

Jack Canfield &
Pamela Bruner

TAPPING

INTO ULTIMATE SUCCESS



HOW TO
OVERCOME
ANY OBSTACLE
& SKYROCKET
YOUR RESULTS

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FREE
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TAPPING

INTO ULTIMATE SUCCESS

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Praise for *Tapping Into Ultimate Success*

*“So many motivational books just talk about how to achieve success. **Tapping Into Ultimate Success** actually shows you, step-by-step, how to remove the obstacles that are blocking your success.”*

— Hale Dwoskin, *New York Times* best-selling author of *The Sedona Method*

“To be perfectly honest, I didn’t get how this process would help me, since I’m a more practical person. I didn’t get it until I experienced it firsthand using Jack and Pamela’s techniques. It was fast, easy, and profound. I was able to eliminate a lifelong issue, and I immediately had evidence that life was different.”

— Marcia Wieder, CEO, Dream University

*“For those who have spent years trying to create success, but are unsatisfied with their results, this book is a gold mine of answers. No one does success like Jack Canfield, and **Tapping Into Ultimate Success** is sure to be a resource for years to come.”*

— Fabrizio Mancini, president, Parker Chiropractic College

“Meridian Tapping fans will find the book extremely valuable, because it presents a new approach to tapping that brings forth the creative side of our selves, rapidly and with striking results. This book makes an impressive contribution to the field of self-development.”

— Patricia Carrington, Ph.D., author of *Multiply the Power of EFT*

*“It was time that someone got inside the ‘why’ success doesn’t happen easily for most people. Jack Canfield, one of the leading voices for success in the world, has teamed up with Pamela Bruner and brought some astonishing new answers for those who have been asking ‘Why not me?’ **Tapping Into Ultimate Success** delivers a resounding, ‘Yes, you can—and here’s how!’”*

— Lisa Nichols, *New York Times* best-selling author of *No Matter What!*

*“We know that limiting beliefs are the #1 reason that people don’t take action to achieve success. Now, **Tapping Into Ultimate Success** shows you exactly how to remove those limiting beliefs, so you can take action powerfully and effectively. Congratulations to Jack and Pamela for creating a work that shares a new perspective on success.”*

— Bob Proctor, best-selling author of *You Were Born Rich*

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“Finally, a book that tells us not just what to do, but exactly how to do it, and why we haven’t been able to do it before.

***Tapping Into Ultimate Success** is a guidebook for creating new levels of success in all areas of your life.”*

— Cynthia Kersey, best-selling author of *Unstoppable* and *Unstoppable Women*

*“If you know what you have to do, but you’re struggling to do it, you will find a practical—yes, it really works—solution in **Tapping Into Ultimate Success**. Jack Canfield combined his success principles with Pamela Bruner’s brilliant understanding of tapping into an easy-to-read, easy-to-apply system. And, yes, the book is filled with inspiring stories and great examples—it wouldn’t be Jack without them.”*

— Pete Bissonette, president, Learning Strategies Corporation

*“Jack Canfield charmed the world with his **Chicken Soup for the Soul** stories and inspired us with **The Success Principles**. Now he’s teamed up with another top success coach to bring us the how-to behind his work. This is the piece that will enable you to say yes to all your dreams.”*

— Paul Scheele, author of *PhotoReading* and *Natural Brilliance*

“This is a very good book written by very good people. As a guy who used to think my body existed to carry my brain around, and who has only recently come to understand how many patterns that interfere with the experience of happiness and success are locked in our bodies, this book is a revelation! Tapping works. Buy this book. Do the process. You will be grateful you did. Highly recommended.”

— Stewart Emery, speaker, educator, and best-selling author of *Success Built to Last*

“Here is your opportunity to drink deeply of the profound wisdom of one of the real wise ones, my lifetime friend and mentor, Jack Canfield. Read, assimilate, and apply what Jack is sharing, and your life and lifestyle will start improving at once!”

— Mark Victor Hansen, co-author of *Chicken Soup for the Soul*

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TAPPING INTO ULTIMATE SUCCESS

HOW TO OVERCOME ANY OBSTACLE
AND SKYROCKET YOUR RESULTS

Jack **Canfield** &
Pamela **Bruner**



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This EFT®-oriented book is provided as a good faith effort to expand the use of tapping and tapping-related techniques in the world. It represents the ideas of the authors and does not necessarily represent those of Gary Craig, the founder of EFT®.

This book is for educational purposes only. While impressive results have been reported with tapping and energy technologies, the field is still considered experimental. Given that, nothing in this book should be construed as a promise of benefits or guarantee of any results.

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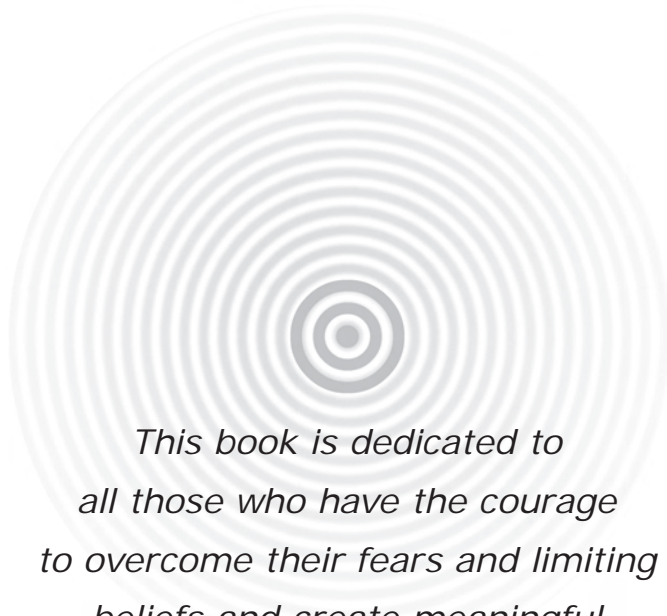
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*This book is dedicated to
all those who have the courage
to overcome their fears and limiting
beliefs and create meaningful
and fulfilling lives.*

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FOREWORD

I read this book cover to cover, and when I finished . . . I was really frustrated.

No, not the usual kind of frustration with a book, like when it has a bad ending or you feel you've wasted hours of your life. I was frustrated because it was so *good*.

All I kept thinking was, *Why couldn't I have read this book ten years ago?* It would have likely meant that I didn't feel so frustrated, anxious, stressed, or overwhelmed. It would have meant more money, better relationships, more successful business ventures, and a lot more.

Oh, well. Such is life.

The good news is that my frustration didn't last long, and what set in was a deep excitement for what this book is. . . .

You hold in your hands the potential for *real* change in your life. If you've spent countless hours reading, studying, attending success seminars, and the like, and have yet to see the results you desire, it's likely that you're missing a critical piece to the puzzle. That critical piece—generally understood as the concept of releasing resistance, limiting beliefs, past traumas, negative emotions, and so forth—is covered brilliantly in this book.

You're probably aware of some of the habits and patterns that have stopped you in the past, but don't know a practical way to release them. You can talk about your fear of failure until you're blue in the face, dissecting it from every angle, talking to coaches and counselors about it and so forth; but unless you bring in a tool that clears that fear, the way tapping does, you're not going to get anywhere.

The exciting thing is that with tapping, you *can* go somewhere, and *fast*. The results I've seen with tapping in the last eight years I've been studying it have been nothing short of extraordinary. Some of the results border on miraculous, and some might deem them a miracle if they didn't understand the inherent power of the body to heal and to let go of limiting beliefs, fears, and negative emotions.

Besides being known for his wild success with the *Chicken Soup for the Soul* series, Jack Canfield is also known as "America's Success Coach." His life and his accomplishments at all levels—financial, emotional, and societal—have been so stunning that it only makes sense to pay attention to what he has to say, so we can try to replicate his results.

In this book, he's teamed up with Pamela Bruner, a leader in the burgeoning field of tapping and energy psychology, to bring you a book that is highly relevant to your life and your challenges—and perhaps most important, a book that will deliver *results*.

That's the exciting thing about combining Jack Canfield's proven success principles with a powerful tool like tapping: the result is not something that you'll sit around and passively think about, or "will" yourself to implement. The result is a guidebook that will take you step-by-step, in order to create dramatic positive change and results in your life.

And want to know what is maybe the best part? You only have to go about 30 pages deep into this book to experience tapping and have a positive result.

Once you have that experience—once you know deep down that you have discovered a tool that will finally make all your dreams come true, that will relieve you of past limiting beliefs, negative emotions, and everything else that is holding you back—the rest of the journey through the book promises to be an exhilarating adventure.

So get started today, even if it is just 30 pages at first. Experience tapping and the power of the success principles to change your life!

— Nick Ortner,
Executive Producer, *The Tapping Solution*

INTRODUCTION

With so many great teachings in the world, why aren't more people successful?

There is a multitude of books, videos, and audios on spiritual principles, universal laws, and success concepts. There are motivational speeches and workshops, retreats and seminars, but achieving success is still a struggle for so many. While the ideas presented are inspiring and often motivating, applying them is where so many get stuck.

Just having the map won't get you to the destination. Just knowing what to do isn't enough. Humans are designed with protective mechanisms that often interfere with goal achievement, and as a result, millions are frustrated in their attempts to go from where they are to where they want to be.

This book and DVD are designed to bridge that gap.

Although people have always had ways to overcome obstacles to success, the older methods are tedious and require months or years of hard labor, intense concentration, and dogged perseverance. Newer, cutting-edge techniques are emerging that enable you to move from upset to calm, from fear to confidence, and from stopped to successful in a fraction of the time—weeks, days, or even minutes!

Tapping (short for Meridian Tapping) is one of these techniques. We'll be describing exactly what tapping is and how to do it in the next chapter; but first, we want to share what you can expect by reading this book and following these teachings.

Tapping is being successfully used around the world for issues as varied as fears, phobias, post-traumatic stress disorder (PTSD), food cravings, and chronic pain. By using this simple technique, you can take years off your journey to personal power and accomplishment by transforming the beliefs and emotions that cause self-doubt, self-sabotage, procrastination, and so much more.

We've both used tapping to increase the money we make (Pamela used it to build a million-dollar business in less than three years), but that's only the beginning. We've also used it to deepen our relationships, turn around limiting beliefs, and reduce the fears and anxieties that naturally occur when playing a big game . . . and we've helped many others to do the same.

Tapping was originally developed as a way to remove negative emotions only, and this is certainly valuable. However, just removing the negative without replacing those emotions or beliefs with new, positive feelings and ideas is only completing half the job. In order to achieve ultimate success, you need to experience uplifting emotions and install empowering beliefs. The tapping processes described in this book and DVD will show you how to do exactly that.

We've chosen to illustrate how these tapping techniques can be used to overcome obstacles to success by working with the principles outlined in the book *The Success Principles* by Jack Canfield and Janet Switzer. However, you can use these techniques to overcome any obstacle or limitation that keeps you from creating success in your life, no matter how you define "success"! Further, although this book refers heavily to these success principles, it has been written to stand alone. (And please note that the principles are presented in an order that allows for the most logical flow of the tapping techniques, not in the numeric order of the previous book.)



This book is arranged in nine chapters to make it as easy as possible to learn the techniques. We use what Pamela calls

the “stone soup” method of teaching, based on the old folktale “Stone Soup”:

A traveler came to a very poor village and asked for some food, but was told that there was no food to be had. He smiled and said that would not be a problem, as he had a stone that would create a wonderful soup, just by cooking the stone! A pot full of water was brought, and the traveler carefully took a wrapped bundle from his pack. He then unwrapped a large gray stone and placed it in the pot.

As the water heated, the traveler would taste the soup and exclaim that it was cooking beautifully. At one point he said, “Ah, it’s heavenly! It’s truly wonderful as it is. However, if just a scrap of onion were added, it would be even better!” The villagers realized that they had a few onion peelings, and threw them in the pot with the stone.

After a few more minutes of stirring and tasting, the traveler said, “It’s just delightful. Almost perfect! However, if there were just a few bits of carrot, oh, how incredible it would be.” The villagers managed to locate a few bits of carrot, and added them to the pot.

And so it went. The traveler would declare the soup to be delicious, but allowed that it would be even better with the addition of this or that small ingredient. In a very short time, a fragrant pot of soup was created, in a village whose people believed that they had no food.

Even the simplest tapping techniques introduced here will give you powerful results. As you add additional elements to your array of tapping skills, you’ll be giving yourself a tremendous resource to use in many different areas of your life. As we teach each technique, we’ll introduce a powerful success principle and the resistance that you might encounter when you try to implement that principle, and then demonstrate how you can use tapping to remove the resistance. You’ll also read many case studies of clients who have used these techniques to skyrocket their results.

DON'T READ THIS BOOK!

Did we get your attention? Great!

More accurately, we'll say: don't *just* read this book. We certainly hope you find this book to be motivating and inspiring. However, more fundamental and important than that, this book is meant to inform and teach. In easy-to-follow steps you'll learn a powerful set of techniques that will allow you to achieve your dreams and goals. Like any tool, it has to be used in order to work. So read, enjoy, and more important, *do* the work in this book.

Here's how to use this book and DVD:

Get a notebook or journal, or create a file on your computer if you prefer to work that way. You'll need someplace to capture your notes as you go through the book, so you can track your progress. You'll want to do this to see, and celebrate, how much you're going to accomplish. It's easy to discount the progress you've made if there isn't a record of where you've come from and the work that you've done. Keep your record. It doesn't have to be fancy or neat, but it needs to be written down.

Throughout the book, you'll be given exercises and Action Steps. *It is vitally important that you do these.* If you just read the book without doing them, it may be inspiring, but you won't get all of the tremendous results that are possible. Practice the techniques by doing the exercises and Action Steps, and you'll be amazed at how much freedom and transformation you can achieve. In order to support you in completing your work, you can download a PDF of all the Action Steps as a workbook at **www.TappingIntoUltimateSuccess.com**.

There is a Chapter Checklist at the end of each chapter, designed as a self-check. If you can agree with all the statements and correctly answer all the questions, you'll be able to get the most out of the chapters that follow.

We start with basic information about tapping and why it works. Then you'll learn the simplest form of the technique, which you can use immediately to start removing your obstacles to success. You can learn and experiment with these life-changing

tools within a very short time after you pick up the book! In the rest of the second chapter, “Removing Fears,” we address fears and add a couple of additional steps to make the tapping process that much more powerful and flexible.

In Chapter 3, “Overcoming Limiting Beliefs,” we explore how limiting beliefs are formed, along with the process for transforming them into empowering beliefs. Then in Chapter 4, “Foundations for Success,” we explore the most important principles that can bring you phenomenal results, and how to overcome obstacles that may stop you from living those powerful ideas. In Chapter 5, “Accelerating Success,” we explore even more creative tapping techniques, and see how to apply them to implement the principles that will bring you ultimate success.

In Chapter 6, “Healing the Past,” you’ll learn an exciting new technique that can break the power of old, damaging memories. In Chapter 7, “Creating the New You,” you’ll begin creating your own tapping routines to create the visions and achieve the goals you’ve always desired. In Chapter 8, “Creating New Habits for Success,” we’ll look at how you can put much of your work on auto-pilot, so you’re moving ahead more easily. You’ll also start creating more of your own tapping routines that you can use to empower all areas of your life. In Chapter 9, “Financial Success,” we’ll look at the common blocks to creating wealth in your life and how to overcome them.

In order for you to locate key points more easily, we’ve used the following conventions:

- Lists of ideas or thoughts will be marked with regular bullets.
- Tapping phrases will be marked with diamond-shaped bullets.
- Sections labeled “Tapping Tips” contain hints that will increase the effectiveness of your tapping.
- Tapping techniques are capitalized, as are words or phrases that originated in other works on tapping.

- Success stories are set in gray boxes. You can read them as examples as well as for inspiration.

The companion DVD demonstrates many of the techniques in the book. You can use the DVD to see us apply these techniques in unscripted demonstrations, and you'll see for yourself the extraordinary transformation that can occur with tapping. Just viewing the DVD, and tapping along with us as you watch, can have a powerful effect.

Learning something new takes time, whether it's a team sport, a musical instrument, or a new technique for freedom and success. Creating ultimate success—success on your terms, as you define it—takes attention and effort, but it doesn't have to take struggle. You can learn the basics of this technique in only a few minutes. As you continue to delve into the work, you'll be able to handle complex emotions, challenging situations, and lifelong limiting beliefs with more and more ease. It's worth the time.

Your ultimate success, and results that you can only barely imagine now, are within your reach. It is our intention that this work helps you step into your success powerfully, and more fully than you ever have before.

— Jack Canfield and Pamela Bruner





1

A NEW TECHNIQUE FOR CREATING SUCCESS

If you're like us, you want to create success in your life. You want to achieve your goals, create and maintain a certain lifestyle, have great relationships, enjoy vibrant physical health, and feel happy and joyful.

In 2004, the book *The Success Principles* was written to help you do just that, and it's one of the most powerful and complete books on how to achieve success ever written. So why haven't all the readers of the book achieved those kinds of results in every area of their lives?

Certainly, many people *have* achieved outstanding results using the success principles, but others struggle to implement the ideas presented in the book. If you're one of them, perhaps you've experienced success in one arena, but find another area of your life isn't looking the way you'd like it to be.

"Ultimate Success" is not just success in one area. It's not having only financial success, yet having poor relationships. It's not

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just having good relationships, while your health suffers. And ultimate success does not mean focusing only on the areas of your life that are working and ignoring those parts in which you feel helpless. Ultimate success is success in *all* areas. It's not just the achievement of your goals; more important, it's the ability to remove any obstacle that comes up as you pursue those goals. When the journey becomes a path of mastery, ease, and exciting challenge rather than struggle, suffering, and insurmountable obstacles, *that* is ultimate success.

This book and DVD program were written to help you achieve ultimate success. We'll explore the resistance, blocks, and barriers that keep you from living the success principles, and give you an exciting new technique—tapping—to remove those blocks. Once you're able to remove your negative emotions and overcome your limiting beliefs, you will be able to achieve success in a powerful new way. You'll get from where you are to where you want to be more quickly and more easily than you ever imagined.

On this journey, we'll look at the following:

- Why change is challenging, and what to do about it
- The new, cutting-edge energy techniques, and why they are so effective
- How to remove negative emotions that keep you from taking action
- An understanding of belief systems, and how to change them
- Specific suggestions for overcoming blocks to implementing each of the success principles

In the end, if you take the actions described in the book and do the exercises provided, you'll find yourself able to remove negative emotions and install positive ones, shift limiting beliefs that don't serve you and create new empowering beliefs, and take action in areas where you were stagnant before. With those new

abilities, you will be able to create the success you desire . . . in every area of your life.

If you haven't read the Introduction, go back now and read it. It contains important information about how to use the book and DVD, which will greatly increase the enjoyment and value you get from them.

WHY CAN'T I EASILY MAKE CHANGES IN MY LIFE?

We often say that we want to make changes in our lives. You may want to make more money, lose weight, get a new or better relationship, start a new career, or take up a new hobby. Yet change can seem so hard. Why is there so much struggle around change?

The reason lies in the fact that the mind is divided into two parts: literally, two hemispheres. One part is responsible for rational, conscious thought and processes ideas sequentially, using language. The other part is emotional and processes ideas simultaneously, using pictures.

The emotional, subconscious mind is far more powerful than the rational, conscious mind. It is capable of processing more information, controls approximately 95 percent of the thoughts you think and the actions you take each day, and is motivated by the pull of pleasurable rewards and the push of negative emotions.



If you think of the emotional mind as an elephant and the rational mind as the rider, you can understand the challenge of change. The rider can control the elephant, as long as the elephant doesn't have any strong desires about the direction in which it moves. If the elephant doesn't want to go, however, the rider has very little chance of forcing it.¹

Studies have shown that when you attempt to use willpower to create change, success is very limited. Willpower has been proven to be an exhaustible resource.² The more you use up in one area, the less you have for another area. So if you're trying to start

a new business and lose weight at the same time, relying on will-power alone to accomplish tasks in both of these areas will probably not succeed.

The concept of the conflict between the elephant and the rider (the rational and the emotional) goes back thousands of years, to the teachings of Buddha, Plato, and the Bible. Many different techniques and approaches have been used since then to get the rider and the elephant to work together, usually based on trying to tame the elephant to obey the will of the rider.

The emotional, subconscious elephant experiences fear, anger, sadness, anxiety, and a host of other negative emotions when pursuing goals. This isn't a moral failing or a sign of weakness; it's the way that the brain is wired. The subconscious was designed by evolution to protect us from danger. However, this part of the brain isn't good at distinguishing between what is actually physically dangerous, like a saber-toothed tiger chasing you, and what is only emotionally dangerous, like rejection or failure. Because of this, these emotional deterrents keep you from taking action and achieving your goals. Also, limiting beliefs can keep the elephant paralyzed, not knowing that success is possible.

The reason why so many people fail to achieve success is that the elephant is averse to the actions that need to be taken. To make tasks much easier, you need to have the elephant motivated to move in a certain direction. At the very least, the elephant needs to be neutral and not resisting the rider.

Some approaches to create change have included:

1. **Changing the goals**, or attempting to reduce the power of the emotional desires. Philosophies of nonattachment take this approach. If you don't want anything—if you have no desires—then your elephant is easier to control.
2. **Creating disincentives for actions that move you away from the goal**. If the elephant thinks that an action comes with a terrible consequence, it might

be dissuaded from the action. This approach has very limited success.

- 3. Attempting to strengthen the control of the rider.** This is actually an emotional approach, disguised as a rational one. By creating an identity of toughness and control, the rider seems stronger. In fact, the elephant has bought into feeling good about “being a tough guy,” and becomes easier to control because of the rewards of honoring the identity. We’ll talk more about honoring identity in a later chapter.
- 4. Creating habits.** When an activity becomes habitual, it doesn’t require the attention of the rider anymore, and requires much less effort. Creating the habit, though, can take considerable effort.

All of these approaches work for some people, to some degree. But because the emotional elephant is so much stronger, it makes far more sense to reduce the resistance—the negative emotions—to moving in the direction of your goals.

If you could reduce those negative emotions and change your limiting beliefs to empowering ones, your success would be much easier.

That’s where the tapping techniques come in.

WHY TAPPING WORKS

When tapping was first used in the 1970s, tapping theory was based on the energy meridians of acupuncture (which is where its full name, Meridian Tapping, comes from). It was thought that clearing those energy meridians would clear a disruption in the body’s energy system, and so remove negative emotions.

However, we have a new understanding based on recent scientific studies. It has been discovered that the brain does not become fixed by one’s early adult years, but rather, it can be changed at any age. New neural connections can always be formed. Unfortunately,

this can work against us. When we experience a trauma or something that triggers a negative emotion, we create neural pathways that support re-triggering that negative emotion. (As an example, if you have an experience that causes you to believe that people are mean or dangerous, you will look for evidence to support this belief and ignore evidence to the contrary.) We also create pathways that support limiting or disempowering beliefs that we may have created in the moment of a trauma. This process of creating pathways is so fast, in fact, that Nobel Prize winner Eric Kandel says we can double the neural connections for a given thought pattern in only one hour!

We can be grateful to Sigmund Freud for giving us an understanding of the significance of the unconscious mind. However, he was unfortunately incorrect when he said, "Insight produces change." Conditions like phobias and PTSD exist because the brain creates a feedback loop that builds and enhances neural pathways. As we'll see later in the book, experiences throughout life create fears and limiting beliefs that become hardwired into the brain. This occurs in all human beings, not just those who suffer significant trauma. In order to transform yourself, you must interrupt the feedback loop that is creating these patterns.

Simply understanding your fears and limiting beliefs, however, usually does not give you the ability to overcome them. Consider a person with a fear of flying: He may know *consciously* that flying is safer than driving in a car. Nevertheless, this doesn't prevent his *subconscious* mind from creating certain symptoms every time he boards an aircraft.

Now, recall an experience that made you angry or upset. If you continue to think about it, even if you try to ignore it, you're building more and more neural pathways of stress and upset. The fact that this process gets stronger over time makes it even more essential that we interrupt the process of creating these negatively based neural connections, because any negative emotion or limiting belief will only get worse over time, not better.

Tapping interrupts this process. Tapping sends signals to the brain to react with calm, not with fear or upset. It has been proven

to dramatically reduce cortisol levels. This in turn reduces stress. Any time you think about something upsetting, whether it's an action that you're about to take or a disturbing memory, tapping helps to neutralize the upset you feel.

Dawson Church, author of *The Genie in Your Genes* and multiple studies on the effectiveness of EFT tapping, says:

Tapping creates a piezoelectric charge that travels through the connective tissue along the path of least electrical resistance. When a traumatic memory is recalled, along with the awareness of the site in the body that holds the primary memory of the trauma, tapping introduces a message of safety to the body that is not congruent with the emotionally arousing memory.⁴



Tapping was developed by drawing on traditions from psychology, kinesiology, and more. Pioneers in these fields include Roger Callahan, John Diamond, George Goodheart, Francine Shapiro, Patricia Carrington, and Gary Craig. Most people who now work in tapping began their work by learning EFT, of which many variations exist. Much of what is in this book is based on Gary Craig's original EFT and the innovations later added by Dr. Patricia Carrington. However, the terms used to describe the tapping techniques in this book are ours, unless otherwise noted. In this book, we'll use the term *tapping*, unless we're specifically talking about a technique that is part of the original EFT as defined by Gary Craig.

The advantages of tapping are numerous:

- It's simple enough that anyone can do it, even children!
- It's noninvasive.
- It requires no special equipment or location.
- It's much faster than most other techniques.
- It's flexible enough to adapt to any situation or issue.

- You can do tapping by yourself.*
- Tapping will work even if you are skeptical. So try it!

*Tapping is a wonderful self-help technique. However, if you're working on deep trauma, abuse, or any other serious issue, we suggest the help of a tapping practitioner. To find a tapping practitioner, see "Next Steps" at the end of the book for more information.

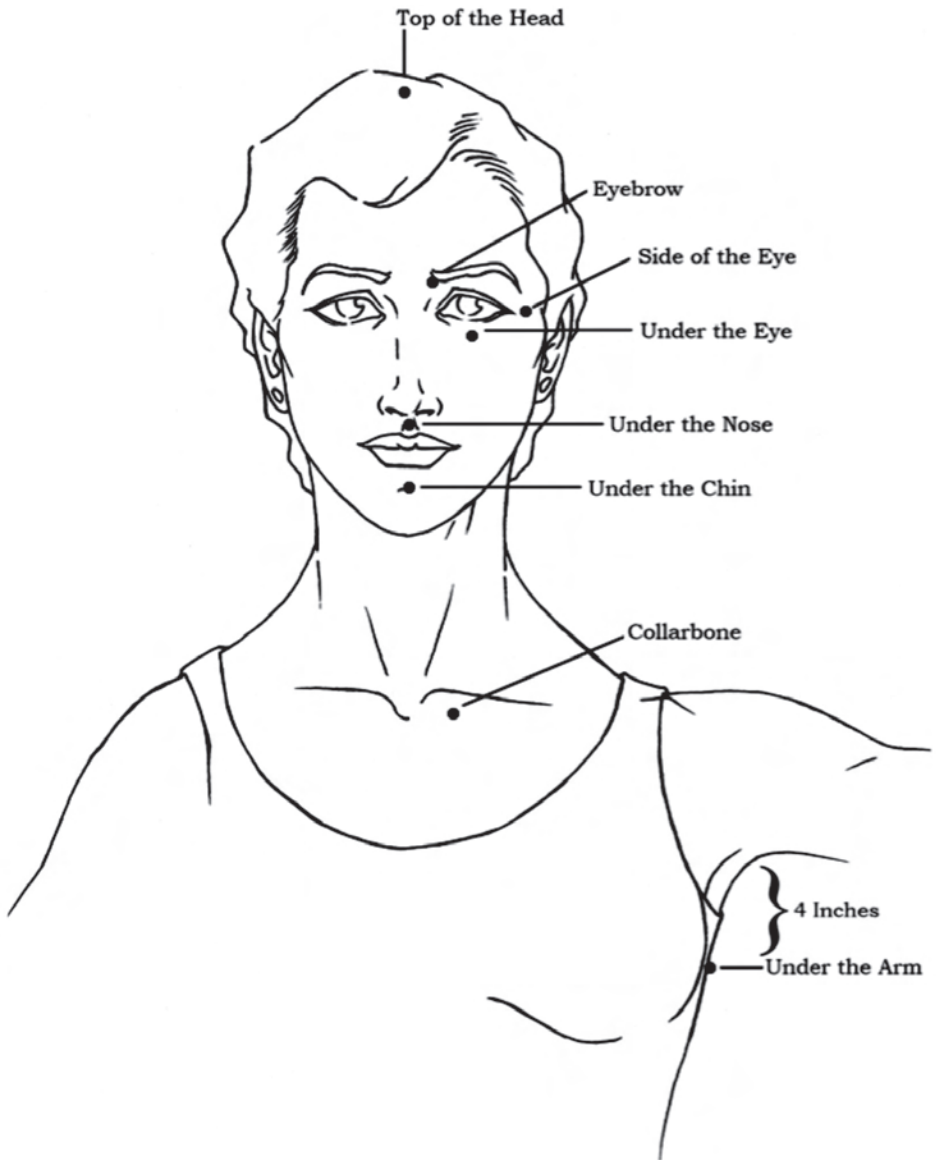
GET STARTED TAPPING

(**Note:** If you are very familiar with tapping or EFT, you may want to skim through or skip this part.)

In order for the tapping to be most effective, we want to tap on certain electrically sensitive points. These are some of the same points that have been used in acupuncture for 5,000 years, which we call *acupoints*. Although there are hundreds of acupoints, tapping works with less than 20.

We'll introduce the points little by little in this work, so you can learn them a few at a time. Once you've tried tapping a few times, the points will become second nature.

Please familiarize yourself with the following illustration. These are the eight main points that we'll be using our tapping routines:



Although some of the points are shown on just one side of the body, they are on both sides. So, for example, there is a single point at the the top of the head, but there are two eyebrow points:

one at the start of the right eyebrow just above the nose, and the other at the start of the left eyebrow.

Tapping was originally taught one-sided; you tap with either hand, on either side of the body. Most people tap with their dominant hand. Some people choose to tap with both hands when there are two points. For example, the right hand would tap the right eyebrow point, and the left hand would tap the left eyebrow point simultaneously. Then at the chin point, only one hand is used.

We recommend you start tapping with one hand on just one side of the body, using whichever hand is most comfortable for you. When you are more familiar with tapping, you can experiment with using both hands, and see if you prefer that.

Using your index and middle finger, you'll tap each one of the points approximately five to seven times before moving on to the next point. (Since you'll often be speaking while you tap, don't worry about accurate counting. If you tap more or less times than five to seven, that's okay.) You have completed a "round" of tapping when you've tapped on each of the eight points. Watch the video so that you're clear on the points, but don't worry much about precision.

Tap lightly, but firmly. This isn't massage, so tapping with force isn't necessary. If you can't tap a particular point due to an injury, just skip that point. Unlike acupuncture, tapping is a very forgiving process. One reason it is common to tap using both the index finger and the middle finger together is that you're tapping a fairly large area with both fingers on any particular spot. (Refer to the DVD for more clarity on this.)

MEASURING THE PROGRESS OF TAPPING

When you tap, you'll want to keep track of your progress on each issue. To do that, we use a scale called the "SUDS" scale. SUDS stands for Subjective Units of Distress. When you first begin to work on an issue such as a fear, one of the first questions you'll

ask yourself is, “How intense is this emotion?” using a scale of 0–10. Zero means “no intensity,” the emotion isn’t present, while ten means “extreme intensity.”

The important thing to remember about the SUDS scale is that it *is* subjective. It’s your measure of how angry, fearful, or upset you are. Therefore, there are no right or wrong answers. What’s right is what’s true for you in the moment.

You can also use the SUDS scale to measure your intensity when you think of a past event. Are you upset about something that happened last week or last year? How upset are you? Is the emotion really anger or is it something else, like sadness? Also, be sure to distinguish between how you felt about an event *then*, and how you feel about that same event *now*. Your intensity may be lower or higher. With the SUDS scale, you want to evaluate how you feel *now* about the event.

Establishing a number rating for the intensity of the emotion allows you to measure your progress in reducing that intensity after a round (or several rounds) of tapping.



Since you’ve got the initial tapping points, let’s use what you’ve learned to remove some of the fears and discomforts you may be experiencing in your life. You’re now ready to start using the simple, powerful technique of tapping to bring about positive transformation!

ACTION STEP: GET STARTED TAPPING

Watch the first section of the DVD, which includes the tapping points.

Tap all the points so that you’re familiar with the location of each point.

Practice using the SUDS scale. Think about an event in the last week that was upsetting or frightening. When you think about it now, on a scale of 0–10, how intense is that emotion? (Remember,

the scale is subjective, so there are no right or wrong answers.) However, being able to tune in to your emotions and notice their intensity will enable you to clear your obstacles to success.

CHAPTER CHECKLIST

I know what the eight tapping points are.

I understand how to use the SUDS scale.



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For more information about tapping, including lists of practitioners, please visit www.TappingIntoUltimateSuccess.com.



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