

For: Wellness Coach (name omitted)

By: Liz Cotone

PRODUCT: EFT Tapping Introduction for Anxiety and Depression

AUDIO/DIALOGUE	VISUAL ON SCREEN
<p>Hello, everyone, and welcome to this short introduction to EFT Tapping. I'm so excited today to share this powerful tool for shifting and transmuting... a whole range of energies, really, <i>including</i> anxiety and depression. But first...</p>	<p>Coach talking to camera.</p>
<p>I want to talk a little about what EFT Tapping is and where it comes from. EFT stands for Emotional Freedom Technique.</p>	<p><i>SLIDE TEXT:</i> EFT: Tapping Your Way To Emotional Freedom</p>
<p>When we tap on the EFT tapping points, we use the same meridian points originally discovered by traditional Chinese medicine 5,000 years ago. These are like energy hot spots in your body.</p>	<p><i>IMAGE:</i> TCM Meridian Points</p>
<p>The premise of EFT is that all negative emotions are rooted in a disruption in the body's energy flow. So this routine is designed to stimulate those energy points and bring your body's energy back into balance. But we also use language—we speak while we're tapping—to engage the mind-body connection around specific issues.</p>	<p>Coach talking to camera.</p>
<p>The positive benefits of EFT Tapping have been studied for relieving so many difficulties—from stress and anxiety to depression to performance anxiety, and even chronic pain and other health issues.</p>	<p><i>SLIDESHOW:</i> Overlapping images of published studies with highlighted text (see links provided in Google Drive folder: <i>Links</i>)</p>
<p>We're learning so much about the connection between the mind and the body and the interconnectedness of all our experiences, and I'm so excited to be sharing this work with you. So, let's get into the tapping...</p>	

