



103

Disempowering
Beliefs

ABOUT

WEIGHT LOSS & BODY CONFIDENCE

AND HOW TO ELIMINATE THEM IN MINUTES



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In this chapter I'll introduce you to Tapping, a simple, yet life-changing technique that you can use to rewire your brain and body to eliminate the negative beliefs that you have and instill positive, empowering beliefs that will transform your experience around weight loss and body confidence. I'll share some of the science and research behind why it's so effective as well as what some of the world's leading experts, from psychologists to doctors, life coaches and best-selling authors are saying about the technique.

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And finally, in this chapter, I'll show you to how to go beyond what is covered in the ebook, sharing video resources, free audios, articles and more that can help you continue in your growth.

I hope you're excited about what I'm about to share with you. I know I am. :)

Let's get started...



INTRODUCTION

Why (and How) This Book Can Transform Your Future Forever...

What if, starting right now, you could lose weight and feel confident in your own skin using solutions that are natural and sustainable—solutions that make weight loss and body confidence feel *easier* than ever before?

Do you even believe that's possible?

I didn't believe it, either, until I began the journey that you're about to begin. That was when the missing piece of my own weight loss and body confidence journey finally appeared. It's also the "Aha!" moment I've since seen happen for the thousands of women I've worked with.

All of those moments started with the solutions in this ebook.

While those solutions do include the "103 Disempowering Beliefs About Weight Loss & Body Confidence," that's only one part of what I'll share with you in these pages. In addition to unearthing your limiting beliefs around weight loss and body confidence, the solutions in this ebook will rewire your brain and body so that you can feel great in your own skin.

Before we get started though, I want to strongly recommend that you join me for one of my webinar presentations on ["The Biological Weight Loss Trap: Why Most People Struggle to Lose Weight and How You Can Use EFT Tapping Today to Finally Lose Weight Faster Than You Ever Thought Possible!"](#) by clicking here.

On these webinar presentations I'm able to demonstrate the techniques that have worked for me and the thousands of women that I've worked with to guide you to go deeper than I can in a book alone.

Typically the webinar presentations run about an hour so be prepared to go deep and get some amazing results! OK, let's keep going...

While the solutions presented in this book will help you to lose weight, that won't be the best part. What will really excite you is the body confidence you'll feel, and how natural — even effortless — the process will feel.



This may all sound too good to be true. If you're like many of the thousands of women I've worked with, your struggle with your weight and body may have started at a very young age. And if not, perhaps your struggle started when you had kids. Or maybe the pounds just began adding up slowly over a particular period of years.

Regardless of when it began, the bottom line is, you want to lose weight, and more than anything, you yearn to feel great in your own skin!

While you may, on some level, sense that weight loss doesn't guarantee body confidence, appreciating your body as it is now likely feels impossible. It likely feels like giving up, and I know you're not ready for that. That's why you're here!
☺

The thing is, no matter how disciplined and "good" you are at following diet plans and exercise programs, getting results that last eventually starts to feel like either a losing battle or a full-time job — sometimes both.

Again and again, you may have been told to limit, cut back, and control certain foods in your diet. But where do pleasure and enjoyment, as well as fun and fulfillment, fit into that process?

Like the thousands of women I've worked with to help lose weight and gain body confidence, it's likely that no one ever considered the most important person in your weight loss process — you!

They simply told you how to restrict and eliminate in your diet, but never how to lose weight while also feeling great. They examined your body size and your dinner plate, but never factored in *you* — the amazing, loving, creative, unique and inspiring woman that you are!

For so many of us women, the process has been especially challenging because of the limiting beliefs around weight loss and body confidence that we have absorbed through a culture that's obsessed with weight loss. We've built beliefs such as:

- I can only feel good and appreciate my body after I lose weight.
- Losing weight is the result of dieting and depriving myself of pleasure.
- I can't feel confident/successful/happy when I look like *this*.
- Weight loss is hard.



Even when we do have some weight loss success, maintaining it can feel nearly impossible because of the immense internal battles we fight.

We battle to reach that impossible ideal that society has created for us...

We battle with food restrictions and limitations that take away our sense of freedom and choice...

We battle with pushing ourselves to exercise just for weight loss, not enjoyment...

Weight loss has come to a point where it feels like a never-ending uphill battle. One that leads to fatigue, overwhelm and eventually to failure.

No matter how hard you try, you eventually end up back where you started. You then begin to wonder, is losing weight even worth it?

As time passes, losing weight and feeling confident in your own skin begin to feel like the impossible dream.

Ever felt like that? Like losing weight and feeling great in your body is something *other* people — skinny people, lucky people, people with better genes — get to experience?

And that no matter how many countless diets, workout plans, or “new age” ways to boost your metabolism you try... the results will never come, and if they do, they won't be sustainable?

I get it. I've been there. The whole process is... *exhausting*.

It's a rollercoaster ride that leads to feeling imprisoned inside a body you're sure you'll never love. A body that seems determined to work against you, unwilling to support you in your attempts to lose weight and feel confident in your body.

But what if all of that struggle around weight loss and body confidence could be in the past? What if you could—*finally*—lose weight while appreciating your body and enjoying your life?

What if, starting now, you could lose weight in a way that feels natural, sustainable, even pleasurable? What if you could awaken each morning to a body you can feel good in, a body you can feel grateful for?



That's exactly what the solutions in this ebook can do for you. They can change your entire experience around weight loss and body confidence, and put you on a path of sustainable and long-lasting results.

Keep in mind, this isn't a diet plan. When you look inside this ebook, you won't find advice about what to eat, or how often to exercise. Instead, I'll share solutions that allow you to release far more significant obstacles to weight loss and body confidence.

Using the solutions in this ebook, you'll not only identify your limiting beliefs around weight loss and your body, you'll — *finally!*— shed the stress and emotions those beliefs create. Without those obstacles in your way, you'll be amazed by how different your weight loss and body confidence journey feels.

Before we continue, there's one thing you need to know. The solutions in this ebook work for women of all ages, women with all kinds of different experiences and stories.

It doesn't matter if everyone in your family has always been "big," or if your struggles with weight are new. The solutions I'll share in these pages are a seamless blend of ancient wisdom and Western science. They can work for everyone and anyone, at any age, and in any circumstance.

So, tell me, are you ready?

I think you are. This is your time to create the life and body you want. Let's keep going...



ABOUT THE AUTHOR

As we begin this journey, I think it's important that you know who I am...

My name is Jessica Ortner. I'm the *New York Times* best-selling author of **The Tapping Solution for Weight Loss & Body Confidence** — a book based on my revolutionary online program, which has helped more than 10,000 women tackle the stress that leads to weight gain and low body confidence.

I'm also the producer of *The Tapping Solution*, a breakthrough documentary film on EFT/meridian Tapping as well as the host of *The Tapping World Summit*, an annual online event that has attracted more than 1,500,000 attendees from around the world.

At TheTappingSolution.com I have the privilege of working with my brothers Nick and Alex, father Martin, and twelve other amazing team members.

If you'd like to learn more about me and the amazing team I get to work with, just go to <http://www.thetappingsolution.com/about>.





CHAPTER 1

Discovering Your Limiting Beliefs About Weight Loss & Body Confidence

“You’re been criticizing yourself for years and it hasn’t worked. Try approving of yourself and see what happens.”

—Louise Hay

If you’re honest with yourself, do you believe that you can “have it all”—that you can feel confident in your body, lose weight *and* enjoy your life?

For years, I didn’t believe that was possible for the simple reason that it had never been my experience. In fact, I was sure that I could only love my body *after* I’d lost weight. Until then, my happiness would have to be on hold. Until I’d lost enough weight, I would shrink emotionally, punish myself every time I saw my reflection, and avoid attracting too much attention.

Since I also believed that weight loss was about limiting pleasure and increasing control—over my appetite, food choices, exercise and more—**I could never relax or feel confident in my body or myself.** Even when I did diet long enough to lose weight, my results didn’t last.

Before long, I began to believe that I didn’t have the “right” body type, or was missing the “skinny genes” some women seemed to have. As a result of those beliefs (and others!), **I spent years feeling unworthy, sure that I was somehow broken.**

Because I believed that I couldn’t be good enough until I lost weight, I also had a bad habit of attracting people, especially men, who didn’t hesitate to insult my weight. Those are stories for another time, but let me just say that it was an incredibly painful time.

If you’re struggling with feeling good in your own skin, with losing weight and loving your body, you know what I mean.



Weight and body image issues add so much stress to everyday life, preventing you from feeling healthy, energetic, worthy, even lovable. If you stop and think about your weight and your body right now, how do they limit you?

How have your weight and your feelings about your body affected your well-being, your relationships, even your career? Do you keep your ideas to yourself or avoid meeting new people when you're having a "fat day" because you'd rather go unnoticed? Do you avoid being in pictures and being seen when your jeans feel tight?

I know I did.

It wasn't until I took an honest look inside myself that I realized why I'd been stuck for so long. When I did that, I realized that my beliefs—around weight loss, food, exercise, body confidence, even "skinny girls"—were running my life. That was when I finally understood why weight loss and body confidence had always been such a struggle for me.

As it turned out, the primary obstacle standing between me and my body confidence, and lasting weight loss, was the ONE part of my experience that I had never considered relevant — my inner life.

That "Aha!" moment was a major turning point for me. For the first time, I could see how much power I had to transform my experience around weight loss and body confidence. **By taking a close and honest look at my own beliefs, as well as the emotions they create, I knew that I could begin to transform my relationship with my body and with weight loss, as well.**

As important as that moment was, however, that realization alone never could have transformed my weight loss and body confidence journey. Just seeing how much my beliefs were limiting me couldn't have allowed me to lose my first ten pounds in one month while feeling happier and more relaxed than I had in a very long time.

It was only when I used tapping to transform my beliefs (I'll share how soon) that my weight and my relationship with my body and myself began to change. For the first time in my life, I began losing weight *without* dieting or deprivation, and while enjoying my life *more*.

From that point forward, the results kept coming—not just in pounds lost, but in happiness, fulfillment and body confidence gained.



Keep in mind, none of my results came from “miracle” solutions. Nor did they come from force-feeding myself positive beliefs. Because the truth is, even when you know your limiting beliefs are preventing you from reaching your goals, force-feeding yourself positive beliefs usually doesn’t work.

As much as I believe in and practice positive thinking myself, overcoming old, limiting beliefs often requires more than just *thinking* positive thoughts. Beliefs around weight loss and the body are often connected to deep emotions, as well as old, sometimes buried, memories. Until you can access all of these “roots” of your beliefs, transforming them can feel like a long, slow climb up an impossibly steep mountain.

And while I was more than willing to see my development as an ongoing process, waiting months, even years, to lose weight and feel confident wasn’t what I wanted. I wanted to begin losing weight now, and I wanted to do it in a way that felt physically, emotionally and mentally nourishing.

Can you relate?

If you’ve spent as long as I did on extreme exercise, yo-yo dieting, even weight loss hypnosis (and more!), you’re probably ready to stop restricting and start living. Like I was, you’re more than ready to lose weight *and* feel good, have fun, and experience pleasure.

In order for positive beliefs to change your experience around weight loss and body confidence, however, you have to *believe* them, not just mentally, but emotionally, as well. One of the most powerful ways to access the deeper roots of your limiting beliefs—emotions and memories that are often stored in the subconscious mind—is through the body.

Rest assured, though, none of what I’m about to share is about setting goals or following plans. That’s not at all what we’ll be focusing on. Nor will I be asking you to stop feeling what you’re feeling.

The solutions I’ll share with you in these pages will allow you to release old, limiting beliefs and become mentally and emotionally invested in new and more empowering ones.

Once that happens, your experience around weight loss and your body will begin to transform. With your new, empowering beliefs as deeply ingrained as your old ones once were, you can begin to lose weight in ways that feel pleasurable and balanced. Clients are often shocked by how effortless their results feel.



The first step in this process is identifying the limiting beliefs that have been holding you back.

Even if you think you already know what they are, I hope you'll take the time to read through this list, one at a time, **and be honest with yourself about how true each one feels.**

After you've gone through this process of identifying your limiting beliefs around weight loss and body confidence, you'll learn how to use tapping to fully release them and then replace them with new, empowering beliefs that support you on your journey toward lasting weight loss and body confidence. It's an incredibly powerful process that I've used with thousands of women like you—women who are now waking up to a body they enjoy and appreciate each and everyday.

Let's get started!

Exercise: Identifying Your Limiting Beliefs

To do this exercise, you'll need 10 - 15 minutes of uninterrupted time. Ideally, you'll want to read each belief out loud, and without thinking too much about it, **rate how true it feels on a scale of 0 - 10, with 10 being completely true, and 0 being not true at all.**

For each limiting belief you rate—for instance, "Weight loss is hard"—you'll then rate a related empowering belief—"Weight loss is easy for me"—according to how true it feels on a scale of 0 -10.

103 Disempowering and Empowering Beliefs About Weight Loss & Body Confidence

	<u>DISEMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>	<u>EMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>
1.	No matter what I try, I can't lose weight.		My past experiences don't determine my present or future.	
2.	My whole family is heavy/overweight.		My family's weight doesn't determine mine.	
3.	I've always had a slow metabolism.		Increasing my metabolism is about eating differently, stressing less, and exercising.	
4.	I've been heavy since I was a kid.		I've been heavy for a long time, and I'm ready to change that.	
5.	I have bad joints so I can't exercise.		My sore joints are my body's way of telling me to lose weight and get more active, and I'm ready to listen to what my body is telling me.	
6.	Healthy food doesn't taste good.		Healthy food can be delicious.	
7.	I don't like vegetables/fruit.		I can't wait to try all these new vegetables and fruits, and discover which ones are my favorites.	
8.	Food that's good for you isn't worth eating.		Food that nourishes my body can taste great.	
9.	I'm always tired.		I'm tired of not having energy, and I'm ready to make changes that make me feel better.	
10.	Healthy food doesn't fill me up.		Healthy food can be very satisfying.	
11.	Every time I lose weight, it comes right back.		I can use Tapping to help me relax, lose weight and keep it off.	
12.	I've never been thin.		My past weight doesn't determine my future weight.	
13.	Eating out is more fun than cooking.		Cooking healthy food will be a new adventure. It'll be fun!	

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	<u>DISEMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>	<u>EMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>
14.	Cooking my own food is too much work.		I can relax and enjoy cooking healthier food for myself.	
15.	Eating should be fun, not more work.		I can let myself enjoy cooking and eating healthier food, knowing it's nourishing my body and making me feel better.	
16.	I don't have time to think about what I'm eating.		Eating healthfully gives me more energy, so it's worth making time for.	
17.	I'm always tired when I'm on a diet.		I can lose weight while eating nourishing that fuels my body and makes me feel good.	
18.	I hate exercise.		I can enjoy moving my body, and use tapping to overcome any resistance I feel about it.	
19.	I'm too fat to lose weight.		I can lose weight regardless of my current weight.	
20.	I can never lose more than ___ lbs.		My body can shed weight naturally.	
21.	I'm big boned.		Calling myself "fat" and "big boned" makes me feel bad, so I'm going to practice not using those labels.	
22.	I'm naturally heavy set.		My body is very capable of losing weight in a healthy and sustainable way.	
23.	I don't have the body type to be thin.		I can appreciate my body as it is, and support it even more by losing weight in a healthy, balanced, and nourishing way.	
24.	Exercise is too hard/uncomfortable.		I can enjoy increasing my stamina, and gradually work up to exercise that's more rigorous.	

103 Disempowering and Empowering Beliefs About Weight Loss & Body Confidence

	<u>DISEMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>	<u>EMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>
25.	I can't breathe when I exercise.		Everyone's out of breath when they first begin exercising. I can increase my stamina over time, and enjoy moving my body in the meantime.	
26.	I'm too big to exercise.		There are so many ways to exercise, so I can always find a way to make it more comfortable and enjoyable.	
27.	I'm not in the mood to exercise.		Even when I'm not in the mood to exercise, I can still go do it and end up feeling a lot better.	
28.	I'll always be big/ I've always been big.		I can make positive lifestyle changes and lose weight, regardless of my past.	
29.	Being thin is too much work.		Taking care of myself in healthier ways is worth it because it makes me feel so good.	
30.	My friends/family don't like it when I lose weight.		I can lose weight for me, not to please other people.	
31.	When I'm on a diet, I can't have fun.		I can still have fun, even when I'm losing weight.	
32.	Watching what I eat makes me miserable.		Eating more nourishing food makes me feel much better--it's so worth it!	
33.	If I'm watching what I eat, I'll be boring.		I am worthy, fun and lovable, no matter what.	
34.	No one will like me if I lose weight.		I want to lose weight for me, not for other people.	
35.	People like me better when I'm big.		People love me for who I am.	

103 Disempowering and Empowering Beliefs About Weight Loss & Body Confidence

	<u>DISEMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>	<u>EMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>
36.	I can't live without sweets.		I can use tapping to quiet cravings, and then make a choice that supports my health and wellness.	
37.	Healthy food gives me a stomach ache.		Healthy food makes me feel great.	
38.	If food isn't fried, it doesn't taste as good.		There are all kinds of delicious ways to prepare and cook healthier foods, and I'm looking forward to trying them.	
39.	I don't have time to cook.		Making time to cook and eat healthier food is so important that I'm willing to make time for it.	
40.	If I see sweets, I have to eat them.		If I see sweets and feel tempted, I can use tapping to calm my craving.	
41.	As soon as I see food, I have to eat it.		I can use tapping to create a healthier and more balanced relationship with food..	
42.	I'm always hungry.		I can use tapping to discover what I'm really hungry for.	
43.	I don't have time for tapping.		Tapping makes me feel so much more relaxed, it's worth taking time for.	
44.	I don't fit in with healthy/thin people.		I belong with all kinds of people, regardless of weight.	
45.	Everyone stares at me when I exercise.		When I'm feeling self-conscious about exercising, I can use tapping to let go of that, and then enjoy moving my body.	
46.	Everyone stares at me because I'm big.		When I'm feeling self-conscious about attracting attention, then I know it's time to tap.	
47.	People don't like me because I'm big.		People like me for who I am.	

103 Disempowering and Empowering Beliefs About Weight Loss & Body Confidence

	<u>DISEMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>	<u>EMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>
48.	People feel sorry for me because I'm big.		People appreciate me for who I am.	
49.	I'm a failure because I'm big.		My weight does not define me or my life.	
50.	I'll never be attractive.		I can let my light shine whenever and however I choose.	
51.	Everyone will notice me if I lose weight.		I can feel safe attracting attention.	
52.	I don't like it when people look at me.		It's safe for me to be seen.	
53.	To lose weight, I have to starve myself.		I can lose weight while still really enjoying food, just in moderation.	
54.	To lose weight, I have to give up everything I love.		I can lose weight and still do things I love to do.	
55.	To lose weight, I have to stop going out with friends/family.		I can still have a great social life when I'm losing weight.	
56.	Losing weight means giving up everything that's fun.		I can lose weight and enjoy my life even more.	
57.	I can't live without _____.		I can make healthy choices and still enjoy treats, just in moderation.	
58.	I don't like getting attention.		I can attract attention and still feel safe.	
59.	I hate yoga/running/etc.		I can always find ways of exercising that I enjoy.	
60.	I hate my body.		I am grateful for all my body has done for me.	
61.	I look fat no matter what I weigh.		It's safe for me to see my body in a new light.	
62.	I won't be myself if I lose weight.		My size and weight do not define who I am.	

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	<u>DISEMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>	<u>EMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>
63.	I'll be alone if I lose weight.		I can have great relationships and friendships regardless of my size.	
64.	I have no self-control.		I have all the self-control I need.	
65.	I'll never fit in.		I can be myself and be loved.	
66.	Eating makes me feel strong.		Food isn't the source of my strength—I am!	
67.	Being big makes me lovable.		I'm always lovable just as I am.	
68.	I'll be a different person if I lose weight.		I am me, regardless of my weight.	
69.	I'm not the gym type.		I can find ways to move my body that I enjoy, whether in or out of the gym.	
70.	The holidays just won't be the same without all that great food.		I can enjoy the holidays, including the food, without overstuffing myself.	
71.	I can't live without chocolate.		I can enjoy sweets/chocolate occasionally and in moderation.	
72.	Food is how I enjoy myself.		I can take pleasure in eating healthy food and in many other things.	
73.	Eating helps me relax.		I can use tapping, exercise, and other healthy practices to relax.	
74.	When I'm eating, life seems easier.		I can create more ease in my life by tapping and finding other healthier ways to release stress.	
75.	I feel weak when I lose weight.		My strength comes from inside myself, and I can lose weight without starving myself.	
76.	Watching what I eat is boring.		Focusing on eating healthier foods in moderation is exciting because it makes me feel so much better.	
77.	Healthy food is boring.		Healthy food is varied and delicious.	

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	<u>DISEMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>	<u>EMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>
78.	This is the food I grew up eating.		I'm willing to try new ways of cooking, eating and living my life.	
79.	I need comfort food to feel better.		I don't need food for comfort. I can use tapping to relax.	
80.	I'm weak because I can't control my cravings.		I can use tapping to calm intense food cravings and allow myself to relax.	
81.	I'm more comfortable when I'm big.		I don't have to be a certain size to feel comfortable.	
82.	I'm not the thin type.		I'm a person, not a type, and I can be my best self at any size.	
83.	Losing weight is too hard.		I can lose weight in a healthy, balanced, and nourishing way, thanks to tapping.	
84.	Keeping weight off is too hard.		I can lose weight and keep it off without depriving myself.	
85.	I don't have enough energy/time to exercise.		The more tired and stressed out I feel, the more exercise helps me.	
86.	I'm too out of shape to exercise.		When it comes to exercise, everyone's out of breath at first. I can build my stamina over time.	
87.	Losing weight means I'm giving into the idea that all women have to be thin.		Feeling good about myself is my #1 priority. I'm losing weight for me, not for other people.	
88.	I don't have to be thin to be healthy.		Being healthy is about doing what's best for me.	
89.	Being thin isn't healthy.		I don't have to be either overweight or very skinny. I can find a healthy weight that looks and feels good.	
90.	I'm not the salad type.		Healthy, nourishing food tastes delicious in many different forms. I'm excited to try all of them.	

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	<u>DISEMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>	<u>EMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>
91.	I'm a mom/wife/partner, I don't have time for me!		Making time to care for myself makes me an even better mom/wife/partner.	
92.	My kids have to come first.		By taking care of myself, I'm showing my kids how to value and care for themselves in healthy and balanced ways.	
93.	My metabolism just isn't what it used to be.		My metabolism can and will change as I adopt a healthier lifestyle.	
94.	Ever since I turned __ years old, it's impossible to lose weight.		My lifestyle, not my age, is what matters most when it comes to losing weight.	
95.	My body changed after I had kids.		I am so grateful to my body for giving me children. Now it's time to take better care of myself.	
96.	I'll never have the body I had before I had kids.		Having children is a reason to love my body more, not less.	
97.	I have to eat on the go. I don't have time for real meals.		I can take time to do healthy things that make me feel good, and that includes preparing healthy meals.	
98.	If I can't cook it in the micro-wave, I don't have time for it.		I'm excited to eat more fresh food that's not right out of my micro-wave.	
99.	I don't believe in depriving myself.		I don't have to deprive myself to lose weight.	
100.	My life is too busy already.		Eating healthier food, exercising and taking care of myself is worth the extra time because it gives me energy and makes me feel so much better.	



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	<u>DISEMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>	<u>EMPOWERING BELIEF</u>	<i>How true? Rate 0 - 10</i>
101.	My family doesn't like healthy food, and I don't have time to make myself separate food.		I can make healthy food that tastes delicious, and let my family know how important this is to me.	
102.	I hate drinking water.		When I drink water, I'm giving my body more energy.	
103.	I have to have soda.		I can use tapping to calm all of my cravings.	



Congratulations, you've completed the first step!

Be sure to save your list of limiting beliefs, since you'll need to refer to it later.

Before we continue, I wanted to mention one thing. After doing this exercise, people often feel overwhelmed by the sheer number of limiting beliefs they discover. I want you to know that it's *completely* normal to have a long list! What people often find is that there are a few key limiting beliefs that are the biggest blocks. Once those are eliminated, their weight loss and body confidence journey quickly begins to transform.



CHAPTER 2

What “Tapping” Is and Why It Can Rewire Your Brain and Body for Weight Loss & Body Confidence

At this point, you may be wondering how your beliefs relate to weight loss and body confidence. That’s what we’ll look at next—how beliefs impact you emotionally, mentally and physically—and what that means for you when it comes to weight loss and body confidence.

You’ll also begin learning how to transform your limiting beliefs using tapping, the simple, yet life-changing technique that you can use to rewire your brain and body to eliminate old, limiting beliefs and instill empowering beliefs that will transform your experience around weight loss and body confidence.

I’ll also share some of the science and research behind why tapping is so effective for curbing cravings and accelerating weight loss. I’ll also fill you in on what some of the world’s leading experts, from psychologists, to doctors and life coaches, are saying about the technique.

Beliefs, The Brain and Your Body

Most of us, at some point, were taught that thoughts and emotions are “just in our heads.” Thanks to research done over the past few decades, we now know that’s not true. A simple belief, in fact, creates a cascade of emotional and physical reactions. **In other words, one thought—one belief—can shift your entire experience at any given moment.**

These changes occur so fast and so automatically that we often don’t realize they’re happening. **Neuroscientists estimate that 95% of our lives are determined by the subconscious mind.** Without our conscious awareness, the subconscious mind hijacks our emotions and body by initiating what’s called the **stress response.**

Before we look at that *stress response* in more detail, it’s helpful to understand a



little more about the brain.

When we're looking at transforming beliefs, **it helps to understand that the human brain focuses more on negative outcomes than on positive ones.** In order to protect us, it has evolved to always assume the worst—it's biased toward negativity. In his book *Hardwiring Happiness*, Rick Hanson, Ph.D., explains the brain's "negativity bias" in more detail:

Our ancestors could make two kinds of mistakes: (1) thinking there was a tiger in the bushes when there wasn't one, and (2) thinking there was no tiger in the bushes when there actually was one. The cost of the first mistake was needless anxiety, while the cost of the second one was death. Consequently, we evolved to make the first mistake a thousand times to avoid making the second mistake even once . . . the default setting of the brain is to *overestimate* threats, *underestimate* opportunities, and *underestimate* resources both for coping with threats and for fulfilling opportunities. Then we update these beliefs with information that confirms them, while ignoring or rejecting information that doesn't. There are even regions in the amygdala specifically designed to prevent the unlearning of fear, especially from childhood experiences. As a result, we end up preoccupied by threats that are actually smaller or more manageable than we'd feared, while overlooking opportunities that are actually greater than we'd hoped for. In effect, we've got a brain that's prone to "paper tiger paranoia."

Does this resonate with your experience? Think about it for a moment. Let's say it's Sunday evening, and you're feeling really good. You've had a great weekend, and you feel more rested and relaxed than you have in a while. Basking in the glow, you phone a close friend or relative, excited to share and connect. When you get on the phone, though, it's clear the person you've called is not in a great mood. In fact, they have no interest in hearing about you or your weekend. Instead, they want to vent, and some of their venting is aimed directly at you. You're dumbfounded and shocked. To say you didn't see this coming is an understatement. By the time you hang up the phone, you're really upset. You were in such a great mood before you called, and now you're confused, angry, and hurt. In just 15 minutes, the positive effects of your weekend have disappeared. That night, you lie awake in bed, replaying the call repeatedly in your head. An entire weekend of fun and enjoyment has been usurped by one 15-minute phone call.

That's the brain's negativity bias at work. That's how your primitive brain works.



In other words, the brain responds to negative experiences more intensely than it does to positive ones. The psychologist Daniel Kahnemann was awarded the Nobel Prize in economics for showing that **most people will make more effort to avoid loss than to benefit from an equivalent gain.** In intimate relationships, it typically takes *at least* five positive interactions to counterbalance every negative one. And for people to begin to thrive in life, positive moments usually need to outweigh negative ones by at least a three-to-one ratio.

When you think about your own experiences around weight loss and your body, have you typically had THREE times more positive experiences than negative ones? For most of us, the answer is *no*, or at least, *I don't know*. Either way, the brain's "negativity bias" is determining how you see and feel about your experiences.

So how does the brain's negativity bias relate to weight loss and body confidence? That's where the *stress response* comes in.

Stress, Weight, and Your Body

At all times of day and night, your body is pumping out hormones and chemicals. To put it another way, there's a 24/7 pharmacy inside you. Whether you're asleep or awake, it's always busy releasing different mixtures of chemicals and hormones, based on the instructions provided by your brain.

Unfortunately, many of us are taking a drug that, in excessive amounts, causes weight gain. We take it daily, and that drug is called stress.

Stress begins in the amygdala, an almond-shaped component located in the limbic system, or midbrain. The amygdala has been called the body's smoke detector. When it senses danger, it tells the brain to initiate a physiological *stress response*, also known as the fight-or-flight response.

This stress response creates an overproduction of a hormone called cortisol, which studies have linked to:

- Increased appetite
- Sugar cravings
- Added abdominal fat
- ... And more!

Even mild stress, like worrying about why your jeans feel too tight or that you'll never lose the baby weight, can cause your body to initiate the stress response.



This same stress response happens when you experience common negative emotions like anger, fear, and guilt.

On a physical level, the stress response supports your ability to either flee from or fight against an attack. Toward that end, your adrenaline levels increase, your muscles tighten, and your blood pressure, heart rate, and blood sugar all rise. These physiological changes allow you to react quicker, run faster, and climb higher, all of which would be important in the event of a tiger suddenly jumping out of nearby bushes.

However, because all of your body's energy is being channeled toward self-defense, less essential functions such as digestion are either slowed down or shut down altogether. (Indigestion doesn't register as an urgent issue when you're literally running for your life!)

That inability to digest food properly and efficiently has a negative impact on your metabolism and prevents your body from absorbing the nutrients it desperately needs. Without essential nutrients and nourishment, **your body may then trigger a feeling of hunger, not because it needs more food, but because the stress response has rendered it unable to properly digest the food that is available.**

As a result of the brain's inherent negativity bias and the "paper tiger paranoia" we've developed over thousands of years, we're more likely to stay in the stress response for longer periods of time. That creates a higher risk of negative effects on digestion, metabolism, sleep and more, on an ongoing basis.

So even if you're exercising and eating healthier food, stress can disrupt your weight loss efforts.

This is where tapping becomes such a powerful tool.

Before we look at how tapping accelerates weight loss and body confidence, let's look at something that many of my clients initially struggle with—food cravings.

Cravings... Gone!

Do you ever get cravings so intense, it feels like your body *needs* the food you're craving? Before long, you're halfway through a bag of cookies or chips, only then to be consumed by feelings of guilt and regret. As we now know, those emotions then perpetuate the stress response, slowing down your metabolism and preventing healthy digestion.



It's a frustrating cycle—one that Dr. Peta Stapleton was on a mission to stop. A clinical psychologist in Queensland, Australia, Dr. Stapleton has spent the past 20+ years treating eating disorders in patients and researching weight loss and specific eating behaviors. In this particular study, she wanted to find out what impact tapping would have on intense food cravings, as well as weight loss.

To complete her controlled study, she worked with a group of 89 women, all between 31 and 56 years' old who had a body mass index (BMI) that qualified them as being obese. Over an eight-week period, they completed approximately two hours of tapping per week, which averages out to just over 15 minutes per day.

Just by using tapping—without dieting or exercise—the study participants lost an average of 16 pounds by the end of the study!

Even Dr. Stapleton, who expected participants to lose weight from tapping, admitted to being surprised by how much weight these women lost. What's even more exciting is that the weight loss they achieved during the initial eight weeks seemed to last for six or more months afterward, even though most of the study participants stopped tapping once the initial eight-week period ended. Amazing!

You may be wondering, though, how is that even possible?

The Body's Weight Loss Accelerator

Unlike the stress response, when the body's internal pharmacy is pumping out excessive cortisol, the relaxation response is a neutral state where your body can support healthy digestion and metabolism.

In other words, when your body is in the relaxation response, it's a lot easier to lose weight *and* feel good in your own skin. You may also notice a decrease in appetite – not because you're restricting your food intake, but because your body is naturally able to make better use of the food you've already eaten. In addition, in this more relaxed state, you're less prone to cravings.

To put it another way, when your body is in the relaxation response, your internal pharmacy is supporting weight loss, helping you to feel healthier, even more energized. You're also more likely to get restful sleep.

How, then, can we disrupt the stress response and return the body to its natural relaxation response? That's where tapping comes in. **By quickly interrupting**



the stress response, tapping helps your body to enter into the relaxation response, which supports weight loss as well as a more positive state of mind and body.

In fact, in a randomized controlled study—the gold standard of scientific research—Dr. Dawson Church found that, on average, tapping resulted in a 24 percent decrease in cortisol levels. That percentage decrease is a huge number, scientifically speaking, but it’s not the whole story. Of the 83 study participants, some experienced as much as a 50 percent decrease in cortisol.

The study results were so good, in fact, that the laboratory ran them repeatedly, using extremely rigorous procedures each time to be sure the numbers could be verified. Each time, the numbers came back the same. **Tapping had decreased cortisol levels in the body far faster than the laboratory had ever seen.**

Dr. Church’s research findings support research conducted at Harvard Medical School over the last decade. The Harvard studies show that stimulating selected meridian acupoints decreases activity in the amygdala, as well as other parts of the brain associated with negative emotions. In fMRI and PET brain scans, you can clearly see the amygdala’s alarm bells being quieted when acupoints are stimulated.

Although the Harvard research focused on stimulating meridian acupoints with needles (acupuncture), a separate double-blind study confirmed the same positive impact when acupoints were stimulated without needles—which is what happens during tapping. This ability to communicate with the subconscious mind (aka the “primitive brain”) and the body at the same time is part of what makes tapping so powerful for transforming deeply ingrained beliefs, and supporting you in losing weight *and* experiencing body confidence.

From Stressed Out to Weight Lost... Effortlessly!

Nancy’s stress levels were at an all-time high. A 53-year-old entrepreneur trying to run her business while relocating from New York City to San Francisco, she stepped on the scale one day while packing the contents of her bathroom. She was horrified to see that she was at her highest weight ever. This wasn’t the first time she’d felt surprised and heartbroken while looking at the scale.

Nancy had trouble remembering a time when she wasn’t stressed about her weight. She ran the pattern of starting the latest diet trend, working hard, losing some weight, and then gaining it back. When she did manage to lose weight, she often felt like “the wolves were at my door,” as she put it. One false move around



food and she'd be back to her old ways of eating, and then she'd regain the weight.

As she began her new adventure in San Francisco, she decided she was ready to leave her pattern of chronic dieting and stress in New York. "I kept saying to myself that there had to be another way. I wanted to end this pattern."

After hearing me speak at an event, Nancy began taking my [Tapping For Weight Loss & Body Confidence 7-Week Program](#) in the midst of her move.

By the time Nancy was settled in San Francisco, she had been tapping for four months, often using my tapping meditations. Moving had been stressful, but thanks to tapping, she'd been able to get relief throughout the process. When she finally unpacked her scale, she stepped on and discovered that she'd lost weight. She was shocked, since, throughout the move, she'd been unable (and unwilling) to follow a strict diet plan.

She was so thrilled by her results that she posted a blog about it on a website for female entrepreneurs. This is what she wrote:

I no longer crave sugar, sweets, and carbs. I rarely eat them and don't miss them one bit. And when I do, I savor a small portion guilt free, and it's not a big deal. All the drama around food, weight, and body image has simply been unplugged. I've also lost 16 pounds, pretty effortlessly, I might add! And, most important, now I really understand how stressing about dieting and weight—and especially negative self-talk—only fuel the problem. **Finally, I get what I've been doing wrong all these years! This is the only program I've ever found that nails the emotional stuff that is really at the root of it all.**

Are you ready to lose weight and experience more confidence and self-acceptance, like Nancy did? It begins with learning how to tap.

How To Tap

First let me just say that if you're new to tapping, I understand that it seems weird. Here's how I think of it. You know those times when you try to think yourself out of a thought? You're an intelligent, self-aware person, and you feel like you should be able to use positive reasoning to get rid of that thought or emotion, but you can't because you feel it in your body. It might be anxiety in your chest or a panicked feeling in your stomach.



What tapping does is bridge that gap between your body and your mind. When you tap while focusing on the thought or feeling, you relax the body and send a calming signal to the primitive brain, which is part of the subconscious mind, telling it that it, too, can relax.

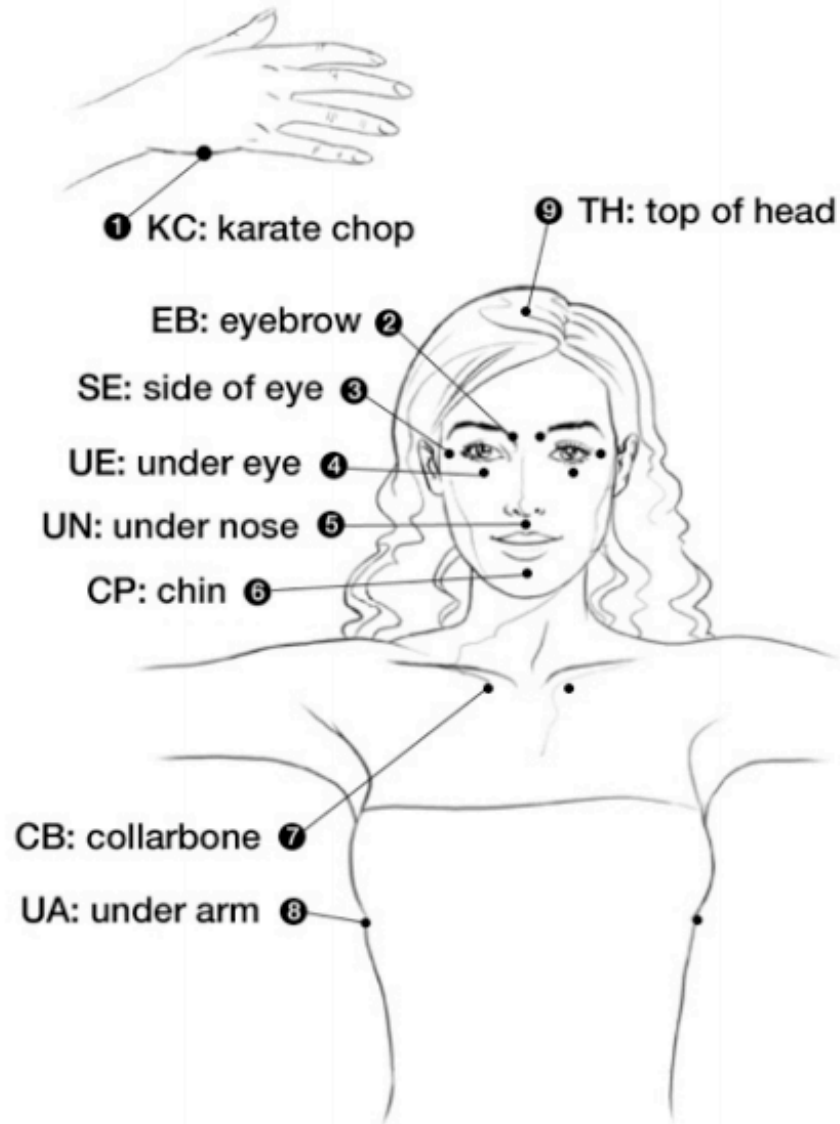
In addition to its effectiveness, one of the reasons my clients have such success with tapping is that it works so well with their busy schedules. It's easy, convenient, and makes you feel great in a matter of minutes.

So let's dive in.

The Tapping Points

To get a visual perspective on how to do the Tapping, where the Tapping points are, and how to best get results, make sure to attend one of my free webinars on ["The Biological Weight Loss Trap: Why Most People Struggle to Lose Weight and How You Can Use EFT Tapping Today to Finally Lose Weight Faster Than You Ever Thought Possible!"](#) by clicking [here](#).

The practice involves tapping on a series of points on the body while speaking your thoughts and emotions. You can see a visual of the Tapping points on the next page.



When you're tapping, your goal is to be as specific as possible. For example, instead of saying "This stress" you can say "This stress around my work deadline." Similarly, instead of saying "this frustration," you can say "all this frustration around diets that don't work," etc.

To begin, we start with the Karate Chop point while repeating what's called the Setup Statement. We then repeat a "reminder phrase" to tap through the remaining points on the body.



Here are the basic steps for tapping:

1. **Choose your tapping target**, and create a reminder phrase. For example, “the panic I feel around needing to lose weight now.”
2. **Rate the intensity** of your target on a scale of 0 to 10 with 0 representing no intensity and 10 representing the highest possible intensity. If you’re taping on a physical sensation, such as a headache, rate the physical intensity of your pain. If you’re tapping on emotions, rate the emotional intensity.
3. Create a **Setup Statement**. The Setup Statement is structured like this:

“Even though I (state the problem), I deeply and completely accept myself.”

Examples:

“Even though I have this sharp, stabbing pain in my lower back, I deeply and completely accept myself.”

“Even though I’m so frustrated because I can never lose weight, I deeply and completely accept myself.”

“Even though I can’t stand looking at my body in the mirror, I deeply and completely accept myself.”

4. **Tap lightly with your fingertips on the karate chop point while you say the setup statement three times.**

5. **Move to tapping through the points** (illustrated above) while using the reminder phrase. A reminder phrase contains the words you use while tapping on the points on the face and the body. It helps you stay focused on the energy you need to clear. It’s not about your wording, this is about being honest and saying how you feel as you tap. The words should reflect your experience.

Examples:

“this throbbing back pain” or

“this frustration over dieting but not losing weight”

“all this anxiety about my work deadline”

6. Once you’ve tapped through the points, **take a deep breath in and check in to see how you feel**. On a scale of 0 to 10, how did your experience change?



7. Keep tapping! **Continue tapping until the intensity comes down.** If an underlying emotion surfaces, trust the process and shift the tapping to the feeling that has come up, especially if it now has the strong intensity. The key to getting results is being persistent and tapping on your specific issue, no matter what it is. Even when what you're tapping on something that doesn't seem related to weight loss and body confidence, keep tapping until you get the relief you desire. So often, issues that don't seem related actually are. I've seen people lose weight by tapping on money stress, relationship issues, and more. What matters is that you tap on whatever issue is bothering you most at any given moment. When you're doing that on a regular basis, you'll find that results come naturally.

What Experts Are Saying About Tapping

"It is an amazing resource tool, and it should be in everyone's first aid kit... It is profoundly powerful. It has manifested literally miracles in my own life." - Dr. Joseph Mercola, Founder, Optimal Wellness Center

"If you are currently carrying extra weight, then your body believes it is not safe to lose weight; it is fighting for your life. When your body believes that it is safe to lose weight—or better, safer to be thin—your body will *force* you to lose weight. You will be working with your body's natural laws instead of violating them. Weight loss will then become automatic, effortless, and inevitable... Tapping is one of the simplest, most effective tools anyone can use to immediately start seeing results." – Jon Gabriel, author of *The Gabriel Method*

"I love the idea that you can teach somebody to use it, and it, very often, will quickly improve the quality of their life." – Cheryl Richardson, *NYT* Best-selling author

"I think we're all looking for something to make us feel better, but in a real way. This isn't just taking a pill." – Carol Look

"It's easily learnable and doable." – Jack Canfield

"EFT is like peeling layers of an onion, and we just keep finding things... it's just remarkable how these things open up and they feel a new feeling of relief, and you see people just sort of sitting up and breathing easier..." – Brad Yates



“EFT is, by far, the most empowering tool because you can use it yourself, you can use it with others, but you always have it available to you once you get in the habit of being honest and choosing where you want to go.”
- Rick Wilkes

So many of the clients I work with begin the process feeling panicked to lose weight right now. As we’ve seen, that panic is a form of stress that works against the body’s ability to support healthy digestion, metabolism, and more. Here’s a tapping script you can use to lower that panic, and begin your journey in a more relaxed state:

Tapping Script: Calming The Panic To Lose Weight Now

To begin, think about the urgency you feel around getting results now. Give that feeling of urgency a number on a scale of 0 – 10 here: ____

Take three deep breaths.

We’ll start by tapping three times on the Karate Chop point.

Karate Chop: Even though I can’t relax until I lose the weight, I love and accept myself. (*Repeat three times.*)

Eyebrow: This panic . . .

Side of Eye: The need to punish myself . . .

Under Eye: The weight of this weight . . .

Under Nose: This pressure in my body . . .

Chin: This pressure I put on myself . . .

Collarbone: I feel the need to criticize myself . . .

Under Arm: To judge myself.

Top of Head: I can’t accept myself when I look like this.

Eyebrow: All of this pressure . . .

Side of Eye: It’s hard to think of anything else.

Under Eye: My life feels like it’s on hold.

Under Nose: I can’t be happy until I lose this weight.

Chin: I can’t feel confident until I lose the weight.

Collarbone: I can’t enjoy the moment until I lose the weight.

Under Arm: No wonder I panic about my weight . . .

Top of Head: I allow it to stop me from living life.



Eyebrow: I feel I need to criticize myself . . .
Side of Eye: So that I finally change.
Under Eye: But this approach hasn't been working . . .
Under Nose: I would never speak to someone I love like this.
Chin: All of this judgment and body shaming . . .
Collarbone: Is keeping me stuck.
Under Arm: This emotional weight I carry with the weight . . .
Top of Head: I'm ready to let go of this emotional weight now.

Eyebrow: Maybe the weight isn't holding me back.
Side of Eye: I've been holding myself back.
Under Eye: I no longer wait for the weight . . .
Under Nose: I honor myself now . . .
Chin: From this space anything is possible.
Collarbone: I make choices that empower me.
Under Arm: I create a loving internal environment for my body.
Top of Head: It's been so good under these hard circumstances.

Eyebrow: I appreciate my body with loving words.
Side of Eye: Thank you for all you do for me.
Under Eye: You don't need to earn my love.
Under Nose: I love you now, as you are.
Chin: You've been so good to me . . .
Collarbone: I continue to discover ways to take care of you . . .
Under Arm: With loving words and actions.
Top of Head: I choose to feel the love I have for you.

Eyebrow: Instead of checking in with the mirror . . .
Side of Eye: Or the scale . . .
Under Eye: I check in with myself . . .
Under Nose: And give myself the care I deserve.
Chin: I trust in this process.
Collarbone: I trust in life.
Under Arm: It's all unfolding as it should.
Top of Head: I enjoy this moment.

Take three deep breaths. On a scale of 0 – 10, rate the intensity of your sense of urgency and panic here: ____

Keep tapping until you get the relief you desire.



When Should I Switch to the Positive?

The main goal with tapping is to lower the stress you have around certain thoughts. It's important to focus on the negative so you can process how you feel. This is always the first and most crucial step. Then, when you feel that the intensity is lower than 5, you can begin to incorporate how you would like to feel instead. This isn't a necessary step but I find it very helpful. Only use positive affirmations if they feel true when you tap. If you find yourself resisting an empowering thought, continue focusing on how you really feel and keep tapping. Remember, tapping sends that calming signal to the brain letting your brain know it's safe to relax. When you relax while thinking of a negative thought, it's easier to process the feeling, change your mind, and pick another thought. The relaxation response also makes it easier to accept those positive thoughts that feel good and relaxing.

Congratulations! You now know how to tap. It's that simple! Next we'll look at how to use tapping to release old, limiting beliefs that are keeping your body stuck in the stress response. Once you've done that, you can use tapping to adopt positive beliefs that support you in losing weight and feeling your best.



CHAPTER 3

How to Use Tapping to Change Your Beliefs About Weight Loss & Body Confidence

"Everybody has a part of their body that she doesn't like, but I've stopped complaining about mine because I don't want to critique nature's handiwork...My job is simply to allow the light to shine out of the masterpiece." —Alfre Woodard, actress

Are you ready to begin transforming the limiting beliefs that are preventing you from having a new and more rewarding experience around weight loss and your body?

Now that you've learned to tap and identified some of your limiting beliefs, it's time to begin transforming them. Once you clear the emotional charge of those limiting beliefs, you'll use tapping to instill positive beliefs that support you—beliefs that will put your body into the relaxation response, and support not just weight loss, but body confidence and overall wellness.

Are you ready? Let's keep going!

To do the 2-part exercise in this chapter, you'll need about 20 minutes of uninterrupted time, ideally in a quiet, comfortable place where you can write, relax and tap out loud without disrupting anyone or feeling self-conscious. You'll also need a pen, and quick access to the list of limiting beliefs you rated in Chapter 1.

Exercise, Part 1: Clearing Limiting Beliefs

Let's begin by taking a look at the list of limiting beliefs you identified in Chapter 1. Remember, it's completely normal to have a long list of limiting beliefs. Don't worry about how many you have—and if you are worried, take a moment now to tap on it!

When you're ready, start by picking one belief that feels very true.



Write that belief here:

Read your belief out loud now. Rate how true it feels on a scale of 0 - 10 here: ___

Now read your belief out loud again, and this time, tune into how your body feels.

The body contains an incredible amount of information. As adults, we often learn to tune it out. When we tune back into what the body is trying to tell us, we can more quickly access the “primitive brain” we discussed earlier. That’s where our deeper emotions and beliefs are stored.

If you’re not noticing any sensations in your body, that’s something! You can tap on “nothingness” or feeling “blah” or “numb.”

As you’re tapping, don’t worry about getting anything “right.” The tapping scripts I provide are guides that you’re welcome to use, but don’t hesitate to substitute your own words. It’s always best to tap on your own experience.

Take three deep breaths.

Start by tapping on the Karate Chop point three times:

Karate Chop: Even though this belief stresses me out, I deeply and completely accept myself. (*Repeat three times.*)

Eyebrow: I don’t want to look at this belief

Side of Eye: My body’s reacting to this belief

Under Eye: I’ve got some anxiety and stress around this belief

Under Nose: I wonder what’s going on

Under Mouth: My body feels unsettled

Collarbone: This belief

Under Arm: Looking at this belief

Top of Head: Focusing on this belief

Eyebrow: I get a little stressed

Side of Eye: Or maybe a lot stressed

Under Eye: This belief

Under Nose: Focusing on this belief



Under Nose: And all the stress that comes with it
Collarbone: Gaining clarity on this belief
Under Arm: I wonder what's really going on
Top of Head: I wonder what's really going on with this belief

Eyebrow: It's safe to get clearer about this belief
Side of Eye: It's safe to get clearer about the emotions connected to it
Under Eye: It's safe to gain more clarity
Under Nose: And feel the emotions that come up when I think of it
Under Mouth: Releasing all this stress
Collarbone: About looking at this belief
Under Arm: It's safe to look at this belief
Top of Head: It's safe to feel the emotions connected to it

Take a deep breath. How do you feel now? Did you experience a shift in your body and/or emotions? Keep tapping if you'd like more clarity.

Describe the primary emotion you're experiencing now:

Rate the intensity of your primary emotion from 0 to 10: ____

Let's keep tapping.

Karate Chop: Even though I feel <emotion you're feeling> when I focus on this belief, I deeply and completely accept myself. (*Repeat three times.*)

Eyebrow: So much emotional intensity around this belief
Side of Eye: All this stress
Under Eye: It's not comfortable feeling this
Under Nose: So stressful
Under Mouth: I don't want to feel this
Collarbone: I don't want to look at this
Under Arm: It's not safe to feel this
Top of Head: I don't like how this feels

Eyebrow: Why am I feeling this way?



Side of Eye: What's this intensity all about?
Under Eye: When did this belief start?
Under Nose: What's all this emotional intensity about?
Under Mouth: It's safe to look at this
Collarbone: It's safe to let myself feel this way
Under Arm: So much emotion around this belief
Top of Head: What's it all about?

Eyebrow: It's safe to feel this way
Side of Eye: I wonder where this started
Under Eye: I wonder why I'm feeling this way
Under Nose: Where does this belief come from?
Under Mouth: When did this belief start?
Collarbone: Why am I feeling so much emotional intensity around this belief?
Under Arm: What are these emotions all about?
Top of Head: When and where did it all come from?

Take a deep breath, and rate the intensity of your emotion from 0 – 10 now: ____

If you don't yet have answers to any of the questions you asked yourself, keep tapping until you get more clarity.

If a memory or event came to mind, describe it here:

When you think of this event or memory, how much emotional intensity do you experience? Rate it from 0 – 10: ____

To release the emotional charge from this memory, begin tapping through the points (you can skip the Karate Chop for this) as you tell the story of your memory out loud. You can also run through the movie silently in your mind as you tap through the points. Run the event "movie" in your mind as many times as you need until you feel calm and relaxed at every point from beginning to end. (For a more detailed description of how to use the Movie Technique to release the charge of an event, listen to the audio in [this blog post](#) from my brother, Nick Ortner.)



Take a deep breath, and rate the emotional intensity of that event or memory from 0 – 10 now: ____

Keep tapping until the intensity is lower, or you get the relief you're seeking.

Tapping Away Intense Cravings

Some of the earliest successes clients have around tapping for weight loss and body confidence is with tapping away cravings. Here's one client's story:

"I SERIOUSLY LOVE TWIZZLERS! I have loved them since I was a little girl. My high school boyfriends would "woo" me with pound-sized bags of them. Yesterday afternoon, my son was asleep on the couch. Next to him on the table was a giant sack-o-piñata-candy from a party last week . . . I found myself peering into the sack, looking for my beloved Twizzlers. None in there. :(But! I remembered there might be a bag way up on the refrigerator. My mouth literally began to salivate. All I could think of was ripping open that bag, smelling that wonderful Twizzler smell, and eating one after another. I made a beeline for the kitchen. But! As I got to the fridge, I diverted to the living room, where I sat on the couch and tapped about HOW BAD I WANTED TO SNARF TWIZZLERS!! Suddenly, I did not want those Twizzlers. I was almost in shock! I actually TRIED to want the Twizzlers, but by that point, I couldn't have cared less about them. Amazing!"

As an added bonus, I want to share a tapping script on eliminating cravings. First, though, let's move on to part 2 of this exercise, which is instilling positive beliefs.

Exercise, Part 2: Instilling The Positive

Once you've cleared the root(s) of your limiting belief, it's time to start tapping *in* the opposing positive belief.

To start, return to the original belief you focused on at the start of this chapter.

Read it aloud one more time, and rate how true it feels on a scale of 0 – 10: ____

If it's still a 5 out of 10 or higher, return to the steps above to continue clearing it.

If it's lower than a 5, write the opposing positive belief you'd like to instill below:



Rate how true this positive feels now on a scale of 0 – 10: ____

Start tapping now. Beginning with the Eyebrow point (you can skip the Karate Chop point this time), speak your positive belief out loud as you tap through the points. You can also voice any emotions you experience as you tap.

If my positive belief was “I can love my body and lose weight,” my tapping might look something like this:

Eyebrow: My body does so much for me!

Side of Eye: I can appreciate all it's done for me

Under Eye: I can love my body for how much it's supported me

Under Nose: I don't have to wait until I've lost weight

Under Mouth: I can appreciate my body now

Collarbone: My body does so much for me everyday!

Under Arm: I'm so grateful for all my body does for me

Top of Head: I can love my body now

Eyebrow: I can listen to what my body is telling me

Side of Eye: I can use tapping to release stress

Under Eye: I can lose weight, too, if I want to

Under Nose: I don't have to diet or deprive myself

Under Mouth: I can take care of my stress and my body

Collarbone: And lose weight while appreciating all my body does for me

Under Arm: I'm so grateful for my body

Top of Head: It supports me in so many ways

Eyebrow: I can appreciate my body now

Side of Eye: I can love my body for all it's done for me

Under Eye: I can nourish it with stress relief, too

Under Nose: I can appreciate my body now

Under Mouth: My body does so much for me!

Collarbone: I'm so grateful for that

Under Arm: Allowing myself to relax as I appreciate my body

Top of Head: I can feel confident in my body now

When you're done tapping, take a deep breath.

Repeat your new positive belief out loud again, and rate how true it feels on a



scale of 0 – 10: ____

In this case your number may have gone up. That's a good thing, since you're tapping *in* a positive belief, so you want it to feel very true.

If an Old Belief Gets Triggered

There may be times when you think you've cleared a limiting belief only to realize that something has triggered it anew. If that happens, don't stress! Just return to this process. There may be hidden layers you still need to release. Some beliefs can take longer to release. The good news is, those big breakthroughs can lead to huge transformations in your finances and your life!

Congratulations! You have systematically tapped through your limiting belief and begun instilling a new positive belief. That's great progress!

In the next chapter, you'll see how to use this momentum to accelerate your weight loss and body confidence journey.



CHAPTER 4

What To Do Next – How To Catapult Your Results with Tapping

“Nothing splendid has ever been achieved except by those who dared believe that something inside of them was superior to circumstance.” – Bruce Fairchild Barton

Carly had lived with two beliefs about her body for as long as she could remember. They were:

- *There’s nothing to appreciate about my body.*
- *I can’t be happy and really live my life until I lose weight.*

Her weight loss attempts had been so frustrating that, years ago, she’d undergone a very expensive gastric bypass surgery. While she initially did lose weight post-surgery, one year later she was right back to her pre-surgery weight. Feeling like she was out of options, she eventually joined my online class.

As Carly began sharing her story, it was clear that her negative body beliefs had been controlling her. For years she had been sitting on the sidelines, unwilling to participate in her own life, refusing to swim with her own kids even though she had always loved to swim. Since it involved wearing a bathing suit, she’d decided years ago that swimming was out of the question until she’d lost weight.

One day, by tapping on her negative belief that there was nothing she could appreciate about her body, Carly experienced a huge and sudden shift. Before losing a pound, she shared that for the first time in her adult life, she felt real love and gratitude for her body. “It’s done so much for me,” she explained. Soon afterward, Carly bought a bathing suit and went swimming with her children. Before tapping this hadn’t felt like a possibility; even the thought of it terrified her.

A few days after she and I had tapped together on these beliefs, she sent me an e-mail. She wrote, “I feel amazing and brave! I cried because of all the joy I feel. Thank you.”



Since changing her belief, she has made a habit of swimming with her children at the pool. She also became very excited about living a more active life. Last I knew, she had signed up for a 5k race with her sister and had cut her hair short, after years of dreaming about it but never daring to do it.

How often have you put your life on hold because of your own judgments and insecurities? That pool was always there; that joy was always there. It simply came down to Carly believing that she deserved it right now, not just after losing weight. Her decision to experience life now made it easier for her to take other steps forward in her life.

As you move forward, tapping to eliminate old, limiting beliefs and then tapping in positive, empowering ones, it's so important to allow yourself to feel appreciation and gratitude for your body. Like Carly, you can and should allow yourself to experience joy and pleasure. Both are powerful ways of transforming not only your beliefs, but your experience around weight loss and body confidence.

Making Eating Pleasurable

As you continue through this process, you'll no doubt begin to wonder how pleasure plays into your experience with food and eating. Can you still enjoy foods you love? How can you lose weight without depriving yourself? Once we've used tapping to get rid of limiting beliefs and the emotions they create, are we left with nothing but wheatgrass and kale?

Rest assured, these are questions I hear from clients often.

As I've shared, I don't believe in dieting. I do, however, believe in getting in tune with what your body needs and wants to feel great and be healthy. Again and again, I have seen weight naturally fall away once clients have used tapping to clear their own deeply rooted beliefs and emotions.

Not just for weight loss and body confidence, but for quality of life, health, wellness and so much more, I believe passionately in our need for pleasure of all kinds, including the enjoyment we get from food.

Toward that end, I'm going to share a simple, but powerful set of guidelines I call my "Pleasure-Infused Eating For Weight Loss & Body Confidence Guidelines." In addition to tapping, they have helped more clients lose weight and feel confident in their body than I can count.



First, though, I'd like to share a story about a turning point I experienced in my own journey. It completely changed my relationship with food and eating, and I've heard from countless clients that it did the same for them.

What Are You Really Eating?

I was out one evening with my friend and mentor Ariane de Bonvoisin, best-selling author of *The First 30 Days*. She had been raving about a gelato place in New York, claiming they had the best chocolate gelato in the entire city, so finally one night we went there to enjoy a treat.

After getting a serving each, we crossed the street to sit in a little plaza and enjoy our gelato. It was a beautiful summer evening, and for a moment we ate in silence, taking in the beauty of a nearby fountain.

Suddenly Ariane broke the silence. "You know we're eating two different things, don't you?"

I looked down at her cup. "No, I ordered the same thing as you."

"We are still eating two different things," she said. "I'm eating gelato—you're eating guilt. My body will enjoy and process this gelato perfectly and it will go right through me. That guilt will stick to you and you'll gain weight."

I was stunned into silence, shocked both by what she had said and how true it felt. I had been eating a healthy diet for some time but couldn't seem to lose weight. I suddenly realized that evening that the food group I had forgotten to cut out was guilt and shame.

Living in a culture that's obsessed with food and fitness, we're taught from a young age that carrying extra weight means that we're "less than," that we're overweight because we have no self-control. Deep down we know that's not true. We know we're amazing, inspiring, beautiful, and talented.

Yet, through all of our years of struggling to lose the weight, we come to doubt ourselves. We come to downgrade our worth. Slowly but surely, we let our culture's fixation on thinness eat away at our self-confidence. Little by little, we put our own value into question. We feel ashamed of ourselves because our bodies don't meet our culture's strict and limiting standard of beauty. We wonder if we are actually flawed, when the real problem is that we haven't yet learned how to love and respect ourselves as we are. Food is not the enemy. It's time for



us to end this cycle and stop inhaling a side of shame and guilt—and any other negative emotions—with each bite.

Let's take a look at how to begin doing that by making eating pleasurable in healthy and more supportive ways.

My “Pleasure-Infused Eating for Weight Loss & Body Confidence Guidelines”

Let me be clear here – I want you to eat nourishing food not because of its nutrient content but because it's so delicious. I want you to take time to enjoy your food and savor each bite.

I want eating to be something you *look forward to*, not because you need it to relieve stress, but because you're hungry and the nourishing food you're getting ready to eat looks and tastes amazing.

In short, I want eating to be even more pleasurable for you than it has been, and without the extra serving of guilt, shame, and regret.

While tapping is often the fastest and most effective way to re-create your relationship with food and your body, I also want to share my tips for making eating a pleasure-infused experience.

Here they are:

1. Before you begin eating, take three deep breaths and notice how you feel. If you feel guilt, anger, frustration, or any other negative emotion, do some tapping before you begin eating. Then choose the emotions you're putting on your plate. I no longer eat ice cream and guilt. All of the food I eat, including ice cream, comes with a side of love and gratitude.

2. Eat slowly and chew consciously. So many of us are living fast-paced, action-packed lives. We're always searching for more time, so it's no wonder that we've developed a habit of inhaling our food, often chewing just enough—but no more—than we need to swallow it without choking. Taking time to eat more slowly gives you a chance to be aware of how you really feel. Being conscious about chewing your food has a big impact on how much pleasure you experience from your food. Also, because digestion begins in the mouth, when you chew your food thoroughly, your digestion also improves.



3. Sit down while you eat. Kitchen counters are meant for preparing food, not enjoying it. Kitchen sinks are meant for washing dishes, not for catching crumbs. When we eat while standing, we tend to feel rushed. Many of my biggest binges happened while I stood in front of my kitchen cabinet, holding the doors wide open. It would start with some nuts, then a cereal bar, maybe a few more nuts—but wait, I forgot about those pretzels. Okay, now I might as well open that bag of cookies and have one (or two) final handfuls of nuts. Inevitably, what started as a healthy snack turned into a binge. It's much easier to connect with how we feel, how hungry we really are, and how delicious our food tastes when we sit down at the table to enjoy the experience.

4. Add other kinds of pleasure that relax and soothe you. Pleasant and relaxing music, candlelight, nice cutlery, and pretty plates—all of these things add to the pleasure of your meal when guests come over. Why not do some of that for yourself? If you're short on time, just pick one additional source of pleasure that's fast and easy, like lighting a candle or putting on your favorite classical music. If it's music you're adding to your meal, just make sure it's calm and relaxing music, as fast and/or jarring music can act as a distraction, causing you to pay less attention to what you're eating and how it tastes.

5. Be present and enjoy your food *without* distractions. (No TV, phone, or reading.) When we're distracted by TV, reading a book or magazine, talking on the phone, or surfing the Internet, we can't fully enjoy and appreciate the food we're eating. Our brains numb out, quickly going on autopilot and preventing us from being conscious about what we're eating, how much we're eating, whether we're full, and—most important—how delicious our food tastes! It's time to be present with food and really enjoy it to the fullest.

As you read through these tips, did you notice any resistance? If these five simple guidelines feel impossible, ask yourself why and record your answers on a piece of paper or somewhere else you can refer back to. Your answers are tapping targets. Tap on them!

If you have young children, these guidelines may be more challenging. If that's the case, focus on working toward them and bringing as much presence to your eating as you can.

For others, these tips may seem overly simplistic and easy to just skim over, but being fully present with myself and my food as I'm eating has been one of the biggest game changers in my own weight loss and body confidence journey.



When we begin to practice this new way of being with food, we realize that we've avoided being present with food. This is because when we choose to be present, we also become present to our negative self-talk and emotions. It's important that we allow ourselves to be present with these uncomfortable voices and emotions and then do tapping to clear them instead of turning to food for comfort.

Just by following these simple guidelines, Jill realized that eating without the TV made her feel lonely. Then her negative self-talk about being single would come up. When she used tapping to address the belief that eating alone meant she was a "loser," she was able to release her judgment and enjoy her own company. She explained that she felt a shift by simply tapping as a surge of emotions came up.

Michelle realized that she felt guilty every time she took time for herself. She believed she needed to be productive while she ate, whether that meant reading a book or answering e-mails on her phone. When she felt this guilt, she wrote down all the thoughts that ran through her mind when she took time with her food. Then she simply read the list out loud while she tapped.

Anyone Can Lose Weight With Tapping

As compelling as the science around tapping is, for me it's the incredible results I've seen in my clients, myself, and my friends and family that offer the real proof that tapping is the most powerful weight loss tool I've ever seen.

When I began this process, I was a huge skeptic, and to this day I'm amazed at how well tapping works for weight loss, weight maintenance, body confidence, stress, illness, physical pain, and so much more. But over the years, I've become passionate about tapping as a health and weight loss tool because the results I see are so undeniable. My skepticism had no choice but to admit defeat.

Many clients I work with start out with this same skepticism. I always appreciate that they're honest with me about it. Just like me, they'd already tried countless other methods to lose weight—diets, extreme exercise, hypnosis, meditation. And with each new attempt at losing weight, they'd either see no change or lose it only to gain it right back. Why would tapping be any different?

But once they start, they lose weight, not because they're dieting but because they learn to live life and be happy in the moment. When they continue tapping, they find that tapping also supports them, as it will you, in sticking with healthy lifestyle changes.



In short, the thousands of women I've worked with are living proof that you don't have to believe that tapping will help you lose weight for the tapping to work. Whether or not you believe it will work for you, if you do the tapping, you can achieve all of your weight loss goals and keep the weight off.

How to Catapult Your Results

There are two powerful resources that I highly recommend for moving significantly faster through this process.

#1 is to sign up for one of my webinar presentations of ["The Biological Weight Loss Trap: Why Most People Struggle to Lose Weight and How You Can Use EFT Tapping Today to Finally Lose Weight Faster Than You Ever Thought Possible!"](#) by clicking here.

I know I've mentioned this a few times in this book but it's because I'm so passionate about helping you to get faster and longer lasting results!

Make the time to join one of my presentations. I promise you, it's worth it!

Go here to sign up now:

<http://www.thetappingsolution.com/af/weight-loss-webinar>

#2 is my 7 week program called ["The Tapping Solution for Weight Loss & Body Confidence"](#).

This 7-week process will catapult the speed at which you can overcome your limiting beliefs. The program also goes much deeper than I could possibly go in a ebook alone.

I could list story after story of people changing their lives through this program, but the best way for you to learn what this program is and how it can help you is by going here:

<http://thetappingsolution.com/weight-loss/program-af.php>

That's it for this ebook!

You've finished reading it but the bigger question is...have you done the Tapping? Have you gone through and figured out your negative limiting beliefs and have you worked to clear them?



Knowledge can only take you so far. It's the action you take with it that makes all the difference. I hope you do the tapping and that you join me on [an upcoming webinar presentation](#) or an upcoming [7 week program](#)!

I hope to see you soon!

Jessica Ortner





BONUS: TAPPING SCRIPT FOR CRAVINGS

As promised, I'm sharing an extra bonus that many of my clients find extremely helpful—a tapping script for quieting cravings. While this script focuses on chocolate, it can be used for anything you may be craving. As always with tapping, use words that are relevant to your experience.

To begin, take a deep breath. Give your craving a number of intensity on a scale of 0 – 10. ____

Karate Chop: Even though I need this chocolate, I accept how I feel and it's safe to relax now. (*Repeat three times.*)

Eyebrow: I need this chocolate.

Side of Eye: I have to have it now.

Under Eye: This craving for chocolate . . .

Under Nose: This pressure in my body . . .

Chin: I need it now.

Collarbone: This craving for chocolate . . .

Under Arm: This intense craving . . .

Top of Head: I can't focus on anything else.

Eyebrow: I need this chocolate.

Side of Eye: I have to have it now.

Under Eye: This craving for chocolate . . .

Under Nose: This pressure in my body . . .

Chin: This craving is stronger than me...

Collarbone: This craving for chocolate . . .

Under Arm: It's bigger than me...

Top of Head: I can't focus on anything else.

Eyebrow: This intense craving for chocolate.

Side of Eye: What's this craving really about?

Under Eye: Maybe I just need a break

Under Nose: Maybe I need to take a few minutes for myself

Chin: Maybe this craving isn't really about chocolate

Collarbone: This craving for chocolate . . .

Under Arm: Is it really chocolate I need?

Top of Head: Maybe I can let myself relax now



Eyebrow: I can have the chocolate . . .

Side of Eye: Or not have the chocolate.

Under Eye: I feel calm now.

Under Nose: I feel centered now.

Chin: Maybe I'll have some now.

Collarbone: Maybe I'll have some later.

Under Arm: I am in control.

Top of Head: I choose what's best for me.

Eyebrow: And that includes letting myself relax now

Side of Eye: Releasing all stress I'm feeling now

Under Eye: I feel calm now.

Under Nose: I feel centered now.

Chin: Maybe I can choose what's best for me

Collarbone: And I can let myself relax now, too

Under Arm: I can choose what's best for me

Top of Head: I choose to feel calm now

Take a deep breath. Give your craving a number of intensity now on a scale of 0
– 10. _____

Keep tapping until you get the relief you desire. _____