



*canfitpro | 2022*

**GLOBAL CONFERENCE & TRADE SHOW**

**HELPING YOUR CLIENTS OVERCOME  
EMOTIONAL EATING AND SELF-  
SABOTAGE WITH EFT TAPPING**

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**EMOTIONAL EATING AND SELF-SABOTAGE:  
OUR CLIENTS SUFFER, OUR RESULTS SUFFER, WE SUFFER**

- Defining emotional eating
- Is food addiction a thing?
- Why do some clients seem to sabotage themselves?
- How does poor body image impact health behaviours?
- How can we help clients suffering from low motivation and resistance to change?
- Basics of EFT (Emotional Freedom Techniques) Tapping and how to apply it safely with your clients for food cravings, resistance to exercise and other healthy habits.

## DEFINITIONS

**Self-Sabotage:** The phenomenon of doing something in opposition to what we consciously, logically know is good for us despite our best intentions.

**Emotional Eating:** Eating to alleviate or elevate any emotional state i.e. boredom, anxiety, stress, sadness, celebration, fatigue, social connection etc.

**Hyperpalatable:** food that tastes unnaturally good, usually due to engineering.

**Brain hijacking:** what happens in the brain when you're exposed to something that creates intense pleasure. Rooted in the human addiction mechanism.

**Pain-pleasure-reward system:** a system of our body and brain that influences our behaviours and makes us eat among other things.

**Gut microbiome:** the normal collection of bacteria/organisms that live in our intestines.

**Neurotransmitters/neuromodulators:** chemicals that affect our cellular function, mood and behaviour i.e. dopamine and serotonin.

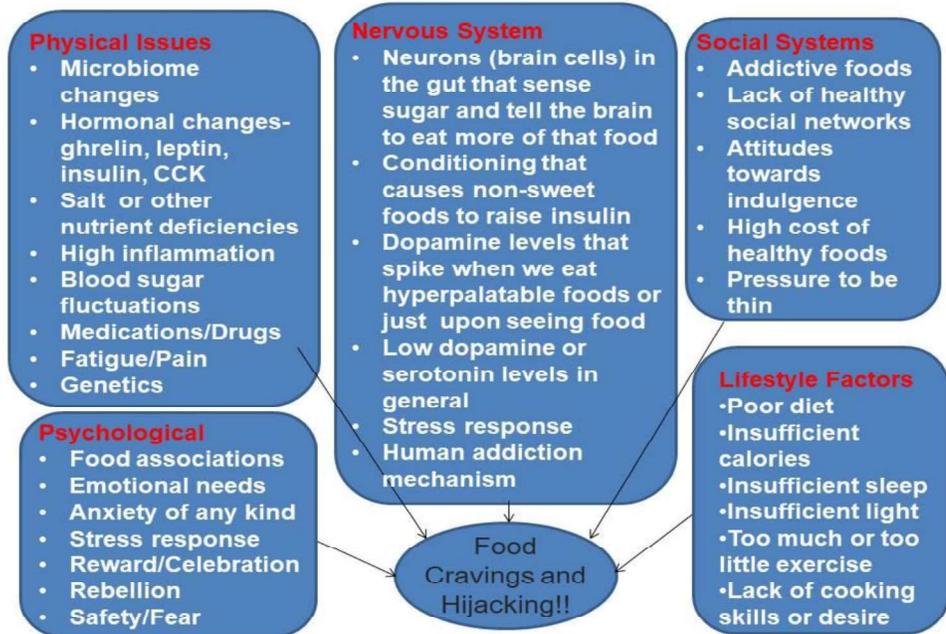
**Carbohydrates:** The "sugar" component of foods that we find in vegetables, fruits, grains, honey, dairy, nuts, seeds and in anything containing sugar of any kind. There is even a little "carbs" in eggs and in some meats. Some forms of carbs are healthy, but many are ultra-processed and can do a lot of harm when consumed in excess.

## COMMON ROOTS OF SELF-SABOTAGE

**Why do some people get in their own way time and time again while others seem to change their health habits easily with good coaching and some education?**

- Brain hijacked by food: multi-factorial
- Subconscious belief systems about ourselves, what we deserve, what we're capable of
- Subconscious fears about reaching our goals: upsides of staying the way we are and/or downsides of changing- the pain of change
- Belief systems about exercise, diet that triggers a struggle mentality, deprivation, suffering, restriction, rebellion

## ROOTS OF FOOD CRAVINGS: EMOTIONAL EATING AND MORE



## WHAT IS EFT (EMOTIONAL FREEDOM TECHNIQUES) TAPPING?

Developed by founder Gary Craig, EFT is a collection of body-mind techniques used to release unresolved emotions/trauma that are held in the body and mind that lead to limiting beliefs and interfere with thinking, feelings and behaviour.

We focus our awareness (mind) on the issue to be resolved while tapping with our fingertips on the acupuncture meridians (body).

As we tap and repeat words aloud to ourselves, we see a release of negative emotions and shifts in our thinking. EFT tapping can even change the physiology of the brain, reducing cortisol levels and calming activity in the amygdala, the brain's fear centre.

There are two distinct applications of EFT Tapping:

- 1) An easy-to-learn self-help emotional regulation tool
- 2) A professional, clinical tool used by coaches and progressive mental health providers

## HOW TO DO BASIC EFT

### STEP ONE:

**Identify the issue you'd like to resolve**

Example: Food craving for chocolate chip cookies

### STEP TWO:

**Gauge the intensity of the problem**

How bothersome is it on a scale of 0-10? 0= not at all, 10=extremely bothersome

Example: How strong is the craving for those cookies?

### STEP THREE:

**Formulate the "set-up" phrase**

Acknowledge the problem and accept yourself despite it and tap on the side of the hand while you repeat this phrase out loud (in a private place):

Exampe: "Even though I have this craving, I deeply and completely accept myself:"



## HOW TO DO EFT

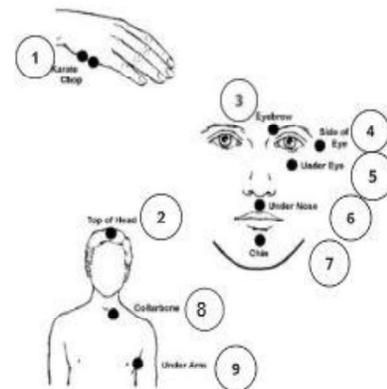
### STEP FOUR:

Tap through the rest of the points while you repeat the "reminder phrase" of the problem.

Example: "this craving for chocolate chip cookies".

- 1) top of head (TOH)
- 2) eyebrow (EB)
- 3) side of eye (SE)
- 4) under eye (UE)
- 5) under nose (UN)
- 6) chin (CH)
- 7) collarbone (CB)
- 8) under arm (UA)

EFT Tapping Points



## HOW TO DO EFT

### STEP FIVE:

#### Take a breath and reassess.

Did the 0-10 change? Did it go down, up or stay the same? Did it change to something else completely? i.e. you don't want the cookie now, but now you're thinking about chips!

Example: How strong is the craving for those cookies now on a scale of 0-10?

Repeat steps 1-5 until your initial craving is a ZERO.

**Commit to FIVE rounds of EFT Tapping on a craving or issue before you conclude that EFT is not working for your issue. Sometimes one round of tapping is all it takes to give you the power to walk away from that temptation, but it generally takes a few and in stubborn cases it may drop only to return a short time later. Just notice the effect tapping has on you and be persistent. If you're not getting results, get help from a professional trained in clinical EFT.**

*"Persistence pays off"* Gary Craig, Inventor of EFT

## SIMPLE EFT TAPPING APPLICATIONS FOR PERSONAL TRAINERS

**Food Cravings:** As demonstrated

#### Resistance to Exercise:

- Set-up Phrase while tapping side of hand: Even though I feel this dread about doing my workout, I deeply and completely accept myself.
- Reminder phrase as you tap each point: This feeling of dread

#### Self-Sabotaging Behaviour:

- Set-up phrase while tapping side of hand: Even though I can't get myself to do what I know is best for me, I deeply and completely accept myself.
- Reminder phrase as you tap each point: I'm sabotaging myself

#### Feeling guilty/weak after an indulgence:

- Set-up phrase while tapping side of hand: Even though I feel all this guilt for eating that \_\_\_\_\_, I deeply and completely accept myself.
- Reminder phrase as you tap each point: I feel guilty/weak

## APPLICATIONS FOR PROFESSIONAL CLINICAL EFT

Low self-esteem

Limiting beliefs about self, others or the world

Feelings of restriction/deprivation

Sports performance

Complex emotional eating patterns

Relationship struggles

Grief and Loss

Addictive behaviours

Trauma

Pain

Fears and Phobias

Anxiety

Depression

**EFT can be helpful in any situation that has a mental, emotional or energetic block at its root.. but respect your scope and refer for anything beyond providing self-help information for clients.**

## WHERE TO LEARN MORE

Learn more about EFT and tap along at my YouTube Channel Evolution Wellness:

Basic introduction to EFT

[https://www.youtube.com/watch?v=l6vKc\\_o50M4](https://www.youtube.com/watch?v=l6vKc_o50M4)

Basic EFT for Food Cravings

<https://www.youtube.com/watch?v=7xsKZctIU4I>

EFT for Emotional Eating

[https://www.youtube.com/watch?v=YOR\\_aUlu9JY](https://www.youtube.com/watch?v=YOR_aUlu9JY)

Learn more about me and sign up for my newsletter for EFT and Holistic Health and Nutrition Tips at [www.EvolutionWellnessCoach.com](http://www.EvolutionWellnessCoach.com)

Find me on Instagram @Ellie.evolutionwellness or email me at [Ellie@EvolutionWellness.ca](mailto:Ellie@EvolutionWellness.ca) if you have any questions or need some help with EFT or holistic nutrition.

## RESOURCES AND FURTHER EXPLORATION

### About Food and the brain

The End of Overeating, David Kessler  
Wired to Eat, Robb Wolf  
Food Junkies, Vera Tarman  
The Hungry Brain, Stephan Guyenet  
The Huberman Lab Podcast, Andrew Huberman  
Dopamine Nation, Anna Lembke

### About EFT

The Science Behind Tapping, Peta Stapleton  
Association of Comprehensive Energy  
Psychology- EnergyPsych.org  
The EFT Manual, Gary Craig  
The Energy of Belief, Mary Sise, Sheila  
Sidney Bender  
The Biology of Belief, Bruce Lipton

