

ISSUE

01

AUTUMN
2008

ChangingChange

SEASONAL JOURNAL ON CHANGE

Solutions for Change

October arrived as fast as the wind is blowing and it marks the 6th month of **Creating Solutions** (wow)! My private and business client base is continually growing and expanding.

I would like to extend great thanks and appreciation to all of my clients for their business, referrals and most of all, for their trust, as this trust is the foundation which allows the change and growth to happen so quickly.

If you have a personal, professional, physical or emotional topic and are ready for change, call or send an email and we can assess your situation and review your needs together. I am in town and available in October, November and December for appointments. I look forward to creating solutions together!

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Welcome to the first issue of **ChangingChange**

Every year in Basel it happens as if by magic: the mobile ice-cream stands suddenly disappear and in their place the roasted chestnut vendors pop-up in the blink of an eye. It is hard to notice exactly when it happens, one day they just appear. Encountering the scent of roasted chestnuts in the city air immediately deflates my rosy, Texan hopes of squeezing the last hot drops of summer from the sun. Albeit summer adieu, I welcome the fresh, crisp, chilly days of autumn twinkling in the air.

Since **Creating Solutions** opened its doors in April 2008, I have had the privilege of facilitating the solutions-process for clients desiring various levels of change in their personal and professional lives. The results are impressive and challenge the status quo of our understanding, beliefs and experience of how quickly long-lasting change can occur.

I am happy to introduce my latest creation, **ChangingChange**, a quarterly journal with the intent to inspire, uplift and challenge as well as to raise awareness about the ease and simplicity of positive personal and professional change. It also serves as a platform for the latest information, courses and events at **Creating Solutions**.

This first issue is focused towards private clients and provides a brief introduction to Emotional Freedom Techniques (EFT). EFT is the method I use most frequently to facilitate long-lasting change in a condensed period of time. In order to gain a deeper insight into the impact of EFT and Solutions-Focused coaching, a few success stories written by clients are included.

The autumn schedule for upcoming EFT courses and EFT tapping groups is now available. Please register soon as space is limited to 8 per group. **Creating Solutions** offers a new approach to services for private clients by offering **EFT Bundles** and **results-based EFT Packages**. More details on pages 6 and 7.

I invite you to explore and enjoy this first issue of **ChangingChange**. I look forward to hearing your comments and suggestions. As the colder temperatures settle in and the decrease in sunlight becomes more noticeable, this is an excellent time to reflect upon the things you want to let go of and to envision what you would like instead. If you are truly ready, positive change can happen as quickly as a leaf falling from a tree...

Creating Solutions
Deborah Brandow

A Look Ahead

A next step for **Creating Solutions** is to provide **crisis and conflict solutions in the business sector**, specializing in conflicts, bullying, sexual harassment, as well as emotional and physical trauma. The results with private clients have been so successful and rewarding that it is time to introduce these solutions to the workplace.

EFT, combined with the Solutions-Focused approach, allows the maximum potential for conflict and crisis resolution with long-term results most often in a very short period of time. The prerequisite is of course that the party or parties involved are willing and ready for resolution.

By resolving workplace conflicts and traumas quickly, safely and effectively, the positive potential for employees and companies is enormous. If you know of a company who is in need of these specialized services, a referral or a recommendation of a contact person would be appreciated.

EFT is one of the favored methods for treating **trauma** used by the Green Cross as it achieves the longest-lasting results in the shortest period of time. Whether it is a current situation or something from the past affecting the present, EFT brings release and relief on many levels.

What's New at Creating Solutions?

Recent Successes

My successful track record with both private and business clients keeps expanding and referrals are gaining strong momentum. In addition to Solutions-Focused coaching, I have had excellent results using **Emotional Freedom Techniques (EFT)** with many clients on: workplace stress, fear of exams, back pain, burn-out, learning blocks, abuse, jealousy, self-esteem, sexual harassment, fear of insects, fear of crowds, infertility, blocks to success, speaking up in meetings, workplace bullying, bed-wetting, shame, inner conflict, the habit of procrastination, the habit of clutter, chocolate cravings, snacking, chronic pain, trauma, stress drinking and over consumption of alcohol.

In all of these cases, the symptoms were alleviated or ceased completely in an average of two to three appointments. So far, there has been only one case which has required appointments well above this average.

Coaching Services

Solutions-Focused coaching services are available as **Single Appointments** on an as-needed basis for private clients. **Business coaching** solutions are available for small and large companies for teams and individuals.

EFT Services

EFT services are now offered as an **EFT 3-Bundle** and an **EFT 6-Bundle**, as well as specific results-based **EFT Packages** which are: **Tobacco-Free, Fears & Phobias, Splendidly Slender** and **Stress Drinking**. This new approach creates a win-win situation for both parties by separating the solution from the length and number of appointments needed. This also



guarantees a high level of quality, commitment, and customer service. Only 10 new EFT Package clients are accepted each month. More information on pages 6 and 7.

Upcoming Classes

This one-day **EFT Level 1** course takes place both in October and November. The course covers the theoretical and practical foundations needed to begin using EFT safely and effectively. Details on page 5.

Tapping Groups

Five new EFT tapping groups start this season. EFT in groups is effective, supportive and fun. It is like getting the benefits of an individual session at a fraction of the cost. The five groups are: **Workplace Stress, Success & Abundance, Financial Frenzy, Love Your Body** and **Free Flow** (in English and German). More details can be found on page 5 and registration is on page 8.

Sports Performance

EFT is an excellent technique to improve the mental game in any sport. This winter an experimental tapping group called **Great Golf** begins. Learn how to improve the technical and mental side of your game. Please call for more details.

Develop Your Intuition

If you live life mostly with the logical side of your brain and you would like to learn how to access your intuition better, **Develop your Intuition** is offered on an as-needed basis in English and German. Please call for details.

What exactly is Emotional Freedom Techniques?

EFT belongs to a new, pioneering field called "Energy Psychology" and is endorsed by leaders in the mind-body-medicine field such as Dr. Deepak Chopra.



Emotional Freedom Techniques

belongs to a newly developed, pioneering field in the medical community called Energy Psychology. Developed in the 1990's by Gary Craig, a Stanford engineer from California, EFT introduces a new application of the time-honored, Eastern discoveries of the body's internal, yet invisible, energy system called meridians. Mankind has known about and accessed the meridians for over 5,000 years, most commonly with the use of acupuncture.

How EFT Works

EFT introduces a new approach and application to the meridians which is simple, easy to learn and requires the use of your fingertips. EFT accesses the energy system by stimulating the end points of the meridians by lightly tapping with the fingertips and simultaneously focusing on a particular physical symptom or emotional state. This thereby clears the meridians of the energetic blocks at this most base, primordial level. EFT dissolves the root causes hidden behind physical symptoms and emotional states, thereby alleviating symptoms either partially or completely, often with immediate, noticeable results.

Sound Skepticism

Indeed, it seems strange that by doing something as simple as tapping with your own fingers on specific points on your body on energy system that you cannot see could alleviate symptoms and restore health and emotional balance. How is this possible? This is a valid question in our scientific age.

Although the meridians cannot yet be physically proven or seen, the results achieved with EFT are impressive, indeed shocking and are usually proof enough for clients and skeptics.

The Science of Energy

At the beginning of the 1900's, Albert Einstein already knew that everything in the universe, including our own bodies, was composed of energy. This concept is truly difficult to comprehend since the five senses portray a hard, tangible world of solid matter. How could this material world truly be composed of intangible energy? Although the energy structures supporting our

world cannot yet be seen or proven, it does not mean that they do not exist, just as certain wavelengths and frequencies cannot be seen or heard.

When Nothing Else Works

In many cases, the body's energy system is often overlooked or simply not addressed when treating physical or emotional issues,

"EFT offers great healing benefits"

Deepak Chopra, MD

which is the exact reason why EFT's success rate is over 80% and it has gained the reputation that "EFT often works when nothing else will". The results achieved with EFT greatly challenge many of the common beliefs, understandings and experiences of the possibilities surrounding change, emotional wellbeing and physical health. EFT opens a very wide door of potential for health, healing and long-lasting change. For more information about EFT, please visit Gary Craig's website at www.emofree.com.

Can EFT help me?

Because EFT accesses the foundations of the body's energy system, the same technique can be applied successfully to almost any mental, emotional, physical, professional or performance issue such as:

- Stress and anxiety
- Panic Attacks
- Lack of concentration
- Procrastination
- Harassment & bullying
- Muscle tension
- Knots in the stomach
- Physical pain
- Insomnia
- Addictions
- Smoking cessation
- Allergies
- Weight loss
- Headaches & migraines
- Menstrual problems
- Asthma
- Trauma
- Crises
- Abuse
- Anger and resentment
- Fears and phobias
- Grief and heartache
- Eating Disorders
- Habit of clutter
- Bed wetting
- Diabetes
- Vision
- Learning Blocks
- Nail biting
- And much more

Some Statistics

EFT is easy to use; it is drug free and has no known side effects. When applied by a trained EFT practitioner, it has a success rate of over 80%. The EFT website is the sixth most actively visited natural health website worldwide.

New Job Stress

The following EFT client encountered difficulties transitioning from a high-pressured job to a new one with less stress. It seems like such a desired change would be easy, but often, this is not the case.

“Recently I started a new position. My previous job was extremely stressful and required long working hours, also at home during weekends. My first two weeks in the new position were not so productive, my boss was on vacation, I didn't receive many emails, the overview was missing and my responsibilities had not yet been clarified. As is often the case with a job change, I felt bad at the end of the workday. I had the feeling that I didn't accomplish anything and that I didn't contribute any added value to the company.

I met Deborah before I changed jobs and she explained her work to me. I contacted her again and made an appointment. I shared my feelings surrounding the situation at work. After one appointment the bad feelings disappeared and I could really deal with the new situation much better. Afterwards, I returned to work with new energy. Now, it is also easy for me not to work at home during weekends, which has improved the quality of my life. I still find it quite amazing...” (Name



Success Stories

Written by clients

Speaking Freely

Despite fluency in several languages, the following EFT client had a strong aversion to speaking German, although having the skills and ability. It reached a critical point as the client needed to speak German for a particular, new job and the block was creating a real problem during the interview process.

“When I entered Deborah's office, I immediately felt well. I went through 2 negative experiences from my adolescence that had a strong influence on my expression skills in the German language. I had flashes and pictures from my past coming in front of my eyes. And tears. Lots of tears. I had never imagined these negative experiences to be this powerful...

Towards the end, I felt much lighter and could describe the same 2 events with no emotional engagement. I felt pity for those who created the experiences.

Two weeks after my EFT session, I visited a recruitment agency and gave my introduction and overview of my career, in GERMAN! But the interesting fact is that I had no intention to speak to the recruitment agent in German, it came unconsciously! I realized what happened only after leaving their office! In addition, I now take individual Business German classes.

Deborah creates miracles with her EFT skills. I strongly recommend her service and wish everybody could enjoy this wonderful opportunity to improve his or her quality of life.” (Name withheld)

How I Became an Author

“Today I sent exposés and extracts of my first novel to four publishing houses. I finished it during the last four months, after having struggled with its bits and pieces for more than two years. There is another novel “in the pipeline”, and a non-fiction book, and some articles. And I am very confident that I'll finish them all within a manageable time.

To be able to this I did not win in a lottery and did not marry a wealthy man. I just had a coaching session with Deborah. She lead me literally to different places, where I explored how it is to be a self employed copy-writer (which I knew very well), how it is to be an author (which I did not know at all), how it is to be both (which I did not want to know). Some very clever questions made me see my future perfect, and suddenly the way to get there was clear. In the very session I started planning my part time sabbatical, which made the book projects possible without starving.

No, it wasn't easy – neither that coaching session nor setting up the sabbatical nor writing the book. Yes, there were crises, and there will be crises. And: I am doing now what I always wanted to, and I am happy with it. Imagine: It all started with a coaching session. Suppose you'd do that too...” Roswitha Menke, Kehrsatz

Autumn Schedule 2008

EFT Level 1

This one-day course teaches the theoretical and practical foundations of EFT. At the end you will possess the beginning skills to apply EFT safely and effectively on yourself for a variety of physical and emotional stressors, symptoms and anxieties. Although it takes time, practice and commitment to master the techniques, the basics are easy to learn and to apply. The EFT Course DVD set and a half-hour individual EFT appointment with Deborah is also included. Location: **Creating Solutions**. Price is CHF 450.00

Course 1: Saturday, October 18 9.30 – 17.00

Course 2: Saturday, November 29 9.30 – 17.00

EFT Tapping Groups

Four new EFT tapping groups start this autumn. EFT in groups is effective, supportive and fun. Not only does it increase your EFT learning curve exponentially but with the "Borrowing Benefits" technique, you get the benefits of an individual session at a fraction of the price. Each group meets six weeks for one hour. No previous knowledge or use of EFT is required. Space is limited to 8 participants. Location for all groups is **Creating Solutions**. Price for each group is CHF 300.00.

Success & Abundance

This group is ideal for those who want to literally tap into their potential for increased success and abundance. By first identifying and then dissolving limiting beliefs and negative emotions connected with fears, failures, success and prosperity, it then becomes possible to create new, positive beliefs and a shift that becomes visible on the inside and outside.

Dates: every Wednesday October 22 – November 26 18.00 – 19.00

Workplace Stress

An excellent solution for those who would like to find immediate and long-lasting relief for the emotional and physical symptoms of workplace related pressure, imbalance and stress. Regain empowerment along with a sense of inner peace, composure, balance and well-being.

Dates: every Wednesday October 22 – November 26 12.30 – 13.30

Financial Frenzy

This tapping group is in response to the recent financial events impacting the global economy. Fearful feelings serve a purpose, yet they need not dominate, especially in a time of a collective crisis. EFT is an excellent tool that can release fears, existential angst and bring emotional relief.

Dates: every Thursday October 23 – November 27 12.30 – 13.30

Love Your Body

For those who want to eliminate cravings, chocolate, sweets and unwanted snacking; reduce emotional overeating; improve their body image; lose weight and appreciate their body more, this weekly group provides the necessary structure to get started. Two separate groups start at different times on Mondays.

Group 1: Mondays, October 20 through November 24 13.00 – 14.00

Group 2: Mondays, October 20 through November 24 18.30 – 19.30

Free Flow (in English or German)

The focus of this group is to get things flowing freely. This is an excellent solution for those who have topics not covered in other tapping groups and would like to use EFT in a group setting. It is like getting the value of six individual appointments for the price of one.

Dates: Thursdays October 23 to November 27 (English) 17.30 – 18.30

Dates: Thursdays October 23 to November 27 (German) 19.00 – 20.00

Registration for all courses and groups is on page 8.

Learning EFT

The beauty of learning EFT is that it can be done in a variety of ways, making it possible for any schedule, budget or location.

Free EFT Manual

The founder of EFT, Gary Craig, emphasizes the availability of EFT to everyone, which he supports with a free download of the comprehensive 87-page "The EFT Manual®" which is available in 24 languages (www.emofree.com). "The EFT Manual®" is a great place to get started learning the basics and to begin using EFT on your own.

Courses

If you would like a more in-depth and concentrated learning experience, then the EFT Levels 1, 2, and 3 provide the necessary theoretical and practical foundation for applying EFT safely on yourself and others.

EFT DVD Library

Gary Craig offers a 3 part DVD series with hundreds of live examples with clients and featuring the pioneers in the field of EFT. It provides a solid basis for the theoretical and technical application of EFT. If you want to apply EFT successfully on others, then the entire DVD library is a must. Gary Craig offers the complete EFT DVD library at a reduced price.



Coming Soon

Website

The English version of the **Creating Solutions** website will be completed sometime this fall. It will contain information on coaching and EFT services for private clients and businesses as well as a wide selection of client's success stories. The latest information on upcoming classes, groups and workshops will also be available online.

Monthly Meditation

Recently, a request was made for a **Light & Love Guided Meditation** group. The meditation group will occur on an as-needed basis. There will be a group in English and one in German. Please send an email if you are interested.

German

All services are also available in German. The 2009 schedule will include courses & groups in German.

Single Appointments & Bundles

Single EFT Appointment

One single EFT appointment lasts 60 minutes in person, over the phone or on Skype. Schedule appointments on an as-needed basis.

EFT 3-Bundle

Three EFT appointments, 90 minutes each. The **EFT 3-Bundle** covers the average number of appointments usually needed for a variety of topics. The client also receives a short introduction to EFT so that it can be applied independently between sessions and in the future.

EFT 6-Bundle

Six EFT appointments, 90 minutes each. This bundle is for clients who would like to focus on various topics over a period of time or who have more complicated issues. The client also receives a short introduction to EFT so that it can be applied independently between sessions and in the future.

Single Coaching Appointment

One single coaching conversation lasts 60 minutes in person, over the phone or via Skype. The Solutions-Focused approach to coaching allows long-term results in a short period of time. Usually, only one to three coaching conversations are needed either to reach the goal or to continue independently. Schedule your appointments on an as-needed basis.

- Both coaching and EFT appointments can be scheduled in person, over the phone or via Skype
- All services are offered in English and German
- Cancellation policy is 24 hours in advance
- Pricing details upon request
- When applied by a trained and experienced practitioner, Emotional Freedom Techniques has a success rate of over 80% in alleviation of or complete cessation of various emotional and physical symptoms. Although EFT "often works when nothing else does" and has been proven to be a very effective method, there is no guarantee that it will be as effective for you as it has been for others. EFT belongs to the newly developed field of Energy Psychology and it is still considered to be in the experimental stage. EFT is by no means a replacement for medical, psychiatric or psychotherapeutic treatment. If you have any questions, please consult qualified health practitioners regarding your use of EFT. Deborah Brandow offers EFT as an advanced trained EFT practitioner and professional coach.



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EFT Packages

The results-based **EFT Packages** offer great value for the client by separating the result from the unknown factor of length and number of appointments. It creates a win-win situation for both parties as the focus is on the desired solution instead of the amount of time it takes to get there. This is possible with EFT and it reflects **Creating Solutions'** commitment to the client's solution equation. In addition, there is clarity of the total price right from the start. Whether it takes 1 appointment or 10, the price remains the same. It requires a complete willingness and readiness from the client to take responsibility and apply EFT between appointments. In over 80% of cases, EFT is effective in the alleviation or cessation of symptoms. The goal is long-term results in a short period of time with clients taking responsibility & remaining independent. The **EFT Packages** allow **Creating Solutions** to maintain a high level of quality, commitment and customer service as only up to 10 new clients are accepted each month.

Tobacco-Free

Eliminate the immediate cravings and urges for any form of tobacco (cigarettes, cigars, pipes or chew) and restore the power of choice to be tobacco-free as pain-free as possible. By identifying and dissolving the root causes driving the need for tobacco, the process for letting go can be simplified. EFT also alleviates the withdrawal symptoms and reduces the probability of weight gain during the process of becoming tobacco-free.

Fears & Phobias

If you have a fear of phobia, there is a good chance that EFT can dissolve it for good, be it a fear of public speaking, flying, taking exams, driving, spiders, insects, animals, crowded spaces, heights, tunnels, water or anything else. EFT is a safe and secure way to let go of fears and allows the client to stay inside his or her comfort zone in the process.

Splendidly Slender

Eliminate cravings, appreciate your body and lose weight. Cravings and overeating are usually not about the food; rather they are driven by unresolved emotional issues. The approach for weight loss requires more structure with fixed appointments on a weekly basis and independent tapping regularly. **Package 1:** Six consecutive weekly EFT appointments. **Package 2:** Three consecutive months of weekly EFT appointments. Both packages include unlimited phone support in between appointments, if desired.

Stress Drinking

This package is for those who are no longer happy with the amount of alcohol consumed or the frequency it is consumed. From the EFT perspective, too much alcohol or even drug use is never about the substance itself. Alcohol serves as a tranquilizer for a variety of anxiety-based issues. Applying EFT is twofold: it is used independently by the client to dissolve cravings as they arise and the root drivers are dissolved during appointments together.



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Quotes

"EFT is a simple, powerful process that can profoundly influence gene activity, health and behavior."

*Bruce Lipton, PhD
The Biology of Belief*

"Someday the medical profession will wake up and realize that unresolved emotional issues are the main cause of 85% if all illnesses. When they do, EFT will be one of their primary healing tools...as it is for me."

Eric Robbins, MD

"The cause of all negative emotion is a disruption in the body's energy system".

*Gary Craig
Founder of EFT*



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Registration Autumn 2008

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|--------------------------|---|---------------|------------|
| <input type="checkbox"/> | EFT Level 1
Saturday, October 18, 2008 | 9.30 – 17.00 | CHF 450.00 |
| <input type="checkbox"/> | EFT Level 1
Saturday, November 29, 2008 | 9.30 – 17.00 | CHF 450.00 |
| <input type="checkbox"/> | Success & Abundance
Wednesdays Oct. 22 – Nov. 26 | 18.00 – 19.00 | CHF 300.00 |
| <input type="checkbox"/> | Workplace Stress
Wednesdays Oct. 22 – Nov. 26 | 12.30 – 13.30 | CHF 300.00 |
| <input type="checkbox"/> | Financial Frenzy
Thursdays Oct. 23 – Nov. 27 | 12.30 – 13.30 | CHF 300.00 |
| <input type="checkbox"/> | Love Your Body Group 1
Mondays from Oct. 20 – Nov. 24 | 13.00 – 14.00 | CHF 300.00 |
| <input type="checkbox"/> | Love Your Body Group 2
Mondays from Oct. 20 – Nov. 24 | 18.30 – 19.30 | CHF 300.00 |
| <input type="checkbox"/> | Free Flow (English)
Thursdays Oct. 23 – Nov. 27 | 17.30 – 18.30 | CHF 300.00 |
| <input type="checkbox"/> | Free Flow in)German)
Thursdays Oct. 23 – Nov. 27 | 19.00 – 20.00 | CHF 300.00 |

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