

**CLINICAL EMOTIONAL FREEDOM TECHNIQUE (EFT)**

# Tapping: A Fast and Proven Way to Reduce Anxiety

## The Basics

### What Is It?

Clinical Emotional Freedom Technique (EFT), aka "Tapping," is a proven mind-body therapy used to quickly diminish anxiety and help reprogram negative thoughts.

### How It Works

Tapping acupoints along the body's energy pathways calms the brain's fight or flight response enabling a less emotional, more rational reaction to negative thoughts.

## The Benefits



Rebalances Body Chemistry (Cortisol)



Better Sleep



Releases Stress & Negative Emotions

More Energy

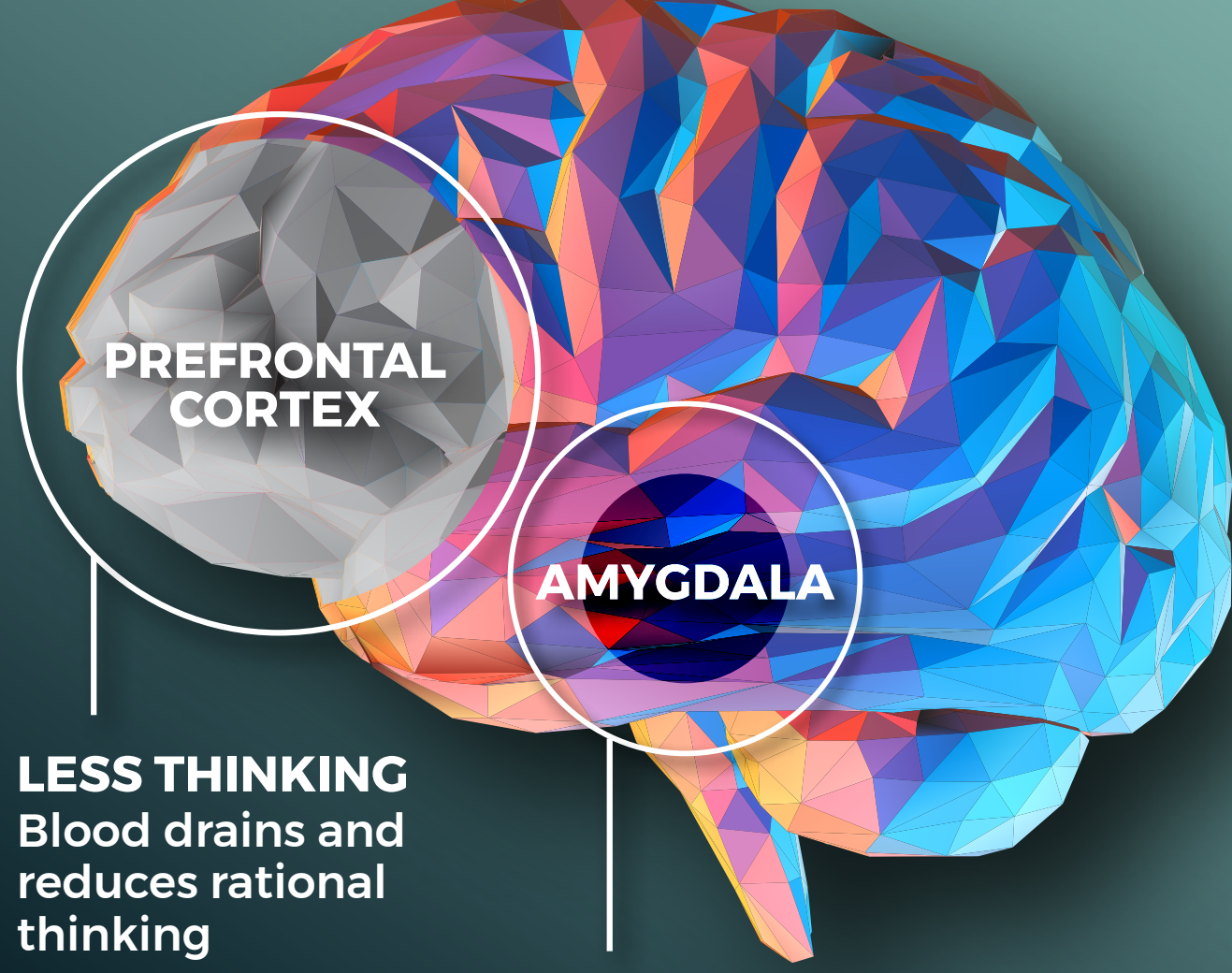


Calms & Regulates the Nervous System



### Your Anxious Brain: Psychology + Physiology

Negative thoughts are interpreted by the brain as "real" threats and triggers the body's fight or flight response.



## The Medicine

### EFT Goal

Rebalance your energy and replace a negative emotion with acceptance and resolution to the negative emotion, ultimately reducing anxiety.

### Traditional Chinese Medicine (TCM)

EFT utilizes gentle tapping pressure on acupoints that connect the body's energy pathways to balance your body's energy and produce a calm state.

### Cognitive Therapy & Exposure Therapy

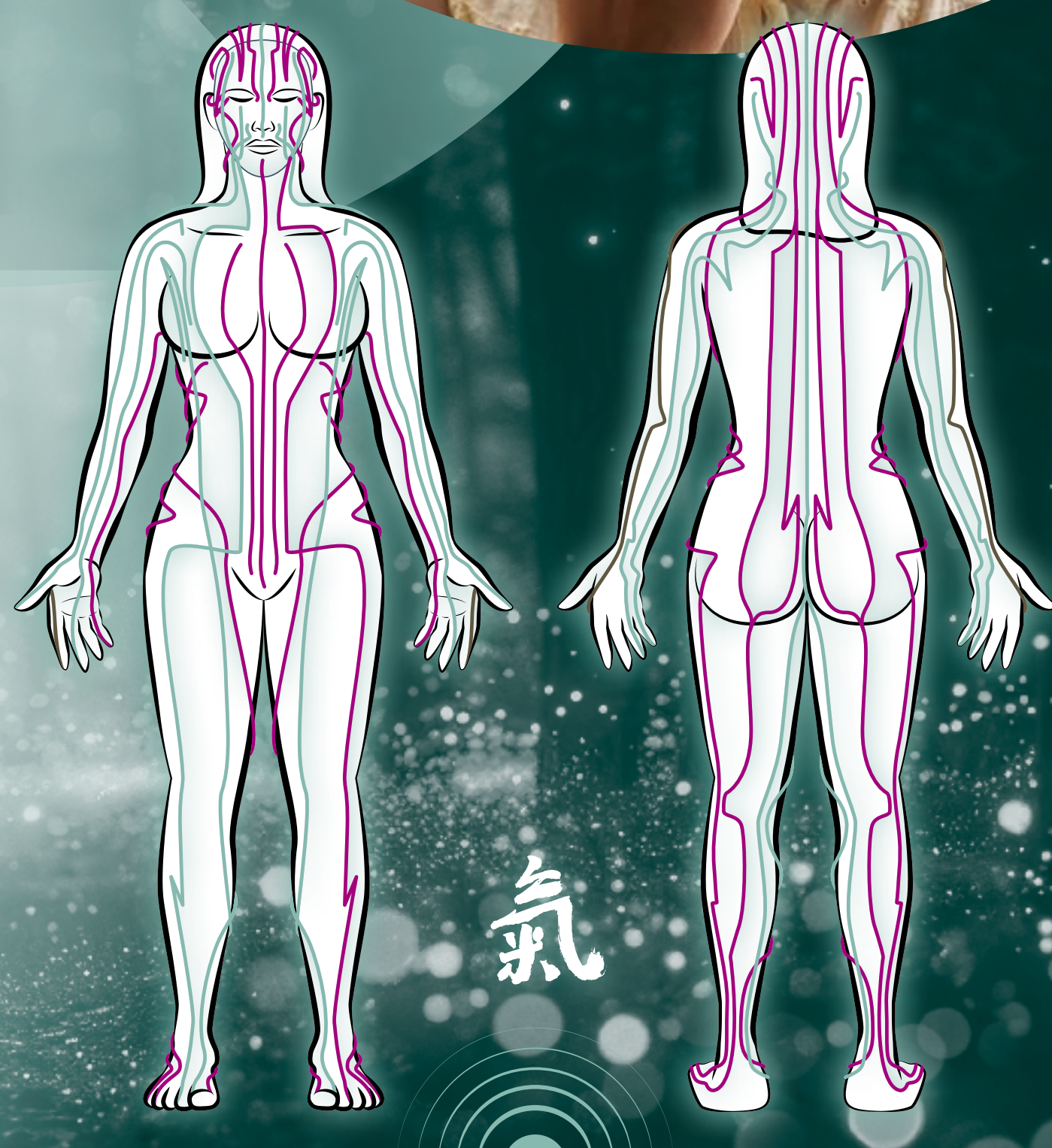
The EFT setup statement acknowledges the problem and provides a resolution phrase to reframe thinking. Repeated exposure to the problem in a calm state from tapping retrains your body's response.



## The Background of Traditional Chinese Medicine (TCM)

### Did You Know that TCM...

- Is a 2000-year-old holistic and natural form of healing
- Is accepted today as complementary to modern western medicine
- Promotes health by balancing the body's yin and yang Qi (pronounced "chee") energy
- Targets Qi that runs through the body's 12 meridians or energy pathways
- Utilizes acupuncture/acupressure, herbs, diet, massage and other natural methods



Tapping accesses Meridians or energy pathways

## The Process

WHAT TO DO	WHAT IS HAPPENING
<b>1</b> STEP 1 IDENTIFY THE PROBLEM AND EMOTION	Brain thinks - Threat!
<b>2</b> STEP 2 RATE EMOTION 1-10	Benchmark your emotion
<b>3</b> STEP 3 CREATE SETUP STATEMENT <i>"Even though I feel (your emotion) about this (state your problem)... I have compassion for myself"</i>	Acknowledge the problem + Positive self-acceptance = Resolution and an alternate way of thinking
<b>4a</b> STEP 4a TAPPING Tap point A with setup statement x3	Each tap: • Neutralizes stress response • Enables rational thinking
<b>4b</b> STEP 4b REMINDER STATEMENTS Tap points B-H verbalize feelings about the problem.	Repetition of the problem in a calmer state retrains your thinking and response.
<b>5</b> STEP 5 REPEAT & RELEASE Rate your emotion 1-10.	Determine need to repeat tapping sequence

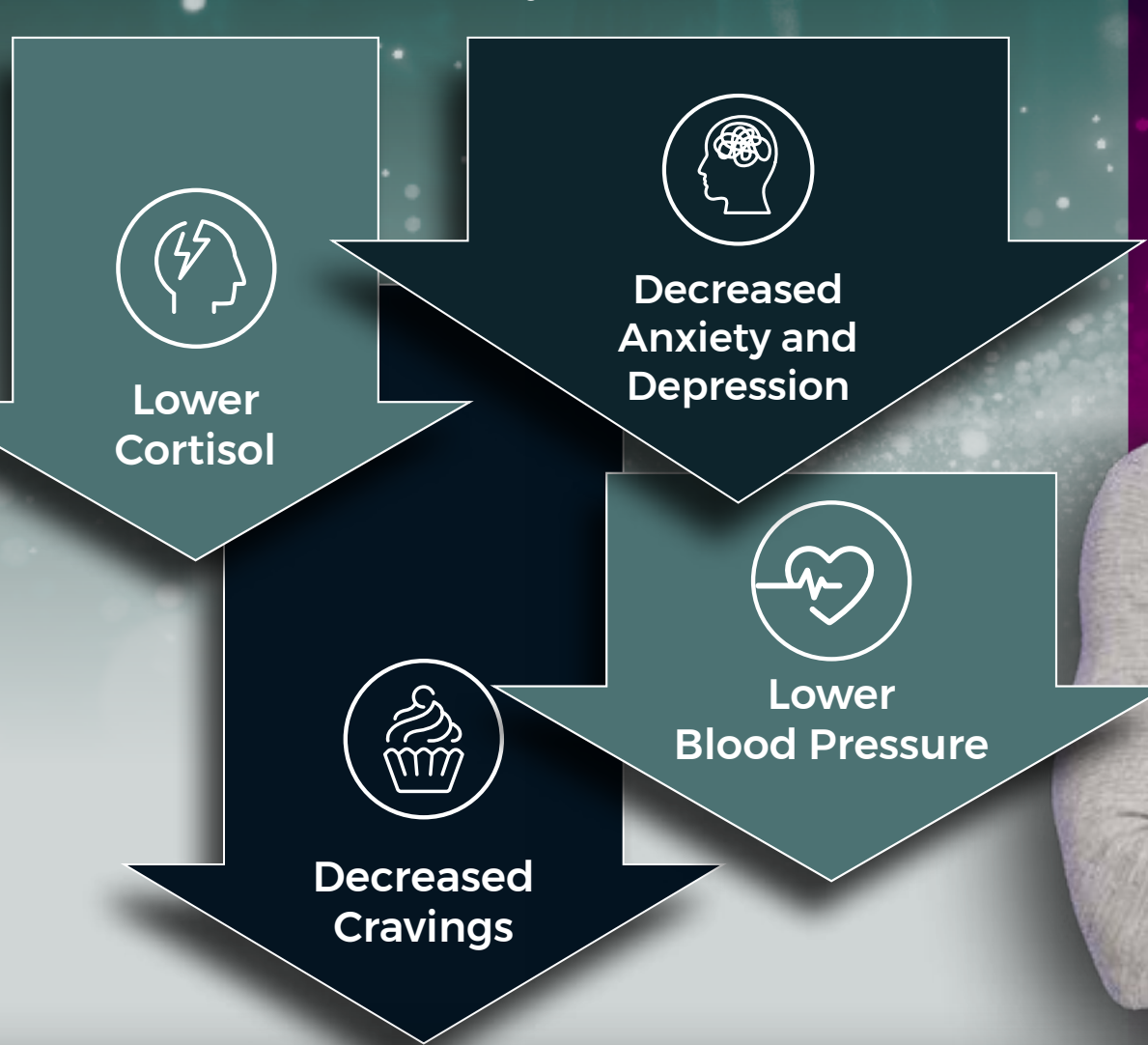


[Download our EFT Pocketguide](#)

## The Research

### Proof of Results

Over 100 papers published in peer-reviewed medical and psychology journals demonstrate that EFT is consistently effective.



Increased Happiness



### What Conditions Does EFT Help?

- PTSD
- Depression
- Anxiety/OCD
- Addictions
- Weight Loss
- Immune Response
- Physical Performance
- Mental Functioning

## The Facts: Our Clinical EFT Practice

Standard EFT and Clinical EFT use the same underlying principles. However, we use Clinical EFT because it is standardized and evidence-based according to the American Psychological Association (APA). Clinical EFT is:

- Reliable, using standardized techniques from The EFT Manual.
- Quality-focused, delivered only by EFT-certified professionals.
- Validated by over 100 peer-reviewed studies.
- Evidenced-based, using methods proven to work!

### My Story

*Through much of my life, struggles with chronic PTSD, grief, fear, and OCD have held me back. Clinical EFT helped me to access and address the associated subconscious patterns and negative core beliefs that have kept me prisoner in my own body and mind.*

*These proven methodologies enabled me to make a HUGE emotional shift. Now, as a Certified Clinical EFT Practitioner, I am passionate about helping others achieve the same freedom.*

**EFT freed me from my past: Now I want to help you!**

- Chrystal Goldschmidt



## About Chrystal

Chrystal Goldschmidt, MHA, RT (R) (CT) (MR) CRA, ARRT, MRSO, Director of Operations

