

**Create&Connect**  
*Brilliantly*  
 Transforming  
 Chaos to Clarity

COACHING • SPEAKING • BUSINESS MENTORING • EVENTS

**Emotional Freedom Techniques (EFT)**  
**A Fast, Weird Way to Calm Down,  
 Feel Great and Succeed**

Betsy B Muller MBA, Master Trainer of  
 Emotional Freedom Techniques  
 440-759-7491

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**Today We'll Cover**

- **Common ways YOU experience stress**
- **How EFT calms the brain and body's stress response**
- **Demonstration - How to apply EFT for stress relief**
- **EFT Research Highlights**
- **3 ways to ensure a successful EFT intervention**

*Note: hold your questions for the end*

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Let's have an experience



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## Emotions, Stress and YOU



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## The Range of Emotions



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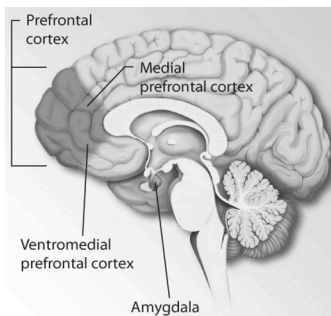
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## Stress and the Brain

- Lymbic system, Amygdala arousal
- Pre-Frontal Cortex (rational brain) checks out
- Stress hormone Cortisol elevated
- Health interrupted – sleep, mood, pain, confusion, and overwhelm



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**What is EFT?**

Training • Certification • Mentoring  
CreateAndConnectBrilliantly.com

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**Access the Body's Bio-Electrical System to Neutralize Stress Response**

- Emotional Freedom Techniques (EFT)
- Naturally calms the brain and nervous system
- Light tapping on specific meridian points
- Reduces cortisol levels, de-sensitizes negative responses to stressors

Church, D., Yount, G., & Brooks, A. (2012). The effect of emotional freedom technique (EFT) on stress biochemistry: A randomized controlled trial. *Journal of Nervous and Mental Disease*.

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**300+ Studies on EFT Effectiveness (100+ RCT)**  
[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

- Weight loss/Cravings
- PTSD
- Depression
- Anxiety
- Pain
- Sports Performance
- Test Anxiety

**EFT TAPPING POINTS**

Create & Connect Brilliantly  
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 Certified Advanced EFT & Energy Tapping Practitioner  
 Certified EFT Coach, Health & Wellness Mentor  
 402.224.2371 | [www.createandconnectbrilliantly.com](http://www.createandconnectbrilliantly.com)

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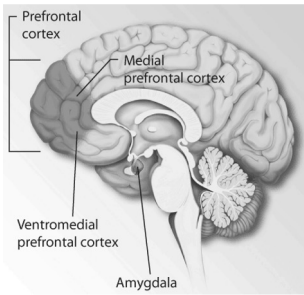
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### How EFT Calms Stress



- Stressful event activates amygdala
- Words/phrases activate prefrontal cortex (rational brain) and reduce arousal of amygdala (Oschner)
- Tapping on acupoints creates pleasant sensation & lowers stress hormone cortisol
- Rational brain regains control, deactivates old neuro pathway.

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### Let's try EFT to release some of your stress!




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### Basics of EFT

Choose something to work on & measure your SUDS/distress on a 0-10 scale

- Create a "Setup" EVEN THOUGH Statement and short reminder phrase
- Follow the process, tapping each point 7-10 times
- Pause and re-score, adjust words as needed and repeat tapping until SUDS = 0

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### Tips for Best Practice

- Important – EFT is not a substitute for medical care
- Sit Tall. Feet on Ground
- Hydrated
- Tap both sides, top to bottom
- Use simple reminder phrases
- Certified practitioner can help bring faster success/deeper healing

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### Weight Loss/Cravings

[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

- 4+ randomized controlled trials
- Peta Stapleton PhD, Bond University
- Lasting impact at 6 and 12 month follow-ups
- Fascinating fMRI studies documenting lasting change without further treatment



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### PTSD

[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

- 7+ Randomized controlled trials (vs. CBT and other standard care)
- Group delivery including spouses resulted in lasting change (lower cost!)
- Other symptoms improved

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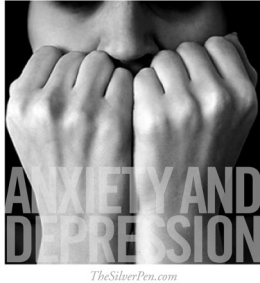
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### Depression/Anxiety

[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

- Decreases observed in studies of **PTSD** and **cravings** as well as stand-alone research
- No detrimental side effects




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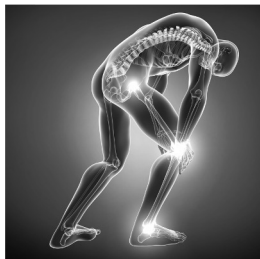
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16

### Pain & Physical Conditions

[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

- Conditions include headaches, psoriasis, fibromyalgia, tinnatus, chronic pain, phantom limb pain




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### EFT Works for Your Workplace

- Simple to learn and apply
- At home or on the job for quick relief
- Works for a wide range of physical and emotional stresses
- Can be utilized with children to help with school/sports, learning, social skills and stress reduction
- Group tapping enhances results

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18

# Trauma Transformation

- **U**nexpected.....**C**ontrol
- **D**rama .....**P**riorities
- **I**solation.....**C**onnection
- **N**o Plan.....**A**ction

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**FREE - Join Betsy every Monday at 1-1:30PM for live Zoom tapping group.**  
[www.betsymuller.com/events](http://www.betsymuller.com/events)

**Special Conference Offer SAVE \$100 EFT ONLINE Professional Training**

- August 23-25 or Nov. 1-3, 3-Day EFT Training for Professionals (required for Practitioner Certification)
- Use code **CHANGEMAKER**

[www.betsymuller.com/events](http://www.betsymuller.com/events)  
**440-759-7491**



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### Resource List

- Betsy's Classes & Events  
<https://www.betsymuller.com/events>
- EFTInternational.org
- EnergyPsych.org
- Betsy's Videos [Tinyurl.com/BetsyTV2018](https://www.tinyurl.com/BetsyTV2018)

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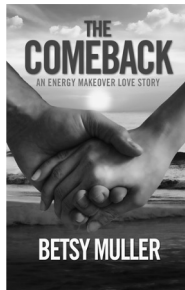
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### Books Available on Amazon




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**QUESTIONS?**

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24

*When you are calm,  
you are clear AND  
everything gets easier  
[www.BetsyMuller.com](http://www.BetsyMuller.com)*

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