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# **THE MISSING SKILL** For Health Coaches

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## **THAT DOUBLES CLIENT SUCCESS**

## ARE YOU FRUSTRATED WITH CLIENTS WHO HEAR YOUR GOOD ADVICE, AND JUST DON'T APPLY IT?

Have you ever felt that there was more to what your clients needed than diet, health and exercise advice?

Do you want to serve your clients better, make more money, and have a thriving practice where your clients absolutely adore you?

If you answered "YES" to any of these questions, you're in the right place. Because I have a breakthrough technique that will bring your clients sensational results with their weight loss and health efforts... which will make your reputation and word-of-mouth business grow rapidly.

The average woman loses 9.1 times their bodyweight over their lifetime (Hsu, 2012; Russell, 2014).

To me this isn't acceptable. There has to be a better way. And there is.

Read on to discover how you can dramatically increase your client's compliance with your fitness and diet plans.

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.

As health coaches, it's critical for us to understand the keys to long term weight loss. And more importantly, it's our job to give them to our clients.

The 7th and final key has been shown to reduce food cravings by 83%. It's also one of the few weight loss strategies that's been documented to KEEP PRODUCING RESULTS LONG TERM.

Make sure to read the 7th key because very few health coaches know about this technique and we've found it to be one of the best tools for helping our clients stay on track.

What has the National Weight Control Registry research shown that makes these people so successful?

Here are their seven essential behaviors...

### WEIGHT LOSS KEY #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.

### WEIGHT LOSS KEY #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.

### WEIGHT LOSS KEY #3:

They exercise regularly.

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).

### WEIGHT LOSS KEY #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 weightloss program.

### WEIGHT LOSS KEY #5:

They eat a diet that is low in calories.

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.

### WEIGHT LOSS KEY #6:

When they slip, they get back on track fast.

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.

As a health coach, fitness coach or nutritionist, you probably knew most if not all of these 6 factors. The 7th weight loss key is the one that will transform your abilities as a "miracle worker" and give your clients the tools they need for long term results.

## WEIGHT LOSS KEY #7:

Using EFT To Overcome All Obstacles And Stay On Track.

Eft stands for “emotional freedom techniques” and is also known as “tapping”.

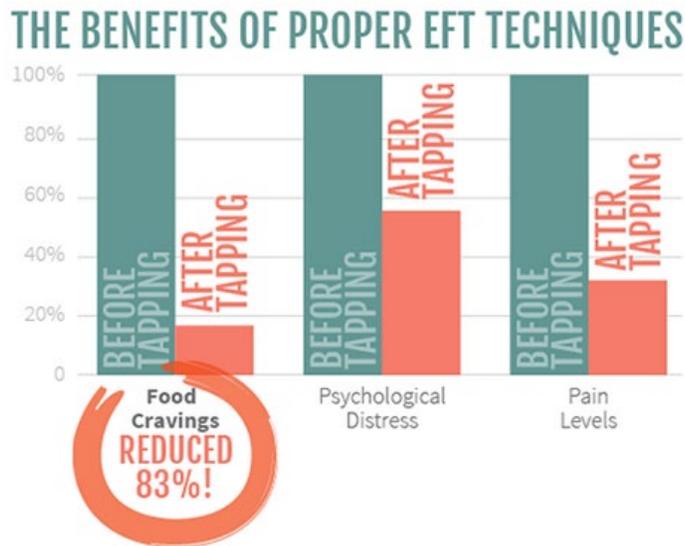
EFT is a “master practice” which reinforces the other six practices.

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.

### EFT, CRAVINGS AND WEIGHT LOSS

Several studies show that EFT is effective for weight loss. In an outcome study, participant cravings for treats like chocolate, cake, candy and alcohol were reduced by 83% (1).

A second outcome study of a 6 week online weight loss program showed participants losing 12 lb between the start and end of the program, and a further 3 lb in the following 6 months (2).



And it gets better...

A randomized controlled trial showed that in the year after an EFT weight loss program, participants lost an average of 11 lb. These studies show that not only is EFT effective for weight loss, but unlike yo yo diets, the effect is permanent, and that the skills participants learn result in ongoing weight loss long after the program has ended.

1. Church, D., & Brooks, A. J. (2010). The effect of a brief EFT (Emotional Freedom Techniques) self-intervention on anxiety, depression, pain and cravings in healthcare workers. *Integrative Medicine: A Clinician's Journal*, 9(4), 40-44.

2. Church, D. & Wilde, N. (2013). Emotional eating and weight loss following Skinny Genes, a six week online program. Reported at the annual conference of ACER, the Association for Comprehensive Energy Psychology, May. Submitted for publication.

3. Stapleton, P., Sheldon, T., & Porter, B. (2012). Clinical benefits of Emotional Freedom Techniques on food cravings at 12-months follow-up: A randomized controlled trial. *Energy Psychology: Theory, Research, & Treatment*, 4(1), 13-24.

## EMOTIONAL FREEDOM TECHNIQUES AND COGNITIVE BEHAVIOURAL THERAPY IN THE TREATMENT OF FOOD CRAVINGS

A group of researchers compared Emotional Freedom Techniques/tapping (EFT) to Cognitive Behavioural Therapy (CBT) for food cravings in adults who were overweight or obese in an 8-week intervention. EFT was shown to be as effective as CBT to reduce cravings and dietary restraint.

*Citation (APA Style): Stapleton, P., Bannatyne, A., Porter, B., Urzi, K.C., & Sheldon, T. (2016). Food for thought: A randomised controlled trial of emotional freedom techniques and cognitive behavioural therapy in the treatment of food cravings. Applied Psychology: Health and Well-Being, 8(2), 232-257. doi:10.1111/aphw.12070*

## BENEFITS OF EMOTIONAL FREEDOM TECHNIQUES ON FOOD CRAVINGS AT 12-MONTHS FOLLOW-UP

Ninety-six overweight/obese adults were allocated to a 4-week EFT treatment.

This randomized, single-blind, crossover trial tested whether participants who used Emotional Freedom Techniques (EFT) maintained reduced food cravings after 12-months and updates previously reported 6-month findings.

Degree of food craving, perceived power of food, restraint capabilities, and psychological symptoms were assessed pre- and posttest and at 12-month follow-up for collapsed groups.

**Significant improvements occurred in weight, body mass index, food cravings, subjective power of food, craving restraint, and psychological coping for EFT participants from pretest to 12 months ( $p < .05$ ).**

It appears EFT can result in participants maintaining reduced cravings over time and affect weight and BMI in overweight and obese individuals.

*Citation (APA Style): Stapleton, P., Sheldon, T., & Porter, B. (2012). Clinical benefits of Emotional Freedom Techniques on food cravings at 12-months follow-up: A randomized controlled trial. Energy Psychology: Theory, Research, and Treatment, 4(1), 13-24.*

## EMOTIONAL FREEDOM TECHNIQUES IN THE TREATMENT OF UNHEALTHY EATING BEHAVIORS

This feasibility study sought to examine the impact of a six-week Emotional Freedom Techniques (EFT) group treatment program upon eating behaviours, self-esteem, compassion, and psychological symptoms.

Forty-four students were randomly allocated to either the EFT group.

Results: Results revealed improved eating habits, self-esteem, and compassion at follow-up. Findings provide preliminary support for EFT as an effective treatment strategy for increasing healthy eating behaviours and improving associated weight-related psychopathology.

*Citation (APA Style): Stapleton, P., Chatwin, H., William, M., Hutton, A. Pain, A., Porter, B. & Sheldon, T. (2016). Emotional freedom techniques in the treatment of unhealthy eating behaviors and related psychological constructs in adolescents: A randomized controlled pilot trial. Explore, the Journal of Science and Healing, 12(2), 113-122.*

If you're still reading up to this point, then I'm sure we can both agree that you it's in you and your client's best interest to share these life-changing methods with them.

Here's 6 examples on how you can use EFT with your health clients.

*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 exactly 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 overeating.*

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 uninstall 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.

If you want to learn how to use EFT and take your success as a health coach to new heights, then [CLICK HERE NOW.](#)