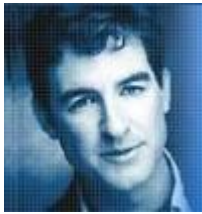


EFT Wizard Brad Yates

Tapping in Your Attraction Plan



Internationally-Known EFT Practitioner/speaker/Author/Law of Attraction Teacher, and Co-Author of the best-seller Freedom At Your Fingertips & Featured Expert in the film Try It On Everything.



By Jan H. Stringer
and Alan Hickman

Brad Yates on EFT



<http://www.byoaudio.com/play/WhgSwkVK>



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Jan H. Stringer: All right. Well, welcome, everybody. This is our guest wizard day and we have the privilege of having a clown on the line.

Jan: The things you learn as you do one of these kind of calls. Brad Yates is going to be joining us, and this is Jan Stringer.

Alan Hickman: And Alan Hickman.

Jan: And we're here for the BEE-ing Attraction Wizards group call, our special bonus call that many of you were looking forward to today. So I don't know who all has joined us yet, we'll just kind of check in with you in just a moment, but I wanted to go ahead and introduce Brad because he's going to bop out of the house pretty soon, so we just wanted to get every bit of you that we can.

Brad Yates: All right.

Jan: So, Brad, here's what I learned about you, is that you like to think of yourself as an evolution catalyst, and that you are blessed to be known internationally for your creative and often humorous use of Emotional Freedom Technique, called EFT, which - we are completely loving that aspect of how you use EFT. Anyway, you were trained and certified at the Hypnosis Motivation Institute, and you actually served on the staff there, and you also had a background and training in energy psychology and various schools of thought in areas of personal growth and achievement, and that you coach groups and individuals in achieving greater success, health, and happiness.

And in addition to working with us today, you have the pleasure and privilege of working with a diverse group of clients, from CEOs to professional and NCAA athletes, as well as chiropractors, psychiatrists, corporate and federal attorneys - oh my gosh - and award-winning actors, to residents at a program for homeless men and women in Santa Monica. And for several years you taught a weekly class using the EFT and guided imagery at the Sacramento drug court.

Well you, Brad, have been busy and getting around in a lot of different areas. And you have been a speaker at many events such as the international energy psychology conferences and the Walk on Water Fest in Los Angeles. You've presented with Jack Canfield as well as Bob Dole and Joe Vitale in doing teleseminars, and you've got a book called "Freedom at your Fingertips," and you're a featured expert in the film "Try It On Everything," along with Jack Canfield - one of my mentors - Bob Proctor, Dr. Norman Shealy, and Dr. Bruce Lipton.

So we know you've been getting around, Brad, and we're really, really thrilled - oh, I can't go on, I can't turn it over yet until I tell this piece about you: that not only have you done all of this, you have served several years as an international performing actor and are a graduate of the Ringling Brothers and Barnum & Bailey Clown College. Oh my gosh!

Brad: Yeah.

Jan: So, thank you so much - as well as you live in the Sacramento area and you've got two wonderful kids and a great wife. So, Brad, thanks for being here with us. We consider it a huge honor that you are here with us.

Brad: Oh, my pleasure. I'm honored to have been asked.

Jan: Great. So let me just check in. Anybody who wants to say hello that hasn't had a chance to say hello yet? [pause]

Ivan: Well, this is Ivan.

Jan: Ivan.

Ivan: I'm from Colombia, South America.

Jan: Greetings, Ivan. Glad you're here today.

Ivan: Thank you, I'm so glad to be here. Well, I'm expecting it to be very good talking with you guys. Well, looking forward to hear about all we have to hear today.

Jan: OK, great. Well, we're going to call on - we may call on you that are listening in today, but I do want to get Brad to go ahead and get started. So, we can turn it over to you now, Brad. Give us some knowledge and wisdom.

Brad: [laughs] Just about anything? Well, the best way to use your money is to put it into a good CD and... [laughs]

Alan: Yeah.

Jan: Yes.

Brad: Well, where to go?

Jan: Yeah.

Brad: Well, I guess the best way to traverse this is from what you guys are doing. As I was telling Jan earlier, I've had the pleasure of going through your book. And the whole thing of being - who are you being? We live in the universe of the law of attraction and cause and effect. So if we want to change our effect - which is our outcome, the results that we're getting - we need to change the cause: it's "Who are we being?"

Jan: Right.

Brad: And we can say that we're being someone or something, but if our results are far more telling than what we're saying...

Jan: Exactly.

Brad: So, I've just found that EFT is an amazing tool for changing who we're being.

Jan: That is true, yeah.

Brad: Who we show up in is just the sum total of our programming, and the great thing is that we're not stuck in that. So often we say, "Well, that's just who I am. Just the story of my life." It's like, "No, you write your story. Rewrite it if you want to."

Jan: Yeah, I know, I know. [laughs] [laughter]

Brad: We're not stuck being anything that - it's so great, in your process of writing out these things - and it was really cute. I love the one about who do you want your - or what does your perfect customer want from you and expect from you, or want for you?

Jan: Right.

Brad: Which is a question I had never looked at because, you know, looking and going, "Yes, they want me to be successful." [laughs]

Jan: Absolutely, yeah.

Brad: And as a great phrasing of that. So, being able to look in and look at our beliefs that we hold onto about, "Well, what do I think people want from me?" Well, they want to be successful, they don't want me to be successful. They want me to just get by." Or things like that.

Jan: Mm-hmm.

Brad: And that's all based on this old programming. And you know, we are being our programming, and we can shift that and take on new beliefs, the ones that empower us and create success for ourselves and for the people that we reach.

Jan: Right. And one of the reasons I was really anxious to have you come on today, just in my own life I've used EFT and just been amazed at the shift that will happen, and one of things that we - in our training modules, we talk about our shift in being, and this particular training module we're working on right now is featuring EFT, and we shared your "Tap of the Morning."

Brad: Yeah, OK.

Jan: So, I love your sense of humor along with the EFT process, how it can really do that shifting of our being.

Brad: Yeah. Because these things are just held in our energy system. I mean, ultimately there is only energy, and we hold in our energy, and with this very simple technique based on acupuncture, we're able to really shift that and let go of - you know, I like to say that self-sabotage is simply misguided self-love. There is some part of us that is trying to take care of us by holding us back. If we say, "I want to be this, I want to be that, I want to show up as productive, I want to show up as wealthy," and we have all these thoughts and programming about why that's not safe - so our unconscious mind is shifting us out of that - like, to imagine, if you're standing there and your ship is coming in and all this stuff is coming at you, part of the mind is seeing it as a Mack truck barreling down on you.

And it runs and knocks you out of the way, you know? You show up late to things, you don't make the phone calls you're supposed to make, all these simple things. It's like, "Gee, I don't know why I did that." Because part of the mind is knocking us out of the way of the oncoming Mack truck, and we're lying there then in the gutter brushing ourselves off going "What the heck just happened?"

Jan: What happened, yeah.

Brad: And that part of our mind is like, "I just saved your life." And we're thinking, "You idiot!"

Jan: Yeah, it's almost like a two-edged sword. The mind helps us to have these ideas of something really amazing and then just when we dip a toe in the water to step forward towards that idea, the mind also sends that Mack truck along.

Brad: Yeah. And we need to appreciate that part of our mind because it really is trying to take care of us. It doesn't know any better. It really sees it as a Mack truck. And so often we get into a place of just blaming ourselves. "Oh, I'm so stupid for not making that call. "What is wrong with me?" And you know, law of attraction, we want to be in a positive place. [laughs] And so often we insist on taking ourselves to a negative place. We commit the first act of sabotage and then we further sabotage ourselves by blaming ourselves and getting angry at ourselves for that sabotage, not understanding that it was just a misguided attempt to protect ourselves.

Jan: Or recognizing that it's something that can be shifted rather than it's like a character defect, for example. Or a character flaw that says, "Oh, well, I'll just never" fill in the blank, or "I'm not" fill in the blank.

Brad: Yeah. A baby never learns to walk by hating itself for crawling.

Alan: Yeah. And the ability to run lives within the ability to crawl. And that's one of the things that I really loved about your "Tap of the Morning" video, is that you add that aspect of fun to it. And of course we always learn more and better when there's fun involved. There have been studies done that when you presenting something in a fun way, the mind actually takes it in more completely. And one of the self-sabotage pieces that I've noticed through all my life, for me, is "Am I doing it right?" You know, there is always that question "Oh, I've got to do it just right, otherwise it's not going to work." Well, what I've found with your "Tap of the Morning" video was that I could just listen to that video each morning and go through it with you and have incredible results.

Brad: Excellent. Yeah, the need to get it right, the need to be afraid of making mistakes, is so crippling, you know? And every great undertaking was done by people who were making mistakes along the way, or not even - I love what Miles Davis said. He said, "Don't be afraid of mistakes. There are none."

Jan: Right. **Alan:** Yeah, that's great.

Brad: There's no failure, only feedback.

Jan: Well, that kind of leads me to a question, maybe, I would love you to expand on. What are some of the ways that EFT can help us to move forward? What are some of the things that you have found it really useful for?

Brad: Well, I mean, this is a perfect example: the fear of making mistakes. It's such a great way of clearing fear. Because fear, it's a feeling that we have. It's a visceral experience in our body. And that's what stops us from

whatever - any action that we can take to move us forward in creating our dreams and our goals, there's that fear that comes up: I'm not going to get it right, I'm not good enough, I don't deserve this. All these different things that come up in our body. And so we can't make that move.

Jan: Right.

Brad: And with this tapping, you know, tapping along these meridian points, and the fear just relaxes. And we have that freedom, and we really are then free to move forward and take the actions. Like, "OK, I might make a mistake. All right, I can handle that. I'm not afraid of that anymore." And you know, through taking action we either get it right or we make a mistake and get better. So that we get it right the next time or the next time. But you know, we'll never get it right by not attempting it.

Jan: Right. What is an example of how you might have used EFT one time that you thought - that was just like your big "A-ha!" moment. Do you have any of those?

Brad: Well, certainly, one of the great things for me is that I tap when I work with clients. So looking at, like, these YouTube videos - and I just uploaded a new YouTube video another - it's sort of a step up from "Tap of the Morning" called "Have an Amazing Day." And there was a time when I could have never done these videos because I would go, "I'm so afraid of doing those, so afraid I won't get it right. It's got to be perfect." And even in the process of doing them - I've done 30 or so now - each time I clear the fear more and more, so that now I just flip on the camera and jump on and do it, and there's that trust that even if there is something that doesn't go quite right, OK, I'll stop the recording and do another one. And it's not crippling anymore.

Jan: Right. And so when you're working with clients, you're tapping for them? Or how does that work?

Brad: Yeah, with them.

Jan: With them.

Brad: Because I do virtually all my sessions by phone. By phone or by Skype. And so I'm telling them what point to tap, so they're tapping, and then I tap at the same time.

Alan: You know, that's one - this is Alan Hickman - that's one of the amazing benefits that I've noticed, is the quality of what we call "borrowed benefits."

Brad: Yeah.

Alan: And I got that - when you said that that you actually get those borrowed benefits as you're walking somebody through the tapping process. The same thing happens with the BEE-ing Attraction process as I walk somebody through and they're having a direct personal experience, I have a direct personal experience myself. And one of the things I just noticed as you were talking about when those fears come up and then the idea of taking an action, I've noticed that if I actually - so I watch your video and I get that I'm doing it right as long as I'm doing it - I love that - what was it that Miles Davis said?

Brad: "Don't be afraid of mistakes. There are none."

Alan: There are none, yeah. So here at PerfectCustomers we say, you know, "If you're doing it, you're doing it right." OK? So I've noticed that as those fears come up on a moment-to-moment basis during the day, I can actually take what I call an attractive action and tap about that specific fear. So, you know, what Miles is saying is really -- I am experiencing it in my own life, where, if a fear comes up, it's the universe supporting me and nurturing me to tap on this - you know, take an action and tap on this particular fear that's coming up. In other words, being aware moment-by-moment during the day of what exactly is coming up and then taking the attractive action.

Brad: Yeah. I mean, there are so many things that we can do, and if there is no fear coming up, then we are probably not really advancing, [laughter] which is OK on Sundays. But ultimately we want to -- it's an unlimited universe. There's unlimited abundance. There's more than we can possibly know. And the extent to which we are not experiencing that abundance is the extent to which we are resisting it. So we allow more and then we get to another level of resistance; we allow more, get to another level of resistance. So when we get to that new level of resistance, we have a choice: either find some way to move through it or just stay put, and say: "Oops! There is a wall, I can't get through it."

So EFT is just an amazing way of more easily moving through that wall, rather than forcing it and being it painful - but to be able to say, "Oh! Hey, that's not so hard. I just want to step right through this."

Alan: Well, how is that EFT is so effective just by doing it?

Brad: Well, because it's working on the body and the mind at the same time, as opposed to just being a verbal thing and trying to deal with things logically, because our unconscious mind isn't particularly logical. We have been told things that don't make sense. We have a lot of beliefs that we came up with when we very young and weren't particularly logical. You know we have these sort of Pavlovian responses to different situations that, if we

were to look at them now with a grown up mind, we would say, "Oh, that doesn't fit." But we don't have time to do everything consciously and logically. So most of our behavior, you know, 80% to 90% of our behavior is unconscious, and we are just going along and not even noticing, often times, when we are sabotaging ourselves. So those blocks are in our energy system.

So by using the same meridian system that was discovered in acupuncture thousands of years ago, we are able to relax that and calm that down and create this opening then, so that as we are saying the words to ourselves and we are talking about what we want, we are also clearing all of the energy that might otherwise have been unconscious and stopped us.

Jan: Yeah. I love it because it's something I can do for myself. I don't have to go -- like an acupuncture appointment requires another person and I have to pay them to do it. And while I have worked with coaches using EFT. Alan and I were part of a coaching group where they used EFT to coaches - that were teaching us used EFT - and the whole group of us would do it together, and that's very beneficial. That really inspired me to learn more about it. And I love that I can do it for myself or I can increase my effort, sometimes, by working with a coach on things that I am just really blocked about.

But also I found that in working with our portion of the Bee-ing Attraction plan about what makes us tick, is that it's been really effective in helping to integrate this new belief. And I know you said, Brad, you were just kind of like getting introduced in our book about some of the Bee-ing Attraction plan that we use.

But we found that the "kick statement, " as we affectionately like to call it, is something that often times comes through and we are not really -- it's like new shoes. We haven't really broken them in yet, and by using the EFT process, it kind of opens our energy field up to receive it.

Brad: Absolutely. There is a part that resists any kind of change, anything that doesn't fit with what we are used to, what's comfortable. And that again is energetic discomfort that EFT can relax. And this is why it's so great that you can tap affirmations as well. So often we say affirmations - we will try to make a statement about ourselves that we don't believe, and our unconscious mind is going, "Ooh, that doesn't fit, that's uncomfortable, that doesn't work." And as we tap and balance our energy out, then our minds starts to go, "Oh, yeah, that works. OK, I am good with that. I am down with this idea that I am fantastic."

Jan: Yeah. And it's so amazing.

Brad: It feels better.

Jan: Yeah. And that's the key, is the feeling better. Because when we don't feel good we attract more of the same, right?

Brad: Right, right. And that's the key in the movie "The Secret, " at the very end when Rhonda Byrne writes in giant letters: "FEEL GOOD!"

Jan: Feel good, yeah.

Alan: And speaking with Abraham - this is Alan Hickman again. Speaking with Abraham, when I asked them -- we have a term called attractive action, and their distinction of attractive action was an action that makes you feel good. [laughs] And EFT is the fastest tool that I ever found for allowing yourself to feel good.

Jan: Yes. I totally, totally agree. Well, let me just open the floor up for some questions. If anybody has a specific question you would like to ask Brad? Anybody have something you want him to help you clear, now this is the time?

Beth: I am glad you said there is no wrong way to do it. That makes me feel better. I guess my question is, in the past when I seen different EFT practitioners put different things up on websites or do a teleseminar and walk you through things, I haven't liked the language used, the way you say it. How do I do that so I feel comfortable how the words seem?

Brad: What is it about their language that aren't comfortable?

Beth: Well, some of them were saying things that sounded very negative to me, and I like positivity.

Brad: This is the complaint that a lot of people have about EFT because we tend to - more often than not, we will talk about the problem - say, even thought I have this problem, and we will talk about the negativity. We are told think positive, think positive, think positive.

Beth: Right.

Brad: OK, here's my story about -- let's say you have got a beautiful living room, and you also have a beautiful dog. And one day, your beautiful dog decides to make a mess in the middle of your beautiful living room. How effective is it going to be to just say, "I am only going to look at the parts of the living room that are clean and beautiful." When we have an issue that's in there - because what we resists persists. And if you try to walk around your living room only focusing on the positive, you are going to step in it and you are going to spread it around.

So while I would say, definitely, you don't sit down and go, "Oh, my dog made a mess, " you do take the time to go, "OK, the mess is there. I'm going to take some time, I'm going to address it. I'm not going to pretend it's not what it is. I'm going to clean it up."

And then. once you've cleaned it up, then you have the freedom to really enjoy your beautiful living room and walk around knowing that it's clean. But if that stuff is in there, you know, we're trying to only focus on the positive, but our mind knows what is there.

Our mind knows what negative beliefs we have. If we've got a belief that rich people are greedy, for example, I can't sit here and say, "Oh, it's wonderful to have wealth. I'm going to focus on all the joys of wealth, " because that belief, that bit of dog poop, is in there.

So it's a matter of - I don't want to say dwelling on the negative, but focusing on the mess that's there that needs to be cleaned up. Does that make sense?

Beth: Beautiful answer. Yeah, I understand that completely. Thank you, that helped me a lot.

Brad: Oh, my pleasure.

Jan: Great, yeah. That's a great question and a great answer. Thank you both. Anybody else have a question for Brad?

Ivan: I do, Ivan.

Jan: OK, Ivan.

Ivan: Can you hear me well?

Jan: Yes, you're coming in loud and clear.

Ivan: OK, all right, great. Basically my question is, how can I use this technique to change a belief? I mean, if I want to change a belief, how many times a day for how many days will I have to do it in order to see a change or to get a positive result? Is there any measurement, or have you got the chance to see or to measure it in your patients? If you say, "OK, do it three times a day. Once in the morning, middle of the day, at night, for five, six, seven days, and you will notice a change?" Is there any particular measurement or technique to use this EFT?

Brad: Well, I recommend it on a daily basis, because negativity is just energetic dirt. And like I recommend bathing and brushing your teeth on a daily basis, you can't just take one really good shower and then go for the

rest of your life. And so, you know, even though you might take a shower and feel really clean afterwards, life happens. So I recommend doing some kind of tap - whether it's tapping or meditating, you know, whatever. There are a number of healing techniques, EFT is just my favorite one. But doing something like that.

And as far as changing a belief, sometimes it happens instantaneously. Sometimes it takes quite a while. You know, I wish I could give a specific answer on that. That's the million-dollar question that people will ask. Because it depends on how firmly entrenched a belief is. It depends on so many different factors. But generally, when we're doing the tapping, you can often find a huge shift and even find resulting benefits very quickly after even just a little bit of tapping.

Alan: Brad, this is Alan. Just to follow or add on to that thought, do you have to be able to identify clearly the specific belief?

Brad: The more specific we can get, the more beneficial it is, but when we're doing the tapping, it's like peeling the layers of an onion. So very often, if we just start tapping on where we recognize that there is an issue, we'll start to get more clear on what we need to be aware of. And sometimes we don't need to know at all, you know? When you've taken out the trash, you don't need to re-open the trash bag and search through and go, "What is everything that I've put in here?"

Brad: You can just take the bag out and throw it in the garbage can. You know, it depends.

Alan: So it sounds like there is a process there that - I love your phrase, that it's like peeling an onion. So, I just start with wherever I am?

Brad: Yes.

Alan: Tap on that, and then other tapping ideas will show up? Is that what you're saying?

Brad: Yeah. You know, and it may be on - like, what you were saying about with the specific action. You know, if you know there's an action that you want to take, and you may not know what the beliefs are that are stopping you, but you know if you're doing it or not. You know, say it's writing an article. "OK, I'm going to write an article for a newsletter, and I'm going to get it done. Yep, here I go. Here I am starting my article. Any moment - oh, it's lunchtime. OK, well..."

There's something going on that is stopping us from writing that article. We may not know what the belief is. You know, I don't know what the belief - it

may be I'm afraid that I'm going to be criticized. I'm afraid it's going to lead to greater success. I'm afraid that I don't have the words quite right yet. It could be anything.

So we just start with, "Even though I'm not writing this article..." and as you tap through it, either you're going to start writing the article or you're going to find, "OK, there's something else going on these, " but the reason will start to come up, and we'll start to be more aware - if we need to, we'll become more aware of what the specific block is.

Jan: Perfect. So, Ivan, did you get your question answered fully?

Ivan: Yes. Thank you very much.

Jan: Good, good. You're welcome.

Brad: My pleasure.

Jan: Well, Brad, I know that we're about at the end of the time here, and I just wanted to see if there were any parting comment sand also to let people know what is the best way to get in touch with you.

Brad: The best way to get in touch with me is on my website, bradyates.net.

Jan: OK.

Brad: Not .com, .net as in "Jump in the net" will appear.

Jan: All right.

Brad: And of course - and unfortunately - I wish we had time to do a tapping round, but anyone can go on it. I have all these YouTube videos, so you can get a hands-on experience right there.

Jan: Right.

Brad: There is a link to those on my website, or you can just go to YouTube: "EFT Wizard." Type that in, or type in "Brad Yates" and "EFT, " and there is a bunch of videos that will come up.

Jan: Lots to choose from. Isn't that cool, that we're in the wizard program and you just - I had no idea you went by the wizard, EFT Wizard.

Brad: When you sent me the thing about being a guest wizard, I thought that you were making a play off my nickname, the EFT Wizard. And then I read, it's like, "Oh, no, that's actually the whole series."

Jan: Right. And so, if somebody wanted to work with you one-on-one, I take it you do that as well?

Brad: I have weekly tele-classes and I have private sessions, and that's all right there on my website.

Jan: OK, awesome. All right. Well, Brad, thank you so much for being here.

Alan: Yeah, this has been great.

Jan: And we've really had a lot of value.

Brad: Well, thank you very much for the opportunity.

Jan: Yeah. All right, well...

Brad: I love sharing this stuff, because it can make such a positive difference and it's so simple. Like you said, you can do it on yourself. You don't need to make an appointment with someone. I mean, it's great to do that. It's like working out, you know, working with a personal trainer to get more benefit, but it's something that wherever you are, you can do it right there.

Jan: Right, exactly. And you can do it where nobody knows what you're doing.

Alan: Right.

Jan: I have found myself sitting in different places tapping, and no one has to know why.

Alan: This is Alan. I walk around the track and do the karate chop. Boink!

Brad: I do it when I'm driving.

Jan: Yeah, that's good, that's good. All right, well, thanks again. We really enjoyed your time and just getting to know you a little bit. So, we'll be in touch with you again soon.

Brad: All right, thanks so much. You guys have a wonderful day, everybody.

Jan: All right.

Alan: Thanks, Brad.

Jan: All right, thanks everybody. Bye-bye. Bye, bye, OK. Bye.

End of transcript.

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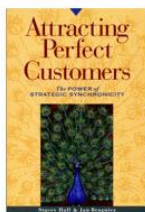
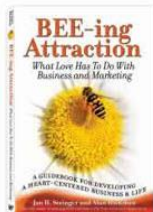
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