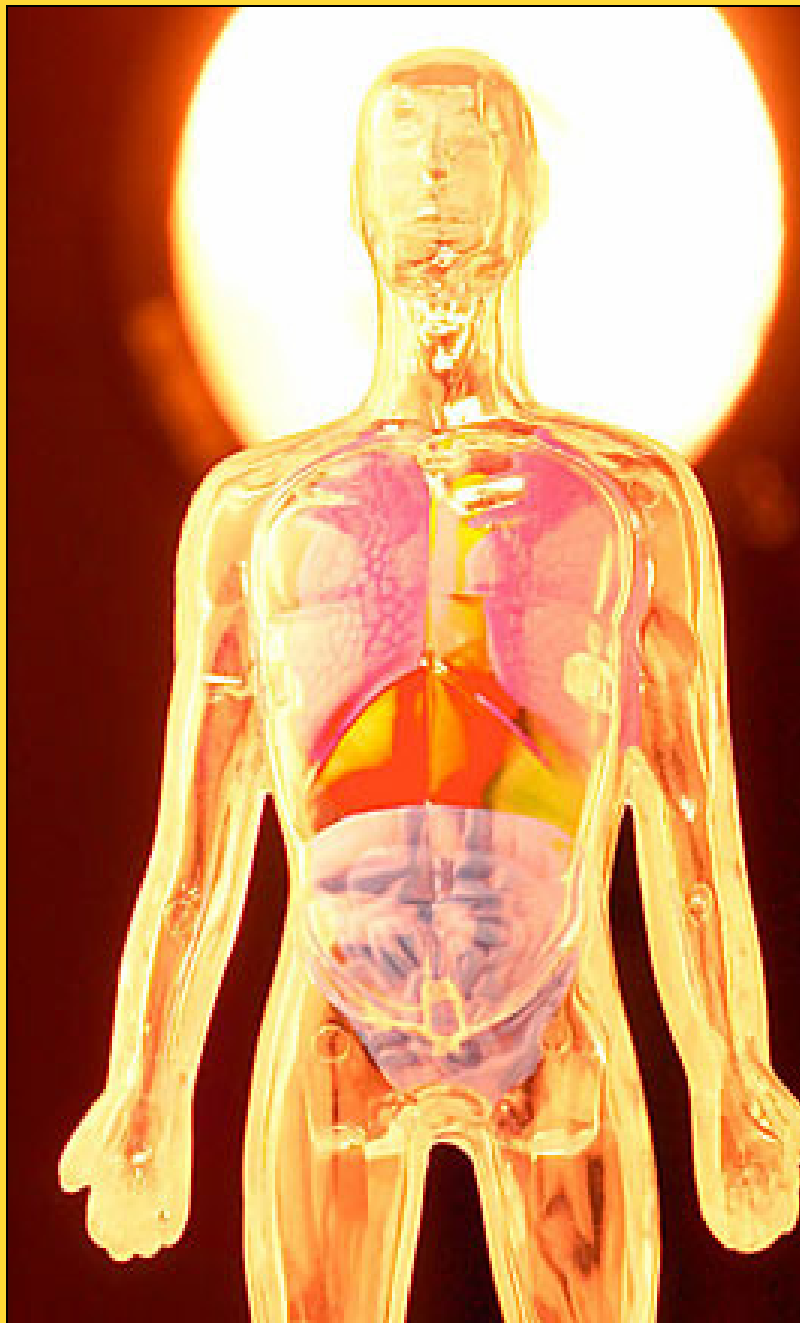


THE SUBCONSCIOUS MIND

What it is and How to Reprogram it Using Advanced Technologies



A Report

by

Dr. Faiez Kirsten

**This publication is a product of the Institute for the
Enhancement of Health, Wellness and Performance**



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THE SUBCONSCIOUS MIND

What it is and How to Reprogram it Using Advanced Technologies

INTRODUCTION

Before we get started I'd like to reassure you that the information I will share with you in this report is based on scientific research. And that the techniques, technologies and practices described herein has worked for hundreds of thousands – and probably millions – of people across the world. I of course have personally used all of them and consequently experienced profound results in my own life.

Now although these techniques, technologies and practices have worked for many others it is my personal experience with them that enables me to recommend them to you without hesitation. For example I have lost a significant amount of weight - about 22 kg to put a number to it. But not only that, I have also been able to control my weight ever since. And I have achieved a number of other goals also as a result of using them.

The vast majority of people who use these techniques, technologies and practices correctly, experience the results they intended to achieve. There is little reason why you should not too.

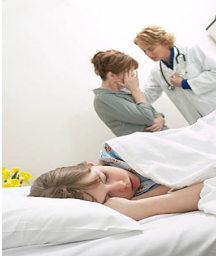
Alright, let's get started.

PART 1

The past decade or so has seen significant scientific findings regarding the subconscious mind, specifically what it really is and how to effectively reprogram it. Given these astounding findings it is imperative for every person to fully understand this aspect of their being and the way it impacts on their lives and their existence. In fact on their very future.

OK, now consider the following statements and decide whether you believe they are either true or false:

- It is possible to never get ill



- It is possible to change the temperament or personality characteristics we inherited



- It is possible to never experience stress



- It is possible to become more intellectually and emotionally intelligent



Now hold your opinion in mind because we will revisit these statements further on.

But for now let us consider the following facts or problems:

- **billions** are spent on healthcare every year in both the private and public sectors in the Republic of South Africa and many other countries
- up to 90 percent of illnesses treated by primary healthcare practitioners are **stress**-related
- about 67 percent of people hate their jobs because of their managers (due to their lack of leadership or people skills)
- numerous people across the world struggle with a multitude of **personal problems** including 'personality' issues such as poor anger management, lack of confidence, poor self-esteem, body management issues such as obesity, spirituality issues and many others

Although individuals and companies across the world face numerous problems I have chosen to highlight these simply because of my experience in healthcare and business. Nonetheless is it not curious that despite decades of research and advances in business, healthcare, finance and many other areas, that problems in these areas persist and in many instances seem to be getting worse?

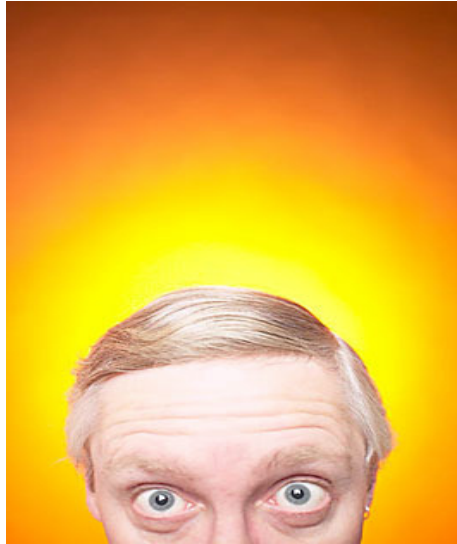
However, be that as it may, the BIG question is 'Can these problems be solved?' and if so 'How?' Well Einstein hit the nail on the head when he said that 'Problems can never be solved with the same level of thinking and Consciousness that created them'. Thus what is required is a higher level of thinking and Consciousness in order to reduce the extent of these problems significantly or to eliminate them completely. Now in order to attain this higher level of thinking and Consciousness we need to acquire and apply knowledge, specifically knowledge about the subconscious mind. And by doing so we will empower ourselves by putting the control of our lives back into the palms of our own hands, so to speak (since, as you may know, the lives of most people on the planet are controlled by forces outside of themselves). But not only that, we will then also be in a position to contribute to the solution of our own problems - and perhaps that of our company, our community, our country, and even the world.

So to re-iterate, knowledge of the subconscious mind, specifically what it is and how to reprogram it is vital if we are going to use this massive internal resource of ours to our own and the world's benefit.

But before we can discuss the subconscious mind it is important that we understand what the conscious mind is. Now the following definition of the conscious mind is purely my own and you are most welcome to disagree with it if you wish! And it is this:

The conscious mind is a product of a fully functioning living brain and is characterized by the ability of the brain to be aware of various brain and body functions such as thoughts, emotions, feelings, sensations, behaviours etc and to execute certain functions such as thinking,

concentrating or paying attention, remembering, etc.



Note that I have said fully functioning - because when you are comatose or unconscious your brain is not fully functioning although your brain is still alive.

It is vital at this point to indicate that ***the conscious mind is not Consciousness*** but rather a *reflector* of Consciousness. It is similar to a mirror which reflects light. The mirror is of course not the source of the light. Similarly the conscious mind is not the source of Consciousness but rather a reflector of It. According to renowned quantum physicist John Hagelin, “Consciousness is the *Unified Field of Infinite Intelligence*, the *One Universal Ocean of Pure Potentiality*. It is what human beings and *all else* that exists in the Universe arise from. It is the Source of everything and can be directly experienced by transcending thought through meditation (Transcendental Meditation)”.

OK, now on to the subject of this discussion, the subconscious mind, and specifically what it is and how to reprogram it. And again this definition is my own:

The subconscious mind consists of all involuntary (generally) processes & functions including thoughts, beliefs, emotions, memories, skills, instincts and behaviours that are generated by and occur in the living brain and body and which we are unaware of.

Now note that in this definition I have included both the brain and body because the subconscious resides in the body also.

It is important to mention at this point that many of the processes and functions of the subconscious mind involve implicit memories. You may know that we generally possess two types of memories –

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implicit and explicit. I will focus on our implicit memories for the purpose of this discussion. These memories involve a range of subconscious abilities including habits, skills, behaviors, reflexes, conditioned responses and emotional reactions which we automatically demonstrate or engage in without much or any conscious awareness or thinking. Now if we want to change any of these subconscious implicit memories (such as recurrent automatic negative emotional reactions or negative attitudes towards people or situations for example) using our free will or will power will not work since this is a process which only works in the conscious realm. We have to enter the subconscious mind to effect these changes.



Alright, now let us briefly discuss some of the functions of the subconscious mind. And I say *briefly* because an extensive discussion on this topic is beyond the scope of this report. The functions are as follows:

- 1. Regulation of body functions.** The subconscious mind regulates all involuntary bodily functions such as breathing, circulation, temperature, healing of tissues and organs and many others.
- 2. Storehouse and processor of all of our emotions, memories and subconscious beliefs.** Our entire spectrum of emotions is recorded in the subconscious mind. Every experience and related feeling we have ever had is memorized by being encoded in the cellular structure of our brain and body. And these experiences and related feelings then play a role in guiding our future actions and behavior.
- 3. Provider of creativity and imagination.** All our powers of creativity and imagination are housed in the subconscious mind and can be tapped into anytime we wish to do so. And here I will quote Albert Einstein again who said 'Imagination is more important than knowledge', recognizing that our powers of imagination are truly vast, perhaps even limitless.
- 4. Information recorder, organizer and retriever.** Every event that we become consciously aware of or participate in is recorded in the subconscious mind. And all thoughts, feelings, memories and the meanings we assign to these events are also recorded here. These experiences often become our beliefs. But not only does our subconscious record all our experiences, thoughts, feelings, memories and beliefs, it also neatly organizes or categorizes them and retrieves them super-efficiently under the right circumstances.
- 5. Automator.** Every habit of mind and body is carried out by the subconscious mind. For example we can walk, run, sit, ride a bicycle or perform a number of other physical acts without ever consciously thinking about how to do them. They just take place automatically thanks to our powerful subconscious mind. Likewise feelings are also automatically generated in the subconscious mind as we go about our daily activities and interactions with other people. For example if we see someone we like we automatically feel good while negative feelings are often generated in the cells and tissues of our body when we come across someone with whom we've had a negative experience in the past perhaps.
- 6. Script writer.** The subconscious mind is forever writing the story of our life and edits it accordingly.
- 7. Generator of energy vibrations (feelings).** Humans are vibrational beings, emitting energy vibrations constantly, moment-to-moment, day in and day out. These vibrations are generated and directed by the subconscious mind and can be positive or negative dependant on the thoughts that we are thinking at the time. Thoughts of appreciation, joy and gratitude flood our cells and bodies with chemicals which produce the same feelings or vibrations. Thus focusing

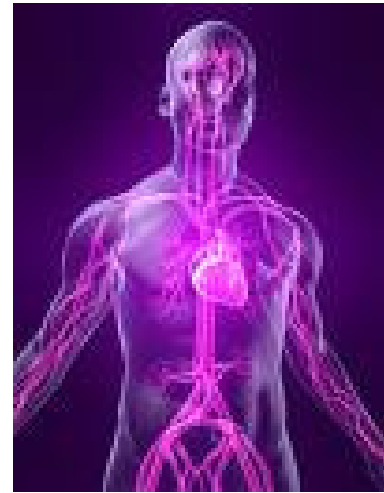
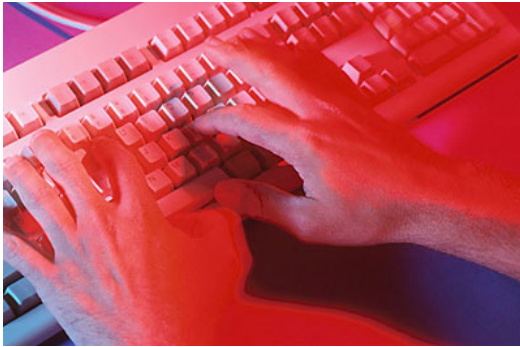
on such thoughts enhances our health, well-being and vitality. Of course negative thoughts produce the opposite effect which explains why negatively - thinking people always feel stressed and ill. However our energy vibrations don't only have a positive or negative impact on ourselves but also the same impact on others around us. By emitting loving or joyful energy vibrations our subconscious influences others to feel the same way towards us. Thus the energy field we emit moment-to-moment draws a matching field back towards us.

- 8. Butler.** Like a human butler the subconscious mind does anything we ask of it by way of the thoughts we think or what we say to ourselves i.e. our self-talk. And it does so with no questioning or backchat. The problem with this though is that regardless of the quality or type of our thoughts or instructions to the subconscious it will carry them out anyway. This should serve as a warning to us to be extremely vigilant about what we are thinking or what we say to ourselves lest we instruct our butler to do things that will not be to our benefit - or worse still, be harmful to us.

We will do well to always remember that our subconscious mind has immense control over our lives, and will carry out its programmed instructions automatically regardless of our conscious opinions or efforts.

Let me now move on to something which is central to this discussion. And that is the vitally important subject of *subconscious beliefs*. Important because it is **they** which ultimately determine our destiny and control our lives.

Now the question is 'What are beliefs'. Regardless of how they are defined beliefs are ultimately ***instructions which are coded and stored in the cells of the nervous system and body***. Similar to a software programmer who writes instructions into a computer program on how the computer should run or operate so beliefs are instructions as to how we should feel, act or behave or how our lives should run or operate.



A good example of this is Roger Banister who on May 6, 1954 ran the mile in under 4 minutes. Before this feat it was a commonly held belief that such an achievement was not possible. But on this day Bannister's belief instructed his entire being to do whatever was necessary to achieve this goal. And amazingly what happened after that was that several more people achieved the same goal because they now also believed that it was possible. Sir Edmund Hillary and Tensing Norgay, the first people to summit Mount Everest is another great example. And I am sure you can recall many others.

Before discussing beliefs further it is important to deal with the matter of perception simply because beliefs and perceptions go hand in hand. They cannot be separated from each other since they are inextricably intertwined, the one exerting a significant influence over the other.

So what is a perception then? ***A perception is simply an awareness of the environment via feelings and sensations. Perceptions are our sensory experiences.*** So if your eyes are closed and someone creeps up on you and sticks a pin in your arm, you will immediately become aware that something in your environment has caused you to feel a sudden stab of pain.

Our lives then are really about responding to our environment (both internal and external). If there were no signals or stimuli from the environment (such as the pin prick) then we would not respond since there would be no need to respond. There would be nothing to respond to!

But the interesting thing is that not every one responds in the same way to environmental signals even if these signals are exactly the same. For example two men see a woman wearing a very short skirt walking down the street. The one man, feeling a sense of disgust or some other negative emotion, just shakes his head and looks the other way while the second man gets all excited at what he is witnessing and gives a wolf whistle. These are two very different behavioural responses to the same

environmental occurrence or signal no doubt. The question is, why does this happen? And the answer is ***because of perception. How we respond to the environment depends on how we perceive it.***

So, at the end of the day it is our ***perception that creates our experience of the world around us.***

But why do perceptions differ? Because ***they are influenced by our beliefs.*** And so it is ***our beliefs which control our behaviour through influencing our perceptions. Our beliefs thus act as filters for our perceptions.***

Now how does this happen? OK I am going to get a little technical here but please bear with me. I'll try to keep it as brief as possible (although keep in mind that this is a very simplified explanation of the actual process). Firstly it must be pointed out that there are two mechanisms or signalling systems by which the cells of the nervous system (neurones) and the body communicate with each other. The first is an electromagnetic system which operates through the connective tissue system spread throughout the body and brain. This connective tissue system extends right into the cytoplasm and nuclei of the cells of the nervous and body tissues and signals from this system thus have a direct impact on the cells and their DNA. The second, an electro-chemical system, involves the movement of ions across cell membranes (an action potential), the diffusion of chemicals called neurotransmitters between neurones and muscle cells and the diffusion of chemicals called neurohormones from neurones into the blood stream. The latter conveys these hormones to other neurons and body cells where they interact with receptors on the cell membranes. These receptors are protein molecules embedded in the membranes of the cells and protrude from them like antennae. When the neurohormones bind with the receptors they cause changes to occur in the cells, including having an influence on proteins called behavioral proteins in the cells and the selection and expression of their DNA.

With respect to the speed of transmission of signals through the two systems it is actually a no-contest situation. Signal conduction via the electromagnetic system is mind-bendingly fast compared to the electrochemical system. For example during a time period of one second a neurohormone only travels a distance of one centimeter while an electromagnetic signal would be a distance of about *two hundred and ninety thousand kilometers* from its origin! No contest indeed!

Although the difference in conduction capability is stark, both systems as we have seen can activate cells and their genes to realize the goals or intentions of the individual. And signals also continuously pass back and forth from the brain to the cells and tissues of the body and from here back to the brain and so on. However electromagnetic signals, unsurprisingly, zip along these loops instantaneously.

Now signaling of cells either electromagnetically or electrochemically causes them to feel a certain way - which of course is perception. And since beliefs are instructions which are coded into the cells of the tissues of the body and nervous system (including the brain), as signals are conducted via the two systems beliefs impact on them thereby influencing their effect on these cells and tissues i.e. their feelings or perceptions and the selection and expression of their DNA. In other words beliefs control the perception or feelings of the cells and how their DNA is selected and expressed. These feelings are then followed by a behavioral response which could be, for example, the shaking of a head or fist, a shout, a dash to safety or any of the numerous behaviors that humans display. And we become consciously aware of these feelings because of the continuous feedback loop between the tissues of the body and the brain and the brain and the tissues as mentioned previously. In fact ***every thought we think reverberates through our communication systems, activating or de-activating genes and producing either a protection-inducing stress response or a growth-stimulating and healing response.***

And perhaps even more interesting is the fact that research evidence indicates that the connective tissue system may also have the ability to conduct signals from the quantum field of the universe into the body and from here back to the field. Scientists believe that our connective tissue system may be a quantum resonator.

So as we have now seen beliefs held by humans determine the selection and expression of their genes and their consequent behavior. This control of genes by factors outside of the genes themselves is called **Epigenetics**. 'Epi' means 'above'. For decades it was thought that genes select and express themselves without any outside factors influencing them to do so. But this, as we now know, is incorrect. So if you hold certain beliefs about food for example you may develop a craving (intense feeling) for it which would cause you to eat a lot of it (your behavior) and you could end up being dangerously overweight.



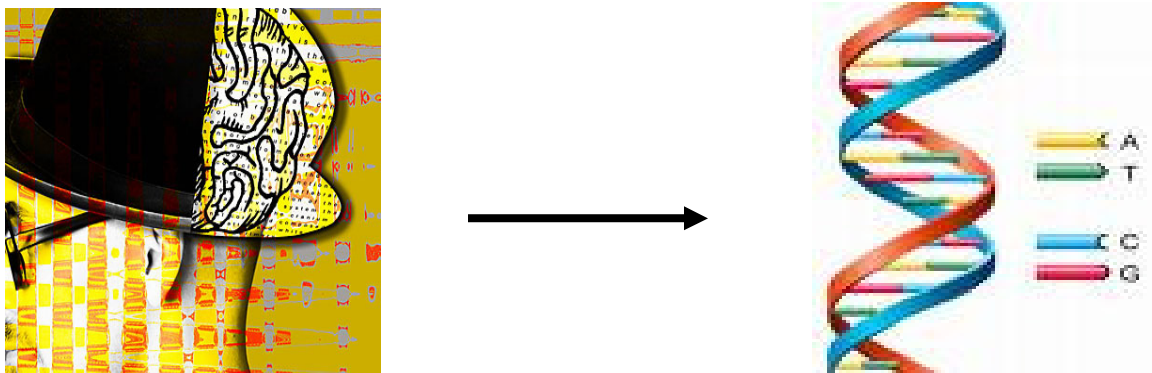
Now if you do not believe that beliefs influence behavior then consider this finding during an experiment by psychologists Seema Assefi and Maryanne Garry. It involved a test group of 148 students who were

taken to a bar and served. And the bar was typical of any real bar. All the bottles, glasses, smells, and customers drinking alcohol were real. In fact everything about the bar was real – except one thing; the drinks served to half of the group contained fake alcohol. The bottles from which their drinks were poured contained only tonic water. However the drinks were mixed, poured and served by the barmen in exactly the same way they would alcoholic drinks. And the results were astounding – the students became intoxicated. They behaved in the same way intoxicated people do. And even more surprising was the fact that their brains and bodies also exhibited the same bio-chemical changes seen in such people. This is significant evidence that beliefs influence behavior. The students behaved in an intoxicated fashion **because they believed** they were drinking alcohol. Their subconscious belief instructed them to do so. Of course on being told that they only drank tonic water many of the students were astounded because they had actually felt drunk.

Beliefs are powerful indeed!

OK, so let us recap:

1. **Genes do not control biology / behaviour – beliefs (via perceptions) do**
2. **Genes (DNA) are only a blue print for protein production**
3. **Genes do not self-activate (turn themselves off and on)**
4. **The external environment (experiences) generates beliefs and provide signals to the cells of the body**



In fact the reality has always been **the Primacy of the Environment & NOT the Primacy of DNA** i.e. the environment (internal & external) selects genes and not the genes themselves.

It must also be mentioned at this point that beliefs can actually rewrite genes. For example if you were born with no cancer genes but you somehow through the course of your life acquire beliefs about cancer then it is quite possible (and probable) that you could (and would) get cancer as a result of

these new beliefs rewriting your genes and producing cancer- causing ones. As mentioned, beliefs are powerful indeed!

So here's the million dollar question: Can we change our beliefs? And the answer of course is YES! Beliefs are not static and can definitely be changed. **We are not victims of heredity or genetic control.** So if you hold beliefs that are not working for you then this does not have to be the case for as long as you live. If you are depressed because of your environmental experiences for example then you do not have to continue to feel this way for years on end or take anti-depressants every day just in order to feel better. No, you hold the solutions to your problems right within yourself. All you need to do is reprogram your subconscious mind. And this holds for many, many other problems too.



Now the reason that many people fail to solve their problems or achieve the goals they set for themselves is due to the **limiting beliefs** they hold. What are limiting beliefs? These are disempowering, self-destructive or self-sabotaging beliefs. They cause you to feel and behave in a way which prevents you from realizing your consciously stated objectives or cause you to continue to experience a problem or problems which you have been trying to resolve.

Common limiting beliefs include beliefs of hopelessness, helplessness or powerlessness and worthlessness. The latter is particularly common with many people believing that they are not worthy of achieving whatever they want to achieve such as getting over an illness or resolving a problem for example. Hopelessness on the other hand is a feeling stemming from a belief that neither you nor anybody else has the ability to solve a problem. The situation is utterly hopeless. And finally a feeling of powerlessness or helplessness stems from a limiting belief that you do not have the power nor the ability to solve a problem although others may be able to.



OK, so let us get back to the statements mentioned previously:

- It is possible to never get ill
- It is possible to change our temperament or personality characteristics we inherited
- It is possible to never experience stress
- It is possible to become more intellectually and emotionally intelligent

Yes they are all true. But only if you are programmed with the correct subconscious beliefs and skills of course!

So now the question you may ask is 'How do we change our beliefs?'

And the answer is 'Through a process of Intentional Mind Programming'.

'What's that?' you ask? 'Are we talking about brainwashing here?'

Well firstly it is important to realize that all of us are being programmed every single day, some of it good and some of it bad, some of it unintentional and a lot of it I would say intentional, no doubt.

By whom or what?

By external forces or influences such as the media, government, corporations and even by the companies which employ us or to whom we provide our labor, services and expertise in exchange for money. But this is not the intentional mind programming I am referring to here. No, this form of intentional mind programming refers to the willful application of various technologies, techniques and

practices by an individual to change or remove old thoughts, beliefs, feelings and behaviors and to install new ones **for his or her own benefit**. In other words Intentional Mind Programming involves the **informed and voluntary decisions and actions** by individuals to change their reactions to internal and external stimuli in order to achieve whatever outcome they desire or wish to experience.

So now imagine these scenarios for a moment:

- Continuously healthy and happy individuals and employees



- Optimally-performing individuals and companies



- Minimal spending on illness as an individual or company



- Maximized sales

Achieving whatever outcome you or your company intends or desires is possible. All it takes is deliberate programming of the subconscious mind with the appropriate information which will ensure that this objective is achieved. This is the crux of Intentional Mind Programming.

Now what are these technologies, techniques and practices used to intentionally reprogram the subconscious mind? There are a number of them and three are specifically dealt with in PART 2 of this report. Okay then, let us move on to PART 2.

PART 2

Alright, the technologies, techniques and practices which can be used to intentionally reprogram the subconscious mind include the following:

1. **Visualization** – Mind Movies
2. **BWE** – Brainwave Entrainment
3. **EFT** – Emotional Freedom Techniques
4. **Hypnosis**
5. **Guided Imagery**
6. **NLP**
7. **Prayer**
8. **Other**

And the one's which will be specifically dealt with in this report are the first three. These I consider to be advanced technologies because they are cutting-edge, unconventional and / or innovative. So let's get started on them.

VISUALIZATION



The human mind thinks largely in pictures and images. This is called 'visual thinking'. Visualization is the observation of moving or stationary pictures or images in the mind. These pictures or images can be generated either from within the mind itself or from incoming stimuli from the environment, such as from a vision board for example.

The frontal lobes of the brain are also referred to as the executive centre or command centre of the brain since they direct, monitor and co-ordinate its other parts. When an intention is made to focus attention onto a thought the frontal lobes have the ability to filter out all sensory stimuli from the environment and the body itself and focus with 100% attention onto this thought. In this situation these lobes disconnect from the rest of the self i.e. from the body and many of the brain's neural networks. This causes the person to become completely oblivious to anything else besides the thought. It is as if everything else does not exist but the thought i.e. the picture or image. The only reality at this point is the thought itself. The thought in fact has now become the person's reality. Or to put it another way, the thought is now the person's reality! **Such is the power of the frontal lobes of the brain.**

Now as you will know thoughts or beliefs (which result from dominant or recurrent thoughts) ultimately become the things the thoughts or beliefs have been about. In fact this is one of the fundamental laws of the universe, the Law of Attraction, which states that what is consistently thought about is attracted into the life of the thinker. Dominant thoughts become physical reality. So as a conscious thought is consistently thought about it eventually sinks into the subconscious mind and becomes an automatic thought or belief here. This is due to the formation and hardwiring of neural networks related to this thought. And to the subconscious mind every thought or image it holds is as real as a physical object or actual situation out there in the environment. It cannot distinguish between that which is real or that which is just imagined. **To the subconscious mind everything is real.**

And we of course know it is largely the subconscious mind which drives behavior. So when goals are consistently visualized as having been achieved or success is consistently visualized as being experienced then the subconscious mind will do everything in its power to ensure that this is the case. The subconscious will in fact drive behavior in the direction of this physical reality.

It will no doubt now be obvious to you that in order to achieve your goals or solve your problems being an effective visualizer is essential.

I will now describe 3 ways to effectively visualize. The first (digital mind movie) is what I consider an advanced technology while the remaining two I have included for the sake of completeness.

Creating and viewing a digital mind movie

Software programs which have been specifically designed to create movies that people envision about their future are available. This is an extremely powerful way to program the subconscious mind for a number of reasons including the fact that these movies:

- contain moving and transitioning images
- have accompanying affirmations
- include stirring music which whips up the emotions. Generation of positive emotions is a vital aspect of visualization.



Creating and viewing a mental mind movie

The steps for this method of visualization are:

- Sit down and close your eyes
- See yourself on the big screen of a movie theatre. In this movie your dream or dreams have come true or your goal or goals have been realized
- See what your life is like at this time, the benefits you are enjoying and the kind of life you are living
- See all the details pertaining to your goals, experience all the emotions associated with it
- See all the people in your life at this time, your friends, family, and colleagues and how you are interacting with them
- Feel what your life feels like at this time
- And then play the movie over again if you want to. You can of course go to the movies in your mind any time you want 😊



Creating and using a vision board

This is another method which can be used to visualize. A vision board can either be of the physical (“hardcopy”) type or electronic type. A physical vision board is created by pasting pictures of yourself and your goals and dreams onto a board made of cardboard or something similar. Electronic vision boards are made by pasting electronic images of yourself and your goals into a word document, excel spreadsheet or power point presentation. Whichever one you use make sure that you also include the affirmations of your goals and dreams.

Like the other methods of visualization, a vision board must also be utilized regularly – at least once a day but preferably twice a day - in the morning just after you awaken and evening just before you go to sleep. At these times the subconscious mind is in the ideal brainwave state and is very receptive to your thoughts, dreams and ideas. And triggering of emotions is of course also important when utilizing a vision board. Similarly involving all the senses in the experience i.e. hearing the sounds, feeling the feelings and smelling the odors associated with the experiences at this time is equally important.



In order to enhance your visualization skills you could try practicing the following methods:

1. The alternative-use method

In this method you must take common objects and think up ways in which they could be practically used other than that for which they have been intended. For example, think up a list of ways to use a matchbox other than to hold matches.

2. Complete the story method

Take the beginning passage of any story and then complete the story with whatever ideas and pictures come into your mind.

3. The musical story method

Listen to a piece of music once or twice and then write a story that the music seems to be relaying.

4. The goals-in-pictures method

Describe your goals in pictures or drawings instead of words.

5. Your typical-day-in-pictures method

Describe a typical day in your life in pictures or drawings instead of words.

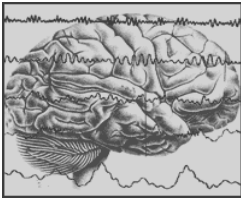
Here are the rules for visualization:

1. Visualize at least once a day (preferably twice a day). However please note that visualizing excessively only serves to “place you in the future” thus preventing you from living in, and enjoying the present moment. It can also discourage you due to the fact that your dreams may seem too far off and therefore perhaps unattainable.
2. Visualize for only 10 to 20 minutes a day.
3. Include lots of details in your visualizations including the sounds, sights, colors, tastes, smells etc associated with what you are visualizing. The more details you include the more real the image becomes.
4. Feel all the emotions associated with what you are visualizing. This anchors you in the moment.
5. Place yourself in the image.
6. Never concern yourself with **how** you are going to achieve your goals – just see the end result and feel as if it is accomplished already. **Act as if your goals have already been achieved.** Concerning yourself with how you are going to achieve your goals places a burden on your shoulders and a limitation on the Infinitely Intelligent and Abundant Source. Asking “how?” closes the door to your dreams and aspirations.
7. Note that although you should include specific details in your visualizations your ultimate goals are really a life of health and harmony, wealth and abundance, joy and laughter. You should attach yourself to these broad end results and not to the specifics of your goals and dreams. Attaching yourself to the specifics is concerning yourself with how you will attain your goals, something which should not be done at all.

Of all the methods of visualization viewing a digital mind movie is the easiest, most pleasurable and emotionally - stirring of them all. You can learn more about mind movies [here](#)

Now, let us discuss the second of the three technologies, Brainwave Entrainment.

BWE



The brain consists of billions and billions of nerve cells or neurons. In fact it is estimated that the brain consists of at least 100 billion neurons. And these multitudes of neurons are constantly firing resulting in the creation of waves of electrical energy in the brain. These electrical waves are known as “brainwaves” and can be measured with a sophisticated piece of equipment called an EEG (electroencephalogram).

Brainwaves move at different speeds (also referred to as patterns or frequencies) through the brain. And the speed of a brainwave reflects the speed at which thoughts and information is moving through the brain. There are four basic brainwave frequencies and each is associated with a different mental or brainwave state which we naturally experience at various times throughout a typical day. For example when we are asleep we are in the Delta state or when wide awake in the Beta state. The other two natural brainwave states are the Alpha and Theta states. It should be noted though that each state is not associated with only one brainwave pattern but is in fact a combination of them, although one will be dominant in each state. Also, different people have different combinations of patterns. For example high performers or super- achievers have a certain combination while underachievers have a different combination.

Now the interesting thing about brainwave patterns is that they can be changed at any time we wish to change them. We do not have to wait for a specific time of day or night or to be engaged in any specific activity in order to move from one state to another. And this is due to the brain’s ability to ‘entrain’ to an external stimulus such as light or sound. Thus if the brain is exposed to a sound stimulus which is resonating at a certain frequency, within a few minutes the brain will start resonating at the same frequency i.e. the mental state associated with that frequency will be experienced. This tendency of the brain to vibrate at the same frequency of the external stimulus is called the *Frequency Following Response*. It is similar to the response of a stationary tuning fork which will start to vibrate in unison with a nearby vibrating second tuning fork soon after this one starts to vibrate. So brainwave entrainment then is the natural tendency of the brain to mimic or follow along with certain environmental stimuli it receives. Examples where natural brainwave entrainment occurs would be concentration on the flames of a fire or listening to soothing music. Soon after gazing at the flames or listening to the

music the brain responds to the stimuli by reproducing their rhythms or frequencies and going into, in these cases, a mental state of relaxation.

An important fact about the FFR must be highlighted at this point and this is that it does not decrease or disappear the more the brain experiences it. In other words regardless of how many times the brain is exposed to entrainment stimuli the FFR is always activated. The brain never gets used to it. It is an inherent characteristic of the brain and is thus always present. The benefits and pleasant feelings derived from BWE will thus always be experienced regardless of how often the brain is entrained or how much time has elapsed between entrainment sessions.

The following is a list of the various frequencies associated with each basic brainwave state:

<u>State</u>	<u>Frequency Range:</u>
Beta	12-30 Hz (cycles per second)
Alpha	8-12 Hz
Theta	3-8 Hz
Delta	0.1-3 Hz

I will now briefly describe each of these basic brainwave states.

Beta state

In this state we are wide awake and actively aware of ourselves, our environment and time i.e. when the neurons of that part of our brain known as the neocortex are fully functional and its neural networks are actively firing we are in the Beta state. In this state we are fully conscious. Beta is in fact our conscious thinking state when we are engaged in focused mental processing of information and concentrated attention. It is associated with arousal, alertness and cognition (our ability to think and solve problems). The production of too much Beta waves is associated with high levels of stress and an overproduction of the stress hormone cortisol. Although this chemical is necessary for life, if present in abnormally high concentrations it has a destructive effect on the body and mind, such destruction being common-place given the fact that up to ninety percent of illnesses treated by primary healthcare practitioners are caused by stress. And they include both physical and emotional illnesses such as hypertension and anxiety disorder for example. Too much cortisol literally poisons the body and mind and accelerates the aging process. And the more cortisol that is produced the more stressed the person feels.

Alpha state

Alpha brainwaves are associated with a more relaxed, although still focused, mental state. So if we now decide to calm down and relax, breath slowly and deeply and reduce our awareness of some of the stimuli entering our mind from the environment then we enter the Alpha state. For example we are in this state when absorbed in an interesting book. In the Alpha state our speed of learning is accelerated and positive thoughts are generated. In fact Alpha is a 'Super-learning' state in which we are able to absorb five times more information, require less study time and experience greater long-term retention. The Alpha state thus increases our ability to learn, process, store and recall large amounts of information.

Alpha is also associated with a positive mental state. So the more Alpha waves a person produces the more joyful and happy they feel. Thus Alpha is the mental state which people should strive to be in since it is associated with feelings of love and well-being in addition to experiencing a sense of personal fulfillment and purpose. It is the Alpha state which opens the 'door' to our subconscious mind.

Theta state

We naturally go into the Theta state just before we fall asleep and shortly after we awaken. In this state our brainwave patterns are firing at a frequency of between 3 and 8 cycles per second and our conscious thinking decreases substantially. It is a state of tremendous relaxation and stress relief and is associated with increased creativity, great ideas and new realizations. In the Theta state we can influence our subconscious mind significantly. High Performers or Super-Achievers regularly go into the Theta state.

Delta state

This is our state of deep sleep when our neocortical neurons are firing at an extremely slow speed or almost not at all. Delta is thus the slowest brainwave state and the mental state in which our bodies regenerate, replenish and heal themselves. The neurohormone melatonin, a product of the pineal gland in the brain, is produced while we are in this state. Melatonin is vital for peaceful, restful sleep, a lack of which can result in a dramatic decrease in one's quality of life. In addition the growth hormone, HGH, is also produced during Delta. Aging occurs partly as a result of a decrease in the production of HGH and is associated with loss of muscle tone, increased weight gain, decreased stamina and many other age-related diseases and problems. Thus the more Delta waves the brain produces the more HGH is produced resulting in improved health and wellness and a slowing down or even reversal of the aging process. The production of yet another vital chemical is associated with the Delta state viz. DHEA. This molecule is not only the precursor of every hormone in the human body but also has a major influence

on its aging and resilience against disease. In addition an increased DHEA level is associated with a decreased cortisol level and also a thirty-six percent reduction in death for any reason.

You will no doubt agree that the brainwaves you create influence your life in a very significant way. In fact how much of each of the brainwaves your brain produces powerfully affects your level of health and wellbeing. As we have seen the production of too much Beta waves is associated with high levels of stress and an overproduction of the stress hormone cortisol while large amounts of Delta waves, through sufficient restful sleep, is highly beneficial due to the production of HGH and DHEA.

Now the fortunate thing is that in addition to its ability to entrain, the brain can also be stimulated to produce more of each brainwave pattern in the waking state. And one of the most powerful techniques which enable the creation of Alpha, Theta and Delta brainwaves is meditation. You will recall that I have said that transcendental meditation is the means by which we can experience Consciousness. And the more we meditate the more we experience Consciousness and the more we experience Consciousness the more it grows within us. But not only does our Consciousness grow and expand through meditation, we also experience tremendous health benefits as a consequence of frequent meditation practice, benefits such as a reduction and even elimination of stress and anxiety, high blood pressure, insomnia, addictive behaviors and many other illnesses and adverse conditions. In addition meditation also slows down and reverses biological aging, increases longevity and enhances mental abilities such as decision-making, focus, attention and concentration, memory, problem-solving and improved creativity and intelligence for example. In this way meditation improves morale, job performance, communication, team work and co-operation and many other aspects of work and social life.

The only drawback though with meditation in terms of its ability to enhance our health, wellness, longevity and performance is the fact that it takes time to master each brainwave state i.e. to make significant amounts of waking brainwaves to achieve these objectives. For example although we can experience Consciousness relatively quickly, it takes a few months of daily meditation to produce significant amounts of Alpha waves while two to five years is required for Theta waves. On the other hand it can take up to twenty to thirty years to produce sufficient waking Delta. Most people beginning a meditation practice only experience significant health and performance benefits after about six months to a year.

So although meditation is a highly effective technology or practice for reprogramming the subconscious mind with respect to health, wellness and performance, the time factor may be an issue for many who want to experience its benefits sooner. However there is an easier and much faster way. And that is

through the use of brainwave entrainment technology. With the use of this safe and powerful technology anyone can experience all the benefits of meditation without its required 'effort' and time. Thus through the use of brainwave entrainment technology, as with meditation, we can quickly achieve many desirable outcomes such as becoming happier, more creative and higher achieving people, reduce and even eliminate our stress, increase our intellectual and emotional intelligence (IQ and EQ) and develop better mental focus and control of our thoughts for example. In other words it is possible, through brainwave entrainment, to train your brain and mind to become smarter and work *for* you rather than *against* you - and thus to achieve the high level of success that you perhaps would like to achieve.

So, as you may have realized, it is not only physical, mental and emotional benefits that one can acquire through brainwave entrainment, but also specific goals and beliefs can be programmed into the subconscious mind with this technology.

Now using BWE technology the subconscious can generally be programmed in both the Alpha and Theta states although the method required is different for each state. In the Alpha state the programming methods of visualization and autosuggestion are highly effective. Suggestions are statements made about what is desired or what the person wants and in the language that is understood by the subconscious. Suggestions are produced by external sources such as a voice recording, psychologist or hypnotherapist. In the case of autosuggestion the person undergoing reprogramming generates the relevant statement or thought in their own conscious mind and without the use of their own voice or that from another source. On the other hand in the Theta state an external source is required to produce the suggestions for the programming to be effective. Theta is also known as the 'hypersuggestibility' state in that the subconscious will accept anything that is suggested to it while the person is in this state. And it is also in the Theta state that we can exert control over our autonomic nervous system such as voluntarily regulating our blood pressure or temperature levels for example.

By listening to brainwave entrainment audios on a regular basis the brain is forced, as with the other reprogramming methods, to create new neural pathways through the process of neuroplasticity. It reorganizes itself to a higher level where information is processed and transferred more efficiently and effectively throughout the brain and body. As a result of this reorganization patterns of perception, thinking, feeling and behaving are changed for the better. In other words thinking becomes more controlled and positive resulting in more positive feelings and emotions. And the ultimate result of frequent exposure to BWE in addition to experiencing one's self differently i.e. more positively and pleasantly is that one also experiences and reacts to the world in a similar way. Thus thanks to BWE

technology and the simple habit of listening to these audios regularly you can achieve extremely high levels of Consciousness easily and take meaningful control of your life.

Thus it is possible to change your life by changing your brainwaves through the use of BWE, although, because people are all different some take a little longer to see results than others.

Nonetheless the reorganizing process in the brain begins soon after listening to the audios and the pleasant feelings and sensations produced by it are usually experienced during and after even the first listening session.

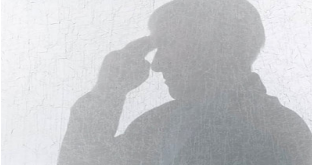
If BWE audios are listened to with the INTENDED CHANGE in mind then the results achieved are often remarkably good. However listening to the audios with the intended change in mind is not necessary. Just listening to the audios alone automatically produces the necessary changes in the brain and the consequent changes in thinking, feeling and behavior.

Finally with respect to BWE I would just like to briefly describe the procedure which should be followed before and while listening to BWE audios in order to maximize results:

1. Remove or loosen your shoes
2. Make sure your clothes are comfortable
3. Ensure that nothing will distract you while you are listening to the audios. So take the phone off the hook, set the room temperature at a comfortable level etc
4. Place your self in a reclining position or lie down. Make sure your neck and spine are aligned.
5. Remain calm and relaxed – do not pressurize yourself.
6. Put on your headphones if necessary, start the recordings and close your eyes.
7. Allow the audio to produce the necessary effects – and enjoy the experience!
8. When the audio is done take some time to return to your normal waking state before engaging in anything which requires your attention and concentration.

So, let's move on to the last of the technologies, EFT.

EFT



EFT, probably the most used and practiced form of energy psychology, was discovered and developed by Gary Craig, an engineer from Stanford University. Energy psychology is a discipline which uses principles and techniques for working with the body's energies to **bring about desired changes in a person's thoughts, beliefs, emotions and, ultimately, behavior** - in other words to reprogram or transform the subconscious mind and thereby bring about healing or changes in behavior. All Energy Psychology techniques utilize the body's electromagnetic signaling system to achieve this objective.

Now as you may know, I am a conventionally-trained medical practitioner and so when I first came across EFT a few years ago, although I was fascinated by it, I was at the same time quite skeptical of it. However intellectual curiosity getting the better of me as she always does, I undertook an in-depth study of it. And it was during the early stage of that study that an incident occurred which sealed my belief and confidence in this most amazing of energy psychology practices. The incident involved my daughter who developed an allergic reaction causing her lips to swell. Now, thanks to my research, I had become familiar with the many case studies of patients suffering from both emotional and physical illnesses who had been cured of their suffering through EFT. And one case involved a person whose severe allergic reaction was successfully halted by EFT before the paramedics arrived! So when my daughter approached me in my study to show me her swollen lips I immediately thought, "Hey, why don't I try EFT on her. After all you can try it on everything, and if it doesn't help you, it certainly won't harm you in any way". Of course if I had not known about EFT at the time I probably would have reached for the antihistamines! Anyway I took her through the process – which is explained below – and lo and behold an amazing thing happened! Her swelling started to go down right before my very eyes! And quite quickly too! And so it was through this occurrence that I became instantly sold on this somewhat bizarre, but highly effective modality of treatment.

Alright, let's move on. Now as you may know the human body has a number of different energy systems which exist inside and outside of it. These systems - such as the commonly-known aura, chakras and meridians for example - are interrelated and serve specific functions. I will briefly discuss the meridian energy system for it is it that is impacted upon when EFT is performed.

The energy meridians, which are physical channels, run through the body and can be likened to the body's circulatory system which carries blood throughout the physical body. They enable energy to flow

not only through the body but also into and out of it and the continuous and uninterrupted flow of energy through these meridians is vital for the maintenance of a healthy and balanced life. This vital flow of energy is important for normal homeostasis and all the processes associated with, and responsible for, it. Meridians in fact influence, or have an impact on, every organ and every physiological system in the body. Each system is supplied and nourished by at least one meridian and any blockage or interruption of energy flow through the meridian puts the system that it feeds in a perilous situation.

Now the meridian channels also run between or interconnect many hundreds of (at least 360) special points on the surface of the skin. These points are special in that they have a lower resistance compared to the surrounding skin and are in fact the same points in which acupuncturists insert their needles when treating patients. Acupuncture, as you may know, is a healing modality that uses this electromagnetic meridian energy system which was discovered about five thousand years ago by ancient Chinese healers. It has been shown that the skin resistance at these acupuncture points is about 10 000 ohms on average while that of the surrounding skin is about 3 000 000 million ohms. And it has also been found that stimulation of the points with a low-frequency electrical current results in the production of the pain and stress hormones endorphins and cortisol, while a high-frequency current produces the mood-lifting serotonin and noradrenalin.

At this stage it is important to discuss the amazing piezoelectricity-generation ability of the human body since this plays a ***crucial role in healing. Piezoelectricity is a form of electricity which is generated through mechanical stimulation.*** In other words when certain structures or materials have pressure applied to or exerted upon them they generate electrical currents as a result of their polarization into positive and negative poles. In fact piezoelectric materials are widely used in many applications, a common example being ultrasound or sonar in which quartz crystals are used to generate the electric current.

Now similar to these structures and materials many of the body's tissues when mechanically stimulated also produce electrical currents due to the creation of piezoelectric charges in the cells surrounding the point of stimulation or pressure. These tissues include tendons, ligaments and other connective tissue structures, bone and even the DNA of our cells. All the organs of the body are encased in connective tissue which also joins and surrounds all of the other structures of the body. ***This connective tissue system of the body is, as mentioned previously, a communication and cell-signaling system through which electromagnetic currents flow continuously between all the cells and tissues of the body and those of the brain.*** And it has been discovered that one of the ways in which acupuncture works is through the generation of piezoelectric currents at the points at which the needles are inserted. Stimulation of these sensitive points in this way not only causes energy to flow through the

meridians but also stimulates the entire meridian system thereby enabling acupuncture to be effective for a wide range of illnesses and conditions. Interestingly this ancient form of therapy also stimulates and affects a number of brain regions including the amygdalae and hippocampus and others involved in the processing of emotions, thoughts, pain and subconscious actions.

However, and even more interestingly, it has been found that the same results achieved with acupuncture - and in many cases even more rapid and dramatic results - can also be obtained *without* the use of needles. ***Just by tapping on the acupuncture points, or massaging or applying pressure to them, often-times immediately relieves a sufferer's disturbed emotional state or physical symptoms*** such as pain for example. Thus, it must be re-iterated, that healing through the generation of electromagnetic or piezoelectric currents from the acupuncture meridian points does not require the use of needles. One such non-invasive method of healing is Emotional Freedom Techniques, which involves tapping on the meridian points. However perhaps the reason why EFT is arguably more effective than acupuncture is the fact that the meridian points not only have a lower resistance than the surrounding skin but also contain a *higher* concentration of receptors which are sensitive to mechanical stimulation or pressure (in addition to activation of the psychological aspects of the illness or condition). Stimulation of these pressure receptors also sends electromagnetic signals directly to other areas of the body and the emotional - and other - processing areas of the brain such as the pain processing areas for example. . ***EFT is in fact highly effective in dampening the stress response. It alters the electrochemical activity of the brain and body (e.g. increases serotonin levels) and changes brainwave frequencies and consequently mental states.*** EFT actually rewires the brain (due to the brain's neuroplasticity or rewiring ability). Mental disorders such as depression and anxiety for example are commonly cured purely through the use of EFT while substance abuse and addictions have also been eliminated with this simple, cheap but thoroughly amazing technique.

Due to its shared points of stimulation with and similar mode of action to acupuncture, and the fact that thoughts, beliefs and memories have to be activated while it is being performed, EFT is often described as a **combination of acupuncture and mind-body medicine**. Although it looks strange and even bizarre to most people when they first witness EFT being performed it is nonetheless a very powerful technique which, as I have said, can be used to heal both emotional and physical disorders both of which are often a consequence of stress.

OK, now how is EFT actually performed and what is the rationale behind each part of the technique? Please note that comprehensive answers to these questions are beyond the scope of this report. Instead I will provide a simple description of the short version of EFT and should the reader be

interested in acquiring more in-depth knowledge on the subject then I recommend two really great resources viz. Gary Craig's website at www.emofree.com and the book '*The Promise of Energy Psychology – Revolutionary Tools for Dramatic Personal Change*' by David Feinstein, Donna Eden and Gary Craig.

Now it is important to mention that although the EFT routine is simple and easy to learn and perform its effective application to people who have suffered deep and chronic psychological trauma is best left to qualified EFT or Energy Psychology therapists. The reason for this is that a deep understanding or specialist knowledge and training is required in such cases.

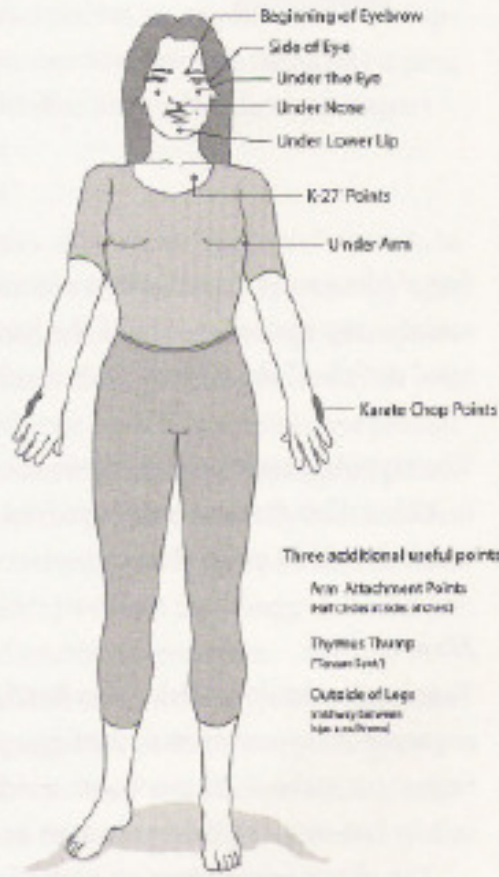
OK, the shortened version of the EFT routine basically consists of the following steps:

1. Rating the problem
2. The Setup
3. The Tapping Sequence (Reminder Phrase)
4. Repeat of the Tapping Sequence (and Reminder Phrase)

Before describing the technique I will first list the meridian points which are tapped. They are as follows:

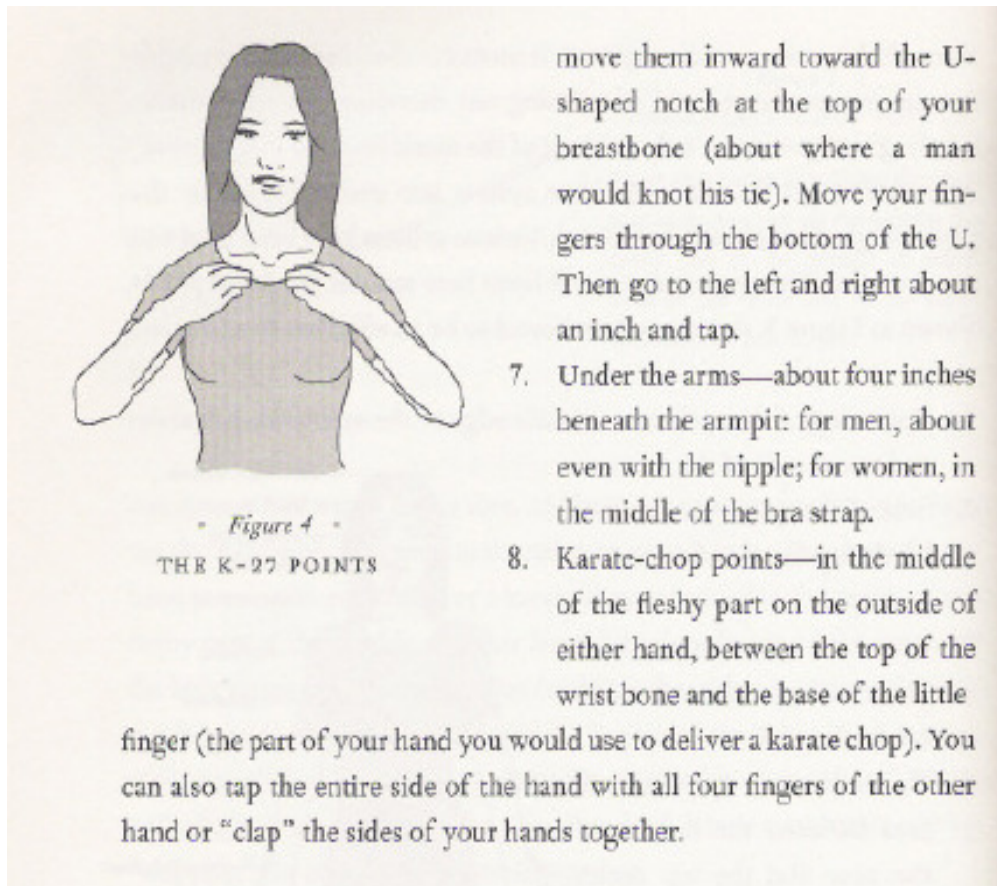
- The karate-chop point (KC) - the fleshy outside part of either hand between the wrist and beginning of the little finger (An alternative to the KC Point is the Sore Spot – see below)
- Eye-brow point (EB)
- Side of the eye (SE)
- Under the eyes (UE)
- Under the nose (UN)
- Chin (CH)
- Collar bone point (CB or K-27)
- Under the arm (UA)
- Top of the head (H) – not shown in illustrations below

1. Beginning of the eyebrows—inside edge of the eyebrows, just above and to one side of the nose.
2. Side of the eyes—on the bone bordering the outside corner of each eye.
3. Under the eyes—on the bone under each eye, about one inch below the pupil.
4. Under the nose—on the small area between the bottom of the nose and the top center of the upper lip.
5. Under the lower lip—midway between the point of the chin and the bottom of the lower lip.
6. K-27 points—the two points immediately below the “collarbone corners,” the twenty-seventh points on the kidney meridian— affect many of the body’s energies. To locate these points, place your forefingers on your collarbone and



• Figure 3 •

THE 8 EFT TAPPING POINTS



Source: **The Promise of Energy Psychology**

Rating the Problem (SUDs Level)

Alright, to describe how EFT is done I will use an example involving an unpleasant or traumatic memory (which of course stems from an unpleasant or traumatic experience). The memory is unpleasant or disturbing as a result of the negative or unpleasant emotions linked to it. Most people can easily recall such memories since most of us have had at least one, although usually many, such experiences. So the first step then is to bring to mind such a memory. The next step is to rate, on a scale of zero to ten the level of discomfort felt i.e. the *intensity* of the negative emotion such as fear or anxiety for example, that is experienced at the moment the memory is recalled. Zero on this scale means no negative emotions or distress is felt while 10 equates to the worst - or an extreme - level of distress or discomfort the person feels when bringing the memory to conscious awareness. These various degrees or intensities of distress are known as the SUDs (Subjective Units of Distress) level.

Now you may ask why the bringing to mind of an unpleasant or traumatic memory (or a negative thought or self-limiting or self-destructive belief for that matter) produces a negative emotional response. And the answer is that such memories, thoughts or beliefs cause **a disruption in the flow of energy through the meridians**. And it is this disrupted energy flow that generates the negative

emotions. By rectifying or balancing the disrupted energy flow the emotional disturbance or negative emotional experience is often-times quickly neutralized or eliminated.

Setup

Following on assessment of the SUDs level the Setup is done. This part of the EFT routine involves tapping on the Karate Chop point or rubbing a Sore Spot while firstly stating your problem and then following this with a statement of acceptance or acknowledgment of the fact that you do have the problem. Sore spots are found throughout the body but the one used in the Setup is usually that located on either side of the front of the chest about midway between the nipple and the collar bone or thereabouts. They are points along the body's lymphatic drainage system which have become blocked and congested due to toxins. Massaging or tapping these points gets the lymph flowing again and of course releases the body's stuck energy allowing it to flow freely again.

The purpose of the Setup Statement is to deal with the problem of *Psychological Reversal*. This refers to the conflict or difference between what one consciously states or thinks with respect to a goal, memory, belief, feeling, emotion or behavior and that which is programmed into the subconscious mind. For example a person may want to lose weight and would consciously think about this or state it verbally. However, programmed into the subconscious mind of this individual may be beliefs which are completely opposite to his or her conscious thoughts or statement. These may include self-limiting beliefs such as *'I don't deserve to lose weight'* or *'it is difficult to lose weight'* and many others. If this psychological reversal is not recognized and dealt with effectively then any attempt to resolve the problem i.e. lose weight meaningfully, will not be successful due to the disruption of the energy flow which occurs when the problem is thought about or stated consciously. It is thus vitally important to 'neutralize' this psychological reversal. And the way to do this is to firstly admit that the problem does indeed exist by making a statement to this effect. For example in this case it would be *'Even though I am overweight'*. This statement is then followed by a statement of self-acceptance despite having the problem viz. *'I deeply and completely love and accept myself'*. These statements are made three times (preferably aloud) and the karate chop point tapped or the sore spot rubbed at the same time as indicated previously. Thus the two parts to the Setup Statement are as follows:

- 1) *Even though.....(state the problem)*
- 2) *I deeply and completely love and accept myself*

The following are some examples of Setup Statements:

- *Even though I have this fear of mice, I deeply and completely love and accept myself*
- *Even though I keep thinking about what I don't want, I deeply and completely love and accept myself*

- *Even though I get this backache when my boss is in a bad mood, I deeply and completely love and accept myself*

Tapping Sequence

By tapping in sequence on the meridian points demonstrated above electromagnetic signals are generated as described previously and energy flow through the meridians is restored. The consequence of this is the neutralization or elimination of the emotional disturbance as mentioned. In this way the person is freed from the suffering caused by the generation of negative emotions – hence the term “Emotional Freedom Techniques”.

Now, to achieve the goal of emotional freedom, as each meridian point is tapped the underlying problem or situation must be brought to mind or be experienced. This will cause the associated negative emotion to be generated or experienced. It is only by feeling the emotional disturbance while tapping that the unwanted emotion will be neutralized or eliminated. In order to easily think about the problem while tapping it is best to repeat a word or short sentence that describes the problem. This word or sentence, referred to as the ‘Reminder Phrase’, is repeated out aloud each time one of the meridian points are tapped. This phrase is usually identical or similar to the Setup Statement. For example if craving for food is the problem then the Setup Statement would be *“Even though I feel this craving for food, I deeply and completely love and accept myself”* and the Reminder Phrase would be *“This craving for food”* or simply *“This craving”*.

Repeat Tapping Sequence

The next step is take a deep breath in and exhale slowly and then to rate the level of intensity of the negative emotion at this point. If the emotion has completely disappeared i.e. the rating is zero, then congratulations you have freed yourself from the disturbing emotion! On the other hand, if the emotional intensity has decreased but you do not yet feel good or much better i.e. your rating is not yet zero, then repeat the tapping sequence. The intensity of the emotion may not have been completely neutralized because of the reappearance of psychological reversals. In this case repeat the Setup but with the Setup Statement slightly adjusted. For example, if you still feel some craving, then this time around say *“Even though I still feel some of this craving for food I deeply.....”* three times and then repeat the Tapping Sequence with the Reminder Phrase also slightly adjusted as follows: *“This remaining craving for food”* or simply *“This remaining craving”*.

If after a few rounds of tapping your emotional intensity has not returned to zero or near zero then this could be due to one or more reasons. Addressing these issues is unfortunately beyond the scope of this report. However I will mention that an important reason why complete emotional freedom is not

achieved after the first round or after a few rounds of tapping is that *Aspects* relating to, or associated with, the problem have not been addressed. These Aspects may be physical (such as sounds, tastes, smells etc) or psychological (such as emotional-laden past experiences for example).

Although difficulties in attaining emotional freedom do sometimes occur, most people experience a rapid reduction in, and elimination of, their negative emotions. This is because EFT rapidly unblocks energy meridians and dampens the stress response as mentioned previously. ***The speed at which this occurs is often quite surprising to those who experience it.***

In ending this discussion on using EFT I must once again mention that this simple subconscious mind reprogramming practice is highly effective in solving a wide range of physical and emotional problems, including addictions, weight loss problems and chronic pain. However since performance and goal-related issues are also intricately associated with the subconscious mind, especially limiting subconscious memories, beliefs and emotional reactions, EFT is equally effective in enhancing performance and goal achievement efforts. In other words EFT is an ideal and highly effective technique for those who want to maximize their potential or achieve more in life.

THANK YOU



Thank you for taking the time to read this report. I hope you have found it useful and that it may contribute to enriching your life in some way.

Take care.

A handwritten signature in cursive script, appearing to read "Faiez K", written in black ink on a light-colored background.

.....
Faiez Kirsten MD

RESOURCES

Besides several other sources, the primary sources of information in this report are my own experiences, 'The Biology of Belief' (Bruce Lipton, PhD), 'The Genie in Your Genes' (Dawson Church, PhD) and 'The Promise of Energy Psychology' (David Feinstein, Donna Eden and Gary Craig)