

# Brad Yates



## The Power to Feel Good Now *Tapping into Emotional Freedom*

Many people deal with negative emotions and poor self-image, a struggle that can affect everything from their relationships to their physical health to prospects for landing a job in a tough economy. Emotional Freedom Expert Brad Yates helps people overcome fears that are holding them back and redefine themselves in a positive light.

Brad is recognized as one of the top teachers of Emotional Freedom Techniques® (EFT), a quick, simple, effective method for overcoming fear and relieving stress. EFT, also sometimes referred to as Tapping, can help just about anyone dealing with anxiety and negative emotions, he says.

"A feeling is not something you're just thinking about – it's something you feel," Brad says. "It's in your body, so you need a body solution to change it."

EFT is about more than just feeling better – it can help people live better. "These uncomfortable feelings are at the root of the poor choices we make – such as about what we eat or how we manage our finances," Brad says. "Emotional freedom is the freedom to make better choices."

Brad has posted more than 200 instructional videos on YouTube. He has taught everyone from CEOs, professional athletes, and award-winning actors to addicts through weekly classes at the Sacramento Drug Court. A certified hypnotherapist, Brad was trained and certified at the respected Hypnosis Motivation Institute in Tarzana, California, where he served on staff. He is also a graduate of Ringling Bros. & Barnum & Bailey Clown College who has performed around the world.

**BIO:** Emotional Freedom Expert Brad Yates teaches people fast, effective methods to overcome fear and stress. He's taught CEOs, professional athletes and award-winning actors and has more than 200 instructional YouTube videos. Brad is author of the bestselling children's book [The Wizard's Wish](#) and appears in the film [The Tapping Solution](#).

**Online Press Kit:** <http://www.BradYates.net/media/presskit.html>

**Public website:** [www.TapToFeelGood.com](http://www.TapToFeelGood.com)



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### Story Ideas

**Emotional Freedom** – Brad discusses Emotional Freedom Techniques – what they are, who uses them and the benefits for improving health, wealth and relationships.

**"Emotional Acupuncture Without Needles"** – Brad explains the simple, fast and effective techniques he uses to help people improve their lives by accessing eight meridians in the body.

**Keeping New Year's Resolutions** – Our internal systems are designed to keep things the same. Making changes feels stressful, and this can derail the best of intentions. Brad discusses how EFT can help people stay on track with personal improvement efforts.

**Making Positive Changes** – Our results in finances, health and other areas are determined by our choices, and our choices are largely controlled by our feelings. Brad explains how emotional freedom helps people make better choices.

**Controlling Cravings** – Actions such as overeating and overspending are largely triggered by our feelings. Brad discusses how EFT can help people overcome cravings and make positive choices for better results.

**Why it Works** – Negative emotions are manifested in the body as well as the mind. Brad explains why EFT is a potent method for achieving instant relief and ongoing results.

**Tapping for Job Hunters** – Brad discusses how EFT can help people stay positive and effective in their search for employment.

**Dating Ease** – Emotional discomfort, based on fears and insecurities, can make meeting that special someone an intimidating endeavor. Brad discusses how EFT can reduce the fear, as well as pain from past relationships, and boost confidence.