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Self-Healing

For People Who Enjoy Helping Themselves

May 2005  
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**In this issue**

— Freedom from Overeating: An Innovative Weight Loss Program

**HI EVERYBODY!**

During my 30 years of counseling adults and children, I've successfully helped people of all ages with various problems and issues. There is no greater feeling than watching people regain control of their lives and experience increased fulfillment and success. Unfortunately, there is one problem that I've struggled to help people with. That problem is **weight loss**. Like many other counselors, I have met with only limited success in helping people take off pounds or maintain weight loss. This has always bothered me. For this reason, I was very excited to learn of an innovative weight loss program developed by leaders in the field of energy psychology. This program uses the **Emotional Freedom Technique** to address the many emotional issues that block weight loss and impact food choices and eating.

My wife, Sylvia, who is a Wellness Coach, began experimenting with this program both on herself and with her coaching clients. She found that combining the EFT program with ongoing wellness coaching led to impressive weight loss results. Sylvia and I are now pleased to offer our clients the **Freedom From Overeating** weight loss program. Read on to see how this program can help you or someone you care about finally take back control of his or her eating and lose weight.

***What would you give to feel more in control of your eating without feeling deprived?***

If you are someone who:

- turns to food when you experience negative emotions such as sadness, loneliness, anger, and anxiety
- experiences intense food cravings
- knows what you **should** do, but continues your old self-defeating behaviors

Then our **Freedom From Overeating** weight loss program may be the solution you've been looking for. This program utilizes **The Emotional Freedom Technique (EFT)** and **Wellness Coaching** to put you back in control of your eating.

**Stop Beating Yourself Up!**

If you are like most people, you blame your inability to lose weight on lack of willpower. It's time to stop beating yourself up! You don't reach for food when you're not hungry because you lack willpower; you eat because you're trying to block out painful feelings - feelings such as ANGER, LONELINESS, ANXIETY, SADNESS, BOREDOM, and FRUSTRATION. Eating certain foods is so effective at lessening or even eliminating unpleasant emotions that you may not even realize that a connection exists between the feeling and your desire for food. The problem is that the relief you gain from overeating is short-lived. As soon as the painful emotion surfaces again, your cravings kick in and you attempt to numb or soothe away your upset with food. Unless you address the negative emotions that are at the root of the problem, your attempts to lose weight are likely to fail.

Enter the Emotional Freedom Technique! The Emotional Freedom Technique (EFT) is an easy to learn technique that combines acupressure (light tapping with one's fingers on specific relaxation points on the head and upper body) with carefully designed verbal affirmations. In past newsletters, I've described how I've used EFT to successfully eliminate post-traumatic stress disorder, phobias, upsetting memories, and anxiety. Well, EFT's potential doesn't end there! EFT can also be used to permanently change eating habits by **eliminating food cravings** and addressing the greatest deterrent to weight loss: **negative emotions**.

### **Good-Bye Sugar Cravings!**

About two years ago, my wife, Sylvia, who is a Wellness Coach, learned that she was pre-diabetic. A blood glucose test revealed that her blood sugar levels were elevated enough to put her at risk for diabetes. Her experience getting her blood sugar under control became the basis for our Freedom from Overeating program. Here's her story.

I had struggled with sugar cravings for much of my adult life. When I was stressed or anxious and needed a distraction, I reached for candy - it didn't even have to be chocolate, as long as it was SWEET! Dan had taught me the Emotional Freedom Technique several years ago (tapping is a way of life at our house!) and I attempted to use EFT to eliminate my sugar cravings. It just didn't seem to do the trick though. I would forget to use EFT when I was stressed, or I would have trouble thinking of an affirmation, or I would get distracted or bored while I was tapping and never complete enough sequences to reduce my stress or cravings.

Then I learned of a computer program that completely changed my experiences with EFT. The *Conquer Emotional Overeating* computer program, an on-line instructional program, provided the structure and motivation I needed to apply EFT consistently and effectively. The program combines an animated demonstration of EFT with hundreds of possible EFT statements relating to various weight loss situations. The program user selects statements that best fit his or her situation from drop-down menus, and then follows a guided tapping demonstration that makes it impossible NOT to succeed at applying EFT correctly. I loved the convenience and ease of the computer program, and the fact that it focused on feelings rather than diet. I gained confidence in my ability to use EFT correctly and could always find a perfect statement to fit my feelings and situation. One of my favorites was, "Even though feeling frustrated triggers my craving for sweets, I choose to engage in a pleasant, restful activity instead." I made an effort to carve out 5 to 10 minutes each morning and night to sit in front of the computer and apply EFT to my sugar cravings.

I was having great results using the program - I became able to bypass the candy jars on everyone's desk at work - when I began letting my busy life interfere with my commitment to practice EFT regularly. Soon days were going by without my using EFT and, sure enough, my hand was back in the candy jar. Being a Wellness Coach myself, I knew it was time to walk the talk and hire a coach to guarantee my success. My coach helped me set goals and held me accountable to my commitment to practice EFT regularly. I met with her once a week (by phone) and together we tracked my successes, brainstormed solutions to situations that triggered my cravings, and anticipated obstacles. She kept me motivated and moving forward, especially when I had setbacks. Having her as my ally allowed me to achieve the results I had hoped for. On a follow-up visit to my doctor a year later, my blood sugar levels had dropped 20 points and I was no longer considered at risk for diabetes. I'd like to help you experience the success that I've had. Keep reading to find out how you, too, can eliminate cravings and take back control of your eating.

## Freedom from Overeating: An Innovative Weight Loss Program

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**See Results by Summer!**

**Tools + Support = Results**

Our goal with the **Freedom from Overeating** program is to give you tools (**EFT**) and support (**Wellness Coaching**) to make losing weight as stress-free as possible. Here's how it works:

### Step 1: Assessing Your Weight Loss Needs

During the initial meeting, Sylvia will meet with you to discuss your weight loss concerns and goals. She will gather as much information as possible in order to guide you in choosing appropriate EFT affirmations.

### Step 2: Mastering the *Conquer Overeating* Computer Program

Sylvia will help familiarize you with the Conquer Overeating computer program and assist you in choosing initial areas (emotions) to target using the program. As you use the program, she'll make sure that you are applying EFT correctly.

### Step 3: Daily Support

For the first two weeks, Sylvia will provide **daily phone support** to help you stay motivated and on-track. Thereafter, she'll support you with **weekly coaching sessions** to help you overcome obstacles and address your specific emotional triggers.

These are just a few of the things you may choose to focus on during your coaching sessions:

- ***Reducing food cravings***
- ***Easing the negative emotions that trigger your overeating***
- ***Soothing feelings of deprivation with EFT***
- ***Planning for those problem times of the day when you overeat***
- ***Addressing special situations that block weight loss, e.g. social situations and family eating patterns***
- ***Counteracting self-limiting beliefs***
- ***Eliminating fear of relapse behavior***

You will likely find that having a coach in your corner, someone who is totally devoted to you and your vision, will make achieving your goals and overcoming obstacles not only easier, but exhilarating.

**Affordable Cost:** \$220 per month (includes initial assessment, EFT instruction and consultation, two weeks of daily phone support, and two in-depth 50 minute coaching sessions)

**Join with a friend and save \$100 per month!** \$120 per month (per person) The two of you will meet with Sylvia together and benefit from mutual support and encouragement.



Sylvia is a graduate of the Institute for Life coach Training, an International Coaching Federation accredited program. She has Master's degrees in Education and Special Education.

### **TAKE A TEST RUN BEFORE YOU COMMIT!**

**WHAT:** Free Conference Call: Reduce Food Cravings with EFT (Bring your favorite junk food to the call!)

Experience the power of EFT to reduce food cravings during this one-hour conference call. After you register, you will receive instructions on how to access the conference call.

**WHEN:** Wednesday, May 11 at 8:00 pm (CST).

**HOW TO REGISTER:** Email Dan at [dlippmann@att.net](mailto:dlippmann@att.net) or call (630) 960-2887 and leave your name and phone number. You will receive a confirmation call within 24 hours giving you the phone number you will need to call at the scheduled time to participate in the class.

Spring is a time of new beginnings. Instead of trying a new diet, try a whole new approach to weight loss - the Freedom from Overeating program. Treat yourself to **compassionate support** as you practice new strategies for permanently changing your eating habits.

Wishing you a healthy spring,

Dan Lippmann

P.S. I want to thank all of you who have recently referred friends and family to me. If your friends would like more information about my services, have them visit my website at [www.wellness-innovations.com](http://www.wellness-innovations.com). Please forward this email to anyone who is experiencing stress.

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Counseling & Wellness Innovations  
445 W. Jackson Avenue, Suite 105  
Naperville, IL 60540  
Phone: (630) 355-7250

1000 Maple Avenue  
Downers Grove, IL 60515  
Phone: (630) 960-2887

Email: [dlippmann@att.net](mailto:dlippmann@att.net)  
Website: [www.wellness-innovations.com](http://www.wellness-innovations.com)

Dan Lippmann has more than 25 years of individual and marital counseling experience. After facilitating his own recovery from a chronic pain condition in 1987, Mr. Lippmann began collaborating with experts in the field of mind-body health to develop innovative stress reduction and wellness techniques. He has been cited as a "Master Practitioner" in the book, *Light Years Ahead*, and in July 1999 his work on stress reduction was featured in the *Chicago Tribune*. He has also been interviewed about his work on radio and television. To receive this free monthly email newsletter, visit [www.wellness-innovations.com](http://www.wellness-innovations.com).