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Managing Cravings with EFT

By Kathryn Martyn, M.NLP

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There are several ways to manage cravings including: Attempting to simply stop eating the food you crave (out of sight out of mind). Modifying your eating habits around a particular food, i.e. cut back on the quantity or how often you indulge. Use EFT to address whatever is driving you to this attachment to this particular food and end the cravings for good.

What Doesn't Work:

Stop Eating the Food you Crave

Eliminating the offending food entirely is rarely successful. We can only limit ourselves for so long before we go crazy, eating everything in sight to make up for the deprivation. This also introduces deprivation and control issues, which many have trouble with leftover from childhood. Would it be better to learn to enjoy your favorites without losing control around them?

Modify your Eating Habits

Modifying your behavior can be successful, but it can also be difficult because even though we want to change, it seems that despite our best efforts, we still find ourselves craving the same things, day after day. It is the "how" that stops us. How can we change a behavior that is a habitual response? How can we stop doing what we don't want to do? There are literally thousands of diet and weight loss books and most offer nothing more useful than the "eat less, exercise more" advice. If it were simply a matter of doing what we know we should do, there would be no obesity epidemic, but it's not that simple. We need to know HOW.

What Does Work:

Use EFT to end the Attachment to a Particular Food

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EFT is often helpful to diminish or demolish the cravings. It can be your HOW. How to change habits that you want to be rid of, how to create new, better habits, that support what you want, instead of what you don't. EFT is simple to learn, and effective.

If you don't yet know how to do EFT, read this brief explanation, then download and print the worksheets, instructions and reminders all in one convenient PDF packet.

Stop Talking Yourself Into It

You've said you are going to stop nighttime snacking, and then the voices start, "I've been good all day, I deserve a treat, just one won't hurt..." You're basically talking yourself into it, and then you're off and running to the kitchen. Most of us find that once we say yes to that voice, there's no holding ourselves back.

As soon as you realize you are doing the "talk myself into it" routine, start using EFT immediately. Catching yourself in the act is difficult at first, but if you keep an open mind, you will start to notice. No matter where you are or what you are doing, you can instantly perform an EFT procedure on yourself, and get quick results. You don't need to wait until later, until the atmosphere is just right, or until you are alone or somewhere you can relax. You can do it while driving, you can do it in a crowd standing on the corner.

Examples of EFT for Ending Cravings

The first round you might notice the craving is somewhat reduced (or it could disappear entirely), but it will likely be lessened. Once you have done one round, re-rate your desire for the food, and if it is still high (more than a six), do another round of EFT right then:

Set-up: "Even though I still want to eat _____, I'm fine just the way I am."

Reminder: "Still want to eat _____."

While I'm doing the EFT round, I might find myself thinking things such as, "It's not that I want to eat them all, it's just that once I start I can't stop."

So, for the next round I'll use that statement:

Set-up: "Even though I can't stop eating cookies once I get started, I deeply and completely accept myself anyway."

Say the "even though" part with gusto, you really mean it! You are okay, just the way you are.

Reminder: "Can't stop"

This round might lead to, "That's not true, I can decide how much I want, I just don't want to limit myself," so the next round might be:

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Set-up: "Even though I hate to limit myself, I deeply and completely..." or "Even though I don't want to limit myself," or whatever words fit your situation.

Reminder: "No limits"

Make this process yours and let your personal thoughts guide you. Doing this will help you unearth core issues and beliefs you may not have realized were there.

More often than not what happens with these simple and effective techniques is you will stop using them. Not because they don't work, but because they do. You will stop because you aren't ready to give up your eating habits – you like the food, you enjoy the taste, the pleasure you gain from the eating is greater than the pleasure you anticipate by making a change in your habits. It's as if you say to yourself, "Screw it, I don't care. I want it now, and I'm going to have it." Much like a small child, you are simply feeding your instant desire, and that's okay too.

Be gentle with yourself. Realize you will do this on occasion, and accept it. It doesn't make you a failure, it simply proves you are human. Accept yourself as you are. If you make a commitment to do

the EFT exercises, even though you don't want to, you will reach success.

In my work reluctance to do something that will work explains why people continue to seek something new. They read new books, they try new diets (witness Atkins, now South Beach Diet), they ask each other (usually their overweight friends) what they are doing (why not ask someone without a weight problem instead?). The answer is they don't really want to make a change for the better, they just want the easy fix. Give me a pill, a simple food plan, make it easy for me, and I'll do it. I can keep on any plan for the short-term, lose some weight, then as I'm gaining it back I can just blame myself. It's my fault for stopping the diet. It's my fault, for not staying on the plan.

This is not a healthy way to live. Take back your power. You decide what you will or won't do every day. Stop giving that power to others – stop blaming yourself for not staying on someone else's plan, and make your own plan.

This is the single most important thing in anyone's change process: Realizing what you want for your health, your body, your life, is more important than what you get by the instant gratification.

Kathryn Martyn is a Master NLP Practitioner, EFT counselor, and author of *Changing Beliefs, Your First Step to Permanent Weight Loss*. Kathryn has developed a winning program for all ages that includes a simple do-it-yourself process helping kids and adults get past the issues that may be keeping them stuck. Visit her at

for a complimentary copy of

Changing Beliefs to see for yourself how she released over 80 pounds in 1987 and how you can do the same.

How to Gain a Good Self-Esteem – the Easy Way

By Carna Zacharias-Miller

Need more self-esteem? – I thought so.

Just about all of us would like to see some degree of improvement in the way we perceive ourselves. If only there was a magic pill that would make us feel bold, smart, rich, beautiful, and cute all at the same time. Yet, this priceless treasure called self-esteem seems to be elusive and volatile.

To make matters worse, everybody else seems to have it in abundance - so why can't I just grab a big junk of it and hold on to it, at least until I have secured this great job/lover/win?

Well, there is a reason for this: self-esteem is not a single, solid "thing" one can chase down, obtain and possess. It is rather a fluid quality that evolves naturally, when the obstructions that keep it from expanding are dissolved. These obstructions could be: traumatic (childhood) memories, bad habits, fears/phobias, performance anxiety, or a poor body image. In other words, it is usually not a single negative event or circumstance that does the damage: It's the long-lasting, underlying, often hidden issues that erode our self-worth, often without our awareness.

O.K., there really is no magic pill to get rid of all these problems in a very short time, but there is something that comes pretty close: It is called EFT, and it is designed to take on everything that stands in the way of high self-esteem.

So, what is EFT?

EFT (Emotional Freedom Techniques), developed by Gary Craig, is an emotional form of acupuncture. You tap with your fingertips to stimulate certain meridian energy points on your body while you are "tuned in" to your problem. The cause of every negative emotion lies in the disruption of the body's energy system. EFT is usually rapid, long-lasting and gentle. No need for drugs or equipment. It is easily learned by anyone, children included.

Let's say you had a father who told you that you were a failure and that you would never amount to anything. In this case, you could first tune into the pain and the anger surrounding this relationship and tap on these feelings. Most likely, memories will come up. Was there a specific situation when he put you down? What did you feel? Go through every memory and feeling. Often, the emotional intensity decreases immediately.

Another example: You have low self-esteem, because you are overweight. There are several approaches possible. Do you have any cravings? Tap on each and every one of them. Do you dislike your body? Tap on your specific feeling. Emotional pain? Get specific and tap on it.

Sometimes, especially with complex problems, it is more effective to do the tapping under the guidance of an EFT practitioner. However, any tapping on a specific issue and the pain, anger, or sadness that surrounds it, helps. Dissolve the negative emotions that control your life, and high self-esteem emerges

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- naturally.

Carna Zacharias–Miller, EFT–CC, EFT–ADV, is a practitioner in Central Florida who uses Gary Craig's original method. She offers live and telephone EFT sessions. To get more information, participate in a Forum, and to download the Basic EFT Tapping Sequence, visit her web site

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