



The
EFT Coach
Workbook
for Complete Beginners

Using Emotional Freedom Techniques™ to help achieve your goals

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3rd Edition

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If you wish to change your conditions you must first change yourself...

You will see how mountains may be removed. If these mountains consist only of doubt, fear, distrust or other forms of discouragement they are nonetheless real and they need not only to be removed, but to be cast out into the sea...

Charles Haanel, The Master Key System

We who take ourselves in hand and make new creatures of ourselves in every imaginable way, each is doing a marvellous work for mankind everywhere.

Peter Kelder, The Eye of Revelation

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Is This Book For You?

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. It will:

- Teach you how to use EFT for yourself.
- Show you how your progress with your goals is directly related to your emotional state.
- Provide step-by-step exercises for a wide range of emotional issues 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 ideas for using EFT within sessions and for providing structured homework for your clients.

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 of the conditions above then you probably need to deal with the condition first and tackle the coaching goals separately. You are advised to seek advice from someone qualified in these areas, or to find material or training focused specifically on the application of EFT to these issues.

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 after a couple of rounds of EFT I was in a 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. So, as I was working through Gary Craig's basic training videos (they really were old fashioned VHS videos back then, not the online training available 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*^[1].

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*^[2], watching his training DVDs^[3] 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 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, the dream they have of travelling round the world, their idea for a business, and so on, it may not be immediately obvious how 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 than could come through my door. 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^[3]

Will EFT work for me?

In my own experience, EFT is effective for well over 90% of people. In over fifteen years of being a practitioner I have come across only two people for whom EFT did not work at all. 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!

So 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. There are also 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 (applying EFT over a period of days or weeks).

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 very 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 in this book 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, 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 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 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.

However, a 'generalisation effect' often occurs in which a whole set of related issues can 'collapse' at the same time, 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's not guaranteed – because everyone is different and it depends very much on how 'related' your issues actually are.

So, as a worst case scenario, 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. Others 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. Even if they are 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 words do I need to use 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 to complete their goal.

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! When this happens, please congratulate yourself – you've just learned a valuable skill that you can use for the rest of your life.)

How Does This Book Compare to Hiring a Life Coach?

In my opinion over 50% of the value of having a life coach comes 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 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 work more deeply 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 are new to EFT then start with **Chapter 1 – Learn EFT** which 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 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 know that some people like to know 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** which shows you a fast method for using EFT to calm yourself if you need to. This chapter is especially important 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. 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. These exercises serve a double purpose – to give beginners a bit more practice, and to begin working on your goals – so this chapter is recommended for everyone.

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. This chapter will help you think about your goals 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 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 issues which apply to many people, regardless of the 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, addressing the issues in this section may even help you tune into what you want.

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

In **Chapter 7 – The Problem With Happiness** I look at the idea of being happy! Although this might sound strange, you'd be amazed how many people have issues around the idea of being happy, which can become a block 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 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 how you approach choosing and evaluating your goals.

Chapter 15 – What if You Don't Know What Your 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 is aimed at 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 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 aims to increase 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 one of the most common reasons 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 a goal, the next challenge is to keep going. **Chapter 24 – Keeping Going** gives you two techniques to help you maintain focus and action: the Today-Is-A-New-Day Procedure and the Super-Fast-Focus Technique. Both techniques are designed for the beginner to use, requiring only basic EFT familiarity.

Chapter 25 – Getting Finished looks at the challenges that can arise towards the end of working on a goal such as 'completion grief' and 'home straight boredom'.

I then look 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 – Nine Powerful Questions** I give you a set of questions which can help to get you unstuck in many situations. Each question has an EFT exercise to help you focus on the question and to assist the process of finding answers.

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