



Brad Yates

Tapping into Natural Weight Loss

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BRAD YATE

TAPPING INTO NATURAL WEIGHT LOSS

Shelley: What is EFT or Emotional Freedom technique, otherwise known as tapping and how can it be used to support the holistic weight loss process?

Brad Yates: Yeah, absolutely. I'm happy to do so and I'm happy to be here. EFT is short for Emotional Freedom Technique, and it's a process of tapping on acupuncture points. For thousands of years in Chinese medicine, they said that there's this flow of energy through the body and when this energy is stuck or out of balance, then we experience illness, disease, discomfort. And so, in acupuncture, they stick needles in key points around the face or around the whole body to stimulate the proper flow of energy which restores us to our natural state of health and well-being.

So psychologist named Roger Callahan found that by tapping on these key points, not only were physical issues shifted but emotional issues were shifted and he's able to clear fear and anger and sadness and all these uncomfortable feelings and taking from that that this disruption of the energy system was the cause of negative emotions. So, by tapping on these points, which is very simple, it clears out all this uncomfortable feelings and it's the simplest, easiest stress relief technique I've ever found.

Shelley: We were exploring some of the processes that you have on your videos. And, yeah, it's a simple technique and I could feel how effective it was immediately. So, as I understand you have a background in Energy Psychology and Hypnosis, what inspired you to become an expert in the Emotional Freedom Technique?

Brad Yates: Well, I started as an actor. I was doing that for a while and when my wife was pregnant with our first child I thought, "Maybe I should have a backup career." So, rather than getting a regular 9 to 5 job, I became a hypnotherapist. And I really enjoyed that process. I loved working with people to—working with their mindset, shifting their mindset so that they could be more successful in every area of life in terms of career or in terms of their physical health and well-being.

And after I've been doing that for a few years, I was introduced to Emotional Freedom Technique and it just blew me away. It was so quick how the changes could happen and it also put the power, literally, in the person's own hands. So that, with hypnosis, some folks have a difficulty doing self-hypnosis and so when you're in a moment of stress, it's kind of hard to call your hypnotherapist and say, "Hi! Put me under and I need to feel better right now." So, what I'd like to see if you really put it in the person's own hands and they could start to have that shift right there. So, that was about 2000. So, I'm been doing this for a while now. Just I find it very powerful.



Shelley: Yeah. It is. It's a method for these dysfunctional thoughts that come up and the reprogramming with this positive affirmation and that combination. You can move forward in a new light. I really appreciate that. In your experience, what are roadblocks getting in the way of losing weight naturally and keeping it off for good?

Brad Yates: People have all kinds of reasons for the things that lead to being overweight. The eating for comfort. Food is nutrition, it's fuel for our body but we tend to misuse it. We have never taken our car to the gas station, fill the tank and as soon as it clicks off coz it's full, then open the trunk and then start filling the trunk. But we tend to put in far more fuel than we need because we're not feeding the body so much that we're feeding emotions.

So, so many people have learned over time that eating comforts, uncomfortable feelings—we're always doing the best we can. And I'd like to say that self-sabotage is simply misguided self-love. We think that were treating ourselves with love. It's like, "Oh, I feel bad, I'm gonna have a donut or I'm gonna have an extra helping of this or that." And so, the behavior of over eating then is triggered by this emotional stuff. And this programming, what we've taken on as belief that it's helping us because of things that happened in our childhood, "Oh, you're feeling bad? Here, have piece of candy. That'll make you feel better."

And so, we start to have this emotional hook to food as opposed to just seen it as something that's putting into our bodies, what we need. Then, there's another aspect of holding on to the weight, where it becomes a safety issue. Someone may feel that they're not safe in the world and so they like to have some extra cushion to pad them against the slings and arrows of outrageous fortune as it were. Through tapping process, it helps clear out the blocks and we start to see some of the reasons. I've heard a lot of different reasons. I remember once woman saying, after we've been tapping for a while and she was clearing out the blocks and the fears, she was able to get more clearance, she said, "(sighs) I've got it. I am so afraid that if I were thinner, I will be more attractive and the guys would hit on me and I'm afraid that I'd be unfaithful to my husband."

Shelley: Wow.

Brad Yates: And she hadn't consciously been aware of that but she suddenly recognized, "I'm keeping the weight on to save my marriage," because she didn't trust herself. Then we could shift and find more positive ways to make sure she had integrity in her marriage.

Shelley: Yeah. That's like peeling back the layers and learning about the self and I love the self-love, self-sabotage really that misguided self-love.

Brad Yates: Yeah. Everything we do is we're trying to take care of ourselves. We just have some kind of wacky ways of doing it but it's all happening in such an unconscious level that we're not looking and go, "Oh, shoot there's an attractive guy over there. I can't trust myself. I better go and have some more cake." It isn't conscious at all.



The stuff goes on and the programming started many, many years ago, so we start to peel that back and go, "Okay, I'm trying to take care of myself. I'm just using the method that doesn't really work for me."

Shelley: Yeah. And once you release yourself from that, you invite a whole new reality, a whole new world and in your relationship with food to begin with. Yeah. So, what are specific keys and strategies then that you teach to unlock roadblocks like that that might come up?

Brad Yates: Of course the primary tool I use is the EFT Tapping. And, as we tap, like you we're saying, it's like peeling back the layers of an onion. So, the more we tap, the safer we feel. What happen is we get into fight or flight mechanism. We become frightened in life. And so, we start to shutdown, become more close-minded and we start to rely on our own called "defense mechanisms". So, with the tapping, we lower our cortisone levels, the stress hormone, we start to calm down and we start to be able to see, "Okay, wait a minute.

This thing that I'm afraid of, is this a real threat?" "No?" "Okay, well I can calm down now and I can look at what's going on here and I can start to look at what's motivating my behavior in terms of eating or what's not motivating my behavior in terms of exercising and how do I shift that?" And as we get more clear on that, then we can become more specific in our tapping and we can even look back at a key instance in life. We can start to say, "Oh, you know what? I remember, boy, when I was 6 years old and my mother was looking at a magazine," and saying, "Look at these women they're all so skinny," or something like that. There's all kinds of different things that happen in our youth that we take on and we go, "Oh, it's not gonna be safe for me to be thin.

I need to put on more weight" or whatever that kind of stuff is. And as we become more clear on that then we can start tapping on the specific incidents, even though mom said "These women were too skinny," or whatever might be. And as we clear out the discomfort and the emotional tie there, we can say, "Okay, that was mom's opinion. I'm not gonna be controlled by that anymore."

Shelley: Yeah. Through mapping out these emotional traumas we create this awareness and it holds space for transformation to come forward.

Brad Yates: Absolutely. Yeah. We set ourselves free. I mean, I like to say that emotional freedom is the freedom to make better choices. So many of the choices we make, we don't have the freedom. We just find ourselves doing things, it's like, "Ah, I can't believe I'm eating that again. I can't believe that I went another day without exercising." But it's because we didn't really have the freedom to make these healthier choices. And as we clear these things out from the past and then when we get the emotional freedom to then say, "Yeah, I wanna do that. I see myself as a healthy person." And as we see ourselves as healthy, then we naturally take successful actions. Our behavior is naturally successful. It's, have-to-dos becomes want-to-dos.



Shelley: Yeah, that urgency calling us for it to hear ourselves. Yeah. Well, I understand you created an in-depth Optimal Wellness Program? Please describe a little more for our listeners and what inspired you to create it?

Brad Yates: Well, it's a package of a bunch of different programs that I've done. I get inspired by what I hear people say and I get inspired by my own life. "Oh, what would really help me?" And so creating different tapping rounds to clear out different issues and I call it "Optimal Wellness" because wellness is all encompassing of life. Our physical health, our relationships, our finances, how we relate to other people in different areas of our lives – they are all interrelated. Very rarely do you find somebody whose life is perfect in every way except for their weight. So, as we start to clear out the things that block us in all of these different areas, we have a greater sense of peace and well-being and we naturally start taking healthier action in all the different areas of our lives, including how we treat our physical body.

Shelley: This is the power of holistic and seeing through the holistic model.

Brad Yates: Absolutely. I mean, we can certainly focus on just weight loss, but if we're gonna experience stress in other areas of our lives and our go-to defense mechanism is to eat, then even though we've been dealing with weight loss and things like that, there's gonna still be a part of us saying, "I need to cope with this argument I just had with my boss" or "What's going on in my marriage?" or "The fact that I'm in debt right now." And so there's gonna be part of us going, "What do I do? What do I do?" "Well, you could always eat something." (Laughs).

Shelley: Yeah.

Brad Yates: So, we want to be really taking a holistic approach to shifting our mindset in all the areas of our lives. And so, that's why I include things on craving for food but also on money, also on fear of public speaking, sports, sail all these different things. And some folks might look and go, "Well that doesn't really relate to me." Well... (laughs)

Shelley: Yeah. Yeah.

Brad Yates: The challenge here is just to look at it and see. Even if it doesn't look at first like it does, there's gonna be issues that come up and will be cleared no matter what you're tapping on.

Shelley: Wow. It sounds like the beginning of a step-by-step that you work on in the Optimal Wellness Program. How does it usually go for you with the program?

Brad Yates: Well, as you go through—and it's step-by-step in terms of how we clear stuff out because when we look at a particular issue and we can identify, "Wow, how much is this bothering me, how much stress is coming from this area of my life?" and we start tapping through that.



The first step is to just start tapping. But to get going on it as opposed to so many of the things like, "Oh, I get all the books and put them on my shelf and then someday I'll read them." First step is getting going and we become more clear about what's bothering us. And the thing about the Optimal Wellness Program is you can take in straight down the list or you can go with, "Oh, I wanna do this now or I wanna do that now."

And it's just a matter of allowing yourself to be guided to go in and clearing the different levels of what's bothering you. So that, again, while we can focus on particulars like eating habits or exercising habits, which are definitely good to look at, as we also look at these other things that show up in life that causes stress, then we just naturally find ourselves having healthier habits in our eating, in our exercising. We find that we have more energy.

That's one of the things with exercises like, "I just don't feel like it." And we find that we have more energy to do things. The more I tap myself the more I get focused on really living in a healthy way and being focused on what I want, who I wish to be, I find myself I get up 5 in the morning to workout. I find it the more I made a line with who I would choose to be, the easier is it to jump out of bed and get going. And I find myself looking forward to it as opposed to, "Oh, I gonna workout now."

Shelley: Yeah. So there's like, as you set these goals, basically, goals start to develop as you clear out whatever has been blocking your sense of wellness. Yeah. And so, yeah, the choices get better.

Brad Yates: And they come more naturally as opposed to looking and going, "Oh, I've got all these things I'm going to do. What do I need to do?" Then, we just find ourselves just naturally being drawn to the next best action. Success becomes natural as we see ourselves successful. And we see ourselves successful as we go through these different areas of life, step-by-step going through. "How has been my social life?" "How has been my relationships?" "How has been my physical well-being and what's getting in the way?" "Why might I not be allowing success?" That's one of the keys. The extent to what we— don't have what we want, is the extent which we're resisting it. So, looking at "Okay, if I choose to be a swimmer, if I choose to have a healthier, fitter body, why am I resisting that?" "What's the pay off for not doing that and what am I afraid will happen if I do it?" That's the biggest thing is fear. 6

Brad Yates: When we really look at, What am I afraid of? What am I afraid will happen if I eat better? "Oh, well, I'll miss out on this or that." What am I afraid of with exercise? "Oh, I'll be so tired or I won't have time." And then also looking at, "What am I afraid will happen if I were physically fit? What am I afraid would happen if were vibrantly healthy?" "Oh, I have this all energy and people would expect more of me. People would be asking me to do things and I'd have no excuse." So, these things that we don't consciously consider, but as we sit down and look at them and particularly, again, doing the tapping, because the more we tap, the more we can let go of the perceived threat and actually allow ourselves to get these answers.



That's part of the fun thing that's going through; the process like the Optimal Wellness package is because it covers so many different areas, areas that we might not think of for ourselves. We tend to, again, self-sabotage us, misguided self-love. There's a part of us that doesn't want us to know the answer. It's like, "While we're much safer being overweight, so I'm not going to let you know the different things that will help you let go of the weight." Now we just allow ourselves to jump in there and start following through these different tapping rounds and exercises. We naturally start to create a shift and those things show up, we become more clear and we say, "Ah, that's what I'm afraid of!" tap-tap-tap-tap. "No, I'm not afraid of that anymore."

Shelley: Yeah.

Brad Yates: "It's perfectly okay for me to be alive and living healthy. And it's okay for people to ask me out and wanna do things. And I can handle it. I can handle life. I can handle being healthier."

Shelley: Yeah. Yeah and I like the humor about how those fear grows.

Brad Yates: Yeah . Gary Craig who developed EFT calls it "our comedies." (laughs) All these stuff in our brain that tells us why we couldn't or shouldn't do different things. As we start to tap through them, we can start to say, "Oh, that's really kind of funny that I would think that."

Shelley: Yeah. (laughs) Yeah. And that's what I noticed about in your videos this light-hearted humor that actually you feel this healing on a deep level, but the lightness, it's just such a refreshing way to approach our feeling off-center.

Brad: The brilliant philosopher Mary Poppins said, "A spoonful of sugar helps the medicine go down." (laughs)

Shelley: Yeah. (laughs) That's beautiful. Yeah. So, what if one of our listeners got started today with your Optimal Wellness Program, what would their lives look like 60 days from now? 7

Brad Yates: 60 days from now, if they were going through and doing tapping on a daily basis – and I recommend tapping on a daily basis because stress builds up. We say, Okay, we should brush our teeth on a daily basis. We should take a shower on a daily basis. Because we know that if don't, people start avoiding us. (laughs)

There are consequences. We don't do that with our energy. We don't recognize that stress builds up. We will allow different things to happen and then someone will say something and we'll blow up at them all out of proportion or we'll take it in on ourselves and will binge eat, or something like that.



And we'll do something harmful, not even recognizing that's because we've left that stress build up in a way that we will never let dirt build up on our bodies or teeth. So, it's a dental floss tapping to me is like mental floss. Wow.

Shelley: You gotta do it on a daily basis to get that gun tap. And just like if somebody were to pick on floss in their teeth, then do it on daily basis. They're going to get a much better report from their dentist. If someone takes on this tapping, goes to this Optimal Wellness Program, it could be fewer than 60 days, people are going to say, "There's something different about you and you seemed more relaxed."

And you're also going to find yourself naturally eating healthier. not even a matter of, "Oh, I'm okay. I have a little more resolved to not eat that." The interest in eating certain foods will just go away. Just find that, "Why would I put that in my body?" or when it's time to eat a meal and you'll eat and you'll recognize when you've had enough. You'll know what you're satiate and say, "That's done. Put the rest on a doggie bag."

Shelley: I like that. It's like our energy needs a ritual daily for cleaning just exactly like what you would physically...

Brad Yates: Yeah. We got to take care of ourselves. But it's something that no one ever tells us. Our parents tell us to, "You need a shower. You need to brush your teeth every night." Most parents don't know, "You're getting a lot stress. That stress is building up, you better relieve it. Not with another piece of cake, you go and do some tapping." Too often we—especially depending on different cultures we definitely have used food to calm that stress. And you see it on the media and you turn on the television set, you watch people exercise and playing sport and they're grimacing in pain, "Oh, exercise is pain." But you're watching all of garden commercial and everybody's eating pasta and they're the happiest of they could possibly be.

Shelley: Yeah.

Brad Yates: Our brains take that in. We're kind of in the state of hypnosis all the time and taking those messages in. So, we have a very, most of the time, a very definite program of "Exercise is painful. Overeating brings me joy."

Shelley: Wow. Yeah and you have to see that that offers that way of deep programming.

Brad Yates: Yeah. Absolutely. We clear that out because our bodies naturally know what to do. Our bodies are not programmed to overeat. Our bodies know when we've had enough. It also knows what it wants. Now, the things that we crave are not because we're designed to want that but it's because it has an emotional attachment to it at some level.

Shelley: Yeah. The emotions, they can take over and it start to shape, this fear start to shape and then ultimately create a shape in our bodies.



And yeah, you're right. The physical exercise, I mean, are there any that you recommend that someone could do that would help?

Brad Yates: Well, they say walking is one the greatest exercises because it's easy to do, it's low impact. One of the things I did is, I have a treadmill and I setup a desk over my treadmill where I have laptop.

Shelley: Nice.

Brad Yates: So that rather than sitting down with a donut in front of the computer to read my email, first thing in the morning, I read my email while I'm walking. So, I'm burning calories while I'm doing little tasks like that. If I spend 20 minutes going through email, checking things on Facebook or YouTube or different things that I need to do, I can sit there and go, "Okay. I just spent half an hour or whatever and I've walked 2 miles or whatever." (laughs)

Shelley: Yeah.

Brad Yates: So, there are things you can do. You can get programs, books on tape, put them on your iPod and go walking so you can multitask and make it healing a positive experience for your body and your brain. I do it and I have teleseminars and programs that I listen to while I'm watching cardio tapes.

Shelley: Nice.

Brad Yates: So I do aerobics while listening to things like that.

Shelley: Yeah. And you're nurturing the physical—

Brad Yates: And really allowing yourself to know that you're worth it. I get up early, I get up at 5 so that I can do it before my kids are up because then I make breakfast to get them off to school and stuff. I'm not saying that everybody needs to get up at 5. I recommend tapping on a daily basis. How you do the rest of the stuff is something that depends on you. But so many people will say, "I don't time to exercise." And I would say, "You don't have time not to exercise." Your body needs that. Your body needs nurturing. People will put nurturing their physical body so low on the list of priorities but so important to everything you do.

Shelley: Do you work with other modalities? I know you make combinations, like, you work with EFT with other practices like Ho'oponopono and that's one I noted, which was—it was beautiful. Something I've worked with before and then finding the two together. Yeah.

Brad: There are so many things that—EFT works so well as a complimentary therapy to other things you might be doing, saying affirmations, saying prayers. Sometimes I just tap while saying different kinds of prayers or just saying positive things. I also use hypnosis a little bit.



I still do hypnosis coz it's so nurturing for both the body and the mind. But, I mean, there are lots of healing modalities out there. Anything you do that's nurturing, that's an act of love for yourself is a good thing. (laughs)

Shelley: Yeah. When the affirmations that are worked with in EFT, could you give the listeners an example of how you might convert a negative thought around weight loss or their self-image and use that in our tapping?

Brad Yates: That's a great thing of bringing up Shelley. Thank you.

Shelley: You're welcome.

Brad Yates: Because, so often, when we are overweight, we say the nastiest things to ourselves. (laughs)

Shelley: Yeah.

Brad Yates: And we feel so bad about ourselves. And so, at that point, we're not really prone to nurturing ourselves. That's like, "Well, I could work out and I could eat better." But why? "Coz I'm so worthless. I'm a cow. I'm this, I'm that—" whatever the words are that we use to put ourselves down. Then we're not seeing ourselves as someone who's worthy deserving of this nurturing.

So, I think it's so important that we learn to love ourselves, not when we've lost the weight. It's not, "If I could just lose 20 lbs, then I could really feel good about myself." It's learning to love yourself right now. So, I would say, take some of the statements, whatever it is that you might say about yourself, "I'm so fat. I'm a cow. I'm this—" And put it into EFT statement, "Even though I think I'm a cow, I choose to love and accept myself." If anybody knows the tapping, I'm going to recommend you tap right now even as you hear me say that word coz I can imagine people go and being vey reactive to that word.

Shelley: Yeah.

Brad Yates: That I'm not fair to be judgmental, I just recognized and I've heard that from so many people. It's a very common term that the people have used because they've heard from other people. And so then we take it on and it becomes this identity thing, "Well, I see myself as this." And if you see yourself as that, then the behaviors are going to correspond—80-90% of our behavior is unconscious.

So, 80-90% of the time, we're going to unconsciously be acting out whatever we see ourselves as. So, we want to be tapping on that.



And as we tap through, we clear out the uncomfortable energy. We start to recognize, "Well, that's not who I am at all. I'm not a cow. What a ridiculous thing to say about myself. Who ever came up with that comment?" And then it becomes silly and we lose the emotional attachment to it. If somebody said, "You cow" it's like "Yeah. Whatever dude." We don't feel that about ourselves anymore and we start to see ourselves as worthy and deserving of love, right here, right now, exactly as you are.

Shelley: Yeah. Just take that in, hey—

Brad Yates: Yeah. And you convert that wording as you go through and say, "I thought of myself as a cow and now I love myself. I'm a beautiful human being. I'm a magnificent child of the universe." So often with affirmations, we're saying them consciously but 80-90% of our behavior again, is unconscious. So, as we say it consciously, if we say, "I'm beautiful." And our unconscious programming is that, "No, I'm a cow." Then every time we say, "I'm beautiful," 80-90% of the impact that's being had is, "No, you're a cow."

But that comes through on our emotions and our energy system, so as we're tapping, we start to clear that and we start to recognize the truth. Our higher selves already know, "Of course I'm beautiful. Of course I'm worthy and deserving of love. Yes, I'm lovable." And so, we clear out the negative impact that comes up with that. And, also in EFT, we'll also use the negative comments and will say, "I think I'm a cow" whatever the words are that would come to mind, whatever the particular insulting words you might use for yourself or you've heard from other people.

And people will often say, "No, no, positive thinking. You can only say positives." Well, that's like, you know, if your dog leaves you a little present on your carpet, that's like saying "I'm not gonna look at that. I'm gonna pretend it's not there and I'm just gonna look around at the rest of my living room which is so nice." Part of you knows it's there and if you pretend it's not there, you're gonna step in it and spread it around. Yeah, you don't wanna dwell on it, you don't wanna dwell and go, "Oh my god, they called me a cow."

You don't wanna sit there and be thinking about it. You don't look at the poop on your carpet and go "Oh my God left this present." You just recognize it's there; you focus on it long enough to clean it up. You clean up the mess, you clean the carpet and then it's done and then you don't have to worry about it anymore. Then you're in your living room, it's like "I don't have to worry about stepping in something."

So, as we deal with the negative attachments to these different terms, or these different insults, we cleared that out and we don't have to be afraid of it anymore and that gives us so much more freedom and we don't identify it. And, it's a much more peaceful way to live.

Shelley: And, you're not bypassing something negative.



Brad Yates: Right, what you resist persists. So clean it out and recognize it's not who you are. You are not defined by your circumstances, your circumstances are created by how you've been defining yourself and as you learn to change how you define yourself your circumstances will naturally change.

Shelley: When you talk about the tapping points, are there specific ones that you work with often or that you might work with weight loss?

Brad Yates: Yeah, in EFT we use the same basic 8 or 9 points.

Shelley: Okay.

Brad Yates: And, there are acupuncture points all over the body and different processes might use different points. Originally, the tapping process was developed by a gentleman named Roger Callahan who tapped different points in different sequences for different issues. And, Gary Craig, thinking like an engineer, said, "Okay, for all of you using 8 or 9 points, then why don't we just tap them in a row from top to bottom and not worry about using this one or that one, not trying to figure it out but just tap all of them." I don't wanna confuse anyone.

When I say 8 or 9, it's like, "What, you're not sure? After all this time you've tapped you can't keep a count." (laughs) It's just that there are some points that I'll use in some workshops and sometimes in a live workshop.

There's a point called "under the breast," and especially if you're in a live workshop working with people who are overweight, that could be a very uncomfortable point for people to try to tap in front of other people. So, we would then do 8 points instead of 9 points.

Shelley: Yeah, just as effective. Well, I like the grounding and the physical too when you're working with this map of your emotional, mental and how to change and transform.

Brad Yates: Well, the mind and body is connected. So trying to do something in just the mental way, we'll miss in something. So, doing this mind and body technique and really connecting the two just makes that much more effective.

Shelley: So, Brad, would it be possible for you to just share with us an example of EFT?

Brad Yates: I thought you'd never ask. (laughs) Absolutely. So, I will now quickly describe the points for folks who haven't done it before. We're gonna be tapping on—. The meridians run up and down both sides of the body, these are the pathways of energy and the points run along these different pathways. So, you can tap with either hand on either side of the body.

So, just to make it easier right now, just say if we're tapping with our right hand, you'll tap with the index and middle finger. And, go ahead and tap these points as I describe them.



The first point is the karate chop point on the left hand. So, on the side of your left hand between your wrist and your pinky, where you would make a karate chop, that's the first point you'll tap. And, we'd tap 5 to 10 times on each point.

Brad Yates: The next point we're gonna tap is the eyebrow point and that's right there at the beginning of the eyebrow, sort of, in the center of the face above the nose. The next point is the side of the eye. So, if you follow the eyebrow out to the outside corner of the eye, you tap there. And, following the edge of the eye socket around underneath the eye, right there under the middle of the eye, tap in right there.

Then, right between the nose and upper lip, tap it under the nose and tap it under the mouth and that's right there, right at the top of the chin, right between the chin and the lower lip. The next point is the collar bone point and if you feel that your collar bones come together, there's a little U-shape at the base of your throat. Actually if you make a fist you can tap that whole area where the collar bones come together. Next point is under the arm, about 4 inches below the armpit, kind of, the bra strap level. I'm sure even the guys can figure out where that one is.

And last point we're gonna tap is the top of the head. And so, using all of your fingers, just tap around in a circle all around the top of your head. And then, you know, basic EFT, you can just tap through the points. If you're feeling stressed, you don't need to worry about saying words, you can just tap to the points to start clearing the energy and start to calm down. We're gonna use wording here. In the basic form of EFT, you can say the same things over and over, you can repeat an affirmation over and over, you can hum a song if you want, whatever feels right.

So don't worry about the words but in this process I'm gonna take you through and do some more elaborate wording. And, because I don't know who's listening to this and I don't know what's going on for you, I have to say that you must take full responsibility for your own well-being because as we mentioned EFT is like peeling the layers of an onion. So, if you're sitting on some heavy emotions, you've been repressing some stuff, that stuff might start to come up through the tapping so you might wanna wait until you have somebody there to support you.

So, with that being said, everyone, close your eyes. Take a deep breath and hold it and let it go. (exhales) And, imagine looking in a full-length mirror and say, "I love myself." Go ahead and rate that on a scale of 0 to 10 in terms of how much you believe it. 10 being, (snorts), what's not to love? zero being, "Who are you kidding? How could I love this person?" And, just notice any physical sensations that come up around that. Now, very often in EFT, we start off with a statement of even though, like "Even though I don't fully love myself" but just for the fun of it, for this demo I'm gonna use a positive statement.

So, Shelley, if you will be my echo voice, repeat back the phrases that I say and then I'll invite everyone else to just repeat what I say along with you. And, I'll tell everyone which points to tap and we'll move around.



Shelley: Okay.

Brad Yates: You ready?

Shelley: Ready.

Brad Yates: Alright. So, tap in the side of the hand.

Shelley: Okay.

Brad Yates: I choose to love myself.

Shelley: I choose to love myself.

Brad Yates: And I choose to accept myself.

Shelley: And I choose to accept myself.

Brad Yates: I choose to love myself.

Shelley: I choose to love myself.

Brad Yates: And I choose to honor myself.

Shelley: And I choose to honor myself.

Brad Yates: I choose to love myself.

Shelley: I choose to love myself.

Brad Yates: Just as I am.

Shelley: Just as I am.

Brad Yates: Right here and right now.

Shelley: Right here and right now.

Brad Yates: Without any conditions.

Shelley: Without any conditions.

Brad Yates: I choose to love myself right now.

Shelley: I choose to love myself right now.

Brad Yates: And I choose to deeply and completely...



Shelley: And I choose to deeply and completely...

Brad Yates: ...love, honor and accept myself.

Shelley: ...love, honor and accept myself.

Brad Yates: Tap the eyebrow point. I choose to love myself.

Shelley: I choose to love myself.

Brad Yates: Side of the eye. I choose to really love myself

Shelley: I choose to love really myself.

Brad Yates: Under the eye. And I choose to clear whatever stops that.

Shelley: And I choose to clear whatever stops myself.

Brad Yates: Release works too. Under the nose. I might have a lot of reasons...

Shelley: I might have a lot of reasons...

Brad Yates: Under the mouth. ...why I shouldn't or couldn't love myself.

Shelley: Why I shouldn't or couldn't love myself?

Brad Yates: Collar Bone. Especially when I look in the mirror.

Shelley: Especially when I look in the mirror.

Brad Yates: Under the Arm. How could I love that person?

Shelley: How could I love that person?

Brad Yates: To top of Head. But my higher self says...

Shelley: But my higher self says?

Brad Yates: Eye Brow Point. How could I not love that person?

Shelley: How could I not love that person?

Brad Yates: Side of the Eye. What's not to love?

Shelley: What's not to love?

Brad Yates: Under the Eye. There may be some things I'd like to change.



Shelley: There might be some things I'd like to change.

Brad Yates: Under of a Nose. But those things don't make me unlovable.

Shelley: But those things don't make me unlovable.

Brad Yates: Under the Mouth. There may be things about my body.

Shelley: There may be things about my body.

Brad Yates: Collar Bone. That I'm not particularly fond of.

Shelley: That I'm not particularly fond of.

Brad Yates: Under the Arm. But I love myself.

Shelley: But I love myself.

Brad Yates: Top of the Head. And the more I love myself.

Shelley: And the more I love myself.

Brad Yates: Eye Brow Point. The more I take better care of myself.

Shelley: The more I take better care of myself.

Brad Yates: Side of the Eye. The less I love myself.

Shelley: The less I love myself.

Brad Yates: Under the Eye. The less likely I am.

Shelley: The less likely I am.

Brad Yates: Under the Nose. To really take care of myself.

Shelley: To really take care of myself.

Brad Yates: Under the Mouth. And maybe I've used food to comfort myself in the past.

Shelley: And maybe I've used food to comfort myself in the past.

Brad Yates: Collar Bone. So if I get myself upset with myself for how I look.

Shelley: So if I get upset with myself for how I look.

Brad Yates: Under the Arm. Then I feel bad.



Shelley: Then I feel bad.

Brad Yates: Top of Head. And I resort to the only way I know to feel better.

Shelley: And I resort to the only way I know to feel better.

Brad Yates: Eye Brow Point. And that makes me feel worst.

Shelley: And that makes me feel worst.

Brad Yates: Side of the Eye. I am breaking that cycle.

Shelley: I am breaking that cycle.

Brad Yates: Under the Eye. I'm finding better ways to nurture myself.

Shelley: I'm finding better ways to nurture myself.

Brad Yates: Under the Nose. And I deserve that.

Shelley: And I deserve that.

Brad Yates: Under the Mouth. I deserve self-care.

Shelley: I deserve self-care.

Brad Yates: Collar Bone. I deserve love.

Shelley: I deserve love.

Brad Yates: Under the Arm. Clearing the reasons I couldn't or shouldn't love myself.

Shelley: Clearing the reasons I couldn't or shouldn't love myself.

Brad Yates: Top of the Head. Clearing the mouth at a cellular level.

Shelley: Clearing the mouth at a cellular level.

Brad Yates: Eye Brow Point. Clearing the mouth all the way back through my past.

Shelley: Clearing the mouth all the way back through my past.

Brad Yates: Side of the Eye. Back through all those times.

Shelley: Back through all those times.

Brad Yates: Under the Eye. When people told me I wasn't loveable.



Shelley: When people told me I wasn't loveable.

Brad Yates: Under the Nose. In some way or another.

Shelley: In some way or another.

Brad Yates: Under the Mouth. Maybe they actually set it?

Shelley: Maybe they actually set it?

Brad Yates: Collar Bone. Or I just decided that's what they meant.

Shelley: Or I just decided that's what they meant.

Brad Yates: Under the Arm. It was all a misunderstanding.

Shelley: It was all a misunderstanding.

Brad Yates: Top of the Head. Either theirs or mine.

Shelley: Either theirs or mine.

Brad Yates: Eye Brow Point. That any suggestion that I'm not loveable.

Shelley: That any suggestion that I'm not loveable.

Brad Yates: Side of the Eye. Is definitely a misunderstanding.

Shelley: Is definitely a misunderstanding.

Brad Yates: Under the Eye. And I'm re-educating myself.

Shelley: And I'm re-educating myself.

Brad Yates: Under the Nose. And I'm allowing myself to recognize.

Shelley: And I'm allowing myself to recognize.

Brad Yates: Under the Mouth. It just how darn loveable I am.

Shelley: It just how darn loveable I am.

Brad Yates: Collar Bone. I am worthy and deserving of love and respect.

Shelley: I am worthy and deserving of love and respect.

Brad Yates: Under the Arm. And I'm treating myself with love.



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Shelley: And I'm treating myself with love.

Brad Yates: Top of the Head. In body, mind and spirit.

Shelley: In body mind and spirit.

Brad Yates: And take a deep breath. And go ahead and close your eyes. Imagine that mirror again and say, "I love myself."

Shelley: I love myself.

Brad Yates: And again, rate that on a scale of 0 to 10, see if that number's come up. Hopefully it's come up, hopefully in an ideal world; it's up to a 10 already. (Laughs). Go ahead and allow yourself to recognize perhaps even in that tapping round may be some specific reasons about why you couldn't or shouldn't love yourself that you have come up then you could do specific tapping rounds on that.

But as you clear that out, as we clear out these reasons we become aware of what is the truth which is of course we're lovable. We're unique expressions of divine light and love. We are magnificent children of the universe. We are absolutely worthy and deserving of love and respect.

Shelley: Wow, such a beautiful process. There were so many moments of vulnerability and moments of realization. Wow. Thank you.

Brad Yates: My pleasure. Thank you. Yeah. I always like to give people to get to have that hands-on, literally, hands-on experience.

Shelley: Oh. That was so valuable. Thank you so much, Brad.

Brad Yates: Oh, my pleasure. Thank you. And I appreciate this opportunity.

Shelley: Yeah. This has been amazing learning about this process, Brad, and your knowledge is gonna be felt by our listeners and the personal experience you're bringing forward, your heart. Please let our listeners know how they can find out more about your work.

Brad Yates: Well they can go to my YouTube videos and I have almost 250 YouTube videos now.

Shelley: Nice.

Brad Yates: So, to help clear that stuff out.



Shelley: Beautiful. I understand you also have a book or you were a co-author of a book on EFT?

Brad Yates: Yeah. I was asked to co-author a book called, "Freedom at your Fingertips." And a colleague brought together 20 of the folks that he thought were for the top in this field and we each wrote a chapter. And I chose to write on happiness because to me that's ultimately what is all about.

Especially in terms of weight loss, we say, "Wow, I wanna lose weight because then I could then be happy." (Laughs). Don't put your happiness off. Don't let your bathroom scale tell you that you can be happy. Choose to be happy and the happier you allow yourself to be the easier you'll find it to cultivate a healthy body.

My children's book "The Wizard's Wish," which teaches children how to tap to feel good. "The Wizard's Wish" or "How He Made The Yuckies Go Away," a story about the magic in you.

Shelley: Well that brings us to a close here, again, I just wanna thank you for sharing your knowledge, your personal experiences and most of all your heart. It's really felt. It's been such an honor.

Brad Yates: Likewise, thank you.

Shelley: Well, have a beautiful day.



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