

# ATFT Update E-ZINE



Official Publication of the Association for Thought Field Therapy

Issue 3, Summer 2005

## Dr. Roger Callahan Goes to DUBLIN & OSLO

Dr. Roger Callahan and Joanne Callahan were joined with Dr. Robert Bray, TFT Dx to teach TFT Diagnostic Level, Step B training in Dublin, Ireland. With the support and assistance of Dublin's own Rhoda Draper, TFT Dx, they welcomed an enthusiastic group of TFT practitioners from various parts of the EU,

Chris Milbank, TFT VT, joined Joanne and Dr. Callahan in Oslo, Norway to offer the Step B training. Mats Uldal, TFT Dx, joined many of his algorithm level students to welcome the trainers to Norway. He announced they had named a star in honor of TFT.

The translation of *Tapping the Healer Within* into Norwegian has generated much excitement about TFT in Norway.

Dr. Audun Irgens told the students of a research study he had been doing with TFT for anxiety and trauma. It has just been submitted for publication. We are all looking forward to seeing it.

As always we hear great stories about how the students and practitioners were introduced to TFT and how they have helped their families and clients.

I would like to share a brief case with our members as it is an unusual problem. One of our practitioners in Oslo shared this great story with us.

He was working with a new mother (three month old baby) who complained that her breast milk had stopped.

It had already been one week since it stopped and she was very concerned as she wanted to nurse her baby. Her mother had suffered with the same problem and was not able to nurse. He treated her with a reversal correction and one holon. Her milk started again and she was able to nurse her baby.

### Upcoming Translations:

*Tapping the Healer Within* is currently being translated into Danish and will soon be available in Denmark. *Sensitivities, Intolerances and Toxins*, and *TFT Diagnostic Step A* will also be available in Danish soon.



CATHERINE DALY receiving her TFT Step B Certificate from Roger in Dublin.



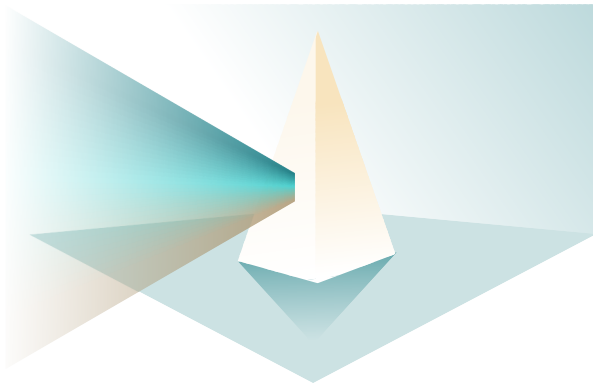
CAROL "DORIS" KEATING receives her TFT Step B Certificate at the Dublin, Ireland training.



Roger with MONA WILLUMSEN, TFT Dx, an approved Algorithm Level Trainer in Norway.

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Mary Cowley, Ph.D.  
*ATFT President*

## PRESIDENT'S MESSAGE

July 2005

Dear Fellow ATFT Members,

Warm greetings to all of you reading our third issue of the "ATFT Update". We're trying something a little different with this issue by focusing on a specific issue for treatment—in this case, peak performance.

There are so many opportunities to help people function at higher levels, more than most of us can imagine by ourselves. We like hearing from you when you think of one that hasn't been touched on, or come up with a little different approach to one that has—share it with us in an e-mail or case study on the listserve. Or submit an article for the Update. In this way we can really take advantage of the networking opportunities that exist in our organization.

I'd like to fill you in on some news since the last Update. The ATFT Board of Directors gladly welcomed Christopher Milbank as its newest member. Chris is an exceptional VT practitioner and algorithm trainer located in England. I'm sure those of you who are on the TFT listserve have enjoyed his very positive and creative approach to the practice of TFT.

The Board currently consists of Roger Callahan (Chairman of the Board), Bob Bray (Vice-President), Joanne Callahan (Treasurer), Suzanne Connolly (Secretary), David Hanson (Membership and Publications Chairman), Chris Milbank, and myself (President).

We invite you to contact any of us with your suggestions and offers of help for making the ATFT a vital organization that answers the needs of its members and finds more ways to spread the profound benefits of Thought Field Therapy around the world.

The Directors are deeply grateful to Chairperson Jenny Edwards, who has enthusiastically taken charge of developing ideas and guidelines for the Algorithm Training committee. She and her very experienced committee members are working diligently on developing training designs that will make TFT easy for people to learn and on making the manual easy for trainers to use.

In the process they are committed to creating a real community of trainers and colleagues who benefit all by sharing their strategies for training. They have exciting plans for developing two-hour seminars that trainers can offer in addition to the full 2-day trainings.

The committee's ultimate goal is to make TFT easy to learn and easy to remember, to make it accessible and easily understandable to everyone around the world, and to facilitate the understanding of TFT so that people use it every day in every way for themselves and for others (not just for major trauma). They also have plans to design advertising guidelines and suggestions to help trainers get the word out about this exceptionally powerful therapy and the opportunities they offer to learn it.

The Board wishes to announce that it has changed the name of the "ATFT Scientific Archives" to the more encompassing name of the "ATFT Resource Library". Our invitation remains open for ATFT members to join this vital committee and help it collect resources for our members, including articles, books and research on Thought Field Therapy, Heart Rate Variability and other subjects that further enhance the understanding of TFT.

Herb Ayers of the ATFT Public Relations committee developed an excellent and thorough tip sheet on providing press releases about TFT to the media, which was posted to the membership listserve. We've also included it in this Update issue so you all have a good chance to benefit from this very helpful information. For those of you who'd like more marketing tips, the ATFT has a Yahoo Group on marketing. If you're not already a member of this networking group, contact David Hanson, group sponsor, at [powerpaws4u2@net-venture.com](mailto:powerpaws4u2@net-venture.com). David is very knowledgeable in this area and loves giving advice—so ask him your questions!

Please enjoy this issue of the "ATFT Update". I trust you'll benefit greatly from it. And let us know what you think so we can make the publication and the ATFT even more powerful for you.

# IDEAS FOR PROVIDING PRESS RELEASES TO THE MEDIA

**By  
Herb Ayers, MA LMHC, TFT Dx  
ATFT Public Relations Committee**



## NEWS OR PROMOTION?

Anytime we do anything public in nature relative to TFT, such as talks, demonstrations, workshops, etc. we also have an opportunity to publicize the good we are doing with Thought Field Therapy by showing how it helps people. How we approach the media, though, depends on what we are doing and the circumstances involved. Is it news? That's the first question we need to ask ourselves.

News is generally a report about something that has taken place or is about to take place and somehow has an effect on people that others should know about. News and promotion are two different things and the people who deal with the news are not particularly interested in what we are "promoting" unless they are paid to use it.

For example, if I want to try recruiting people to come to a meeting or a training session, then that is promotion and the news people usually have little interest in helping us do this. So we need not be disappointed if news people are not interested in our events or when they choose to use a "handle" to emphasize something we don't wish to focus on. That's what they sometimes do!

So, it's up to us to fashion what we are doing in such a way that the media will take an interest in us even when what we are doing does not meet their criterion of what is considered to be "news."

If, on the other hand, we tell the news people that we are having a meeting and there's a very good chance some people may be relieved of great anxieties, depression, or phobias, there's a good chance they would view that as a possible news event and they would report both the fact that people were truly helped and likewise report about

those that were not helped during the meeting. Whoever is sponsoring the meeting, i.e. a club, group, organization, should probably be the one to alert the media and to determine if such publicity is alright with the participants.

## PLACEMENT

We can fashion our releases to fit the newspaper. If you look in the daily newspaper you will find a number of different sections of the paper. Each section deals with a different subject. If there is a "Life and Health" section, it would probably lend itself to an article or even a human interest story that involves TFT.

Other sections might be related to "Food," a Calendar of Community Events, (meetings at which TFT will be a focus) the Business Section (when TFT has been applied in business settings or when a practitioner announces a new level of TFT certification.) Maybe there's Senior Citizen Section and you use TFT at a Senior Center to help people or a Children and Youth Section and you use TFT in the schools or you are sharing information about TFT to the Parent Teachers Association. In each of these sections, TFT can be mentioned.

So, as a suggestion, you can check your local paper to see how they present their stories and then you can tailor your story to the paper or speak with a reporter who covers that section or "beat".

Use a "Fact Sheet" that you can offer the editor if you are going for special section placement. Your fact sheet should follow the same format as a regular press release by using the Associated Press (AP) format. However, fact sheets can be more inclusive of information whereas most press releases are "boiled down." Also, there may be

times when you may direct a reporter to the ATFT web site for further information about TFT. Use of the ATFT logo, however, must follow the Association Policies and Guidelines.

Be aware that not all media are English speaking. There are many newspapers printed for Spanish, Chinese, and other ethnic groups. When possible, a release sent to these publications is much appreciated by them.

## WRITING THE RELEASE

When you write a release for newspapers, be sure to follow the

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**Herb Ayers** holds a Masters Degree in Applied Behavioral Science from Whitworth College and a BA Degree in Psychology from Gonzaga University. He began his career in counseling in 1966 when he served with the American Red Cross in South Vietnam. He is currently in private counseling practice in Pasco, Washington. In 2001, he completed Algorithm training A and B taught by Suzanne Connolly, and he completed his TFT Causal Diagnosis training in 2004 with Roger J. Callahan, Ph.D.

# Dr. Roger Callahan on ... **visualization** and peak performance



***An algorithm I developed 22 years ago is now listed as a treatment for “Peak Performance.”***

I will tell you how this interesting treatment came about.

About 23 years ago I was treating a top physicist from Jet Propulsion Lab and with my new discoveries I was able to eliminate all the problems he brought up very quickly. We were both thrilled with this result.

In a later routine session he brought up a new problem. He told me that he loved to shoot baskets. He would often go into the gym and shoot as many baskets as he had time to do. However, he told me that he was a miserable failure at this task that he loved so very much. He was not interested in playing basketball but rather just shooting baskets.

He added that he had tried the different visualization treatments and his problem was that he was **unable** even to visualize or imagine the ball going into the basket.

I quickly ran some tests on his ability to imagine or visualize. I asked him to picture an apple – there was not one in the room. He said he could see the apple. I asked him what color it was. He said it was red. I then asked him to imagine something that he knew was impossible (remember, he was

a physicist); I asked him to imagine the apple flying through the air, unaided. He could visualize this fine.

I wanted to test the extent of his power - I then asked him to picture himself flying through the air, like Superman. He had no problem with this either. We had now established that he not only was capable of visualization but he could even visualize himself doing what he knew to be impossible!

I asked him to picture a basket ball. No problem. I asked him to picture a basket or net – again, no problem. I asked him to imagine taking a shot with ball and telling me what happens. He visualizes all this fine but the ball never goes into the basket. I found this a most interesting problem.

At the time I was aware that there are a number of people who report they are unable to visualize anything at all but he did clearly did not have this problem.

I decided to use Causal Diagnosis and I asked him to say, *“I want to be able to visualize the ball going into the basket.”* Not surprisingly, he showed a psychological reversal. I asked him to tap the side of his hand ten times and then tested him again. The PR was gone.

He literally jumped for joy for he did not wait for me to ask but immediately found that he was now able to clearly see the ball going into the basket! I asked him to phone me the next time he went to the gym. He called later that day and he was ecstatic! He was having dramatic increased success in this endeavor.

I found my developing therapy (TFT) to be so powerful that I had long before quit using visualization as well as everything else I had learned prior to TFT. However, I was very curious about visualization and wanted to see what I could do with the minority of people I knew who could not visualize at all – unlike my physicist client.

I began inquiring of all my clients if they could visualize. I found, as I expected, that most of them could visualize with no problem. However, there was a small minority who could not visualize an apple, let alone see it move about on its own. I found that most of them could be treated successfully for this and the spleen meridian (under arm), I found to be a common requirement through causal diagnosis.

As with the development of all my algorithms, I found some of the common treatments that would help the majority of those who had trouble visualizing and put them together into an algorithm. There was still a small minority of those who could not visualize. I have not treated this problem in a number of years and I when I do, I will be interested to find how many of this visualization deficient population who could not be helped before, can now be helped with my newer developments in treatment.

E-mail Dr. Roger Callahan: [roger@ftrx.com](mailto:roger@ftrx.com)

**IDEAS FOR PROVIDING PRESS RELEASES TO THE MEDIA**  
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standard AP format which generally goes like this:

- A. Who?
- B. What?
- C. Where?
- D. When?
- E. How?
- F. Why?

Many well-written press releases are printed in the newspaper "as is." Sometimes an editor will want to expand on the information that is presented or he/she may even want to make the information into a human interest story. When they do, they may wish to have a reporter do an interview with someone. That is why it's so important that the name of a contact person be submitted with the press release.

Always let the editor be the one to decide whether or not to use the information. We might be inclined to think, "Oh, they won't be interested in what I'm saying." Or, the last time I submitted this, they didn't print it." Stay focused and remember that your job is to submit a good press release. The editor's job is to figure out whether he/she can use it. Many factors of which we are not usually aware go into that decision. Therefore, our respect for their judgment and our persistence will pay off.

A call to the editor or a simple thank you note might also be in order for their consideration of the information you sent them.

Oh yes, a simple letter to the editor column might also produce some interest in TFT.

**GETTING THE WORD OUT**

I'm reminded that somewhere, sometime, I had to hear or read about TFT. After I did, I became interested and that led to hundreds of people getting help. After all, you never just

help one person in treatment. When you help one person, you are most likely helping many others related to that one.

When we speak of press releases and media exposure, we are really talking about public information. When we speak of developing good relations with media people, our clients, and the general public, we are referring to public relations.

Public relations involves many activities which include public informational activities. We can't delve into the many problems public relations try to solve in this writing however, it's important for us to be mindful of the damage misinformation can cause to the reputation of TFT which, in turn, might deprive someone of the help he or she needs.

**DIFFERENT MEDIA**

Radio and television news follows a similar format as the print media but they are much more interested in showing or telling what is happening in an active way rather than just copying what you would read in the paper.

The key is ACTION. Even if the action is merely asking questions on camera or on a radio talk show, it is more immediate and it gives us the opportunity to personalize our story. The only drawback is the amount of "time" allotted to our story.

The print media apportions space while the electronic media apportions time. This means we have to be ready to present the "essentials" of our story as quickly, accurately and concisely as possible.

Even then, some of the story will end up "cut," and airtime might boil down to 15 or 30 seconds! You might even have to do an algorithm for "disappointment" when you see and hear the end result of your interview! But the amount of time isn't as important as the accurate mention of your story.

Knowing this in advance means we should be ready to provide the reporter or the radio host with a "fact sheet" that explains the subject of TFT in some depth. Most often, the important part of

a TV news story is the "lead in" when the anchor or host presents facts that entice the viewer or listener to stay tuned for the story. He or she will be happy to use a fact sheet for this purpose.

**CONFIDENTIALITY**

In our profession, we are always mindful of the need to protect our client's identity and not divulge counseling information. Of course, clients are free to divulge information if they so desire, but we still have to be careful, legal, and respectful in this area.



“I need to tell you that I had a good laugh today because I realized it has been many months now since you ELIMINATED my lifelong fear of water. I laughed because your treatment of my water phobia was so successful that all thoughts of it completely left my mind until today when someone I know asked me why I was no longer afraid to be near bodies of water. As a matter of fact, I am looking forward to taking my first swimming lessons soon!”

- L.M. , Tacoma, WA



**DOWN AND OUT DOWN UNDER  
to  
UP AND OVER THE SLUMP**

**Norma Gairdner**

Last week my accountant asked me if I'd see his 20 year old nephew (we'll call him Sam) who's visiting them from Australia for the summer. "The problem is Sam doesn't feel good," he told me. "We thought at first it was jet lag, but then he told us he never feels good. So we've taken him to several doctors, and he's had a bunch of tests which are all normal. However, he doesn't feel well most of the time, and that's certainly not normal."

I saw Sam on Wednesday. Except for his red face, he appeared basically fit and healthy looking. Along with not

feeling well, he suffered from chronic constipation, gas, bloating, dry skin, flushing red face, feeling spacey, fatigue and low energy.

His usual energy level was 4 to 6 on a feel good scale where 10 is the best, and he couldn't ever remember feeling much better than a 6.5 in his entire life, except one time just recently when he stayed at the home of a Celiac friend, which was wheat-free of course, and he thought he felt a bit better there.

Since then, he'd been trying to avoid wheat but was becoming afraid to eat any food at all because of the embarrassing gas problems. As well, his aunt was afraid he wasn't getting the right nourishment and the family was pushing him to eat more. (Let me add here that this family is a pasta-bagel-pizza-baguette-eating group of wonderful French-cooking over-weight wine connoisseurs, and for Sam to attempt to eat wheat-free at their home without proper support, would be nearly impossible without starving himself.)

I began with my usual homeopathic case-taking, during which I used TFT algorithms to successfully treat 2 mild past traumas (suds of 6 and 7), the embarrassment of his red face (sud 7), and the fear of flushing up (sud 8). Then I used TFT to identify and treat his numerous toxins (12 in all - yikes! ), with the worst being wheat, yeast, milk, and corn.

I started him on a homeopathic constitutional remedy (chronic potency qd 10 days), good pro-biotics and digestive enzymes, and sent him home with instructions to call me if his very-first-ever new energy level of 7.5 (arrived at during our session) dropped at all.

He called the next evening to say that he had had a good night and a normal BM in the morning (this was a change); but sometime mid-morning he started to slip and was now at a 6, and having gas. (Let me insert here that if you can get your client/patient to call you as soon as they notice a negative shift, it saves time in identifying the cause.) So, we identified and cleared white-rice bagels (he had tested ok for white rice, however, he'd been eating

rice bagels which contained cornstarch, which we hadn't tested and which tested bad). I gave him an extra dose of his remedy and instructed him to increase the enzymes the next day. About 45 minutes later he called back to say he was feeling quite a bit better - about a 7.5 or maybe even an 8 he thought.

On day three he took his remedy, probiotics and enzymes, and was adhering to his new toxin-free diet which made sure had had lots of easy nutritious things for him to eat. That night his uncle called just as they were sitting down to a family dinner, to ask if Dijon mustard was ok because Sam was hesitant to eat his wife's wonderful salad with Dijon in the dressing. Luckily, the mustard was wheat-free, and just as we were getting off the phone, Sam came on and said: "I think I should tell you that I must be a 10 tonight. I feel great!" In the background you could hear everyone clapping and cheering.

I congratulated Sam on his impressive efforts to avoid the things he's currently sensitive to, and instructed him to call me if his energy went below an 8.5 (a new definition of low for him). It's Sunday now, and happily I haven't heard a word from him all weekend. His follow-up is in a few days, however, I already know he's well on his way to a new level of feeling good and chronically enjoying his life.

I thank Roger (over and over) for his most amazing discovery, and TFT for its most amazing effects ... and I always like to thank homeopathy ... and of course the most unfathomable, incomprehensible energetic mystery of all ... which I call God.



**NORMA GAIRDNER is a Homeopathic Doctor and is trained in TFT Causal Diagnostics. She is presently the Chairperson for the ATFT Trauma Relief Committee which will be featured in the NEXT ATFT Update.**

# TFT:

*Jim Mc Amineh, CTR, CEAP, TFT-Dx*

## A Great Crisis Intervention Tool

I am the Industrial Coordinator for Pittsburgh's Critical Incident Stress Management (CISM) team and I have found TFT to be a very powerful tool in working with the individuals in these situations.

The principal goals of a CISM team are: (1) To reduce emotional tension. (2) To facilitate normal recovery process of normal people having normal, healthy reactions to abnormal events. (3) To identify individuals who might need additional support or referral to professionals for specific care. A CISM program is neither psychotherapy nor a substitute for psychotherapy. When I receive a call it is generally associated with a fatality at the workplace.

I first used TFT at a construction site where an individual witnessed an individual fall to his death. What created a problem for him was that he had a very similar near fatality for himself a numbers of years ago which ended up resurfacing for him creating visible anxiety for him.

I was able to have him follow me with the trauma algorithm and you were able to see the change and he was no longer feeling the anxiety from his previous fall.

The next time I had an opportunity to use TFT at an electrocution of an employee at a small company with a family type environment. I first treated them as a group using the complex trauma with anger and guilt. I also included hopelessness.

I then found that some people we're having problems with other traumas in their past so I treated them separately.

I was able to use this procedure at a number of fatalities at a number of

large industrial settings with ease and great success. My team coordinator was very skeptic at first on my using this until he was able to see the success and rapid results. The coordinator was quick to see the value in TFT and we are now planning a training for the team.

Recently, I was able to take HRV readings in addition to using the TFT protocol with very interesting results.

I was called to the fatality and I was there a couple of hours after a

*The coordinator was quick to see the value in TFT and we are now planning a TFT training for the team.*

conductor on the plant railroad was crushed between two cars. There were two individuals who saw the deceased at the site. They were the locomotive engineer and the yard master.

I immediately worked with them and the victim's fiancée at the plant.

In an industrial fatality, there is an immediate investigation by OSHA and the safety dept. All individuals involved are questioned very intensely about all conditions surrounding the accident.

When any individual was having a problem with anxiety or decomposing during the investigation, I was called in to help them to become recomposed, to continue, and finish the investigation.

The OSHA investigator was extremely impressed with my ability to rapidly help these individuals.

After spending a couple weeks with the operator of the locomotive, who had worked with the deceased for many years, I started to prepare him for the return to his job. We walked the site of the accident and I continued to tap whenever any discomfort surfaced.

At this point, I asked if he would permit me to use the HRV with him.

My first reading was having him sit and being quiet. His SDNN was 16.3; Total Power was 80.6; and he was outside the square for Autonomic Balance in the left square. Time 12:32, 03/01/2005.

I then had him think of the accident and our walk-around at the site: SDNN 16.4; Total Power 83.5; outside square for autonomic balance. Time 12:43.

We did some tapping and his readings were: SDNN 22.5, total power 137.3 and he was balanced in center square ANS. Time 13:48.

He felt considerably better and we finished for the day.

At our next meeting, we started off taking some baseline readings: SDNN 43.6; Total Power 635.9; ANS was balanced. Time 13:20, 03/02/05.

I did some detective work, working on some issues which were coming up regarding some things within his family which he has never discussed with anyone before. But, before I started to treat these issues, we then took another HRV reading: SDNN 63.9; Total Power 1506.0; and he was a little out center on high side for ANS. Time : 13:53, 3/02/05.

On the next day he was asked to run a locomotive for an individual who had

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### TFT & Crisis Intervention

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reported off for the following day. His readings were: SDNN 54.0; Total Power 1207.3; ANS a little high outside of the center square. Time: 11:13, 03/03/05. He stated he felt fine and had no anxiety or fears about returning to work.

He reported that he had, at times, felt some sad feelings about the conductor who died but it was not overwhelming and was not accompanied by any feelings of guilt. The plant manager told me that he was quite surprised at how the locomotive operator was carrying himself and that he was walking with a spring in his step and was looking up and ahead.

The plant protection supervisor said that he could see the change in the engineer's eyes after the use of TFT. The individual was evaluated by a mental health professional and was found to be handling the fatality well.

Not only was I able to help the individuals deal with such a tragedy, I was able to show that the individual was ready to return to work. I am presently working at getting the largest industrial union in North America to look at using this throughout the union.

I was discussing TFT with Charles Figley when the discussion turned to treating those who were affected by the recent Tsunami and the problems a therapist can have with language and cultures. Quoting Charles: "TFT has no boundaries—you do not have to know their language or culture but TFT works."



**Jim Mc Aninch, CTR, CEAP, TFT-Dx  
United Steelworkers**

Jim Mc Aninch has worked for 30 years in industry and with organized labor. He has 18 years working as a Certified Employees Assistance Professional and has spent the last 10 years working with Critical Incident Stress Management work.



## *The Center for Extraordinary Living*



**Removing blocks to  
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**Voice Technology (VT)**

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**Mary Cowley, Ph.D., TFT-VT**  
**Appointment by phone 858.756.7131**





# TFT with People & Animals

## Achieving Peak Performance with TFT

by Jo Cooper

Jo Cooper is a Diagnostically trained CT-TFT practitioner who resides in the UK. She not only works with humans, but with animals as well. Visit her internet website at: [www.thoughtfieldtherapy.co.uk/animals.html](http://www.thoughtfieldtherapy.co.uk/animals.html)

**Whenever we use TFT to resolve a negative emotion we are in effect helping to enhance performance. Holding on to negative emotions, fear of failure, negative self-talk, for example, all get in the way of any of us performing at our best – and TFT works impressively to resolve all of these.**

TFT works remedially – as in the examples above – but as practitioners know, it can also be used generatively to enhance already good performance. For example, with TFT a ‘performer’ can increase their confidence and change their beliefs about their capabilities and what it is possible for them to achieve.

When we talk about peak performance our thoughts often turn to



sport. In my own practice I work primarily with equestrians, from beginners to riders who compete at a high level. I have also used TFT with people participating in other sports including football (soccer) at a national level, skiing, golf, shooting (again at national level), climbing and swimming. Each sport has its own problems but in terms of mental preparation I believe there are many more similarities.

With equestrianism, whilst not wishing to overstate the obvious, it is worth noting two issues that are always present firstly, of course, the sport involves a partnership with a horse and a horse cannot participate in verbal preparation in the same way that human team members can! Different riders have different levels of sensitivity in their relationships with their horses and the more scared the rider is, the less they have the capacity to be able to think about things from their horse’s perspective. Their physical responses to their own fear communicates the fear to the horse and then the whole situation can escalate.

Secondly, the potential dangers of equestrianism cannot be ignored. Equestrian sports can be some of the most dangerous – as one famous jockey put it, it is only in motor racing and horse racing that competitors are

literally followed around the course by an ambulance! Even non-competitive riders are frequently injured and in my practice I have worked often with people who have sustained major injuries and too many who have had the experience of a friend or acquaintance



having been fatally injured. Even without this personal experience, many riders have read of riding accidents. Several of my clients have mentioned Christopher Reeve (star of Superman) whose injuries and subsequent death were detailed in the national press. Several of them have felt the need to tap for their emotional response to his

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# TOXINS can cause psychological problems! ANYTHING can be a TOXIN!

A TOXIN can be anything you eat, drink, inhale, or touch that causes an unwanted reaction. Common foods, beverages, scents, personal care and cleaning products can ALL act as toxins in humans causing not only physical problems, but psychological and emotional problems as well. Any substance incompatible with your particular body can act as a TOXIN.

## Toxin sensitivities and intolerances can cause, aggravate, or lead to:

Headaches  
Nausea  
Mood Swings

Panic Attacks  
Anxiety Attacks  
Depression

Anger  
Increased Stress  
Paranoia

Chronic Fatigue  
Lowered Immune Function  
Insomnia

Noted psychologist, Dr. Roger Callahan, founder and developer of Callahan Techniques® THOUGHT FIELD THERAPY®, and author of the popular book "TAPPING THE HEALER WITHIN" demystifies the issue of toxins and sensitivities in this exciting, new self-study course.

## Sensitivities, Intolerances and TOXINS: How to Identify and Neutralize Them with TFT

### YOU WILL LEARN:

- Simple testing procedures to help ISOLATE and IDENTIFY particular TOXINS.
- You'll be able to treat for toxin problems with Dr. Callahan's new 7-SECOND and 7-SECOND PLUS treatment procedures. These procedures make PAINLESS corrections in the subtle energy fields of the body that result in powerful symptom relief!

### YOU WILL RECEIVE:

- Over 2½ hours INSTRUCTIONAL VIDEO (VHS or VCD)
- 1 Manual with STEP-BY-STEP INSTRUCTIONS
- Select Supplements (newsletter articles on related case studies)
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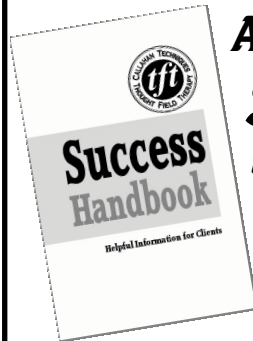
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**- Dr. Roger Callahan, Ph.D.**

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“Just wanted to write and let you know how much the Thought Field Therapy sessions are helping me to return to the person I was before the trauma, grief and anger struck. With just two sessions, I have been able to leave those frustrating blockages behind and move on to do the things I have always enjoyed doing.

Thank you so much for being out there promoting yourself so I had the chance to find you. You have so many opportunities out there waiting for you, a chance to help many people.”

*- Ora Y Diskin*

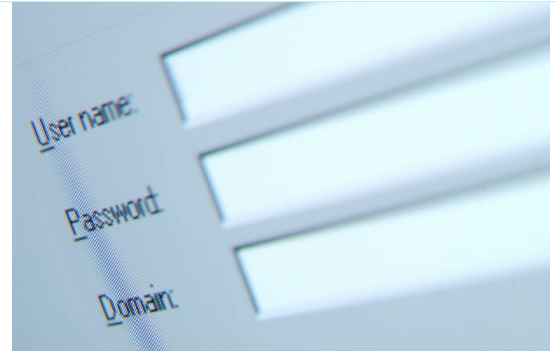
## Mighty Marketing Minute

# Maximum Performance for Your Web Site

by

**David Hanson, DEH, TFT-Dx**

*ATFT Membership and Publications Chairman*



In consideration of this issue's theme of PEAK PERFORMANCE, I decided not to deal with the idea of increasing the performance of people. Instead, I thought it would be a good idea to share information on how to make your internet presence more effective.

Let's face it, almost everyone now uses the internet - practitioners and clients alike. Practitioners use it to help them find new clients (*particularly important if your practice revolves around TFT because of the high level of effectiveness that is TFT's hallmark*). Clients use the internet to find practitioners that best suit their therapeutic needs. With over 75% of U.S. homes now having internet access and over 58% with a broadband connection, over 200 different search engines that fetch-up digital information for the seeker (most at no cost), it is easy to see that the internet is fast-becoming the Yellow Pages of the future. Understanding at least the most fundamental workings of this electronic advertising gizmo is essential to help you avoid making big and costly mistakes. Even if you don't have the skill set that makes it possible for you to do your own internet work (something I very much doubt since most 9 year olds these days can build a simple web site) you want to have enough information to know, at the very least, what you should be asking a webprovider for and how much you should be paying for it. There is a HUGE business in the U.S. of bilking millions of dollars out of uninformed business-people who KNOW they need a web presence but haven't the vaguest

idea where to begin. DON'T BE ONE OF THESE PEOPLE. Remember that if you were able to TURN ON the computer to read this e-zine, you probably have enough computer skill (with a tiny bit of study) to do this for yourself.

For most solitary practitioners, a simple web presence will most likely work just fine. Just make sure it has your picture on it. It is no secret that people are more likely to respond to a website with a picture of the practitioner. If you don't like how you look on film, join the club. Just remember that YOU are not the one that will be calling from your ad. A prospective client will be making the call. And they want to see a picture. Just make sure the picture has good contrast, makes you look friendly and approachable (even inviting), and looks professional. Whenever possible, go to a professional photographer and get yourself a "professional" head shot that you can use in your promotional efforts. Most professional photographers provide this service and will even furnish you with a digital copy on a CD. Above all, make sure that your picture doesn't look like you and your cousin Louie took your \$39 digital camera and took your picture outside behind the garage. If you want to sell yourself as a professional, you need to look the part. Spend a few bucks and go to a professional photographer - - you'll be glad you did.

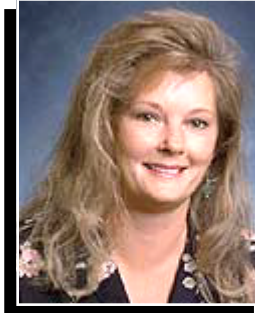
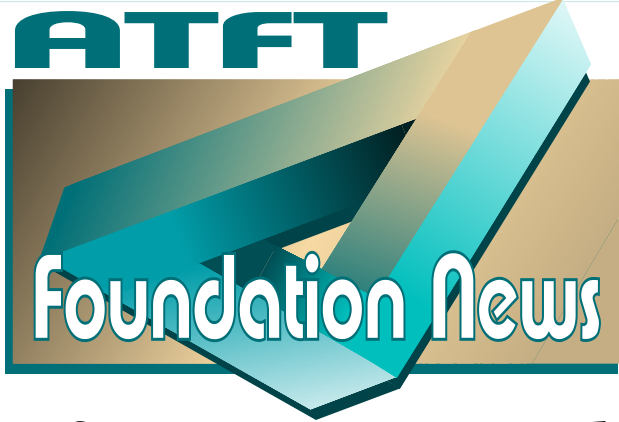
But, all this talk of creating a website with pictures is getting me off the topic of maximizing your web site's performance. My first suggestion in that vein is to buy your own DOMAIN. A

domain is the name that follows the www. in the website address. There are all kinds of website deals out there. Most of the freebie website deals DON'T come with a domain of your own. No doubt your own internet provider offers a free simple site with your subscription to their service. There is only one problem. The addresses are usually far too long and complex for the average person to remember or be able to write down accurately from memory. A simple, easy to remember domain name is essential. Shoot for a domain that has your name in it ( [www.joeschmoe.com](http://www.joeschmoe.com) or [www.askdrschoe.com](http://www.askdrschoe.com) or [www.schmoecounseling.com](http://www.schmoecounseling.com)) or somehow identifies the name of your practice. The simpler the DOMAIN name, the easier it is to get people to remember and return to your site. Keep it simple. AVOID like poison a domain name that is anything like [www.bonusweb.com/joeschmoe2358](http://www.bonusweb.com/joeschmoe2358). A simple-to-remember domain name is easier to use in your other advertising (like your phone book ad) as a cross promotion. As a matter of fact, you should ALWAYS cross-promote your website with your other advertising. Even put your web site address on your business cards. Do whatever you need to do to give the prospect enough information to get the sale.

So, you don't know how to build a website? Don't know to use any website builder programs? No problem. Check out: [www.networksolutions.com](http://www.networksolutions.com). They offer websites that even the most computer challenged can create with

**Mighty Marketing Minute**

- Continued on Page 20 -



Joanne Callahan, MBA  
President



“Chocolate was only an occasional treat – Easter, Christmas, birthdays – until I became pregnant with my first child.

The sweet cravings drew me to chocolate and before I knew it I was addicted. I would eat chocolate to balance my blood sugar levels, as an anti-stress agent when my children would stress me (which was daily), and also as end of day treat.

I am a **chocoholic**. For me, giving up chocolate was simply **not possible**.

I had one half-hour treatment of Thought Field Therapy ... and all cravings, desire, and need for chocolate were gone!

I can't believe it was so simple and so easy! A month later I tried chocolate to see if that would trigger the cravings again, and although I continued to eat the chocolate until it was gone I had no attachment to it and no desire to have it again.

I look at chocolate in my cupboard every day as if it were the flour or vegemite whereas previously, if I saw chocolate in the cupboard, I had to eat it – *all of it* Thought Field Therapy is definitely a great way to give up addictions. Thank you!”

- Name Withheld

## Africa Project Update

By Joanne Callahan, MBA, President, ATFT Foundation

The initial phase of the ATFT Foundation's first and very important humanitarian project to help malaria victims is nearly complete.

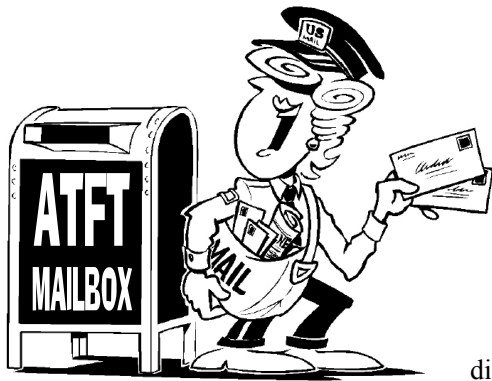
We have exciting news direct from Africa. I have spoken with our team, Mary Cowley, Chris Milbank, Alvaro Hernandez, and Cecily Resnick in Africa.

They are having great results working with the people in and near Morogoro, Tanzania. They have treated up to 100 or more people a day for problems from malaria symptoms to asthma and fear of motorcycles with great results. A very high percentage of the population in the area have many fears related to getting malaria. Even those that do not have malaria suffer with much anxiety. TFT is a great tool for these fears and stresses.

The team is working so very hard to help these people acquire the ability to decrease the suffering from many of the problems in their daily lives. They are teaching a very large group of educators, missionaries, healthcare practitioners and clergy the algorithm and diagnostic levels of TFT, including the very important

TFT Toxin procedures. There are many ways TFT can be helpful in improving the quality of life for these people.

We are looking forward to the team's return home and all of their reports and stories. The foundation is planning to develop a long-term project to continue to help the African people. As they write up their data and we receive more information we will let you know how you can help and participate in this important humanitarian effort. The ATFT Foundation would like to thank those who have helped make this work possible. Holland & Knight, LLP donated eight laptops for the data collection, research and follow-up. BioCom donated a Heart Rhythm Scanner system for use at the local clinic and recording pre and post treatment HRV's. Novartis donated the latest medications for our research team to have at their disposal. World Health Organization assisted us in procuring the most effective malaria test kits, at their reduced bulk rate. On behalf of the ATFT Foundation, I offer our heartfelt thanks and sincere appreciation to our hard working, self-sacrificing and caring team of TFT practitioners.



# Dear ATFT, Letters from friends ...

*Ed: We would very much like to thank Rosanna Mosca for sharing these wonderful letters with us. They are used here by permission.*

Rosanna Mosca has been my therapist for around 7 months and since seeing her, I certainly have noticed a marked improvement in my thought processes and everyday attitude towards life. She has given me the tools to be genuinely happy!

I am 29 years old and have been working through depression most of my adult life, after a less than perfect upbringing. Join the club, hey!

Around 10 years ago, I started to question the way I was feeling and in my own way, started on a journey of self discovery. I say 'in my own way', as I didn't seek professional advice or counsel – I read books and attended seminars. I found that slowly but surely I was improving and becoming the person I knew I could be.

I want to emphasize the fact that my improvement was slow and very hard work. Therefore, as you could imagine, I continued to look for news to improve myself.

Around October 2004, I finally decided to seek professional assistance, after admitting that I could not do this ALL by myself. I 'interviewed' a number of psychotherapists, Rosanna being one of them.

Out of the three therapists I 'interviewed', Rosanna was the one that I felt the most warmth from, and felt comfortable discussing my situation with. Her plan for me was structured and results driven and it didn't dwell too much on the past, but would instead help me focus on 'the now'. This would be accomplished by use of Thought Field Therapy (TFT),

discussion, advice and small weekly tasks.

After the first few sessions of TFT, I felt an automatic improvement. I felt a lot lighter than I'd felt for at least 10 years, my head no longer possessed that heavy, throbbing feeling that comes with constant daily battles within myself. I was looking at life more positively and could really feel a marked improvement in my quality of life.

After around three months of TFT, I felt the best I'd felt since I was a child – without a care in the world! Instead of having to be mindful of my negative thoughts and training myself to think otherwise – I was innately feeling happy. These positive thoughts were

**... and now I find myself giving loving advice to family members that I'd once despised!**

now occurring naturally, it was a life changing experience!

Now, I smile and talk with strangers, I see the good in everything and everyone, I even sometimes stop and admire trees and birds – I finally feel like the person I want to be! It is truly an amazing feeling!!

Friends and family comment on how calm and balanced I am, my thought processes are clear and concise and now I find myself giving loving

advice to family members that I'd once despised!

It's been seven months now and I feel I know myself so much more than I did previously. I still have some low periods, as everyone does – but they are not as dramatic and no where near as depressed as before I met Rosanna. Her kind a ... approach coupled with TFT has given me the tools to really be genuinely happy and balanced for the rest of my life.

**- A.F.S.**

I want to thank you for giving me the opportunity to participate in your Thought Field Therapy workshops.

I have suffered from panic attacks for 30 years and although over the years I learnt to manage the attacks by avoiding situations which trigger them and by adjusting my lifestyle to minimize stress and anxiety, I also learnt that panic and anxiety are unpredictable and can strike at any time. Nevertheless, I tried my best to control them as best I could. However, as opportunities for leadership came my way, it became increasingly difficult to use my usual avoidance tactics and realized that I needed to face my fears.

My greatest fear was public speaking. Any time I had to read or speak in front of peers I would have one or more multiple panic attacks: heart racing; sweaty palms; shortness of breath; wanting to escape and feeling totally out of control and terrified.

Desperate to address the problem, I went to a hypnotherapist. The hypnotherapy worked for a while and then, one day, while I was speaking in public, I experienced an enormous attack and

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**Dear ATFT**

- Continued from Page 14 -

felt totally shattered. My self-respect plummeted and the cycle of avoidance began again. My confidence was at an all time low. After a few months my determination to find something to help me re-emerged and my search led me to Thought Field Therapy.

I bought a book, did some reading and research and then I heard about Rosanna's course and decided to give it a shot. It sounded like a miracle cure, too good to be true but desperate and determined I decided to give it a go.

A week after completing the course I broke my addiction to coffee; something I didn't think was at all possible. I didn't really need as much will power as I thought because the tapping takes care of that. I even used the tapping to lessen the debilitating headaches I experienced from caffeine withdrawal.

Not long after the course, I had to read in front of an assembly full of students (600) and teachers. Prior to the assembly, I practiced collarbone breathing, selected an appropriate algorithm and practiced it. Feeling a little nervous, I stepped on stage and called for quiet. As soon as I read my first word I felt a surge of confidence and power soar through my veins and I knew that the tapping had worked.

About one month later, I was asked to present a new document to the staff (about 60 teachers). I knew that this was going to be a big test as this was my biggest nightmare. However, I knew I had a skill at my finger tips and this was going to show me whether Thought Field Therapy really worked to alleviate public speaking anxiety. I did my collarbone breathing, tapped during the day and prior to the meeting. I had butterflies in my stomach, felt nervous and apprehensive but no panic attack. When I got up to speak I was feeling a little anxious but as soon as I began to speak I felt a surge of confidence and I presented the new document articulately, clearly and confidently.

- Name Withheld

I felt great and self-respect returned. This was a huge confidence boost. My latest test came a week ago when I decided to apply for a job and got an interview. Having to address a group of high profile people about my skills and answer a series of unseen questions was panic attack territory. I used a combination of collarbone breathing and the anxiety algorithm the night before the interview. The next day, I had a fairly busy schedule before the interview but I had about half an hour to compose myself and do some collarbone breathing exercises. I breezed through the interview without a panic attack in sight. Since doing the course with Rosanna my confidence has soared, I take more risks, and avoid less. I feel I have a control mechanism literally at my fingertips which I can use when the need arises. Thought Field Therapy is an amazing technique which works whether you believe it or not. Anyone can literally tap themselves to mental health. Thank you Rosanna for your expertise and direction in this wonderful therapy.

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**Mission Statement**

The Association for Thought Field Therapy (ATFT) is a nonprofit membership organization of Callahan Techniques®-trained Thought Field Therapy (TFT) professionals and associates, dedicated to improving health, well-being and performance by providing a forum for the strategic advancement of TFT, establishing standards of practice and education, developing support for TFT practitioners, promoting ethical research, and encouraging and offering community service and public education.



**ATFT  
WANTS  
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**Benefits of Membership**

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- \* Right to use ATFT logo
- \* Certificate of membership
- \* Listing in ATFT web site Membership Directory

**Dx (including all listed above, plus):**

- \* Co-op advertising programs
- \* Opportunity to participate in ATFT Foundation World Relief Projects

**VT (including all listed above plus):**

- \* Listing in web site locator including web site link
- \* The Board of Directors is continually investigating ways in which ATFT can further benefit its members and invites suggestions from its members.

**Classes of Membership and Dues:**

- \* VT: \$175
- \* Dx: \$125
- \* Algorithm: \$75
- \* Associate (nonvoting; no training required): \$75

Dear ATFT

- Continued from Page 15 -

**Gillian Weir Scully**  
South Wales

Hello every one from sunny South Wales. I have recently moved to Cardiff from Dublin and started looking for an apartment to rent. The letting agent was taking me to about 10 apartments to see what I liked.

There was one particular apartment that I did like on the 6th floor and I was hanging over the balcony looking at the view (which was great). I noticed that 'David' (quick name change) was standing with his back to the wall looking quite pale.

On asking if he was ok he said that he had a fear of heights and had it since a child. Great I thought, I love someone with a problem. So I asked him to tap under his eye, within 5 minutes he also was hanging over the balcony enjoying the view. I see him around and he is still good.

I am starting a clinic here in Cardiff and I have just finished reading all the email from the 'TFT network' from about July last year - great inspiration from everyone - so thank you.

---

**Trish Hodges**  
BA Hons I, MAIPC, ATFT  
Completing TFTdx in Oct 05  
in Sydney, Australia

When I take a history I always note any shocking events such as car accident, a sudden death or being left without notice, even a verbal assault out of the blue, as well as events from childhood which very likely overwhelmed the child's defenses, like witnessing domestic violence, abuse, a parent leaving, even a traumatic birth, etc.

I find that even for birth trauma if I ask the person to intuitively rate the charge on the thought of their traumatic birth they can do so. It is usually a high number which is resolved with TFT.

Of course the reason I do this is because these events leave perturbations which affect how the

person copes with life's challenges. The more of these perturbations exist, the more emotionally reactive the person is and the more easily they can be overwhelmed.

***I have been a psychotherapist for over twenty five years and TFT is the most effective healing tool I have ever used.*** Like all great leaps Forward, TFT has taught me many things about how we function emotionally, most especially what it means for the past to be truly healed. When the perturbation/s are treated with TFT, that event no matters to the person, which of course makes perfect sense.

---

**Lois L. Sugarman, RN, PhD, CT, TFTdx**  
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This happened to me a few months ago. I had already boarded and was seated for a relatively short flight. The line of passengers was backed up as usual while seat assignments were sought out and the process of settling in was underway.

A young woman, probably in her twenties, was overheard to tell a fellow passenger that this was her first airline flight. More importantly, she went on to say she was feeling anxious about flying.

I watched to see where she was seated, across the aisle only a few rows behind me next to the window. As soon as I reasonably could, I went back to her and explained I had heard her comments about being fearful of flying. She readily admitted to this, probably puzzled as to why this stranger was inquiring. I asked her if I were able to offer her a quick, painless and safe way to feel more comfortable about flying would she allow me to help her. She was only too quick to agree! Using the customary procedure I lead her through the appropriate algorithm, SUD from ten to one. I checked on her a little later in the flight. She said she felt "fine".

I watched her from time to time thereafter. She appeared to be comfortable. Maybe she was thinking about this, for her, unusual happening.

***Changing subjects now to the issue of using TFT in the resolution of bereavement issues ...***

I was gratified to hear what happened to a volunteer subject at a grief support meeting three months previously. In speaking about TFT, I agreed to demonstrate what TFT "looks like". A woman in ... her sixties wanted to be the subject. What follows here is the report I received, names changed of course.

Sylvia, the support group facilitator, sent me the following:

"I thought I'd let you know that I ran into Beverly's (*the woman I treated*) daughter a couple of days ago. She and I have known one another for many years. I just didn't know until recently that Beverly is her mom. I inquired about Beverly's reaction to the TFT at our last meeting, and if she mentioned it. Her daughter said, "Oh my gosh! She's a different person since that night!" She said her mom had been "just so sad" since her brother's death, and couldn't seem to shake that deep sadness. She said that for a long time it has been difficult to sit and talk with Beverly because she always seemed so down but over the weekend they had dinner together and "just talked". She said they hadn't done that in years and it felt really good. Beverly's daughter was amazed in the lightness of her mom's spirit and attitude. She also said Beverly is in Maryland for a few days. When she traveled before she would call her daughter every day to make sure everything was okay. But this time, she called to let her know she had arrived safely and hasn't called back since! "That's not like her!", she said. Beverly's daughter said she read the material on TFT and thought it impressive that one doesn't have to "believe" in the process for it to work. She didn't say whether Beverly "believed" or not, but it sure did seem to work in her case! Thought you might want to pass on this "success story" to Lois Sugarman too."

Dear ATFT

- Continued on Page 17 -



**Dear ATFT***- Continued from Page 16 -*

**María Isabel Aguilar de Bailey, PhD, TFT VT**  
**Montevideo, Uruguay**  
*sinergia@adinet.com.uy*

I told this story to my husband and he write it for me. I think you will enjoy.

A seven year old boy came to me because of some phobias which recently began to show up in his life. His father is an officer in the Uruguayan Army on a UN peace-keeping mission to the Congo in Africa. The phobias started when his father left for this mission.

On his first to my office (as part of my set-up for this child and mother), I told him about another child I had worked with who had been afraid of tarantulas. I told him that it only took one visit for this girl to leave her fear of tarantulas behind and I told his mother how this girl immediately went to a veterinarian's office to get close to a taranchula to test to see if the fear of taranchulas was gone. And, yes it was gone in only one visit to my office.

So, with the Army officer's boy, we decided to start the work on his fear of dogs. It is common in Uruguay to have various levels of security around your home. High walls or strong fences, bars on windows and iron gates on doors, and loud, mean dogs are common parts of home security. So, as you walk down the sidewalks in this boy's neighborhood, there are loud dogs behind most fences telling you to keep away.

This boy's daily walk to and from school had become an obstacle course, zig-zagging across streets, back and forth, so he would not have to be close to the loud dogs complaining that he was walking too near to the dog's territory. The mother walked with her son each way, so she understood how much the boy's fear controlled his behavior.

Even the next door neighbor had a big mean dog who was always at the

fence barking and growling at the boy. For this reason, he had difficulty playing in the back yard.

During this visit with me, we worked with TFT on his fear of dogs. When we were finished, I was confident he would not be afraid of the dogs anymore. He and his mother were not so sure, so I suggested they use the daily walk to school to test (like the girl and the taranchula) to see if the fear was gone.

A few days later I called to check his status. The mother told me they had not had a chance to test, because none of the dogs they normally encountered on the walk to and from school were there. For some reason, for some coincidence, all of the dogs in the neighborhood were gone. This included the dog next door who was no longer at the fence, so the boy had been happily playing in the back yard.

When the father called home from the Congo for his weekly telephone visit, he asked how the work on the phobias was progressing. His wife told him that they were not sure, because all the dogs in the neighborhood had seemed to disappear and were no longer at the fences making a lot of noise during their walks to and from school. The father immediately understood the significance of this and urged his wife to make the appointment for their son to work with me on the next major phobia.

So, she called me and set up the appointment to work on the boy's fear of thunder and lightening. Now, I'm wondering if thunderstorms will disappear from Uruguay after I do his work.

**Achieving Peak Performance***- Continued from Page 9 -*

injuries.

I have found that TFT works especially well with equestrians and has helped literally hundreds of them to become happier, more confident and therefore more competent.

Competition riders have also become more successful. The results that we have achieved come through a combination of careful questioning to identify relevant thought fields and then the use of TFT. In my view it is a cooperative process.

When an equestrian first comes to me, usually saying that they are nervous about a particular aspect of riding, for example jumping, or that they are nervous in general – or some variation in between. I first ask them to tell me about the problem as they experience it. I ask when did it start, was there any trauma related to it or that happened at around the same time.

I also ask about their goals for the future – these may range from the beginner wanting to be confident to go out for a ride on their own or the more advanced competitor wanting to be more confident about a particular aspect of their competing.

Often, the issue relates to a specific horse – a rider may be confident and competent on one – or even many – horses, but feel that they are falling apart with fear about riding another horse, even one that they know they 'should' be capable of riding.

Sometimes the problem relates clearly to an event in the past. For example, if a rider has had a bad fall at a particular type of jump they may have a fear of the same sort of fence – as in the account below. If this is the only problem it is often quite simple to deal with.

More often, however, when we have talked about the problem and identified all the strands that we can, we find there is a more complex web of events and emotions. We have to

**Achieving Peak Performance***- Continued on Page 19 -*

## Achieving Peak Performance

- Continued from Page 17 -

choose where to start and often find that it can be a like finding our way through a maze with hidden turnings and cul-de-sacs along the way.

I always emphasize that however the person feels at the end of the session, the test is what happens when they get back on the horse. That is the time when we find out if we have really traced everything involved or whether there is a layer that may not have been available to us in our first session.

It is also the time when people tend to forget just how they felt before their first TFT session – and even what it was that they tapped for! I've had one example of someone who came back to me to say that the TFT hadn't worked as she still couldn't jump. I looked at my notes and said to her – rather carefully – that it may be my mistake but I couldn't see anything about jumping. She then thought about it and said oh no, we didn't actually tap for that!

The following examples give an idea of the sort of problems involved, and of results achieved using some very careful detective work along with TFT.

The following account is typical and was sent to me by one of my clients.

*"I was competing in show jumping competitions most weekends and was regularly getting placed. My horse is a fantastic, safe, all-rounder who never bucks or rears and I had never come off him in the whole time I had owned him. One day I went to an indoor show and felt happy to be entering a qualifier competition with jumps 1.05m high. We jumped the first two fences and were approaching a large parallel jump. To this day I'm not sure what happened but all I can remember is me flying over his head, landing down in*

*between the poles, and looking up and seeing my horse jumping over me and the fence, stretching to his limit to miss me and the poles which were scattered everywhere. I was winded, shaken and had a haematoma on my leg which was swelling and sore. I called it a day and went home. Three weeks later I went jumping again and although I got round I didn't regain my confidence or enthusiasm.*

*"The following year I started competing again but the nerves were still there were a real problem. As I was so nervous I was holding my horse in on the approach and rather than him stopping he was cat-leaping which made it all worse. I was having regular lessons which really helped and I would jump well but as soon as I was in competition I would start riding badly again. One day I went to a local competition, looked at the fences and there was one in particular which was a red fence with a viaduct wall underneath and loads of poles with a back rail making it a large spread. I could focus on anything apart from this fence. I was watching someone before I was due in who took a fall at this fence. I immediately pulled myself out of the class, loaded up and went home.*

*"I was feeling really down when someone recommended TFT to me a few days after this had happened and I arranged a session with Jo. Afterwards I felt a huge release and burst into tears as the release of pressure was enormous. I was on such a high! I went to ride that night and didn't tell anyone what I had done. I put the show jumps up and had a friend on the ground. I kept telling her to put them up as I felt so confident and finished on a course of It was brilliant to feel my horse confident underneath me, My friend was amazed as the week before I was struggling to jump a course of X poles."*

In her next competition this rider jumped two clear rounds! This account is typical of a situation where there has been a simple and straightforward

connection between a trauma and the fear – and an example of the situations in which TFT can often be a very quick and easy solution.

In my experience of working with several hundred equestrians, the problems are rarely this straightforward. Often they are a build up of a series of different events, possibly over years, and it can be a matter of sorting out past issues as well as whatever has taken them over their confidence threshold.

Another rider sent me the following account of her experience of TFT. This time she was dealing with a more complex situation, including what seemed to be the physiological effects of various injuries.

*"I have ridden since I was four (back in the 60's!) and have a lot of competition mileage on the clock. I met Jo on a riding workshop, where I wanted to overcome some specific issues. I needed to address problems with my "exotic" asymmetry – I have had four orthopaedic operations on my left knee as a result of a car accident when I was seven and have also had keyhole surgery on my cruciate ligament on the same knee for good measure. My spine also curves in bends in the wrong direction (twice) and the base of my spine is damaged as a result of a fall when I was a teenager.*

*"My second issue was to do with riding my mare – always something of a challenge but one that I was savoring less after a series of unpleasant falls (one resulting in the ligament damage and another in whiplash) as she became less and less confident about the outside world. I needed to have enough self belief for both of us if we were to start to enjoy life again and - just as importantly – to stay safe.*

*"Jo and I settled down at the end of the workshop and started the process. The first thing we did was to think about the accident that resulted in my recurring knee problems. We tapped until I arrived at a 0 on a 0 – 10 scale, having started predictably, at 10. This*

## Achieving Peak Performance

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**Achieving Peak Performance***- Continued from Page 18-*

*in itself was an amazing sensation as the accident had been part of my personality for 35 years. What was more extraordinary were the physical sensations that I experienced in the next 3 – 4 hours. My immediate feeling was quite literally of a weight being taken from my shoulders, followed rapidly by feeling my left side stretching and opening up. When I had a bath later that evening I could see that the circulation on my left side was working overtime.*

*“We then worked on my self belief issues during the same session and followed the same pattern. Again we worked from a 10 down to a 0 and, whilst the physical symptoms were not as extreme, the feeling of release was just as pronounced.*

*“I had to wait until the following weekend to ride. I set off as usual with two people on the ground (I had not been out on my own for over a year apart from a five minute experiment)! It sounds trite to say that it all came together but I was actually able to apply some of the key messages for my riding from the workshop instead of using all my mental faculties to cope with our immediate surroundings. The result? My lovely mare bowled along listening to me and responding to my rediscovered belief and was obviously relieved that I was back in the conversation. I feel as if I have been presented with a new horse to play with plus I am able to stand straight for the first time in years!”*

These examples both relate to negative emotions around past experiences. Quite often the problem for riders is one of ‘what if?’ – and their fears are often of situations they can imagine but have never experienced. The following comments give some idea of the sort of issues that arise.

One rider was worried about what her new young horse might do and the

results were reflected in her riding. After a TFT session she reported:

*“We had a fantastic lesson last week – my instructor was really pleased with us! My horse did three spooks but I just ignored them and neither of us had a panic attack! My instructor said it was because I was riding him pro-actively and being more in charge of him.”*

Another rider makes the connection between her anxieties and her horse’s behavior:

*“Just an update to let you know how I am doing after the TFT. I can’t believe how much I have changed (both in my confidence in general and in my horsey life). I am cantering about the arena without a care in the world and do you know the strangest thing? My horse has stopped napping! Honestly...she has just stopped...she just works with me. So obviously my anxieties were manifesting in her and she was reacting like any worried horse would do.”*

And again, an account of how TFT stops the ‘what if?’ scenario:

*“I have used TFT for my ongoing show jumping confidence issues. I had had most forms of therapy, including hypnosis, sports psychology and NLP. I’m a good, experienced rider but I always felt my mind was letting me down. After TFT I had the best show jumping lesson ever! My mind was quieted enough to think about the important things and not ‘Oh my god, I’m going to die/fall/break my neck’....”*

And when the rider is able to put things in perspective, it is much easier to take the horse’s view:

*“We had a quick hack yesterday as it was blowing a gale. My horse jogged and sidled constantly and suddenly. It didn’t matter. He wasn’t doing it ‘to me’, or because I wasn’t able to stop him. He was doing it because he is a horse and it was windy. His leaps and plunges mean nothing to me now*

*(except that I’m trying to help him stop them as I worry about his comfort).”*

Whenever I work with people I explain a simple version of the theory of TFT. I find this especially helpful when dealing with sports performance enhancement, rather than as a therapist, as people who want to get over sports performance issues often don’t want to think that they have a psychological or emotional ‘problem’ that requires ‘therapy’. The theory of TFT helps them to feel that their performance problem is not ‘their fault’. One of the riders put it this way (using her interpretation of what I had said):

*“Its nice to know that I was not the only rider held back by an irrational and paralyzing imagination! The thing is, unlike hypnotherapy, the suggestion is not that you can do anything if you put your mind to it, but that you have held onto negative energy that disturbs your ability to be positive... It made a nice change to feel that for once it was a ‘physical’ thing that could be changed, rather than a mental one.”*

One of the advantages of working with a specific group of people is that it is easier to find patterns in the way that they describe their problems. I have learned so much from working with riders and the more complex the problem the more there is to learn.

I suspect that we may have only just started to discover how much TFT can help with peak performance and when the word gets out there will be many more sports people willing to defy their skepticism. I’m writing this just after the decision that the 2012 Olympics will be in London and am wondering how many of the Olympians will be using TFT as part of their mental preparation for 2012?

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## Mighty Marketing Minute

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no prior training or knowledge. I use this service myself and find them to be very reliable and their product very user friendly.

That brings us to the topic of getting your website noticed. If you don't take away anything else from your reading of this article, please try to remember this: The best website in the world is of NO VALUE unless you have some means of getting people to visit it. Imagine opening a store in a remote part of the county on a deserted and desolate road. You won't be in business very long unless you find some way to drive business to your door. People cannot investigate your product (much less buy it) unless they (a) **know you are there** and (b) **can find you**.

If you are like most people, when you are shopping on the internet for anything, you use a search engine. You know. It's the thingy into which you type the keywords describing the item or service that you seek. There are hundreds of them but only a handful of major ones that everyone seems to use. In order to find maximum traffic for your site, you need to be on all (or most) of them. This is where it becomes so confusing for most internet newbies that they throw up their hands and go no further. Don't let the issue of search engines intimidate you. It's easier than you think and most often can be solved with money.

By that, I mean that there are companies that will do the busywork of getting your site listed on the major search engines **for a fee**. Of course, you can do each submission yourself. But doing so is extremely time and labor intensive. I have done it but I now prefer to leave it to someone else. Often the provider of your web site hosting has a connection with a search engine listing service. If not, simply use a good search engine like Google or Yahoo and search using keywords like "website listing service". Shop around, though. These services can be pricey. In this arena, more expensive is not necessarily better. Just make sure that the service

you select lists on the major search engines.

Probably the BEST way to drive traffic to your site is through a relatively new process called, PAY-PER-CLICK. On GOOGLE it's called AdWords, on YAHOO it's called Local Sponsored Search. Each of these is a pay-for-placement service that gets your site to the top of the search results for any given search. If you have been paying close attention to the 'results' screen that showed the results of your last internet searches, you know that when you type in your search words, there are sites that show up right at the top of the results page. Sometimes they show up on the right hand side of the search results page in a narrow column. They are in larger type and are usually highlighted. The owners of these sites pay a fee for this prime placement of their listing. This is very targeted advertising that really works. It works because it gets your message to people who have requested to see it by the words they used in their search request.

It can be very inexpensive with fees of less than a penny per click up to several dollars a click. But the great part is that YOU decide how much you will pay.

Let's say you live in Seattle and you own the **ABC Thought Field Therapy Center**. You have a web site and you want people to come to visit it because your message is clear, your site is appealing to look at, and delivers a clear and compelling sales message.

When you sign up with one of these services, you give your location and a number of keywords that apply to your site. These are words like: **anxiety, phobia, panic, trauma, etc.** Then, you tell the service that you want your listing shown to anyone within a radius of miles that you stipulate (5, 10, 15, or 25 miles, or statewide, nationwide, etc.)

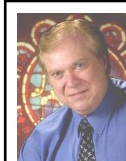
Now, when someone in Seattle goes to this search engine and types in the keywords: ANXIETY, TRAUMA, THERAPY, your listing shows up on top as the first one they see. It is the surest way to direct interested people to your site. Please investigate it.

The last thing I want to discuss here is META-TAGS. Most people don't

know that at the top of a web page, hidden by the toolbars on your browser, there resides a list of keywords that tell the automated website investigators (called, "SPIDERS" ... ick) what your site is about. They are called 'spiders' because they are constantly crawling around the internet documenting sites. Your web site listing service will make the search engine spider aware of your site. Then it sends the 'spider' to discover what your site is about. These META-TAG keywords are essential for it this process. In composing your list of keywords, sit down and make an exhaustive list of all the words you can think of that a prospect who is looking for someone who does what you do might type into a search engine.

Make sure to use these words as your META-TAGS because your site will be rated by the search engine based upon the number of these words and how they actually apply to your site.

Remember, the internet is the yellow pages of the future. Learning how it works can pay big dividends. Do a little study. Buy a book on internet advertising. Spend some time investigating how others advertise on the internet and you will learn a lot by simply being attentive, interested, and investigative.



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