

# CONQUER FOOD CRAVINGS WITH EFT



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# EFT Emotional Freedom Techniques

Emotional Freedom Techniques, or EFT is a simple yet powerful energy method. Developed by Gary Craig in 1995, EFT is an enormously helpful tool for losing weight. You can use it to eliminate food cravings and neutralize uncomfortable feelings that prompt you to overeat. You can also use it to transform self-sabotaging beliefs and heal past wounds that can lead to overeating patterns.



In simplest terms, EFT is a psychological form of acupuncture. Like acupuncture, it involves the stimulation of physical meridians. According to traditional Chinese medicine, meridians are channels of energy that run throughout the body and correspond to the body's organs. The life energy that flows through the meridians is called chi in Chinese, and the goal of acupuncture is to ensure that the chi flows freely and naturally. However, there are several key differences between acupuncture and EFT.

- Instead of using needles, you tap on or rub certain meridian acupoints on the hands, face, head, and upper body.
- As you do so, you focus on a specific emotional problem or physical ailment and create a statement that describes the issue.
- You administer this technique to yourself. You are an active participant in your healing process.

The core theory of EFT is a belief that ***all discomfort, whether physical or emotional, is caused by a disruption in the energy system.*** By tapping on specific acupoints and mentally focusing on the issue at hand, you can dissolve the disruption or blockage, bringing about relief.

EFT can be utilized to successfully heal a number of hard-to-treat psychological problems, such as depression, anxiety, phobias, and PTSD (post-traumatic stress disorder). It can also be applied to the elimination of physical pain, and to increasing range of motion in a joint or muscle compromised by injury.



It is also a wonderful tool for reducing the stress of everyday life. It can reduce your anger, ease your frustration, replace anxiety with calmness, and bring tremendous peace into your life.

This model of healing may seem at odds with your current view of healing, and you may have doubts about its efficacy. Keep an open mind as you move through the various EFT protocols. It is an unconventional approach, yet it frequently produces visible improvement and often works where other approaches fail. You may be pleasantly surprised that such a nontraditional technique can be so effective.

***My own experience with EFT has put me in total awe of its amazing power to change the way I perceive and feel about any situation in which I experience anxiety, anger, guilt, or fear. I have improved my eating habits and greatly improved my relationship with food and with my body. I have healed old wounds and painful memories, allowing me to live my life more in the present moment, instead of seeing my experiences through the prism of the past. In short, it has transformed my life, and continues to do so. And it can do the same for you.***

# EFT Basics

## The EFT Protocol

Below are the five basic steps you will be following.

1. Identify an issue that is causing you physical or emotional distress.
2. Focus on your issue and assess the intensity of your distress.
3. Craft and then vocalize a statement that accurately describes how you are feeling, adding an affirmation of positive self-regard.
4. Tap on nine specific points while remaining focused on your issue.
5. Reassess the level of distress after a round of tapping, and repeat the tapping sequence if necessary.

Let's examine the details of this procedure.

Tune into a specific problem or issue you wish to treat. Rate the intensity of your distress on a scale of zero to ten. This scale is known as **SUD**, or **Subjective Units of Distress**.

Tap the **Karate Chop Point (KC)** of either hand 10 to 15 times while saying

*Even though I have this problem, I deeply and completely accept myself.*

Repeat this two more times. This is called the **Set-Up**.





Tap each of the following points 10 to 15 times, while repeating the **Reminder Phrase** *this problem*:



Eyebrow (EB)



Side of Eye (SE)



Under Eye (UE)



Under Nose (UN)



Chin (CH)



Collarbone (CB)



Under Arm (UA)



Top of Head (H)

Take a deep breath. Rate the SUD level again. If your SUD level is zero to two, you may stop. If it is three or higher, repeat the revised Set-Up Phrase,

*Even though I still have some of this problem, I deeply and completely accept myself.*

Tap all the points again, repeating the revised Reminder Phrase,

*This remaining problem*

Reassess the SUD level and repeat if necessary.

## EFT Points

**Karate Chop Point (KC):** In the middle of the fleshy part on the outside of the hand, between the top of the wrist bone and the base of the baby finger

**Eyebrow (EB):** At the beginning of the eyebrow, just above and to one side of the nose

**Side of Eye (SE):** On the bone bordering the outside corner of the eye **Under Eye (UE):** On the bone under the eye, about an inch below the pupil

**Under Nose (UN):** On the small area between the bottom of the nose and the top of the upper lip

**Chin (CH):** Midway between the point of the chin and the lower lip

**Collarbone:** The junction between the sternum (breastbone), collarbone, and first rib. Place your forefinger on the U-shaped notch at the top of the breastbone. Move down toward the navel about an inch and then go to the right or left one inch.

**Underarm (UA):** On the side of the body, at a point even with the nipple (for men), or in the middle of the bra strap (for women)

**Top of Head (H):** On the top and center of the head. Tap in a circular motion around the crown of the head.



# Using EFT to Eliminate Food Cravings

Now that you have a general idea of how the method works, let's use it to let go of your desire for those unhealthy foods that are sabotaging your weight-loss efforts.

Choose a food that you often crave; one you know is unhealthy and would like to avoid. It could be candy, chips, ice cream, or any junk food you frequently struggle with. Now look at it, smell it, imagine eating it. Using the SUD rating, assess the intensity of your craving.

01

## The Set-Up

Tap 10 to 15 times on the Karate Chop point while repeating the Set-Up Phrase

*Even though I really want this \_\_\_\_\_, , I deeply and completely accept myself.*

Or you might say

*Even though I have this strong craving for \_\_\_\_\_, I deeply and completely accept myself.*

The words you choose need to be the ones that best reflect how you feel about your desire or craving at this time. Do this three times.



02

## The Sequence

With two or three fingers, lightly tap about 10 to 15 times on the points indicated in the diagram. As you tap each point, use the Reminder Phrase, which is an abbreviated version of the Set-Up Phrase. It will help focus on the craving.

*I really want this \_\_\_\_\_*  
 or  
*This craving for \_\_\_\_\_*

(It doesn't matter which hand you use or which side of the body you tap on.)

03

## Breathing, Observing, Reassessing

Stop, pause, and take a deep breath. Now check out the craving. Has the smell changed? Has the intensity of the craving decreased? If so, what number would you now give it on a scale of zero to ten?

Let's assume that the craving has decreased, but not gone away. For example, your number may have started at nine and decreased to four. You will continue the process as follows.

04

## Subsequent Rounds

Do another round of tapping, changing the Set-Up Phrase to acknowledge that some of the craving is gone, but some remains. While tapping on the Karate Chop Point, say the Set-Up Phrase as follows:

*Even though I still want \_\_\_\_\_, I deeply and completely accept myself*  
 Or  
*Even though I still have some craving left for \_\_\_\_\_, I deeply and completely accept myself.*

And then change the Reminder Phrase to

*Still want this \_\_\_\_\_*  
 Or  
*This remaining craving for \_\_\_\_\_*

Keep tapping until you have brought the craving down to a two or lower. And that's it.



## When to Tap & for How Long

Set aside 5 to 10 minutes a day to tap on your food cravings. Morning works best for many people, but choose whatever time of day works best for you. The important principle is consistency.

Start by focusing on and eliminating cravings for the types of food you struggle with the most. What kinds of snacks do you find hard to resist, that trigger overeating? Choose one.

Now look at it, smell it, imagine eating it. Using the SUD rating, assess the intensity of your craving. And proceed to tap on that craving, as directed. Tap 3 to 5 rounds, or until the craving is a 2 or lower, whichever comes first.

Assess the level of craving for that particular food the following day. Note the intensity. Is it higher than a two? Tap for it again. If your craving is gone, choose another food you often struggle with and repeat the process.

Continue in this manner until you can successfully walk away from whatever foods you have been trying to resist.

This may take some time. You won't have to tap on every tempting food, however. You will eventually experience a generalizing effect, as your taste for sugary, salty, fatty foods decreases and eventually expires.

There is such wonderful freedom in this. As you gain control over your eating habits, losing weight will become so much easier. And eating can take its place as one of life's many pleasures.

Enjoy the journey!





Thank you for requesting this e-book.

I know that you have been struggling mightily to lose weight and gain control over your eating, and that you often feel frustrated and discouraged. I want you to know that you are not alone.

As a holistic weight loss coach and a certified EFT practitioner my passion is to create a healthy approach to weight loss that allows you to slim down while increasing your energy, optimism, and overall well-being. I am here to provide the guidance, motivation, accountability and support you need to successfully lose weight and keep it off for good!

Contact me for your no-cost

***Finally Free Weight Loss Coaching Session***

Click on the link below to schedule your complimentary session. I look forward to helping you finally reach your healthy weight loss goal.

[https://app.acuityscheduling.com/schedule.php?  
owner=14979756](https://app.acuityscheduling.com/schedule.php?owner=14979756)

Warmest Wishes,

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