

Tap Into Feeling Good

Emotional Freedom Expert Brad Yates Teaches Techniques for Success



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 can help just about anyone dealing with anxiety and negative emotions.

Suggested Intro: Our guest today teaches everyone from elite athletes, CEOs, and actors to people struggling with addiction how to master their emotions. Brad Yates uses something called Emotional Freedom Techniques (EFT) to help people overcome fear and stress to improve their lives. He also graduated from Ringling Bros. & Barnum & Bailey Clown College! Welcome, Brad. What is EFT and how does it work?

Suggested TOPICS for DISCUSSION:

- **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.
- **“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.
- **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.
- **Tap in Online** – Brad has posted more than 200 videos on YouTube to help people clear away uncomfortable feelings so they can achieve their goals in life. He explains how people are learning these techniques online.

Online Press Kit (media): <http://www.BradYates.net/media/presskit.html> – images, more story ideas, etc.

Public website: www.TapToFeelGood.com

Suggested QUESTIONS for Brad Yates:

1. Tell us about Emotional Freedom Techniques (EFT) – what is it?
2. You have described it as "Emotional Acupuncture Without Needles." How does it work?
3. What is the relationship between our emotions and the choices we make?
4. How can EFT help people make better choices and achieve better results?
5. Explain how these techniques can help people beat cravings, such as the impulse to overeat or overspend?
6. What are the areas tapped for EFT and how are they associated with emotions?
7. Is this something anyone can learn?
8. Who studies EFT and why?
9. How can something so simple possibly improve people's health, wealth and relationships?
10. You taught weekly classes at the Sacramento Drug Court. Can these methods help people overcome addiction?
11. Why do you say negative emotions are manifested in the body as well as the mind?
12. Can EFT help people who have been out of work to find employment?
13. You have more than 200 instructional videos on YouTube. Can people learn EFT online or is personal training required?
14. Tell us about your children's book *The Wizard's Wish* – what's it about?
15. You actually graduated from Ringling Bros. & Barnum & Bailey Clown College. How does that help you in your work?
16. What kind of immediate results can people expect using these techniques? Are they lasting?
17. Why is it so important for people to overcome habitual negative emotions?