

## What is Emotional Freedom Techniques?

Introduced by Gary Craig in 1995, Emotional Freedom Techniques (EFT) is a simple and gentle tapping technique that falls under the umbrella of "energy therapies". It is fast becoming recognised by mainstream psychology for its powerful healing abilities.

Based on the ancient principles of acupuncture, it seeks to address unresolved emotional issues that negatively impact on our physical and psychological wellbeing. This is carried out using a simple and painless (no needles!) tapping procedure that gently realigns the body's energy system.

EFT works on the premise that negative thoughts, memories or experiences cause disruptions in the body's energy meridians, resulting in physical, psychological or emotional pain. When applied properly, EFT re-balances the energy disruptions and in the process dissolves associated symptoms, leaving the person with an experience of *emotional freedom*.

Easy to learn, EFT is a highly effective tool that is ideal for self-help. Not only has it wide appeal because of its effects, which are usually rapid and long lasting but also because it can be used to work on a variety of issues. Some of these include:

- addictions and cravings
- phobias
- anxiety
- panic attacks
- anger
- depression
- grief
- trauma
- abuse
- physical disease
- and more...

In addition it can help you to increase your self-confidence, raise your self-esteem, achieve your goals, attract success into your life and improve your sports performance. EFT is essentially at your fingertips and can be used anytime, anywhere. You can try it on everything!

For information please send us an email us at [caroline@peoplerich.com](mailto:caroline@peoplerich.com) if you would like more information.

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