

CHRONIC STRESS Is Sabotaging You!

Why not all stress (and stress relief) is created equal.

Did you know that some stress is actually good for you? In the right amounts, stress can improve brain function, make you more creative, help you get fit, lower your risk of Alzheimer's, and lots more.

It's chronic stress—the “stress overload” you feel day in, day out—that's silently but systematically sabotaging your success and limiting your access to abundance.

Here's the thing, though. You're smart. You try to stay ahead of your stress. You exercise, get your 7 hours, do deep breathing, yoga, meditation. You've even logged hours on the couch, trying to get to the “root” of your stress.

But still, the damaging effects of stress show up in your business, your life, your bank account. Even worse, stress saps your energy and takes over your brain, making it almost impossible to make sound decisions for your future.

So what gives? The Answer: Like stress, not all stress relief is created equal.

Stress isn't just in your head. Stress is also physical. (That's proven science, by the way.)

Until stress is fully released, it stays lodged in your body, in your cells, running rampant, limiting your abilities, holding your potential to succeed hostage.

Still not sure? The brain-limiting effects of chronic stress are scientific fact.

**Here's how stress limits your success
(and your life, relationships, waistline, and more)
in 13 sad steps:**

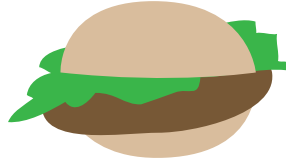
- 1** You think about something stressful—work, money, relationships, family, whatever's bothering you.
- 2** Your amygdala (in your mid-brain) senses danger.
- 3** Your amygdala helps to initiate your body's fight-or-flight response to stress.

- 4 In “fight or flight”, your body releases adrenaline and the “stress hormone” cortisol, diverts blood away from your digestive tract, leaving you less able to digest food and absorb nutrients AND more likely to gain weight. This, by the way, is also BAD news for your brain, which needs a constant flow of glucose to function properly. Poor digestion leaves you at higher risk for poor decisions at work, in your business, and with your finances.
- 5 In this physiological “crisis mode,” you’re more vulnerable to pain—from chronic illness, arthritis, fibromyalgia, migraines, stomach upset, and more. Yet another distraction depleting your energy and preventing you from making positive progress toward your dreams and goals!
- 6 In this state of heightened physiological “alert”, your brain’s creative center is deemed “non-essential” and shuts down. Down goes your problem solving, your creative skills, your intuition... and maybe also your bottom line.
- 7 You feel increasingly irritable, isolated and impatient. Your relationships, one of your biggest assets at work, in business (and life!), suffer.
- 8 Stress affects your sleep. Your energy, ability to problem solve, think on your feet, and be creative all take a nose dive. Plus, your metabolism also slows, which keeps your energy level low.
- 9 Your body secretes even more cortisol, wreaking more havoc on your brain’s ability to function effectively, and also your digestion (and waist line), increasing your blood pressure, lowering your immune response, making it all too easy to get sick.
- 10 After releasing too much cortisol for too long, your body goes into “adrenal fatigue.” You feel depleted, exhausted, and depressed. Your decision-making skills are at an all time low, and your growing feeling of hopelessness is making everything even worse.
- 11 You no longer have the energy to stick to your regular work schedule, or exercise, eat healthfully, practice meditation, yoga. This is when you make the poor decisions that haunt you for years to come. Plus, a host of health challenges—migraines, insomnia, stress-related hair loss, chronic pain, and any number of other issues—become regular fixtures in your life.
- 12 Battling low energy, you can hardly focus at work, and elsewhere. Your opportunities are at all all-time low, and to make things worse, your relationships suffer.
- 13 Your depression deepens. You (and your body) are STRESSED OUT. Your entire life begins to feel like an impossibly long obstacle course, but you’re too depleted on every level to find a new solution. The stress cycle continues.

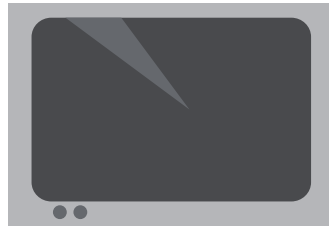
Typical “Quick-Fix” Stress Relievers



Alcohol



Food



Television



Shopping

{ You feel better, but only until the next morning or credit card statement. }

What about aerobic exercise, yoga/meditation, and “talk” therapy?

**40% of the population exercises for 30 minutes each on
1 – 4 days per week¹**

NO debate here. Exercise is crucial for optimal productivity, brain function, and of course, a healthy lifestyle. Physical activity promotes the release of endorphins, known as the “feel good” neurotransmitters; makes you “smarter” and more creative by increasing blood flow (and oxygen) to your brain; and acts as “meditation in motion”, providing mental and physical stress relief that can make you more productive.

YES, exercising and staying healthy are CRITICAL to the success of your business, career, and life.

THE REALITY: However critical, it’s hours, even days, after that stressful meeting with your client, or that fight with your spouse, before you can seek out the solace of your running shoes.

**38% of Americans use “complementary and alternative medicine”,
which includes yoga, meditation and other natural stress relief²**

Again, NO debate here. These practices provide powerful stress relief, increased focus, creativity, productivity, and lots more.

THE REALITY: Yoga and meditation provide significant stress relief and other benefits that yield significant results in weeks or months with regular, frequent practice. Many who try meditation give up too soon because they feel it’s “not working.”

¹ Gallup Wellbeing, <http://www.gallup.com/poll/137612/americans-back-exercising-often-2010.aspx> (May 27, 2010)

² National Center for Complementary and Alternative Medicine, http://nccam.nih.gov/news/camstats/2007/camsurvey_fs1.htm (December 2008)

What about psychotherapy? Does “talk” therapy provide lasting stress relief?

A study performed by Dr. Dawson Church, PhD and Dr. David Feinstein, PhD, measured cortisol levels before and after treatment.

83 participants were divided into 3 groups: the 1st group received an hour of Tapping, a practice that combines “talk” therapy with acupressure treatments; the 2nd group received an hour of psychotherapy (“talk” therapy); the 3rd group (control group) received no treatment.

RESULTS: The normal rate of cortisol decline is 14% over an hour. The 1st group (Tapping) demonstrated a 24% decrease in cortisol levels, while the 2nd and 3rd groups only showed the normal rate of cortisol decline. The 10% improvement in the 1st group (Tapping) is statistically significant.

THE REALITY: Psychotherapy alone relieves stress, but over a long period of time. The immediate benefits of psychotherapy don’t register in your body, where excessive amounts of the “stress hormone” cortisol still run rampant, putting your brain, your problem solving skills, your creativity, and your overall health, at risk.

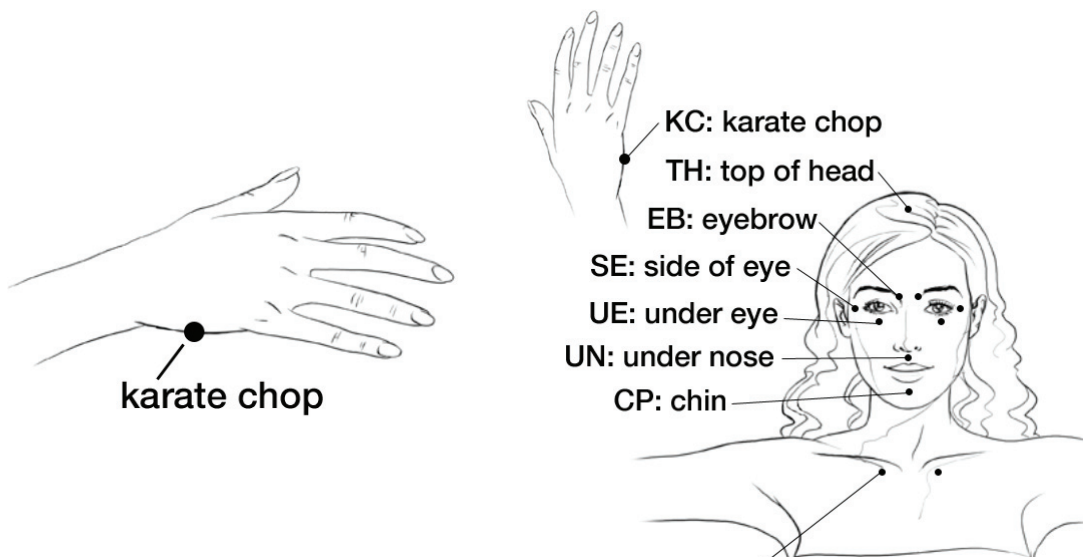


Where’s the REAL stress relief?

Tapping, the practice that produced a 24% decrease in cortisol after just one hour, blends Western psychotherapy or “talk” therapy with Eastern wisdom about “meridian points” or acupressure.

Here’s how it works:

You tap with your fingertips on a series of eight specific “meridian points” while talking through emotions, beliefs, and memories.



{ Acts fast. Use anytime, anywhere. For 5 minutes or 20. }

Because it accesses your emotions and body simultaneously, it provides powerful stress relief, lowering cortisol levels faster than most traditional and alternative stress relief methods.

STUDY FINDINGS: Tapping balances activity between the sympathetic and parasympathetic regions of your brain, producing “a neutral emotional state,” the gold standard of health and wellness.

This is the physiological state you’re in when you feel “on” — making great decisions quickly, closing deals, acing presentations, growing your bottom line, and working toward (not away from) your goals and dreams.

WOW! What a difference the right stress relief makes!

Dr. Church, PhD: Tapping “gives you the best of both worlds, body and mind, like getting a massage during a psychotherapy session.”

More about the science behind it:



The sympathetic region of your brain

Prepares your body for vigorous physical activity, speeding your heart, dilating pupils, contracting blood vessels, reducing digestive secretions.

In a perpetually active “stressed out” state, you’re more vulnerable to heart disease, high blood pressure, insomnia, weight gain, irritability, and impatience.



This is what chronic stress looks like in the early stages.



The parasympathetic region of your brain

Prepares your body for relaxation, cell regeneration, and digestion by slowing the heart, constricting the pupils, stimulating digestive secretions, and dilating blood vessels.

In an overactive state, you suffer from depression, weakened immune response, fatigue and diminished motivation.



This is what chronic stress looks like over time.

THE TAKEAWAY:

“High sympathetic/low parasympathetic ratios have been linked to both psychological and physiological disorders and may, in fact, “be the final pathway linking negative states and conditions to ill health.”³

CREDIT: Dr. Dawson Church, PhD and Dr. David Feinstein, PhD, “Modulating Gene Expression Through Psychotherapy: The Contribution of Non-Invasive Somatic Interventions”

THE ALTERNATIVE:

EFT Tapping regulates activity between these regions to achieve balanced activity and the optimal health that’s the crucial foundation of effective brain function.

STUDY FINDING: EFT Tapping is “substantially more powerful” than diaphragmatic breathing at lowering cortisol.⁴



Extra Benefit #1: Relieved of the excessive cortisol and “adrenal fatigue,” your brain (and body) re-balance. Your brain function is optimized, your energy is restored, you sleep better, feel healthy again. Your creativity and problem solving abilities return. Your metabolism is restored. Your body is again able to heal itself.



Extra Benefit #2: The comprehensive body/mind stress relief you get from Tapping in minutes takes hours, weeks, or weeks or months to achieve with meditation, yoga, “talk” therapy, and other treatments.



Extra Benefit #3: If you already practice meditation, yoga, affirmations, and others, Tapping can enhance the benefits of those other practices by lowering your cortisol levels much quicker, promoting even deeper relaxation “on the cushion” and beyond.

WHAT IT ALL MEANS:

Chronic stress is sabotaging your success, your access to abundance, making you more vulnerable to health issues ranging from depression to heart disease and worse.

EFT Tapping quickly relieves chronic stress on mental, physical and emotional levels.

³ Emotional Freedom Techniques, http://eftuniverse.com/index.php?option=com_content&view=article&id=3588&Itemid=2046

⁴ Emotional Freedom Techniques, http://eftuniverse.com/index.php?option=com_content&view=article&id=3588&Itemid=2046