

# EFT

EMOTIONAL FREEDOM TECHNIQUES

# THE 7 ESSENTIALS OF LONG TERM WEIGHT LOSS



THE SCIENTIFIC  
PRINCIPLES BEHIND  
KEEPING WEIGHT  
OFF FOREVER

THE CLINICAL MANUALS  
OVER  
**ONE  
MILLION**  
COPIES IN  
CIRCULATION

Dawson Church, PhD

# THE 7 ESSENTIALS OF LONG TERM WEIGHT LOSS

**The Scientific Principles  
Behind Keeping Weight Off  
Forever**

Dawson Church  
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First Edition

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# About the Author

**Dawson Church, PhD**, is the author the award-winning and best-selling book *The Genie in Your Genes: Epigenetic Medicine and the New Biology of Intention*. He is a graduate of Baylor University (Mass Media) and Holos University (Integrative Healthcare) and is certified in Energy Psychology (CEHP #2016). He is the editor of the peer-reviewed journal *Energy Psychology*, and has published many scientific research studies on problems such as PTSD, anxiety and depression ([www.EnergyPsychologyJournal.org](http://www.EnergyPsychologyJournal.org)). He founded the non-profit Veterans Stress Project to provide free PTSD counseling to returning war veterans ([www.StressProject.org](http://www.StressProject.org)). He provides consulting services to organizations and teams, showing how

to utilize energy psychology to increase productivity and reduce stress in time frames that are much briefer than those found in conventional therapies. He manages EFT Universe, one of the largest alternative medicine sites in the internet ([www.EFTuniverse.com](http://www.EFTuniverse.com)). You can download his free *EFT Mini-Manual* at [www.DawsonGift.com](http://www.DawsonGift.com).

# The 7 Essentials of Long Term Weight Loss

## The Scientific Principles Behind Keeping Weight Off Forever

### Introduction

I am so excited to share the information in this report with you. It is completely different from anything you've read about weight loss before, and it's based on solid science. It's not just another diet guide, eating plan, or medical textbook. This approach offers you a proven formula that has been used by thousands of people to lose weight. Those people had tried other methods, but without success.

Just like you, most of them had tried many other programs, and started on this path with a track record of consistent failure. They were hopeful, but experience had taught them that yet another approach had a small chance of success.

Against this backdrop of failure and disappointment, they began their journey of weight loss, and at last found success.

But the most important thing you'll learn from this report is what it takes for your results to be permanent. There's a lot of mythology and misunderstanding about how to keep those pounds off forever, and if you don't know the scientific facts, you will waste your time, energy and money on futile attempts.

First of all, I'll share my personal story with you, and the stories of other people who've been successful at long-term weight loss. Permanent success gets you off the hamster wheel of gaining and losing weight. That's the pattern with most people: they lose weight on a diet, but afterwards they gain it all back again, and more.

Then I'll share with you the results of some exciting scientific studies that reveal the habits of people who break the yo-yo dieting cycle, and keep their weight off forever. What's different about these people? There are several studies that examine what they do differently, and in this report I'll list exactly what these are. I'll encourage

you to follow their example, and show you exactly what you need to do in order to achieve the same result.

I'll also review the studies of EFT or Emotional Freedom Techniques, cited by a news story in Examiner.com as "one of the most successful psychology self-help techniques ever developed." (Russell, 2014). Tens of thousands of people have used EFT for weight loss, and studies find that even after a weight loss program ends, they continue to lose weight on their own using EFT—the exact opposite of the pattern experienced by yo-yo dieters. You can learn EFT yourself for free by downloading *The EFT Mini-Manual* at: [www.DawsonGift.com](http://www.DawsonGift.com)

## Hard Truths from a Nutritionist

Here's the story of Karen Donaldson, a certified nutritionist, dietician and weight loss coach who herself had trouble with weight:

"As a registered dietitian, personal trainer, and owner of a weight loss clinic, there is *lots* of pressure on me not only to help others lose weight, but for *me* to be able to lose weight and

keep it off. To be honest, I'd been stuck for about 10 years and my weight simple would not budge. I was lucky that I carried it well, but I was still on the heavier side. I would do good during the day, but at night I would find myself sitting in front of the television eating a huge bowl of popcorn, followed by chocolate. I would also eat very large portions of pasta and I could never have potato chips in the house! I knew other people at for emotional reasons, but I didn't think I was one of them!

“About 4 years ago, I started looking for answers to help my clients and I came across EFT. As I started to share it with them, I noticed that as *they* were getting results, so was I! I was finally starting to lose weight. My cravings were decreasing and I wasn't eating as much pasta and potato chips. Over the next few years, I continued to work with EFT on myself and with my clients with amazing results. I was hooked! Using EFT and energy work, including the skills I learned in the Skinny Genes class, I've lost about 25 pounds —and *kept it off!* The best thing of all is that it's not hard. It's not a matter of willpower

anymore. I've been working on healing my *real* issues, and as a result my relationship with food has changed. I rarely have cravings or eat for emotional issues. I'm truly experiencing peace with food—and with life.

“As a side benefit, my relationship with my spouse has improved as well as my relationship with myself. I love EFT and all that it has to offer. It's by far the best tool I've ever used for weight loss. And I love my job! Every day I get to help people calm their cravings and heal their emotions. Everyone should be doing EFT.”

Karen's experience is common to many people. Some have lost 5 lbs., others have lost 105 lbs. or more. Whatever your weight loss goal, EFT can help.

### **My Personal Story**

My personal weight loss goal when I began the process was 40 lb. At that time, I was in my early 50s and I weighed around 285 lbs. Even though I'm 6 ft. 5 in. tall, being over 280 meant I was obviously and perpetually fat. I'd gained the weight little by little most years, though there were several periods of my life when I was very stressed,

and gained a substantial amount of weight fast. One of these times was when I became the CEO of a struggling book publishing and distribution company. I was able to turn the company around and sales doubled in the first year. But in that year I gained about 20 lbs. Now that's less than 2 lb. a month, which doesn't seem like a lot. Yet even that small incremental amount adds up to 24 lbs. over the course of a single year. Multiply that by a decade, and you can see how people like you and me can find ourselves weighing a great deal more than we wish.

I was very aware that I had a problem, even when I was 250 lbs. I began to read weight loss books and magazine articles. I joined a gym and a food program. I counted calories. Each weight loss program produced temporary results, but failed over the long run. I would lose a few pounds, but they returned, and I wound up being heavier than I was before. Does that sound familiar to you? Virtually everyone who reads this report has a variation on the same story.

Other parts of my life, other than weight, were going great. At that time I was presenting at

many medical and psychology conferences each year. Speakers receive evaluations from conference attendees, and my presentations were usually ranked among the top 10% of all speakers. My book *The Genie in Your Genes* was a best-seller, and I founded a successful publishing company, Energy Psychology Press. My book is about epigenetics, the science of how the genes in our cells are affected by influences from outside the cell itself. Genes can be turned on or off by many external forces, and emotions are particularly potent source controlling the process. I received many invitations to present my work to professional audiences.

Yet when I would stand up to speak, it was obvious to the whole audience that I had a problem with weight. They couldn't see the money in my bank account or the amazing ideas in my head, but they certainly could see the big spare tire I carried around my waist!

### **The Many Myths That Keep You Stuck**

All that changed when I got serious about weight loss. I took a look at the science behind successful weight loss, and was surprised to discover

that most of what I'd been told about weight loss by so-called "experts" was just plain wrong. Do you know the answers to these questions?

- Does it matter if you eat the same on weekends and weekdays?
- Which diet is best?
- After you lose weight, does keeping it off get easier or harder over time?
- Which produces fastest weight loss: diet or exercise?
- Is the importance of eating breakfast fact or myth?
- Should you weigh yourself frequently?
- If you make a slip, should you return immediately to your weight loss program?

When I began to investigate the research, I found that the field of weight loss is filled with myths, and that unfortunate people like you and me put huge amounts of energy on approaches that are ineffective. We torture our bodies and minds using unscientific strategies that are doomed to fail. The amount of time and money that people like you and me waste on these futile endeavors is truly

depressing. Press reports have begun to document the vast scope of this futility. Consider the following headlines:

- Over the course of her lifetime, the average woman will have lost an amount of weight equivalent to her entire body weight—nine times over (Hsu, 2012).
- People spend over \$150,000 (or £100,000) over their lifetimes on futile weight loss endeavors (Russell, 2014).
- The four most popular weight loss programs (Weight Watchers, Nutrisystem, Atkins and the South Beach Diet) cost \$10,000 to \$20,000 a year (Gibbons, 2010).
- Women will try a lifetime average of 15 different plans in their efforts to lose weight (Russell, 2014).
- The average woman will spend 17 years of her life dieting (Hsu, 2012).
- A team of researchers from the University of California reviewed the results of 31 long-term studies, and found that two-third of dieters wound up heavier than when they began their diets (Mann et al., 2007).

- Obesity cuts an average of eight years off your life span. When accounting for increased risk of diabetes and heart disease, it's 20 years (Grover et al., 2014).

So people like you and me are spending tens of thousands of dollars each year to lose weight, only to slide back to their old weight later, or worse. We're torturing ourselves with deprivation and hunger, only to find ourselves in a less favorable position than we were before. We're cutting years off our lives, and setting ourselves up for heart disease, diabetes, and other diseases that can cheat us out of even more years. We'll live shorter and more miserable lives, with higher levels of depression and sickness than necessary.

It does not have to be this way! There are scientific answers drawn from sound research studies that show you and me exactly how to avoid the yo-yo diet trap. Weight loss is actually quite simple when you toss out all the bad advice, and use just a few principles that are based on clear research evidence.

EFT allowed me to make effective use of all the weight loss tools at my disposal, and I lost those

40 lb. in about six months. I then kept them off for six months, after which I taught my first live weight loss class. I eventually incorporated the outline of that class into several online and written programs. I wrote the book *EFT for Weight Loss* (Church, 2013) and much of the information in this report appears in the Introduction to that book. I also helped design an online program called Skinny Genes with EFT practitioner Brittany Watkins.

There are some people who can read a book or take an online course, do what it advocates, and lose weight successfully. Yet I realized that most people need more than that. They need live human interaction, and real-time coaching. So with Karen Donaldson, the dietician and nutritionist whose story I tell at the start of this report, I designed a six week live coaching program called Naturally Thin You Boot Camp ([www.EFT4WeightLoss.com](http://www.EFT4WeightLoss.com)).

As of the date of writing this report, I've now kept those 40 lbs. off for close to five years. I cannot even begin to tell you how happy I feel as I write those words. Studies show that if you can maintain your weight loss for a year or more, you're highly

## The Scientific Principles of Keeping Weight Off

unlikely to gain it back (Wing & Phelan, 2005). As you can see, I'm passionately committed to you being as successful as I was.

### How Is EFT Different?

What makes EFT successful for people like you and me who have failed at other weight loss programs? The answer is based on several key distinctions.

First, EFT has a phenomenal ability to *reduce your cravings*. Whether you crave ice cream, chocolate, alcohol, tobacco, sweets, or anything else, EFT is able to make those cravings go away in minutes. This is not just an unsupported claim, but a scientific fact. Together with Audrey Brooks, PhD, a research psychologist at the University of Arizona, I conducted a trial of EFT that examined mental health and cravings (Church & Brooks, 2010).

We gathered data from 216 healthcare professionals. These were psychotherapists, doctors, nurses, psychiatrists, alternative medicine practitioners and chiropractors. They participated in a day-long EFT group workshop at one of five pro-

fessional conferences. As part of that workshop, we examined addictive cravings for items like chocolate, food, alcohol and tobacco in healthcare workers. The declines in cravings were substantial, averaging 83% ( $p < .0001$ ). In a separate study, we measured psychological symptoms in a group of people with self-identified craving and addiction problems attending a two-day group workshop focused on these issues. We found improvements across a spectrum of mental health conditions, including depression and anxiety (Church & Brooks, 2013).

Reducing cravings is a key manner in which EFT helps with weight loss. If your craving for that candy bar or bucket of ice cream goes away, and you don't eat it, then all those calories don't enter your body. Craving reduction is key to weight loss.

Secondly, EFT is able to *reduce mental health problems like anxiety and depression*. Studies have found an association between depression and obesity. A study of 487 obese individuals found that weight loss was associated with a sustained reduction in depressive symptom levels, noting that obesity "causes or exacerbates depression" (Wing &

Phelan, 2005, p. 2058). Obese people tend to have higher levels of depression, and depressed people tend to have higher levels of obesity. This is not surprising, because being fat is depressing!

Depression levels are a predictor how likely it is that you will regain weight after dieting (McGuire, Wing, Klem, Lang, & Hill, 1997). Depression decreases the likelihood that you will keep that weight off even if you succeed in losing it. That's even more depressing!

Being fat is also a very obvious problem that you carry around with you every day. Other problems might not be obvious to outsiders. You can meet a person who looks good, but is going through a miserable time in some part of their life. Yet you don't know it from the outside. Problems like financial failure, divorce, and spiritual poverty don't show up in the same way as obesity does. If you're overweight, everyone knows immediately, while if a person is failing in some other area of their life their body doesn't advertise it in the form of flab. Speaking from experience, it's depressing to be dragging your problem pounds around for everyone to see.

Many studies have found big drops in depressive symptom levels after EFT (Church, 2013). Whether depression is studied in veterans with PTSD, college students, or dieters, they all improve. By improving your mental health, EFT makes it much more likely that your improvements will stick.

Third, EFT helps with *emotional eating*. Clinical psychologist Roger Callahan, PhD, who developed one of the earliest methods on which EFT is based, observed that cravings usually mask anxiety (Callahan, 2000). Below the craving is anxiety, and we eat to suppress that anxiety.

There's a Japanese story about two groups of disciples of two different spiritual masters. They were having a fierce argument about whose master was the most advanced. The disciples of one group presented their evidence that theirs was truly an adept: he could fly through the air, turn base metal into gold, and read minds. The disciples of the other group laughed, and said their master demonstrated even greater accomplishments. The first group was flabbergasted. What on earth could the second master do that would eclipse those

accomplishments, they demanded. Here's what the second master's students said: He sleeps when he's tired. He drinks when he's thirsty. He eats when he's hungry.

Their point was that he'd mastered simply being in a body, and living in a balanced manner. Those of us who are obese or overweight cannot make that claim. Roughly a third of those living in the Northern Hemisphere are obese, and another third are overweight. That means that two-thirds of the population have not mastered the skill of eating and drinking in a way that allows us to maintain a stable balanced healthy weight.

We eat for many reasons other than hunger. We eat when we're nervous. We eat when we're lonely. We eat when we're depressed. We eat to reduce stress. We eat to reward ourselves. We eat to mask our feelings. None of these emotional reasons for eating has anything to do with the body's need for nourishment. This disconnect between the act of eating, and the body's requirements for sustenance, is characteristic of many people. We might have even lost touch with our body's signals that it's had enough food, or that it doesn't like some of the junk

we're shoving down our throats. Our emotions are overriding our body's signals. That's the problem with emotional eating, and EFT has a proven ability to help reduce the trauma that is the source of so much negative emotion.

### What Is EFT?

EFT is also called "tapping" because a central practice of EFT is to use your fingertips to tap lightly on points on your body. These points are described in the ancient Oriental technique of acupuncture. Acupuncture points are spots on energy meridians that flow through your body. They conduct energy well, having only about 1/2000th the electromagnetic resistance found in the surrounding skin (Hyvarien & Karlson, 1977).

While you tap, you think about events or beliefs that bothered you. Perhaps one day when you were six years old, your ten year old brother called you a "Fattie" in front of his best friend Bruce. You had a crush on Bruce, and you felt humiliated. Another time, when you were twelve, your mother took you to a store to buy a new outfit, and the clerk sneered and said, "I don't think we have anything in her

size.” You tried out for a part in the school play when you were fourteen, and the drama teacher condescendingly declared, “You aren’t the right shape for this role.” By the time you’re an adult, you have a large collection of these events contributing to your anxiety and depression, along with many failed attempts at dieting. You’ve developed a poor self-image and have a toxic collection of memories in your mind. The voices of fear and self-doubt whisper in your ear every time you try and solve your problems.

EFT trains you to tap on each of these formative experiences. Tapping sends soothing signals throughout your body. When you tap while remembering bad events, the emotional intensity of the bad events evaporates. You still remember them, but they are no longer filled with an emotional charge.

As you remember them and tap, EFT also has you say words of comfort and self-affirmation, like “I deeply and completely accept myself.” Remembering a painful memory + tapping + self-affirmation is the secret sauce. Tapping and self-affirmation remove the sting from the memory.

After EFT, you might occasionally recall the memory, but it's no longer loaded with emotional baggage. Your past hasn't changed, but the lens through which you see it is neural, instead of being overlaid with anger, shame, sorrow, blame and guilt.

There's a huge amount of science behind EFT, but in a nutshell that's the effect it has. Let's take a look at just a piece of that scientific research, and see what happens when people like you and me use EFT for weight loss.

## Hormones and Science

There's a great deal of research into EFT; so much so that it's considered an "evidence-based" practice (Church, 2013). You can read about it at the research bibliography at EFT Universe, but I'd like to highlight a few studies that show how powerfully it can help you with weight loss as well as your mental health.

A colleague of mine called Peta Stapleton, a professor at Bond University, conducted a randomized controlled trial of EFT in a group of 96 weight loss subjects (Stapleton, Sheldon, Porter,

& Whitty, 2011). She found that their levels of restraint increased after EFT compared to a control group. Restraint is important, because it stops you from taking actions like eating too much that you later regret. The power food held over them decreased after EFT, indicating that they were more in control, rather than food itself dictating their actions.

If we see improvements in psychological symptoms like anxiety and depression after EFT, as well as improvements in restraint and control, what's happening to the hormones of those people? I've been fascinated by the stress hormone cortisol over the course of the last decade, and began studying the link between EFT and cortisol.

Research has shown a link between levels of cortisol, and both depression and obesity. High cortisol levels are linked to the accumulation of fatty adipose tissue around the midsection of the body (Björntorp, 2001). Depression is also associated with elevated cortisol (Holsboer, 2000). These studies also show that high cortisol and depression are associated with many different forms of ill-health, including high blood pressure, poor

metabolism, high cholesterol, and poor regulation of insulin.

Along with two colleagues, Audrey Brooks, PhD, and molecular biologist Garret Yount, PhD, of the California Pacific Research Institute, I performed a study that looked at cortisol before and after an EFT session (Church, Yount and Brooks, 2012). We used a large group, 83 people, and randomized them into one of three treatments. A third got a session of EFT, another third received regular talk therapy, while the final group rested in one of the 5 clinics in which we performed the trials.

The results were striking. Anxiety and depression symptoms declined by twice as much in the EFT group as in the talk therapy group. However, cortisol levels also went down much more; a 24% reduction in 90 minutes. That's a huge drop. What seems to be happening is that as we feel better, with EFT reducing anxiety and depression, our fat-generating hormone cortisol declines. As we dump the stress, we dump the hormones needed to drive stress. That can help with weight loss.

Peta Stapleton and I also looked at the depression levels in her subjects, and found that they

declined significantly (Stapleton, Church, Sheldon, Porter, & Carlopio, 2013). Along with EFT reducing cortisol, it's clearly reducing depression. Using EFT pays dividends in both our stress hormone levels, and our mental health.

You don't have to meet with a coach or therapist in an office session to receive benefit from using EFT. It works over the phone (Hartung & Stein, 2011), and over the Internet (Brattberg, 2008). The study by physician Gunilla Brattberg MD (2008) was particularly interesting because she offered EFT as an online therapy only; participants never talked to a doctor or psychotherapist. Yet their depressive symptoms declined significantly. This has led to the development of other internet-based methods of offering EFT for a variety of problems including post traumatic stress disorder (PTSD) and weight loss.

We used the introduction of the Skinny Genes online weight loss course as an opportunity to conduct a clinical trial of online EFT. The results were very encouraging. Over the course of the six-week program, participants lost an average of 12 lbs. (Church & Wilde, 2013). That averages out

as 2 lbs. a week, which most medical authorities regard as a safe and steady level, rather than the precipitous weight loss advocated by more extreme programs.

The bottom line of all this research into EFT is that it improves both mental and physical health. There's no clear dividing line between the mind and the body, so as your mental health improves your physical health tags right along, and vice versa. The side benefit of better mental health is better physical health, and a general reduction of your stress levels.

### **Characteristics of Long Term Weight Loss**

One of the persistent problems with diets is that they're usually futile in the long run. Sure, dieters lose weight, but after the diet most of them regain it all back. Not so with EFT! Studies of people who take an EFT course for weight loss show that they continue to lose weight after the course ends. Stapleton, Sheldon, and Porter (2012) found that in the year following their weight loss program, participants lost an additional 11 lbs. on average.

I also took a look at the amount of weight loss that occurred after people completed our online emotional eating program, knowing that temporary weight loss was not worth the effort. Our clinical trial showed that participants lost an average of 3 lbs. in the six months following the online program (Church & Wilde, 2013). The program does not focus on weight loss per se, or prescribe any particular diet, but instead focuses on the emotional aspects of eating. We believe that once emotional eating goes away, weight loss follows naturally. A friend of mine recently began tapping on all his memories on the theme of “shame.” He’d had many events in his life that contributed to the theme, and he tapped on them one by one. A few weeks after starting the process he told me, with wonder in his voice, that 30 lbs. had simply melted away. It wasn’t physical; the weight was emotional. When he dealt with the emotional events, the weight dropped away.

While it’s true that most dieters eventually gain back all the weight they lost, and more, it’s not true of everyone. There’s a small percentage of dieters who are successful at losing weight and

keeping it off for good. A database maintained by the National Weight Control Registry show that 20% of individuals who lose 10% or more of their body weight keep it off for a year or more (Wing & Phelan, 2005). It's well worth taking a very close look at how they were successful, and emulating them, helped by EFT, which is the first of our seven keys to success. The six others are drawn from the lessons of the National Weight Control Registry. What is it that these people do that makes them successful? Here are their six essential behaviors:

1. They weigh themselves frequently. They monitor themselves regularly, so that they can correct their course as soon as they stray. The reason this is important is that establishes a feedback loop between what you eat and what you weigh. When you eat that bowl of ice cream, and weigh yourself the following morning and see that you've gained a pound, you understand the link between the two events. When you stick with your diet all weekend, and notice on Monday morning that you've lost two pounds, you associate the two. Over time, you take a look at what you're eating and

evaluate it in terms of how much weight you'll gain or lose if you put it in your mouth. You still have choice, but now you understand the consequences of those choices. Write down your weight in a journal every day after you weigh yourself. This way, you'll also start to notice patterns. The Registry found that 75% of participants weigh themselves at least once a week, and most of these weigh themselves once a day.

2. They maintain their eating habits each day. They don't indulge on weekends and fast on weekdays, or eat excessively during the holiday season and starve themselves afterwards. Their bodies are treated to a nice even baseline of ingredients. They've discovered what works for weight maintenance, and they stick to it.
3. They exercise regularly. Exercise isn't key to weight loss in the way diet is; but exercise is vital to health. Those in the study exercised an average of an hour a day. That exercise doesn't have to be pumping iron in the gym or running on the treadmill; even moderate exercise like thirty minutes of walking each day has

been shown to help nudge gene expression in a healthy direction (Ornish et al, 2008). Very few people in the Registry used exercise only for weight loss (1%), and other studies have shown that diet is much more effective than exercise for weight loss. That said, exercise helps keep you healthy, and it's a habit of those who lose weight and keep it off. A predominance of the people in the Registry (89%) said they used a combination of exercise and diet to keep their weight down.

4. They eat breakfast. An examination of the data from successful long-term weight loss participants shows that almost 80% of them eat breakfast daily; many experts consider it one of the foundations of a successful weight-loss program.
5. They eat a diet that is low in calories and fat. They watch their food intake carefully, with 88% of them restricting foods they know make them fat. Many (43%) count calories, even two or three years after they've lost weight. Vigilance keeps them skinny.

6. Whenever they slip, they catch themselves quickly. Data from the Registry show that people who slip and don't correct quickly are a lot more likely to gain weight than those that do. Successful long-term weight losers notice when they've gained weight, identify what happened to produce that result, and return as fast as possible to their baseline habits. Over half of the people in the registry (55%) are still focused on losing weight, and are not casual about their success.

At the start of any weight loss program, keep these six behaviors in mind. Consider these six tips the advice you've received from people who've succeeded, and are eager to help you succeed too. They've achieved the goal; we've studied how they accomplished it, and we're making their formula available to you through this report.

### **How To Use EFT with These Principles**

EFT is a "master practice" which reinforces the other six practices. You can use EFT to help you stick to each of the other six habits, as well as for much more, like reducing cravings and eliminating

emotional eating. Here's how EFT fits into your weight loss routine.

1. Tap on any resistance that arises in your mind or emotions around the habits and goals you've set yourself. For instance, you might have set yourself a goal of joining a gym, but three years have gone by and you haven't ever quite got around to it somehow. Or you've committed to cutting "empty calories" from your diet, but they somehow find their way into your grocery cart every time you shop. Or you know you ought to buy a scale, but somehow you "forget" every time you visit the store. Perhaps you know you ought to eat breakfast every day, but you realize around noon each day that it's slipped your mind. The reason that your behavior doesn't reflect your goals is that part of you is resisting the changes you'd like to make, and EFT is great at eliminating such resistance.
2. Tap on body sensations. When you sit down with a plate of food, what signals is your body giving you? How do you know which foods your body really doesn't want (even though other parts of you do)? Are you aware of exact-

ly how your body signals you when it is full? Tapping while tuning in to body sensations puts you in tune with your body, and makes you sensitive to what it's trying to tell you. You develop a natural sensitivity to its signals. These become a guide to healthy behavior and weight.

3. Tap on emotions that arise while eating, and around food. What do you feel when you view a plate of your favorite food? Your least favorite food? A big portion? A small portion? A list of healthy foods? A list of forbidden foods? When you're hungry? When you're full? In the snack aisle of the supermarket? In the vegetable aisle? When you eat fast? When you eat slowly? As you start to use EFT you'll find that an enormous part of your reaction to food is not physical at all, but rather emotional. When we "tap away" these emotional responses, we begin to hear the real language of our body that has been drowned out by emotional triggers.

You'll also tap on emotions that arise around the topic of eating consistently. If you feel deprived on Friday afternoon because you're

used to binging on the weekends, you'll tap on that. You can also tap as you contemplate high-fat, high-calorie foods you know will pack on the pounds. Just tap while looking at them. You'll find that the emotional attraction to those foods can rapidly disappear as you tap.

When you slip up in your diet and exercise regimen, EFT is great at offering you self-acceptance. Rather than reinforcing self-recrimination about your lapse, EFT reminds you to accept yourself. It re-focuses you on the big picture of self-acceptance rather than staying in a place of beating yourself up about your lapse.

4. Reinforce your intentions by tapping. Perhaps you're going to a party, and you know you'll be tempted by the foods that are your downfall, that have packed on the weight in the past. Before you leave for the party, you can imagine being there, tapping along while you vividly picture your temptations. Maybe the holidays are coming up, and you know you always gain weight. Imagine yourself going right through the holidays, frame by frame, and sticking to

sensible portions. Visualize yourself passing up the opportunities to binge; tapping will reinforce your intentions, setting you up for success.

5. Tap on adverse events that occurred during your childhood that might contribute to over-eating. You might not be too keen on revisiting those bad experience, but please trust me on this: Horrible though they might be when you remember them today, your emotional triggering will rapidly diminish when you use EFT. You'll be surprised at how fast events that bother you to the max today lose their sting in minutes with EFT. This seems like magic, but there's a lot of science to explain how EFT works so quickly.
6. Tap on your objections to success. Find core beliefs and inner messages that are obstructing your forward movement. These hidden objections to success might be buried deep in your subconscious mind. EFT includes several powerful techniques that bring these hidden beliefs to light. Once you're aware of them, you can un-install them by tapping.

Use EFT in this way, and you are likely to find yourself making the same progress in your weight loss journey experienced by the thousands of people who've used it for successful weight loss. That's why consistent use of EFT is the seventh scientifically proven practice of long term losers.

### **How I Applied Them Personally**

When I began weighing myself every day, and recording my weight in my journal, as recommended by the National Weight Control Registry, I noticed a pattern. Every time I went on a speaking trip, I gained about 5 lbs. The reason was not hard to find. Out of my home environment, I was eating at restaurants, with limited choices. A chicken romaine salad that was low-calorie at home was high-calorie on the road. A restaurant might serve it smothered in rich Caesar dressing, tripling the number of calories in the dish. Meals on the road, such as a Continental Breakfast, were often high in simple carbohydrates, which pack weight onto our bodies, and low on lean protein, which are packed with energy while being low in calories.

I also noticed that whenever I ate foods packed with “empty calories” such as bread, pasta, potatoes, rice, cake, and other simple carbohydrates, the scale told me the next day that I had gained a pound or two.

Does that mean that I never eat these? No! I love pasta, and sometimes I eat it with great enjoyment. But I eat in moderation, knowing that too much today will add pounds to the scale tomorrow.

Sometimes I tap while eating a meal. I notice what emotions arise in my body as I look at, taste, touch, and smell the food. I enjoy the meal just as much, but I’ve noticed I’m less likely to clean my plate if I’m tapping. I also imagine dangerous situations where I know I’ll be tempted to overeat, and tap in advance.

I’ve also uncovered many unhealthy and painful early experiences around eating and food, and tapped away the emotional intensity behind them.

As I’ve done this, my whole relationship to food has changed. I enjoy tasting it much more; it’s now my friend rather than my enemy. I’ve come into greater harmony with my body. I believe I’ve slowed the aging process; certainly dragging 40 lbs.

less around each day makes my life much easier. My legs thank me, and my back thanks me. I have a congenital spinal deformity which predisposes me to back pain, and I've had much less pain now that I'm no longer carrying all those superfluous pounds. I look better and feel better.

You'll find an in-depth discussion of how to apply these principles in my book *EFT for Weight Loss*, as well as dozens of stories told by people like you and me of how they lost weight and kept it off. It is so inspiring to hear their voices, and gain encouragement from their stories of success after years of failure. Here's one of my favorites. It's by Melissa Derasmo, and in Chapter 3 she describes the emotional roots of her sugar addiction. After she used EFT, she effortlessly lost 38 lbs.

### **Emotional Roots of a Sugar Addiction**

I was a confirmed sugar addict. Starting in my early twenties, I ate sugar at every opportunity. I would do anything I had to in order to get my "fix," including things I would rather not admit to, like stealing money if I didn't have any for chocolate or other sugar-rich things.

In a continuing effort to find the perfect diet, I somehow managed to discover EFT in August of 2007. I dove in and never looked back. I tapped for every single issue I could find, and I had a lot. I had inconsolable grief over my alcoholic mother dying when I was six, anger over being physically abused by a step-mother and sexually abused by her father, and then inconsolable grief over my father passing away when I was ten years old. These were big issues, but I was able to eliminate all their pain with EFT. I spent the next year working on my Personal Peace Procedure and tapping on everything I could come up with. But I still ate sugar uncontrollably.

Then on February 1, 2009, something happened that started me down the road to the answer. I was in Macy's shopping (which was my second favorite thing to do at that time) and suddenly out of nowhere a baby started screaming and crying. Well, my reaction to that was to get out of the room as fast as possible. My husband, who was with me at the time, turned to me and said, "What is wrong with you?" And

it hit me. I thought everyone runs out of the room when there's a crying baby. I can't tolerate hearing babies cry. But no, apparently lots of people don't have this issue at all! And slowly the thought "bubbled up" for me—I can't tolerate the crying baby because I am the crying baby—the baby that wasn't taken care of—both while my mother was alive and after she died. So I went home and started to tap. This was a long session of working on every single thing I could come up with, and whether it was true or not did not matter. These thoughts were what I believed to be true.

*Even though I'm so sad that my mother was  
too drunk to wake up and feed me...*

*too drunk to wake up and change my diapers...  
too drunk to take care of me...*

But more importantly, I realized that after she died she wasn't there to do all the things a daughter needs in life—and as I focused on what we had missed together, the tears came flooding out:

*Even though I'm so sad my mother wasn't  
there to walk me to school,*

*tuck me in at night,  
read me a story,  
help me with my homework,  
put my picture on the fridge,  
congratulate me on my wonderful report card,  
push me on the swing in the park,  
listen to my heart aches,  
play with me,  
take me for my first bra,  
make cookies with me,  
tell me what a Tampax is,  
help me plan my wedding,  
tell me why I shouldn't marry that idiot,  
hold her first granddaughter,  
tell me what a great daughter I am,  
...and lots, lots more.*

What happened when it was all done was quite stunning. The first thing I noticed was total silence—the voice that would constantly scream out for sugar was completely silent. So I started to test. At work I walked by my

co-worker's office and the ton of chocolate on her desk—nothing. I went by the vending machines—nothing. I went to the supermarket and walked down candy aisle—nothing. I picked up some chocolate, smelled it, had zero desire for it, put it down, and walked away. If you are a sugar addict, you will understand that that was nothing less than a miracle. The next morning I thought perhaps I had been abducted by aliens and exchanged for an addiction-free person—someone who is “normal.” I was quite unsettled about it but willing to accept that whatever happened, it was good. And while it hasn't been a terribly long time, I remain completely addiction-free weeks later. The endless, relentless “pull” that would force me to eat is completely gone. Today I eat “normally”—I make low-calorie balanced meals and I'm perfectly okay with them. I'm happy with one serving. I can watch others eat cake, cookies, and candy without any issue at all. It doesn't bother me. I simply don't want what they have.

Looking back, I can see the clue my subconscious was trying to give me with the crying

baby who was always there. I didn't understand what it meant so I just ignored it. And as I now lose weight effortlessly, I hope that others will find this information useful. It may be that one needs to tap on what didn't happen as well as what did.

Since first collapsing the "baby crying" issue, I have now been three months without any sugar cravings and I have lost 38 pounds.

\* \* \*

There are hundreds of practitioners trained in Clinical EFT, and one of the most experienced is Dr. Carol Solomon. Here's one of several stories she tells in *EFT for Weight Loss* about working with people with Binge Eating Disorder.

### **Is It Safe to Drop Those Pounds?**

Sue was a binge eater who seemed to sabotage herself at every turn. She tried everything and lost weight many times, only to gain it back and more. She described her eating as being "like a runaway train." She ate to relieve stress.

She ate to celebrate. She ate for every emotion she ever felt. And she felt like a failure.

Sue's mother always struggled with her weight and died of lung cancer at an early age. Right before she was diagnosed, she lost twenty pounds and looked great. She stopped dieting, but continued to lose weight. Sue recalled that her mother remarked, "Gee, I stopped dieting and I'm still losing weight." But the weight loss happened because she had cancer. She died soon afterwards.

Food was comforting, but Sue wanted to feel more in control, to stop bingeing, and to use food for nutrition, not as a drug. She lived alone and felt scared at night. She was afraid of dying, of going to sleep and not waking up. Every day, she ate sensibly.

### **Eating Disorders**

Every night, she blew it. She found herself circling the pizza place, telling herself, "You're tired, you deserve it, you can start tomorrow." She was medicating herself to get to sleep.

Every time Sue started to lose weight, she got scared. She felt vulnerable. It just didn't feel safe. Food gave her that false sense of comfort because food and comfort were linked in her mind. Her grandmother fed her to comfort her. Her mother died when she lost weight. Part of her was afraid to lose weight, even though consciously, she desired it.

Strong associations can impact our behavior. In Sue's mind, food was associated with comfort and safety. Weight loss was associated with fear, loss and death. She was afraid that if she lost weight, something terrible would happen. Losing weight wasn't safe.

Binge eating is a coping behavior—a reaction to life's problems. It's easy to feel consumed by your emotions. Binge eaters often get into circular patterns of not sleeping well, overworking and feeling tired, and then being more vulnerable to bingeing.

Fears tend to surface at night, so Sue tapped at night whenever she felt afraid and/or felt the urge to binge. She tapped on her feelings about losing her mom, her fears of

losing her co-workers, her fear of not waking up. Within three nights, she was able to feel more calm and relaxed and get more sleep, thus interrupting the vicious cycle. When her fears were resolved, there was no need to soothe herself with food. Within a week, she was no longer bingeing.

It's been a few months now and Sue's last note to me simply said, "I can't remember the last time I binged, and I've managed to lose ten pounds in the process."

\* \* \*

I'd like to offer you a warm personal invitation to join Karen Donaldson and I for Naturally Thin You Boot Camp session ([www.EFT4WeightLoss.com](http://www.EFT4WeightLoss.com)). Boot Camp is a six-week program in which you'll join dozens of others in implementing the essential lessons from the National Weight Control Registry. You'll also interact with Karen and I in our private Forum and on live coaching calls. Best of all, you get access to an entire year of live support calls to help you stick to your program. That's because research shows that if you can keep your weight off for a year, you're highly unlikely to gain

it back again. We support you for a year because we know that by that time you'll be living the low-weight lifestyle that can add years to your lifespan and health-span. Here are a couple of examples of breakthroughs people have had on these live coaching calls.

### **The Chocolate Dream Pie**

“Sarah” had worked on herself using many self-help methods, and had succeeded in most areas of her life, including eating. But there was one food undermining her diet. She could not shake her craving for a dessert called Chocolate Dream Pie, no matter how hard she tried. Sarah had a wrapper in front of her during the call, and estimated her craving for the treat as a 10 out of 10. I asked her about a childhood event involving pie, and she described an incident when she was 10 years old. She and her parents went to visit her brother, who was mentally disabled and confined to an institution. He had never developed the ability to speak. During the visit, Sarah sat with him and felt close to him regardless. Afterward, her

parents took her to a restaurant, and everyone had dinner, including pie. No one said anything about the boy, even though they all felt sad. I asked what kind of pie they ate that night, and it was chocolate cream pie. We tapped on this event till Sarah's sadness shifted, and she began to feel gratitude for the time she'd had with her brother. She then reassessed her craving for Chocolate Dream Pie, and it was now a 0! Her craving for the food was really all about the emotions the family had not expressed—the sadness, the regret, the sense of loss. She was displacing those emotions onto food. When the emotions were tapped away, her craving simply disappeared.

\* \* \*

### **Cinnamon Rolls and Great-Aunt Carla's Love**

“Lottie” craved many sugary treats, but chief among them were cinnamon rolls. As she described the smell and texture of cinnamon rolls on the coaching call, she was so graphic that my mouth began to water! Her craving for them was 10 out of 10 in that moment. We

tapped on several events in Lottie's childhood, but a dominant one involved her great-aunt Carla. There wasn't much love in her life, but Carla had been the person Lottie felt loved her the most. And guess what was Carla's signature dish? Cinnamon rolls! Now, 40 years later, Lottie still associated cinnamon rolls with love. We tapped on the taste, smell, and texture of the rolls, and on being able to feel love without needing to eat. Her craving for cinnamon rolls dropped to a 0, and she said, "Now I can really feel the love that I had with Carla." We'd broken for good her brain's association between love and cinnamon rolls.

\* \* \*

You'll notice one common thread in the stories of Melinda, Sue, Sarah and Lottie. They discovered that their overeating had nothing to do with food; it had to do with love and other emotions. All their nutritional knowledge and all their dietary experience, did them no good till they uncovered the emotional roots of their cravings.

Emotions are likely to be the missing piece in your weight loss puzzle too. Till you work on these

emotional experiences, few of the skills you learn in other programs are going to produce long-term results for you. But when you find that key, it's like the secret to unlocking all the other knowledge you've stored away during your life. You're suddenly able to make use of all the other skills you've learned and apply it for effective and long-lasting results.

Besides joining Karen Donaldson and I for Naturally Thin You Boot Camp, there are several ways in which you can take advantage of EFT to support your weight loss journey. They are these:

1. Pick up a copy of *EFT for Weight Loss* on Amazon.com through this link.
2. Take a live hands-on Clinical EFT workshop. You can see the schedule here.
3. Go through our six week online program, Skinny Genes. You can enroll here.
4. Consult a Clinical EFT practitioner. Many of them offer free initial consultations so you can determine if they're a fit for you. You can find the list of certified practitioners through this link.

5. Register for Naturally Thin You so that the next time we offer a class, you'll get a notification.

As you can tell, I'm passionate about sharing these discoveries with you. Please stick to these seven practices, and you might well surprise yourself by how fast you make progress, and with your long-term results.

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