarrassed do you feel thinking about this memory right now?"



Zero means there is no feeling at all – complete calm and no embarrassment.

10 means extreme embarrassment – the worst it could possibly be.

Don't agonise too hard about it – what number pops into your head?

Ideally pick an example with a rating of between 2 and 8.

Do not work on any extreme emotions you feel unable to handle by yourself.

Write your number down, along with a short note of any physical sensations you may be aware of. People vary widely in how they experience their emotions and there's nothing right or wrong about any particular type of feeling – just get familiar with what's typical for you.

Some people find it quite hard to feel their feelings and get an intensity rating. If you are like this then also make a note of what dominant thought is around when you think about the incident, such as *"That man was really rude"* or *"I've never felt so embarrassed"*.

If you really can't feel any intensity at all, check whether you are actually already "clear" for this memory (i.e. although it was embarrassing **at the time** it brings up no negative feelings to think about it **now**). If you are clear (no noticeable intensity or other indication) find another memory which does bring up some feelings.

Step 3: Do the EFT sequence

Now rub the Sore Spot (or tap the Side of Hand point) and say the following three times (out loud, ideally):

"Even though I have this feeling I completely accept myself."

Now tap each of the EFT points in turn saying the Reminder Phrase on each point as below:

Crown: "This feeling"

Eyebrow: "This feeling"

Side of Eye: "This feeling"

Under Eye: "This feeling"

Under Nose: "This feeling"

Chin: "This feeling"

Collarbone: "This feeling"

Underarm: "This feeling"

Thumb: "This feeling"

Index Finger: "This feeling"

Middle Finger: "This feeling"

Little Finger: "This feeling"

Side of Hand: "This feeling"

Back of Hand: "This feeling"

Step 4: Take a new rating

Now go back to the incident you were thinking about before and run through it in your mind. Make sure you are thinking about the **same memory** as before. If you are now thinking about something else, make yourself go back to the original memory and focus on that.

Notice what you are feeling **now**, and any bodily sensations going along with it.

Using the same scale as above, focus on the memory and rate your current feeling about it between 0 to 10.

Write this new number down.

Step 5: Decide whether to do more EFT

Your new rating will either be lower than your first one, higher than your first one, or just the same.

If it is zero you don't need to do any more.

If it is lower, but still greater than zero, we do EFT again to help bring the rating down further.

Occasionally an intensity rating can go up initially as a result of focusing on the issue. This can be a sign that you were not as tuned into the issue as you could have been at the start and that you got more tuned in as a result of repeating the setup and reminder phrases. This is actually quite common. If this is the case then repeated rounds of EFT will normally bring the levels down again.

So unless your rating is zero, we do EFT again as follows.

Rub the Sore Spot (or tap the Side of Hand) and say three times:

*“Even though I **still** have this feeling I completely accept myself.”*

Now tap each of the EFT points in turn saying the Reminder Phrase on each point as below:

Crown: *“Still have this feeling”*

Eyebrow: *“Still have this feeling”*

Side of Eye: *“Still have this feeling”*

Under Eye: *“Still have this feeling”*

Under Nose: *“Still have this feeling”*

Chin: *“Still have this feeling”*

Collarbone: *“Still have this feeling”*

Underarm: *“Still have this feeling”*

Thumb: *“Still have this feeling”*

Index Finger: *“Still have this feeling”*

Middle Finger: *“Still have this feeling”*

Little Finger: *“Still have this feeling”*

Side of Hand: *“Still have this feeling”*

Back of Hand: *“Still have this feeling”*

Step 6: Take another rating

Go back to the incident again in your mind – making sure it is the same incident you started with – and once again notice what intensity you feel right now, using the same 0-10 scale above. Scan your body for physical sensations to help make sure you are focusing on how you feel right at this moment.

Write down the new number and note any physical feelings.

By now you should hopefully have seen a significant fall in your rating. But there are many other signs that EFT is working. These are listed in section 1.13 – Signs That EFT is Working.

While EFT can **sometimes** produce immediate results in one sequence, this doesn't always happen by any means and it's quite normal to need to do a few sequences before getting down to a zero or an acceptably low number. There is a natural variation between people in the way they respond to EFT. Some people's intensity drops in one or two big jumps. Other people come down more slowly, just one or two points at a time. A few go up initially and then come down gradually. All are fine and all get there in the end!

If after two sequences you still have exactly the same rating, do the checks and suggested remedies in section 1.14 – What To Do if it Doesn't Seem To Be Working.

1.12 Practice Exercise 2: An Irritating Person

Step 1: Pick an issue

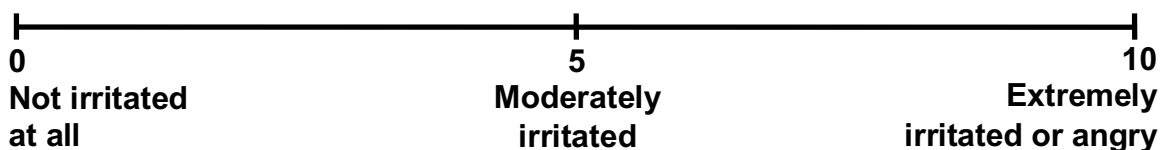
In this exercise I want you to think about a person who brings on mild to moderate irritation when you think about them. Don't pick someone who sends you into apoplectic rage or sends your blood pressure through the roof just thinking about them. It should be someone you have actually met and who has irritated you or continues to irritate you when you're in their presence. (Don't pick celebrities or other public persons you have not met.) Find someone who produces an intensity of 8 or less. If it's more – or you fear it may become more if you start thinking about them – then pick someone else.

Decide what it is that irritates you about them. Perhaps it's the things they say, or their mannerisms which get to you – perhaps it's the way they treat people or the way they dress. Really focus in on this person and what irritates you about them. Check with yourself that what you've chosen feels OK to work on by yourself. If it feels unduly uncomfortable or you're not sure, stop and find something milder. Even something at a rating of 2 is fine to work on for this exercise. What's important is to decide what it is you are going to focus on and stick to it.

Step 2: Take a rating

Now you've picked a person and focused in on your feelings about them, take a 0-10 rating using the scale below:

“On a scale of 0 to 10, how irritated do you feel thinking about this person right now?”



Zero means you feel no irritation at all thinking about this person.

10 means extreme irritation, probably anger or rage.

For this exercise your rating should ideally be between 2 and 8.

Do not work on any extreme emotions you feel unable to handle by yourself.

Notice any physical sensations that go along with that rating, and any thoughts about the person.

Write down the number and any sensations or thoughts you've noticed.

If thinking about the person involved a particular image or scene in your mind, make a mental note of that image – you will be going back to it later.

Step 3: Do the EFT sequence

Now rub the Sore Spot (or tap the Side of Hand) and say the following (out loud) three times:

“Even though this person irritates me, I completely accept myself.”

Now, focus on the person and tap each of the EFT points in turn saying the Reminder Phrase on each point as below:

Crown: “This person”

Eyebrow: “This person”

Side of Eye: “This person”

Under Eye: “This person”

Under Nose: “This person”

Chin: “This person”

Collarbone: “This person”

Underarm: “This person”

Thumb: “This person”

Index Finger: “This person”

Middle Finger: “This person”

Little Finger: “This person”

Side of Hand: “This person”

Back of Hand: “This person”

Step 4: Take a new rating

Now focus again on the person you were thinking about before and the thing you found irritating about them. If you had a particular image or scene in mind, focus on that same image again.

Notice what you are feeling **now** when you think about that person and any bodily sensations going along with it.

On a scale of 0 to 10, where are you on the scale above now?

Write this new number down.

Step 5: Decide whether to do more EFT

Your rating will either be lower than your first one, higher than your first one, or just the same.

If it is zero you don't need to do any more.

If it is lower, but still greater than zero, we do EFT again to help bring the rating down further.

Occasionally an intensity rating can go up initially as a result of focusing on the issue. This can be a sign that you were not as tuned into the issue as you could have been at the start and that you got more tuned in as a result of repeating the setup and reminder phrases. This is actually quite common. If this is the case then repeated rounds of EFT will normally start to bring the levels down again.

So unless your rating is zero, we do EFT again as follows.

Rub the Sore Spot (or tap the Side of Hand) and say three times:

*“Even though this person **still** irritates me, I completely accept myself.”*

Now tap each of the EFT points in turn, saying the Reminder Phrase on each point as below:

Crown: *“Still irritates me”*

Eyebrow: *“Still irritates me”*

Side of Eye: *“Still irritates me”*

Under Eye: *“Still irritates me”*

Under Nose: *“Still irritates me”*

Chin: *“Still irritates me”*

Collarbone: *“Still irritates me”*

Underarm: *“Still irritates me”*

Thumb: *“Still irritates me”*

Index Finger: *“Still irritates me”*

Middle Finger: *“Still irritates me”*

Little Finger: *“Still irritates me”*

Side of Hand: *“Still irritates me”*

Back of Hand: *“Still irritates me”*

Step 6: Take another rating

Think about the person again, and once again notice how much irritation you feel and what intensity you are at **right now**, using the same scale as above. If you were focusing on a particular image or scene when you started, make sure you focus on the same image again now. Scan your body for physical sensations to help make sure you are focusing on how you feel right at this moment.

Take special care to note if what you are feeling now is irritation or whether it's changed into some other kind of feeling. It's quite common for one emotion to be released only to reveal a completely different sort of feeling underneath it. It might be a positive one – such as feeling compassion for the person, or it might be another negative one such as sadness. When this happens this is a sure sign that EFT has shifted the emotion you targeted to start with. Make sure that you are still measuring your irritation, not any new feelings that might have come up.

Write down your final number and note any physical feelings and thoughts that go along with it.

If you noticed any physical sensations at the beginning, notice whether they are the same, reduced or different.

By now you should hopefully have seen a significant fall in your rating. But you may have other signs that EFT is working, as listed in section 1.13 – Signs That EFT is Working.

If after two sequences you still have exactly the same rating and no other signs of improvement, do the checks and suggested remedies in section 1.14 – What To Do if it Doesn't Seem To Be Working.

1.13 Signs That EFT is Working

There are several signs that EFT is working – but these can vary a lot between different individuals.

It's useful when you're starting out, to know in advance what sorts of things to look for, so that you can tell more quickly if EFT is having an effect.

The noticeable effects of EFT can be divided into three distinct types: Emotional, Physical and Mental. In practice you can get effects in all three areas at the same time because how you feel physically, emotionally and mentally are all symptoms of what's happening with your energy system.

Emotional effects:

- Your 0-10 intensity rating falls – the issue just doesn't feel as "intense" to think about.
- You feel lighter, happier, calmer or more relaxed – like a weight has been lifted.
- The feeling changes in quality (e.g. anger turns to sadness).
- You feel like smiling or laughing (when you didn't before).

Physical effects:

- Yawning – either during or after the tapping.
- Sighing – also during or after tapping.
- Relaxation of posture.
- Signs of "release", such as burping, coughing or wanting to go to the toilet.
- Sharper eyesight or hearing – things look or sound "clearer".
- Having more energy – wanting to be active or do something.

Mental effects:

- Finding it hard to focus on the issue any more – it's gone blurry, fuzzy or distant.
- Something else feels more important – your mind moves on to something else.
- Feeling bored – the issue seems irrelevant now.
- Wondering why this was ever a problem – or doubting you ever had a problem at all!
- If the issue involved a memory, it feels like the event “happened to someone else” – or it's like watching a movie which isn't really about you any more.
- Finding it easier to see the point of view of other people involved – making it easier to understand or forgive others.
- Seeing the funny side or thinking the problem seems silly or ridiculous now.
- Insights, connections and realisations occur spontaneously.
- Feeling mentally sharper – like a fog has lifted.

Not all of these effects will happen to you. Typically each person has a few things which happen to them and these become “their signs”. As you do the exercises, keep a look out for what's normal for you.

1.14 What to Do if it Doesn't Seem to Be Working

Use this section if you got absolutely no change in your rating for either Practice Exercise 1 or 2.

It covers some standard checks and suggested things to try which can also be used if you appear to get no result on any of the EFT exercises in this book – or any EFT that you may decide to do by yourself.

It can also be used if your rating falls to begin with but then “sticks” at a lower number and won't fall any further.

If you have performed at least two complete sequences of EFT on an issue and your rating has not fallen at all (not even one point) – or it has fallen but has now “stuck” at a lower number – check the following (not all the following will apply to every application of EFT, depending on the context and the issue being worked on):

- That you are focusing on **exactly** the same scene, belief or feeling that you were at the start. If not, make yourself focus on the same scene again and take a new rating.
- That, if you were focusing on a particular image or scene, you are focusing on exactly the same **part** of the image or scene that you were at the start. If not, make yourself focus on the same part of the scene and take a new rating.
- That, if you were focused on a particular goal when beginning the sequence, you were focused on the **same** goal throughout the tapping and when you took a new rating. If not, re-focus on the goal you were focused on at the start and take a new rating. If necessary, tap the sequence again

- That, if you are working on a past incident, you are rating the feeling that you feel **right now** – not how it felt back then or how you think it might feel if it happened again. If not, think about the incident again and focus on how you feel as you think about it right now.
- That you are focused completely on the relevant image, feeling or belief while you are tapping. If you suspect that your mind was focused on something else, re-focus on the relevant issue and repeat the tapping. Being tuned in to the issue is an absolutely essential part of EFT.
- That you tapped at least 7 times on each point – i.e. you didn't rush through it too quickly.
- That you are not dehydrated. Have a drink of water if you suspect you might be, and repeat the tapping.
- That you feel generally well, are not having an allergic reaction, and are not in the grip of some other strong emotion, unrelated to the issue you are tapping on. If any of these apply to you, wait until the illness, allergy or other emotion have subsided, and then try again.

If you were doing all the above correctly, but still have no fall in your rating, try the following:

- Repeat the sequence, saying the Setup Statement **out loud and with emphasis**:

*“Even though _____, I **completely** accept myself!”*

It is very tempting to do these exercises silently, saying the Setup Statements and Reminder Phrases just in your head. In many cases this will work fine, but if you are stuck, switch to saying them out loud.

- Do the 9-gamut procedure at the end of the sequence (see section 1.8).
- Tap for longer on each point, taking a full breath in and out on each point.
- Wait a few minutes. There can sometimes be a delayed effect with EFT. Go and do something completely different for a while and come back to the exercise later, taking a brand new rating for how you feel at that time.
- Repeat the sequence but using this alternative form of Setup Statement instead:

“Even though _____, I completely accept myself and I'm open to forgiving myself or anyone else involved.”

While forgiving yourself or others isn't generally necessary to get EFT to work, it can sometimes help things to shift, especially for issues which involve other people.

- Try again later or on a different day. Get up and walk about and have a drink of water.
- Be persistent. Repeat the tapping several times over the course of a few hours, or tap once a day for a week or even two. Some issues – especially ones we are reluctant to let go of – don't disappear in one go but can be released by chipping away at them over time.

If the issue simply will not shift even after trying all these options and being persistent with daily tapping, you can take some satisfaction in knowing that you have identified something very important which is likely to make a big difference to you when it does finally shift. Put simply, you have a big reason for not wanting to let this go, which is probably entirely subconscious. If you feel determined to get rid of the issue, tap the following two sequences which are designed to target this reason on a subconscious level.

Rub the Sore Spot (or tap the Side of Hand point) and say the following out loud three times:

“Even though I have an important reason for not letting go of this, I completely accept myself.”

Now tap each of the EFT points in turn saying the Reminder Phrase on each point as below:

Crown: *“I’m not letting go”*
Eyebrow: *“My reasons for not letting go”*
Side of Eye: *“Very important reasons”*
Under Eye: *“I don’t consciously know what the reasons are”*
Under Nose: *“I respect all my reasons for not letting go”*
Chin: *“They must have been very important once upon a time”*
Collarbone: *“There was a time these reasons were created”*
Underarm: *“Perhaps to protect me or keep me safe”*
Thumb: *“I’m thankful to my mind for wanting to protect me”*
Index Finger: *“I’m grown up now and don’t need protecting anymore”*
Middle Finger: *“This reason is holding me back from what I want now”*
Little Finger: *“I want to find a way to let this go now”*
Side of Hand: *“I’m asking my mind to find a way to let this go now”*
Back of Hand: *“Getting ready to let go”*

Rub the Sore Spot (or tap the Side of Hand point) and say the following out loud three times:

“Even if I never let go of this, I completely accept myself.”

Now tap each of the EFT points in turn saying the Reminder Phrase on each point as below:

Crown: *“Never letting go”*
Eyebrow: *“It’s OK not to let go”*
Side of Eye: *“It’s my choice to not let go”*
Under Eye: *“I don’t have to let go”*
Under Nose: *“No-one can make me”*
Chin: *“I’ll let go when I’m good and ready...”*
Collarbone: *“...and not before”*
Underarm: *“I’m perfectly OK even if I never let go”*
Thumb: *“It’s fine even if I never let go”*
Index Finger: *“If there is a good reason for not letting go I can accept it”*
Middle Finger: *“Relaxing about letting go”*
Little Finger: *“Ending the struggle with trying to let go”*
Side of Hand: *“Accepting myself completely even if I never let go”*
Back of Hand: *“Feeling at peace with not letting go”*

1.15 Is the EFT Setup Statement Negative?

If you've done even a little self-development work before you will probably have got the strong message that you should try to focus on the positive and avoid focusing on the negative. In general, I totally agree with that advice when it comes to how you talk to yourself and other people.

But what about EFT? It appears to involve restating the problem in the Setup Statement and again in the Reminder Phrase. I've lost count of the clients and newsgroup members who have asked about this and feel worried that the EFT Setup Statement is "negative".

The first thing to notice is that doing EFT involves more than just saying statements – **it involves tapping as well!**

It is doing the tapping **while** being tuned into an issue which undoes the disruption (or negativity). With EFT, it is **necessary**, and **part of the technique**, to tune into the belief or feeling first and then do the tapping. The purpose of the Setup Statement is to ensure you are properly focused on the issue and therefore it necessarily involves stating the issue.

The second thing to notice is that if EFT was really "reinforcing the negative" then EFT would not have the positive effects that it does.

Finally, in case this is still a worry for you, you will notice that in virtually all the exercises in this book, the Reminder Phrases become progressively more positive as the sequence goes on. Although it's not actually necessary to do this in normal EFT, it's something I find powerful to do within a coaching context and many clients appreciate the feeling they get by ending on a positive.

About the Author



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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 a Masters 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 is the author of *The EFT Coach* aimed at professional coaches and EFT practitioners wanting to use EFT as a coaching tool with their clients. Available from www.eftcoach.com.

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