



**Create&Connect**  
*Brilliantly*

Transforming  
Chaos to Clarity



COACHING • SPEAKING • BUSINESS MENTORING • EVENTS

# Emotional Freedom Techniques (EFT)

## A Fast, Weird Way to Calm Down, Feel Great and Succeed

Betsy B Muller MBA, Master Trainer of  
Emotional Freedom Techniques

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# Today We'll Cover

- **What is EFT?**
- **How EFT Calms the Stress Response**
- **Ways EFT can help YOUR Team**
- **EFT Research Highlights**
- **Experience EFT for Stress Relief**

*Note: hold your questions for the end*

Let's have an experience



# The Fear Response



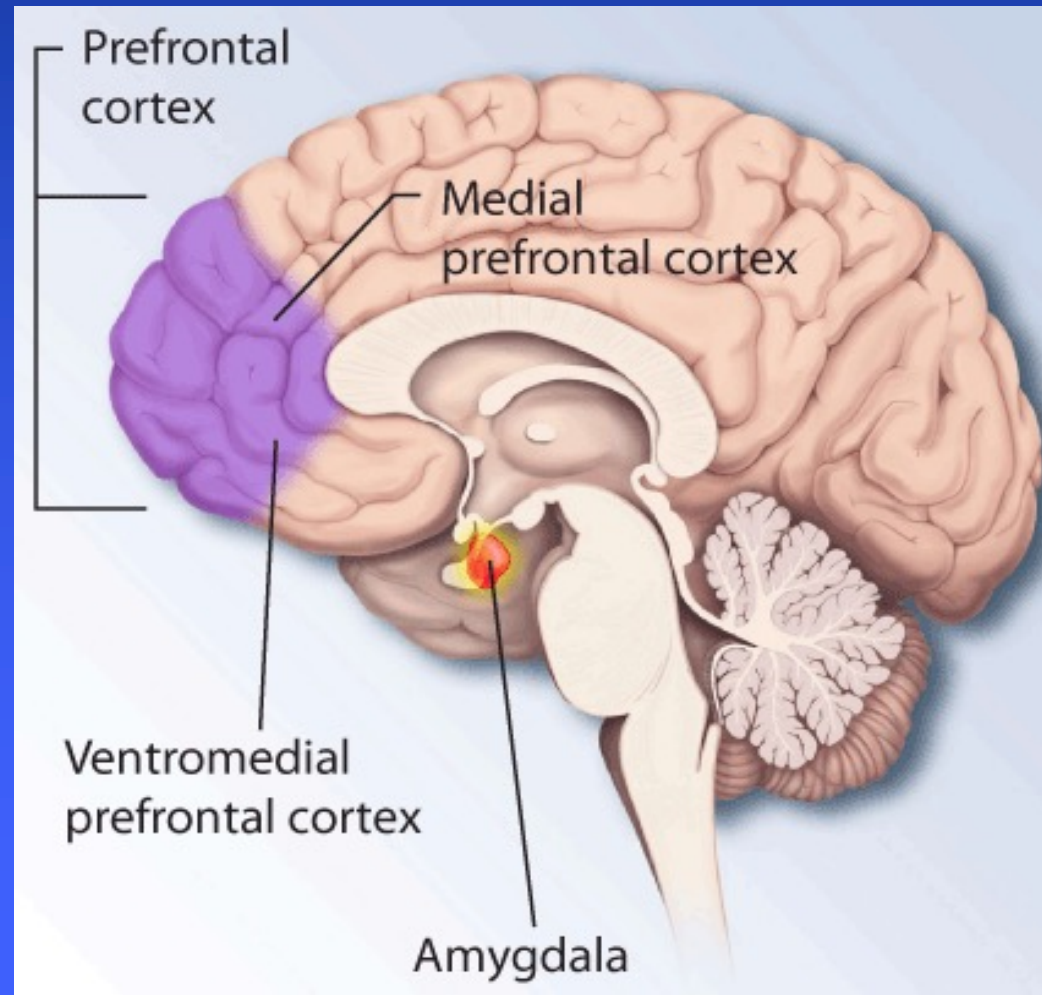


# The Range of Emotions



# Stress and the Brain

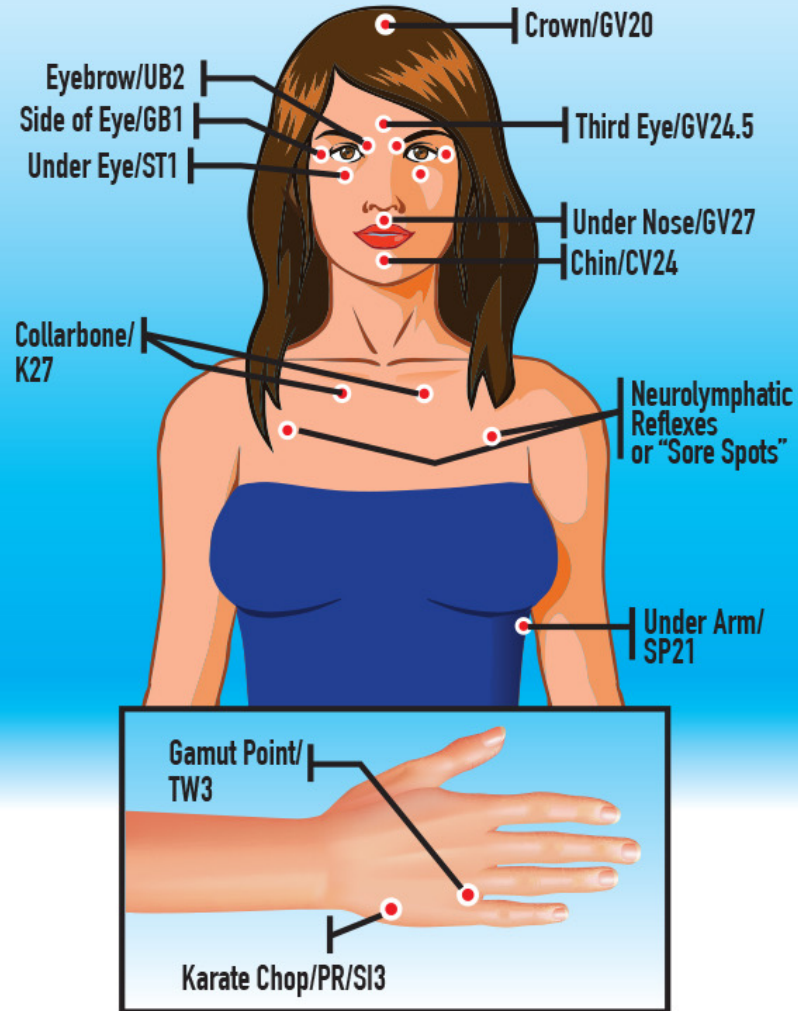
- Lymbic system,  
Amygdala arousal
- Pre-Frontal Cortex  
(rational brain)  
checks out
- Stress hormone  
Cortisol elevated
- Health interrupted –  
sleep, mood, pain,  
confusion, and  
overwhelm





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# What is EFT?



Training • Certification • Mentoring  
[CreateAndConnectBrilliantly.com](http://CreateAndConnectBrilliantly.com)

# Access the Body's Bio-Electrical System to Neutralize Stress Response

- Emotional Freedom Techniques (EFT)
- Naturally calms the brain and nervous system
- Light tapping on specific meridian points
- Reduces cortisol levels, de-sensitizes negative responses to stressors

Church, D., Yount, G., & Brooks, A. (2012). The effect of emotional freedom technique (EFT) on stress biochemistry: A randomized controlled trial. *Journal of Nervous and Mental Disease*.

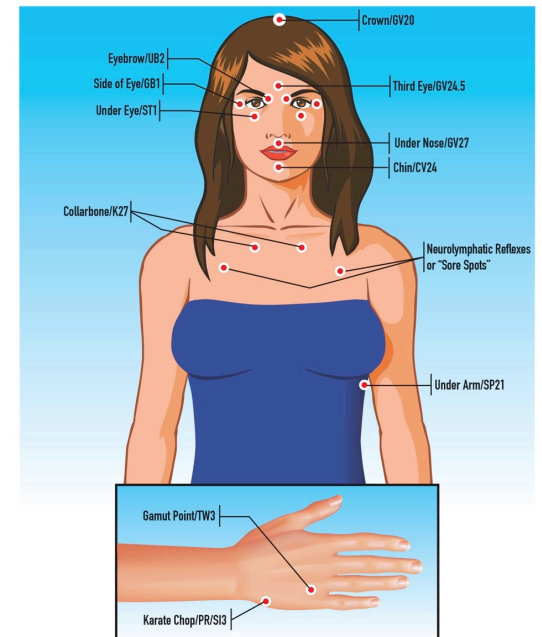


# 125+ Studies on EFT Effectiveness

[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

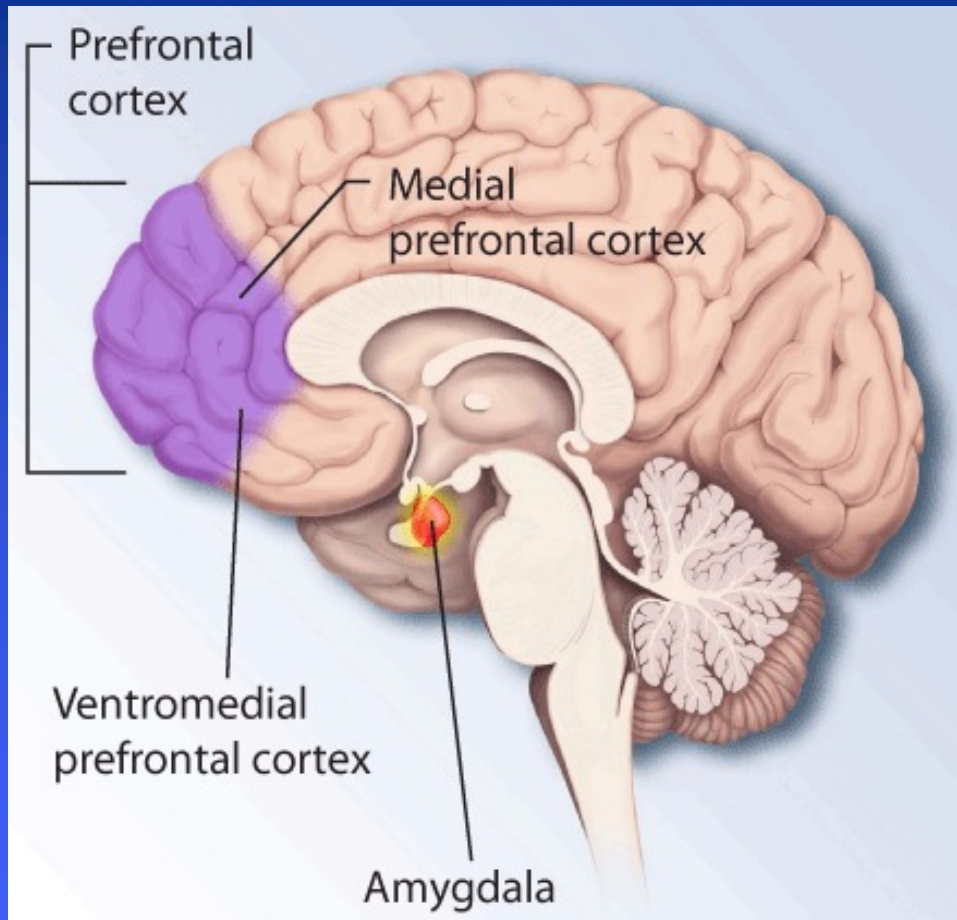
- Weight loss/Cravings
- PTSD
- Depression
- Anxiety
- Pain
- Sports Performance
- Test Anxiety

## EFT TAPPING POINTS



**Betsy B. Muller, MBA, ACP-EFT**  
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Certified Soul Detective, Holistic Business Mentor  
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# How EFT Calms Stress



- Stressful event activates amygdala
- Words/phrases activate prefrontal cortex (rational brain) and reduce arousal of amygdala (Oschner)
- Tapping on acupoints creates pleasant sensation & lowers stress hormone cortisol
- Rational brain regains control, deactivates old neuro pathway.

# Weight Loss/Cravings

[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

- 4+ randomized controlled trials
- Peta Stapleton PhD, Bond University
- Lasting impact at 6 and 12 month follow-ups
- Fascinating fMRI studies documenting lasting change without further treatment



# PTSD

[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

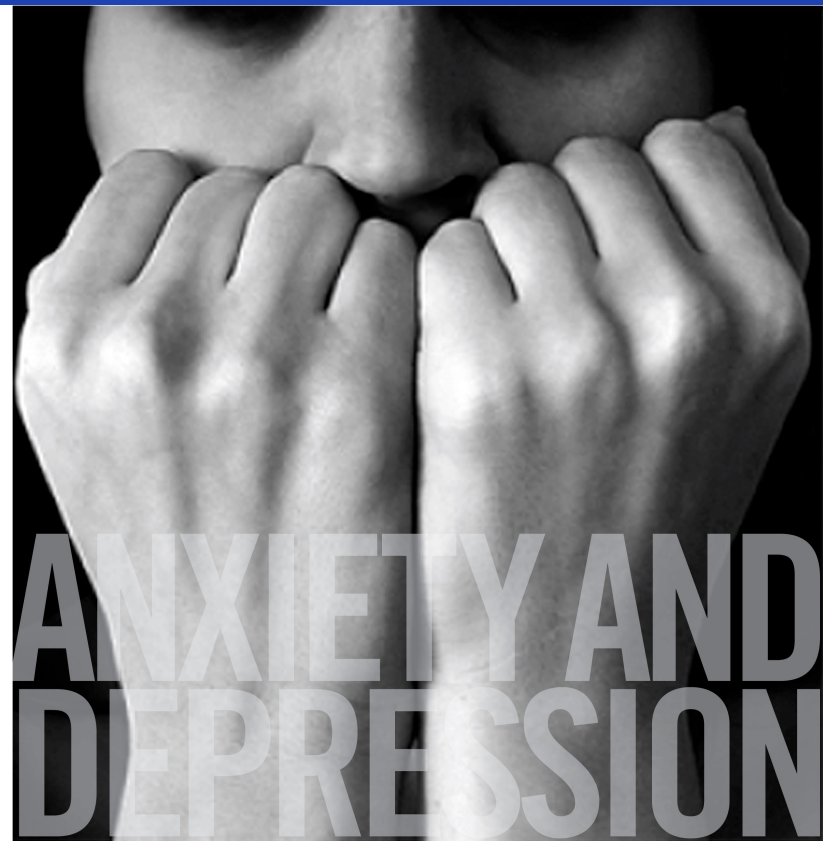
- 7+ Randomized controlled trials (vs. CBT and other standard care)
- Group delivery including spouses resulted in lasting change (lower cost!)
- Other symptoms improved



# Depression/Anxiety

[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

- Decreases observed in studies of **PTSD** and **cravings** as well as stand-alone research
- No detrimental side effects



*TheSilverPen.com*

# Pain & Physical Conditions

[http://www.energypsych.org/?Research\\_Landing](http://www.energypsych.org/?Research_Landing)

- Conditions include headaches, psoriasis, fibromyalgia, tinnatus, chronic pain, phantom limb pain



# Let's try EFT to release some of your stress!



Everyone Is  
Urged to tap  
along!

# Basics of EFT

Choose something to work on & measure your SUDS/distress on a 0-10 scale

- Create a “Setup” EVEN THOUGH Statement and short reminder phrase
- Follow the process, tapping each point 7-10 times
- Pause and re-score, adjust words as needed and repeat tapping until SUDS = 0



# Tips for Best Practice

- Important – EFT is not a substitute for medical care
- Sit Tall. Feet on Ground
- Hydrated
- Tap both sides, top to bottom
- Use simple reminder phrases
- Certified practitioner can help bring faster success

# EFT Works for Your Workplace

- Simple to learn and apply
- At home or on the job for quick relief
- Works for a wide range of physical and emotional stresses
- Can be utilized with children to help with school/sports, learning, social skills and stress reduction
- Group tapping enhances results

# Trauma Transformation

- **U**nexpected.....**C**ontrol
- **D**rama .....**P**riorities
- **I**solation.....**C**onnection
- **N**o Plan.....**A**ction





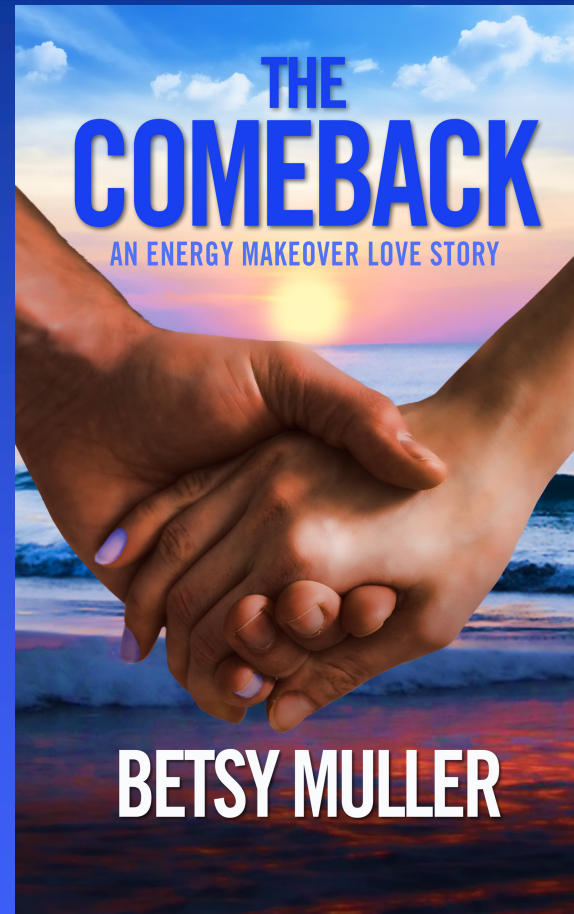
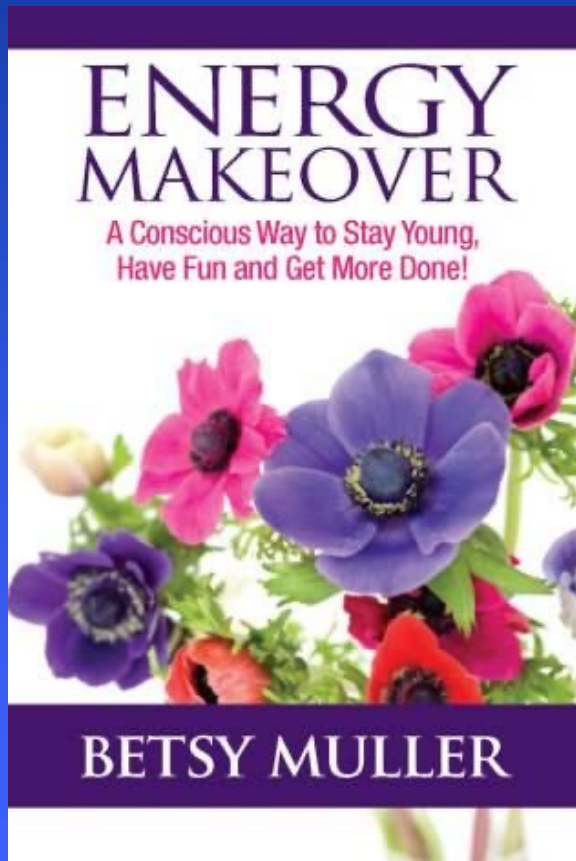
- 
- Special Offer Today:
    - Only \$150 for a 45 minute Intro. to EFT Seminar on Zoom for Your Team (limit to first 10 to respond)



# Resource List

- Betsy's Classes & Events  
<https://www.betsymuller.com/events>
- EFTInternational.org
- EnergyPsych.org
- TheTappingSolution.com
- betsy@BetsyMuller.com
- Betsy's Videos [Tinyurl.com/BetsyTV2018](https://tinyurl.com/BetsyTV2018)

# Books Available on Amazon





A person wearing a dark blue suit jacket, a white shirt, and a dark tie is holding a white rectangular sign with both hands. The sign has the word "QUESTIONS?" written on it in a bold, dark blue, sans-serif font. The background is a plain, light grey color. The image is framed by a solid blue border at the top and bottom.

**QUESTIONS?**

*When you are calm,  
you are clear AND  
make the best  
decisions.*

*[www.BetsyMuller.com](http://www.BetsyMuller.com)*



## **Biographical Information**

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Ms. Muller is a holistic health leader, Master Trainer of Emotional Freedom Techniques (EFT), group facilitator and best-selling author who has helped thousands of individuals and organizations discover their full potential through life balance. She is a teacher and mentor who inspires clients to work competently and ethically with natural healing modalities. She's one of the world's top experts in EFT, the only accredited certified EFT Trainer in Ohio, AND knows what's required to run a successful business. As an International Master Trainer, she integrates decades of conventional occupational health, wellness and business leadership processes into practical, cost-effective solutions for productive living, emotional health, and proactive aging.

In June 2017, Betsy herself experienced serious emotional trauma firsthand when her husband George suffered a sudden cardiac arrest, emergency rescue and significant brain injury while they were vacationing in Michigan. Together they faced a grim diagnosis, weeks in the ICU and long months of separation while he lived at a neurological rehabilitation facility. Betsy's love for her husband, modern medicine, integrative healing methods, faith, friends, and the power of many prayers came together so that George experienced a complete recovery. A book sharing this healing journey, *The Comeback – An Energy Makeover Love Story*, was published in 2019.

Betsy holds a BA in Chemistry from the College of Wooster and an MBA in Systems Management from Baldwin Wallace University. She has a keen interest in the brain/heart health connection and volunteers several times each week in Alzheimer's care facilities with therapy dogs Serena and Peroni. She's a fitness enthusiast and loves traveling to new places.

Learn more at <https://www.betsymuller.com> and connect with Betsy on LinkedIn at <https://www.linkedin.com/in/betsymuller/>