

The FASTEST WAY to

Stop Stress and Worry

CALM THE MIND in



Based On Studies From:



HARVARD
MEDICAL SCHOOL



Stanford
University



UNIVERSITY OF
OXFORD

by Joanna Armstrong

The Fastest Way to Stop Stress and Worry.

Calm the Mind in 23 sec.

Joanna Armstrong

ActiMedia Publishing

TO YOU!

The courageous reader of this book.
I want you to realize how brave you are.
Brave in facing your challenges.
And letting them go.

Joanna Armstrong
Emotional Relief Expert

DISCLAIMER

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Table Of Contents

BASED ON PRESTIGIOUS RESEARCH	7
FOUNDED ON EXCEPTIONAL RESULTS	8
THE MANY BENEFITS	9
IT ALSO WORKS WELL ON	11
LEARN HOW TO	12
THIS TECHNIQUE IS FOR	13
THIS TECHNIQUE IS NOT FOR	14
SECTION I: BACKGROUND	16
Introduction	17
The Overall Premise Of This Book	19
The Sentiment Ahead	20
About The Author	21
Scientific Concepts	23
SECTION II: DON'T LET IT TRIP YOU UP!	32
Common Roadblocks	33
Clear Up A Few Myths	34
Stop Self Sabotage	40
Over-Reliance On Success	42
SECTION III: THE TECHNIQUE	46
23-Sec Emotional Relief Routine™	47

Combining 2 Super Methods	48
What Makes EMDR Calm The Mind?	49
Extinction-Based Therapy	51
What Makes EFT Tapping Calm The Mind?	52
Psycho-Emotional Acupuncture	53
Q&A On The Methods	54
SECTION IV: START TRAINING	58
SHORTCUT	59
ONLY 6 STEPS TO REMEMBER	59
The Step-By-Step Practice	60
STEP 1: Get Settled	61
STEP 2: Identify The Issue	62
STEP 3: Apply The Technique	63
STEP 4: Closure And Self-Care	69
SECTION V: TROUBLESHOOTING	72
Do Not Lose Out In The Next 90 Days	73
Q&A On The 23-Sec Routine	74
SECTION VI: INSPIRING CASE STUDIES	78
Let Yourself Be Inspired	79
SECTION VII: WANT MORE?	84
Are You Ready For The Next Step?	85
Resources And Links	86
SECTION VIII: REFERENCES	88
Author Bio	93

BASED ON PRESTIGIOUS RESEARCH



FOUNDED ON EXCEPTIONAL RESULTS

" 7 of 10 studies reported EMDR therapy to be more rapid and/or more effective than trauma-focused cognitive behavioral therapy, CBT. "

Francine Shapiro, PhD

" 90% of the EFT group were judged as having improved, 63% of the CBT group were judged as having improved. "

David Feinstein, PhD

THE MANY BENEFITS

Physical Health

Relief from stress and worry allows for a better immune system, cardiovascular health, digestion and memory retention.

Mental Well-Being

People have been reporting reduced anxiety, improved focus and concentration, enhanced mood, and increased feelings of happiness and contentment.

Sleep

Individuals experience improved sleep patterns and good sleep quality.

Productivity

Prolonged stress and worry can impair cognitive abilities, making it difficult to complete tasks efficiently. Relief thereof can boost focus and productivity.

Relationships

Emotional pressure can lead to irritability and mood swings. By alleviating stress and worry, individuals can cultivate healthier relationships and better connect with loved ones.

Coping Abilities

Emotional relief allows people to navigate future challenges with greater ease and adaptability.

Decision-making

Individuals can think more clearly and make rational decisions, leading to better outcomes, leading to greater success in personal and professional endeavors.

Problem-Solving

By finding relief, individuals can tap into their creative potential and approach issues and projects with a fresh perspective.

Psychological Issues

By prioritizing stress and worry relief routines, individuals can reduce the risk of developing various psychological disorders, such as anxiety and depression.

Quality Of Life

Relief from stress and worry leaves room for people to experience greater joy, fulfillment, and satisfaction in various aspects of life, both personally and professionally.

IT ALSO WORKS WELL ON

- Stress
- Worry
- Phobias
- Overwhelm
- Feeling stuck
- Shame
- Guilt
- Procrastination
- Relationship problems
- Self-esteem
- Performance anxiety
- Trauma
- Social anxiety
- Insomnia
- Depression
- Addictions
- Cravings
- Anger
- Panic attacks
- Dissatisfaction
- Grief and loss
- Food cravings
- Driving anxiety
- Childhood trauma
- Negative self-talk
- Test anxiety
- Nail biting
- Fear of the dark
- Fear of public speaking
- Fear of flying
- Imposter syndrome
- Fear of needles

LEARN HOW TO

- Get Fast Emotional Relief
- Quiet Damaging Thoughts
- Stay Clear Of Common Roadblocks
- Avoid False Myths That Ruin Your Progress
- Eliminate Self-Sabotaging Habits
- and much, much more ...

THIS TECHNIQUE IS FOR

- Entrepreneurs looking to ease the guilt of not living up to the work-life balance amidst the pressing demands of running a business.
- Business owners wanting to learn how to quickly calm their minds to make better decisions and effectively manage their responsibilities.
- Professionals in high-pressure situations looking for a practical solution to alleviate anxiety and improve mental clarity.
- Parents juggling responsibilities and household chores can regain composure and manage overwhelming thoughts.
- Students facing academic demands, deadlines, and study schedules can find quick respite from their restless minds and enhance their productivity.
- In short, it is for anyone tired of feeling overwhelmed, stressed, or anxious to find calmness and clarity in a busy life.

THIS TECHNIQUE IS NOT FOR

- People who are skeptical towards alternative and complementary healing solutions.
- Individuals who are not open to self-reflection or introspection.
- People who are unwilling to change or apply new strategies.
- Those who are not prepared to invest time to implement the new learning.
- People struggling with severe mental health states.
- Individuals who prefer relying solely on medication for managing their state of mind.

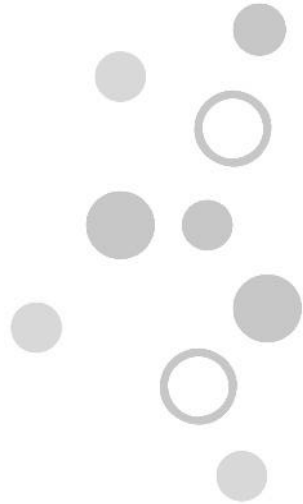
**" For every minute you remain displeased,
you give up 60 seconds of peace of mind. "**

Ralph Waldo Emerson, Philosopher

SECTION I: BACKGROUND

" I was so stressed out and didn't feel like myself anymore, but after a few minutes of practicing with you Joanna I burst out into an elated smile for no reason at all! It actually came from the inside and I felt strong and proud, and yet my circumstances were still the same. "

SANNA - Teacher



Introduction

A staggering 300 million people in the world are grappling with anxiety and stress, according to the Lancet science periodical. It is crucial that we find more effective ways to help them.

Many of us feel overwhelmed by the constant noise and business of everyday life, both at work and at home. Our minds, like untamed wild horses, race uncontrollably from one thought to another, and from one chore to the next, leaving us feeling anxious, stressed, and unable to focus on what truly matters.

The problems associated with a restless mind are numerous and significant. Sleeplessness, increased stress hormones, and a decline in mental, emotional, and physical well-being are just a few of the challenges individuals face from prolonged distress.

Astonishingly, research has shown that approximately one in three people experience a mental health disorder at some point in their lives. Moreover, the global burden of mental illness continues to rise, with anxiety disorders being the most common form of mental illness worldwide.

With these alarming statistics in mind, it becomes crucial to address the urgent need for effective and accessible solutions to tackle the overwhelming chaos within our bodies.

While genetics provide a blueprint for our inherent traits and predispositions, the environment we are raised in, the culture we are exposed to, and the relationships we form all contribute to the development of our personality and shape our oftentimes wobbly coping mechanisms.

But here is the good news: Since I understand the urgency of your need for calm, focus, and satisfaction, I will guide you through the exact steps toward a more peaceful and fulfilling state of being.

The method in this book is a distilled essence of two highly effective methods developed by leading experts in the field of emotional transformation and stress reduction. They have been tested and proven effective by numerous individuals, including my own clients.

In addition to the quick relief, the benefits of practicing this technique regularly are extensive and life-changing. You can achieve a profound reduction in your default levels of anxiety, stress, and overwhelm.

From stressed-out executives to overwhelmed parents, this technique offers hope for more than a peaceful and meaningful existence. Your sleep quality can improve, allowing you to wake up refreshed and ready to tackle each day.

Your relationships can flourish as your newfound calmness and positivity influence your interactions with loved ones. You will regain control over your thoughts, enabling you to focus on the present moment and find joy in even the smallest experiences.

Above all, as you consistently apply The 23-sec Emotional Relief Routine™ in challenging situations, you will discover an inner source of peace and tranquility that will support you through life's trials.

No matter what difficulties you face, you will possess a solution to remain centered and composed. By mastering the art of calming your mind in this way, you can reclaim your power and live a purposeful, clear, and fulfilling life. As a coach and mentor, I have witnessed firsthand the joy and amazement that occurs when someone learns to calm their restless mind in this way.

So, take a deep breath because you are about to embark on a transformative journey toward the serenity that awaits inside of you.

The Overall Premise Of This Book

Contrary to the common belief that profound emotional change requires years of therapy or self-help practices, I firmly believe in quick and effective solutions.

In today's fast-paced world, we often find ourselves seeking effective solace and tranquility. However, I challenge the notion that finding inner peace is an arduous and time-consuming endeavor. With the method that I am about to teach, you can learn how to calm your restless mind and experience emotional improvements quicker than ever before.

Imagine a life where you no longer need to dwell on past hurts or anxieties about the future. Picture yourself effortlessly letting go of negative emotions and embracing a state of inner calm within seconds. And while it may sound too good to be true, I assure you that it is not only possible but also within your grasp.

The key lies in understanding that emotional change is not always a gradual process. We have been conditioned to believe that true healing requires extensive time and effort, but my unique approach challenges this assumption.

By honing in on the power of intentionality and with the help of biopsychology, you can break free from the shackles of emotional turmoil in a surprisingly short time. In a brief but transformative moment, you will tap into your inner wisdom and activate your innate ability to find solace.

When you adopt this unconventional belief, you will experience the incredible power of your own mind to calm the storm within, even in the midst of life's greatest challenges. So, let go of your skepticism and open up to the extraordinary possibilities that lie ahead.

The Sentiment Ahead

In a society that places great emphasis on continuous self-improvement, social comparison, and seeking the validation from others, the concept of self-love is frequently undervalued.

The feeling of love is not an irrational notion or a fleeting trend but actually holds significant importance in shaping our mental, emotional, and even physical health. In its myriad forms, love has long been associated with the regulation of emotions, acting as both a shield and a balm amidst the storm of anxiety and restlessness.

By embracing and nurturing the energy of love, whether it is toward ourselves or others, we pave the way for tranquility, serenity, and a lasting sense of inner peace.

In addition, extensive research and studies have shown that individuals practicing love also experience improved physical health. Such as enhanced immune function, decreased inflammation markers, and improved cardiovascular health.

Dr. Sue Carter goes as far as to say that love "can protect against disease and restore the body in the face of illness".

According to a study conducted by Tobias Esch, MD, the feeling of love triggers the release of an assortment of neurohormones, such as oxytocin, dopamine, and endorphins in our brains. These neurohormones play a crucial role in regulating emotions and promoting feelings of happiness, contentment, and relaxation.

Oxytocin, commonly referred to as the "love hormone, acts as an antidote to stress and promotes the activation of the parasympathetic branch. As a result, the heart rate decreases, blood pressure normalizes, and breathing becomes deeper and more regular.

About The Author

“Joanna Armstrong is on a mission to help people find harmony and joy in their lives. With decades of experience, she combines many tools to create long-lasting changes for her clients.”

Dr Michelle Greenwell, PhD

Growing up, I always found joy in simplifying complex ideas and boiling them down to their essence. Both for myself and others around me. It seemed like a natural talent, a secret power that allowed me to see through the distractions and focus on what truly mattered. Little did I know that this unique ability would shape my destiny and help countless individuals find peace amidst their chaos, worry, and frustration.

For as long as I can remember, I have been passionate about finding ease and betterment. So in 2009, I turned this passion and calling into a profession, becoming a guide for those seeking solace, tranquility, and joy in their lives.

Over the years, I have worked with countless clients, each carrying their own burdens and struggles. Their pain and distress fueled my determination to uncover the best and most effective solution to their greatest challenge – a solution that would calm their restless minds and restore harmony within their heart.

So after extensive research, I put together a distillation of the holistic modalities I had been helping my clients with. I created a microtechnique so simple and yet so profound that it can transform one's negative state of mind and emotional stuckness in a mere 23 seconds. After counting and recounting the duration of my technique, I decided to call it The 23-sec Emotional Relief Routine™.

This technique has become my hidden gem, my go-to tool, and after perfecting it during the last few years, I now feel a deep sense of urgency to share it with humanity.

In a world filled with people invaded with distractions, stress and overwhelming demands, finding inner calm can feel like an impossible endeavor.

Yet, by engaging in this liberating, step-by-step technique, combining ancient wisdom and modern advancements in psychology and neuroscience, people can tap into the power of their minds with ease to override the anxious and chaotic thoughts that often plague them.

Today, as I continue my journey of teaching and guiding others, I am fueled by the profound impact my method has on people's lives. I am picturing a world where anyone, at any given moment, can find solace and serenity within themselves in a very short time.

This vision alone is enough to spark a paradigm shift in how we perceive mental health interventions. No longer do people have to endure their suffering in silence, for a straightforward lifeline can free them from feeling trapped.

Scientific Concepts

The method I will share with you is a simplification of the science-based methods I have been using successfully for years with my clients.

My method cuts through the complexities of conventional treatments and offers a very simple and efficient strategy.

Unlike traditional methods that require extensive therapy sessions or expensive medications, my method offers almost immediate emotional relief, providing a lifeline to those being engulfed in the depths of anxiety, stress, worry, or any other emotional difficulty.

The following are some of the core scientific concepts that my technique is based on.

BIOPSYCHOLOGY: Brain vs Feelings

Advancements in scientific research have bridged the divide that once existed between biology and psychology. In the past, these two fields were often studied separately, with biology exploring the physical aspects of human beings and psychology focusing on their thoughts, emotions, and behavior.

However, in recent years, the lines between these disciplines have blurred, and a more integrated approach has emerged.

This integration has led to a deeper understanding of how biological processes influence our psychological state and vice versa.

Biopsychology, also known as behavioral neuroscience, is a captivating field that investigates how our biological processes, such as genetics, brain structures, and hormones, influence our cognition, emotions, and actions.

For instance, this type of research identified serotonin as a crucial neurotransmitter involved in regulating mood, sleep, and appetite.

Additionally, the field of biopsychology has provided insight into our responses to stress hormones. The renowned scientist Hans Selye proposed the General Adaptation Syndrome, which describes the three stages our bodies go through when faced with stress: alarm, resistance, and exhaustion.

The study highlights the importance of managing stress levels and emphasizes that prolonged exposure to stress hormones without adequate recovery can have severe effects on physical and mental health.

"The study of biopsychology reveals the potent interplay between our mental and physical states. By delving into this realm, we can foster holistic healing."

Dr. Judith Orloff, Psychiatrist

BILATERAL STIMULATION: For Brain Health

Modern science has uncovered a remarkable technique known as bilateral stimulation, which has proven to be highly effective in inducing relaxation, alleviating trauma, enhancing cognitive functioning, and improving physical health.

It involves stimulating, or activating, both sides of the brain and body simultaneously, typically in a rhythmic and repetitive manner which helps to balance and synchronize brain activity, as well as activate the brain's natural healing mechanisms.

Beyond its impact on mental well-being, bilateral stimulation has also shown improvements in brain functions. By enhancing the connections between different brain regions, this technique boosts cognitive flexibility and creativity. It has been observed to improve problem-solving abilities, enhance memory retention, and facilitate learning.

Additionally, bilateral stimulation has been known to increase focus and attention, helping individuals achieve a heightened level of productivity and mental clarity. Moreover, the benefits of bilateral stimulation are not confined to the realms of mental health and cognition. This technique has also been found to have a positive impact on physical well-being.

By activating the parasympathetic nervous system, bilateral stimulation can reduce heart rate and blood pressure while promoting deeper breathing and relaxation throughout the body. This contributes to overall cardiovascular health and improved immune system functioning.

" The benefits of bilateral stimulation in patients with advanced Parkinson's disease have been well documented. "

Paul Krack, MD, PhD

NEUROPLASTICITY: Making the Brain More Positive

Neuroplasticity is the brain's remarkable ability to reorganize and form new, more positive neural connections.

We can decide to change the wiring in our brains by will and by practice, to strengthen positive connections and weaken negative ones. It allows us to reframe negative thoughts and patterns by consciously redirecting our attention towards more positive and calming ones, says Matt Puderbaugh, MD.

When a restless mind begins to worry or ruminate on negative situations, deliberately replacing these thoughts with affirmations or happy memories helps create new pathways in the brain that promote calmness and focus. This process helps reduce anxiety, depression, and other negativity in the mind, providing us with self-regulation of our emotions and overall emotional well-being in our minds and bodies.

Neuroplasticity also promotes cognitive flexibility and adaptability, enabling us to cope better with changes and challenges in our daily lives.

Instead of reacting with fear or concern when faced with new or unpleasant situations, our brains can quickly, and automatically, form new positive connections and change out of negative ones. This allows us to improve problem-solving and decision-making, as well as create a feeling of confidence and ease.

As we age, our brains naturally undergo structural and functional changes. As we age, our brains naturally undergo structural and functional changes. However, neuroplasticity can counteract the negative effects of aging and illness and help maintain and even improve cognitive functions.

" Neuroplasticity holds the exceptional potential to rewire our neural circuits, breaking the cycle of turmoil within the mind and restoring balance to the body. Embracing this concept offers hope and healing like never before. "

Dr. Daniel Amen, Brain Specialist

OXYTOCIN: The Love Hormone That Triggers Health

Oxytocin is a hormone that is often referred to as the "love hormone" or "cuddle chemical" because it is released in situations associated with social bonding and intimacy. While oxytocin is primarily known for its role in childbirth and breastfeeding, recent research suggests that in addition to having a calming effect on the mind, it has a healing effect on the body.

One of the primary ways oxytocin helps calm a restless mind is by reducing the activity of the stress response system.

When we experience stress or anxiety, our body releases stress hormones, such as cortisol, which can increase heart rate and blood pressure, and promote feelings of fear and worry.

In addition, oxytocin promotes social behaviors and bonding, which can have an additional calming effect on the mind. It enhances social trust, making individuals feel more secure and supported in their relationships, at work, and at home, thus reducing feelings of distress.

Furthermore, oxytocin has been found to increase feelings of empathy and emotional resilience. It can enhance our ability to understand and share the emotions of others, enhancing social connections and reducing feelings of isolation and anxiety.

" Oxytocin can reduce blood pressure and cortisol levels as well as improve pain thresholds and stimulate growth and physical healing. "

Kerstin Uvnas-Moberg, MD, PhD

DEEP BREATHING: The Fastest Body Regulation

Inhalation and exhalation can evoke different emotional experiences due to the biopsychological effects they have on the body. While the emotional experiences can vary for each individual due to individual context, and personal experiences, here are some general observations:

Inhalation

Energizing: Inhalation is often associated with a feeling of being refreshed, rejuvenated, and energized. Taking in a deep breath activates the sympathetic nervous system, increasing heart rate and alertness.

Anticipation: Inhalation can create a sense of anticipation as it prepares the body for action. It is often associated with a forward-looking, future-oriented mindset.

Exhalation

Relaxation: Exhalation tends to bring about a calming and relaxing effect. As you breathe out, your parasympathetic nervous system is activated, promoting a state of rest and relaxation.

Letting Go: Exhalation is often associated with letting go of built-up tension, stress, or worries. It can be seen as a release and a chance to release negative emotions.

" It reduces heart rate, blood pressure, stress hormones, and improves energy levels, immune system functions, and overall wellbeing. "

Sanchari Sinha Dutta, PhD

THE PLACEBO EFFECT: Healing By Believing

For years, a placebo effect was considered a sign of failure until studies began to show that our beliefs and expectations alone can influence our body's physiological response and healing, creating a profound influence on our overall well-being.

Scientifically speaking, the placebo effect occurs when a person experiences genuine improvements in their condition or symptoms solely due to their belief in receiving a beneficial treatment. Research has consistently demonstrated that the mind alone can play a pivotal role in alleviating anxiety and distress, leading to a soothing effect on a restless mind. Now science has found that under the right circumstances, a placebo can be just as effective as traditional treatments.

In essence, the placebo effect allows us to tap into the healing power within ourselves as the brain convinces the body to trigger the release of neurotransmitters, such as endorphins and dopamine, leading to improved mood, decreased anxiety, and enhanced overall well-being.

" The idea that your brain can convince your body a fake treatment is the real thing. "

PLOS Biology, Harvard Medical Journal

CASE STUDY

Newfound Decision-Making

Meet my client Ellinor, a diligent and dedicated team leader, who had been thriving in her professional role until a reorganization within the company brought about increased pressure from her superiors to meet stricter deadlines and unrealistic results. Instead of transferring this pressure onto her team members, Ellinor decided to shoulder the burden herself.

Ellinor began experiencing the negative consequences of burnout. She started neglecting her own well-being and exhibiting signs of stress, anxiety, and exhaustion. Ellinor's once-remarkable performance was dipping, and her selfless act was taking a toll on both her mental and physical health.

Recognizing the urgent need for help Ellinor reached out to me. As she began incorporating my exercises into her daily routine, she managed to switch out of the stress and create a sanctuary of serenity within herself, allowing her mind to reset and recalibrate amidst the whirlpool of workplace expectations.

As she persisted with these practices, Ellinor noticed a gradual transformation in her ability to handle pressure. Her newfound calmness allowed her to confront challenges with a clearer perspective, leading to more effective decision-making and improved overall performance.

SUMMARY

Section I

In times of global unrest and widespread hardship, it is crucial that we find innovative ways to alleviate emotional distress beyond traditional methods.

As a response to this urgent need, I have developed a highly accessible method grounded on rigorous research and countless instances of successful client outcomes.

I firmly believe that highly efficient emotional support should be readily available to all who seek it. Therefore, my technique in this book is designed to be easily adopted by anyone, without the need for complex rituals or expensive resources.

Having spent years incorporating fundamental scientific concepts like biopsychology, bilateral stimulation, and psycho-emotional acupuncture in my practice, I have developed a routine that can provide surprisingly quick emotional relief for individuals of all ages, and I call it The 23-sec Emotional Relief Routine™.

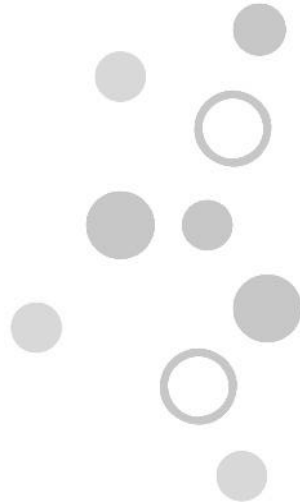
However, in order for this approach to achieve maximum effectiveness, it is essential to establish a solid foundation of self-love and self-care. This may seem unfamiliar, especially in a society that perpetuates the idea of constant self-improvement and unattainable perfection. By actively cultivating a deep understanding and genuine appreciation for oneself, people can transform malaise into well-being.

SECTION II:

DON'T LET IT TRIP YOU UP!

" I had been stuck for over a year, feeling hopeless and exhausted from spinning my wheels so hard. Quite honestly, I felt ashamed that I could not figure out how to get out of the sticky situation at work. Thank you Joanna for helping me see a new way ahead - instead of roadblocks and impossibilities. "

TATIANA - Social Worker



Common Roadblocks

As you embark on this journey toward a calmer mind and balanced emotions, it is important to be aware of the potential obstacles that could hinder your progress.

Let me shed some light on possible difficulties you may encounter, so that you can navigate them successfully and achieve your desired transformation without any frustration or setbacks.

Information Overload

Living in the digital age exposes us to an overwhelming amount of information and stimuli. The constant blast of social media updates, news alerts, and emails can easily divert our attention and keep our minds in a perpetually agitated state. Without consciously stepping back from this information overload, we deprive ourselves of the mental space necessary to benefit from any form of training, including this one.

Time Constraints

In our hectic lives, finding time for self-improvement or personal growth can be a daunting task. The pressure to meet deadlines, fulfill responsibilities, and maintain a work-life balance often leaves us with little time to invest in activities that nurture our mental well-being. So unless you actively make time for practice, although it only takes 23 seconds, the demands of your life will obstruct any progress you are hoping to achieve.

Lack of Commitment

A lack of commitment and perseverance can pose a significant roadblock to benefiting from this training. The initial enthusiasm may dwindle over time, and you may find yourself slipping back into old habits.

So without a steadfast commitment to this training, you risk missing out on the transformation it can bring.

Skepticism and Preconceptions

Deep-rooted skepticism and preconceived notions can create barriers that prevent us from embracing new techniques or approaches to finding calmness. Sometimes, our fixed beliefs hinder our ability to explore alternative and better paths, leaving us stuck in the ceaseless unrest of our limiting beliefs.

Overcoming your skepticism and being open to the possibilities of this training will be vital to get its benefits fully.

Clear Up A Few Myths

" The greatest enemy of knowledge is not ignorance, it is the illusion of knowledge. "

Stephen Hawking, Physicist

Before we continue, let's clear up some preconceived notions and myths surrounding alternative treatments and recognize their legitimate role in promoting overall health and well-being.

Many therapies and medicines used in modern healthcare facilities owe their origins to ancient traditions of indigenous cultures. These therapies, known as complementary therapies, have been developed and refined over centuries by different cultures around the world. For example, acupuncture, a therapy that involves inserting thin needles into specific points of the body, was first practiced in ancient China and is now commonly used for pain relief and management.

Similarly, Ayurveda, an ancient Indian system of medicine, has contributed to the development of herbal medicines and dietary therapies that are widely used for various health conditions.

Other examples include traditional Chinese medicine, yoga, and aromatherapy, all of which have their roots in ancient cultures but have gained recognition and acceptance in modern healthcare settings.

MYTH: Complementary therapies are based on pseudoscience.

Reality: Complementary therapies, such as EMDR and EFT tapping have undergone extensive research and studies and are recognized as legitimate approaches for addressing trauma, anxiety, phobias, and other psychological issues.

Randomized controlled trials show significant reductions in anxiety levels which are maintained in follow-ups.

" 90% of participants got rid of Post Traumatic Stress after 6 sessions of EFT tapping. "

Dawson Church, PhD

MYTH: It is only for "hippie" individuals.

Reality: Complementary therapies have gained widespread acceptance and are utilized by medical institutions and people from all walks of life, regardless of their beliefs or lifestyle choices.

Professional sports teams have integrated complementary treatments such as yoga into their training programs to improve flexibility, prevent injuries, and enhance mental focus. Even elite athletes, who are not typically associated with alternative therapies or so-called “hippie” lifestyles, recognize the benefits of complementary therapies.

" Yoga has been an integral part of my training routine. It helps me stay grounded, maintain flexibility, and recover faster after games. "

LeBron James, Basketball Player

MYTH: It lacks scientific evidence or legitimacy.

Reality: Numerous studies have demonstrated the efficacy of various complementary therapies in treating very specific conditions, sometimes even more effectively than conventional methods.

“ PMS and sleep difficulties are easily relieved with EFT tapping, study shows. “

Nazife Bakir, PhD

MYTH: Complementary treatments cannot be used alongside conventional medicine.

Reality: Many healthcare professionals now recognize the benefits of integrating complementary therapies with conventional treatments to enhance patient outcomes and overall well-being, including chronic pain.

" I have always believed that the key to good health lies in a combination of conventional and complementary therapies. The evidence supporting many complementary therapies is impressive and cannot be dismissed. "

Dr. Andrew Weil, Integrative Medicine Expert

MYTH: Is ineffective for serious conditions.

Reality: Complementary therapies have shown promising results in managing chronic pain, improving mental health, and supporting patients with serious illnesses such as cancer.

They have helped manage chemotherapy-induced side effects, improved quality of life, and reduced psychological distress in cancer patients.

" By incorporating complementary therapies into cancer treatment plans, we can offer a more comprehensive approach that addresses not only the physical aspects of patients' illness but also their emotional and spiritual well-being. "

Dr. Barry Boyd, Oncologist

MYTH: It only works due to a placebo effect.

Reality: While the placebo effect is widely known for offering significant symptom relief without the need for costly treatments or medications, it is important to acknowledge that complementary therapies have substantial evidence supporting their direct impact on the body's physiology.

" The utilization of EMDR, EFT tapping, and the placebo effect together provides patients with a multifaceted approach to healing, utilizing the power of both the mind and body for deep and lasting transformation. "

Dr. Olivia Patterson, Holistic Medicine Nurse

MYTH: Only works on adults.

Reality: Complementary therapies can be beneficial for children and even infants. Many complementary therapies, such as acupuncture, chiropractic care, and massage therapy, can provide gentle and non-invasive treatments.

For instance, pediatric massage therapy, aromatherapy and herbal medicine can reduce anxiety, relieve cerebral palsy, improve sleep quality, boost the immune system, and alleviate common childhood ailments like colds and allergies.

" Complementary therapies have the potential to improve outcomes and reduce the need for excessive medication in children with certain health conditions. "

Dr. Lisa Thompson, Pediatric Specialist

MYTH: Last resort when conventional medicine fails.

Reality: More and more people use complementary therapies to stay ahead of potential health challenges and maintain a balanced and vibrant life. Whether it is by practicing yoga, receiving acupuncture, or incorporating herbal supplements.

" The best doctor gives the least medicines. "

Benjamin Franklin

MYTH: Only work on easy cases.

Reality: Regardless of the depth of your anguish or the longevity of your struggle, complementary treatments offer profound and lasting results and can be an effective approach in reducing the most severe symptoms.

" Anxiety, chronic pain, stress, and depression can be helped with EFT tapping and EMDR. "

Daniel Benor, MD

MYTH: Rapid solutions do not last

Reality: Challenging traditional viewpoints, studies indicate that the speedy recovery and improvement of one's emotions can have lasting effects. While there is a scarcity of research showing precise duration, reports suggest that the benefits can extend for prolonged periods.

" The benefits of EMDR can be maintained for at least 35 months. "

Göran Högberg, MD

Stop Self Sabotage

We may unknowingly rely on certain tactics, coping mechanisms, and subliminal actions that can hinder our ability to attain genuine calm and ease.

At first glance, certain self-treatment practices may appear soothing and provide emotional relief from the challenges we face. Yet, in reality, they can become barriers and potentially have damaging effects in the long term.

Here are a few such self-deceptions to avoid:

Ignoring the Situation

Many people try to rise above difficulties by suppressing or ignoring tough emotions and frustrating mind chatter instead of addressing them head-on.

This can hinder the mind from calming down and the body from finding solace and even accelerate the problem. Emotional awareness and confrontation of the situation are essential for overall well-being.

Overconsuming Stimulants

Some resort to stimulants such as caffeine, nicotine, or energy drinks in their pursuit of heightened productivity and energy, hoping to conquer overwhelming pressure.

While these may provide temporary relief from fatigue or a momentary mood boost, excessive reliance on stimulants can lead to heightened anxiety, restlessness, and disrupted sleep patterns.

These substances often hinder the body's natural mechanisms for relaxation, making it even more challenging to achieve a calm state of focus and resolve.

Avoiding professional help

When trying to handle their mental or physical health challenges on their own, many people discover that they do not have the right tools after all. When reaching out for help, individuals gain access to a wealth of resources and interventions that can shortcut the road to betterment.

Overindulging in Food

It is not uncommon for individuals to resort to emotional eating, or binge eating, as a coping mechanism for stress or emotional turmoil. The momentary pleasure gained from consuming comfort foods or sugary treats can provide temporary relief, but in the long run, it hampers overall well-being. Such eating patterns can lead to weight gain, nutritional deficiencies, guilt, a feeling of lethargy and much more.

Excessive Screen Time

Instead of facing life's challenges, engaging in real-life interactions, building meaningful relationships, and finding actual solutions to problems, individuals find themselves caught in a never-ending web browsing cycle of false hope and empty promises from the constant exposure to of one-sided carefully curated online portrayals of others' lives which can lead to feelings of inadequacy and a distorted sense of reality.

Excessive Alcohol Consumption

Alcohol is often used as a means of escape from the pressures and difficulties of daily life. Initially, it might create a temporary sense of relief and relaxation, but excessive drinking can lead to a host of negative consequences.

Among other things, alcohol disrupts normal sleep patterns, causing unrest and adding even more difficulty in achieving alignment and genuine empowerment.

Over-Reliance On Success

Sadly, even the most intelligent among us live in the hope that fame and achievements will act as a protective shield against the challenges and hardships of life.

The real ability to cope with difficulties, and what makes us truly resilient, entails a unique set of traits that enable a person to face tough circumstances head-on, adapt to changes, and emerge stronger from these challenges. These traits include mental and emotional strength, problem-solving skills, optimism, perseverance, and support systems. However, it is worth remembering that success is not among these resilience factors.

Even highly successful and famous people are not immune to life's emotional challenges, and the presence of success does not serve as a fortress to protect them from adversity. In fact, success can sometimes amplify the weight of adversity when it strikes.

Success often comes with higher expectations and a greater level of responsibility, and the pressure to continuously perform and meet expectations can be incredibly daunting, leading to increased anxiety.

The fear of failure becomes more intense as success elevates one's reputation and the stakes become even higher. This heightened pressure tends to be a breeding ground for misery, as any slight misstep or obstacle can feel like a major setback.

Moreover, prosperity can attract envy and criticism from others, further complicating one's journey. Jealousy and resentment are unfortunate realities that successful people often have to deal with. The scrutiny and judgment from others can be mentally and emotionally draining, causing distrust and loneliness.

Achieving success often implies stepping outside of one's comfort zone and embarking on uncharted territory. This unfamiliarity can lead to struggle as the individual grapples with new responsibilities, unfamiliar tasks, and unfamiliar social interaction codes.

Sadly, success can also create a sense of complacency and a false sense of invincibility. When everything seems to be going well, individuals may become less vigilant and less prepared for adversities that may come their way, finding themselves blindsided by unexpected difficulties.

It is essential for people regardless of their level of success, to recognize the inevitability of adversity and cultivate the necessary skills and mindset to navigate through it. By building resilience, seeking support, and maintaining a balanced perspective, one can more effectively handle adversity and continue on the path to success.

CASE STUDY

Overcoming Self-Imposed Doubts

Stephen was a seasoned executive who possessed a wealth of experience in his field. Despite his achievements and expertise, he was plagued by self-imposed doubts that hindered him from performing at his best.

Stephen contacted me to begin eliminating the feelings and mindset that left him feeling overwhelmed, questioned, and unable to fully trust his decision-making capabilities. Together, we reframed his beliefs into more constructive and realistic perspectives, empowering him to quickly overcome his self-imposed limitations.

Through consistent implementation of my technique, and positive reinforcement practices, Stephen experienced a remarkable transformation. He regained a sense of inner calm and self-confidence positively impacted his professional endeavors, enabling him to make decisions with conviction and assertiveness.

Additionally, he felt more empowered during client meetings and could lead his team with newfound clarity and self-assurance.

SUMMARY

Section II

In order to get results with the 23-sec Emotional Relief Routine™, it is important to let go of common myths, misconceptions, and self-delusions that may hold you back.

One myth to overcome is the belief that change takes a long time. Contrary to this belief, this technique shows that even a few seconds of focused attention can create a profound change in our emotional state.

Another misconception to address is the idea that our emotions are solely dictated by external circumstances. It is easy to blame others or the world for our negative emotions, but in reality, we have the power to choose our emotional responses and change our mindset, regardless of what is going on around us.

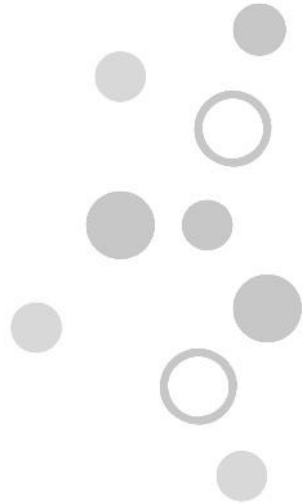
Lastly, it is important to be honest with ourselves and recognize any resistance or skepticism we may have towards the method presented in this book. By acknowledging and addressing these inner barriers, we can unlock the full potential of its power.

Your transformation is within reach, so let go of the myths that hold you back, challenge each misconception, and face up to your self-delusions. Embrace the power of the 23-sec Emotional Relief Technique™, and witness the incredible results it can bring to your life. The journey to emotional freedom starts with a single step and a willingness to try the unconventional.

SECTION III: THE TECHNIQUE

" You have given me hope again. My friend told me how you had helped her, and I'm so glad I listened to her advice to see you. My ordinary life has a shimmering silver lining now and everything seems easier. I am so grateful for your insights and loving personality Joanna! I can't wait to continue. "

Maria - Business Owner



23-Sec Emotional Relief Routine™

I have distilled the essence of two highly efficient techniques to create a third one that is even more accessible, user-friendly, and to the point.

Emotional Freedom Techniques, EFT tapping, and Eye Movement Desensitization Reprocessing, EMDR, are each recognized by reputable organizations such as The American Institute of Health Care Professionals, Hartford HealthCare Medical Group and University College London.

But the list of avid practitioners is much longer than that:

Private Psychotherapy Practices

Many licensed therapists, psychologists, and counselors incorporate EMDR and EFT tapping into their treatment process.

Treatment Centers

Inpatient and outpatient treatment centers for trauma, addiction, or other mental health conditions may utilize EMDR and EFT tapping as part of their comprehensive programs. These centers provide a structured and supportive environment for healing.

Hospitals

Some hospitals have mental health departments with specialized trauma units that utilize EMDR and EFT tapping in their treatment protocols. These hospital-based programs often have a multidisciplinary approach.

Veterans Affairs (VA) Centers

EMDR therapy is commonly used within VA centers to treat veterans suffering from post-traumatic stress disorder (PTSD).

Non-profit Organizations

Certain non-profit organizations focus on providing affordable or free mental health services. Some of these organizations may offer EMDR and EFT tapping as part of their treatment options.

“ Over 100 studies show that EFT tapping significantly reduces anxiety, depression, posttraumatic stress disorder, blood pressure, pain, cravings, as well as increases happiness. “

Donna Bach, Naturopathic Doctor

Combining 2 Super Methods

Combining EMDR with EFT tapping creates a simple yet effective holistic approach that challenges traditional therapeutic methods in efficacy.

Traditional therapeutic techniques have long been the cornerstone of mental health treatment, aiming to address and alleviate various psychological distress. However, with the emergence of innovative approaches, a shift towards a more holistic approach has gained momentum.

EMDR is a therapy modality that has significantly impacted trauma treatment by utilizing the brain's natural capacity to process and resolve emotional distress.

The simultaneous stimulation of both brain hemispheres facilitates the efficient reprocessing of persisting challenges individuals face.

EFT tapping, on the other hand, is a gentle, self-applied acupressure technique that focuses on the body's energy system. By tapping on specific acupressure points connected to the meridians, individuals can restore a healing flow of energy, thus alleviating emotional distress. EFT tapping has been known to be effective in relieving various symptoms, such as anxiety, phobias, stress, and physical pain.

The following chapters delve into the key reasons why combining EMDR with EFT tapping creates a holistic approach that surpasses traditional therapeutic techniques in both efficacy and simplicity.

What Makes EMDR Calm The Mind?

Here is a list of factors that contribute to the effectiveness of EMDR therapy in improving emotional well-being.

Bilateral Stimulation

The practice involves the use of bilateral stimulation, which can be achieved through eye movements, sounds, or tactile sensations such as tapping on the body. This stimulates both hemispheres of the brain simultaneously, promoting activation of the parasympathetic nervous system and relaxation. The rhythmic bilateral stimulation is thought to help synchronize the brain and reduce distressing emotions.

Desensitization

During EMDR, individuals focus on specific target memories or experiences while simultaneously engaging in bilateral stimulation. This process aims to desensitize the emotional and physiological responses associated with distressing memories.

By repeatedly exposing oneself to the targeted memory while in a safe and controlled environment, the mind gradually adapts and reduces its reactivity to distressing thoughts, leading to a sense of calmness.

Reprocessing and Integration

EMDR facilitates the reprocessing of traumatic memories by integrating them into the larger cognitive and emotional framework. By linking the distressing memory with more adaptive thoughts and beliefs, EMDR helps in transforming negative self-perceptions and resolving the emotional impact of the trauma.

Dual Attention

The bilateral stimulation diverts attention away from the distressing memories and towards an external stimulus. This helps to shift the focus away from overwhelming thoughts and emotions, promoting a calm and present state of mind.

In summary, EMDR empowers individuals by helping them process and overcome traumatic experiences. Through this therapeutic process, individuals gain a greater sense of control and mastery over their emotions, leading to increased self-confidence and peace of mind.

" EMDR therapy is more rapid and/or more effective than trauma-focused cognitive behavioral therapy. "

Francine Shapiro, PhD

Extinction-Based Therapy

In recent years, studies have shed light on the impact of side-to-side eye movement on fear reduction when using EMDR. Betterment seems to come about with the process of Extinction.

Extinction-based therapy is a method used to weaken the learned association between a feared object and its falsely perceived negative outcome.

In her research, Dr Linda de Voogd and her colleagues observed that when mice engage in side-to-side eye movements, fear is significantly reduced due to classical fear extinction.

In extinction-based treatments, mice and people can re-learn and override the feared stimuli with neutral emotions and feelings of safety. The neurological connections between the amygdala, the brain's processing center for emotions, and other fear-related brain regions are hereby weakened.

The creation of new responses that replace the fearful ones, allows individuals to perceive and react to the previously feared stimulus calmly.

The implications of these findings are far-reaching and hold significant promise for future applications in the field of mental health, and the Eye Movement Desensitization and Reprocessing method, EMDR, is the first out with a practical application.

What Makes EFT Tapping Calm The Mind?

Below you will find the key elements that contribute to EFT tapping's remarkable capacity for healing.

Stress reduction

EFT tapping helps stimulate the body's relaxation response, which activates the parasympathetic nervous system. This counteracts the fight-or-flight stress response and promotes a sense of calmness.

Distraction from negativity

By focusing on tapping and specific statements, EFT tapping provides a distraction from intrusive or negative thoughts and physical sensations. It shifts the attention away from the mind's racing thoughts and redirects it toward positivity.

Emotional acceptance

EFT tapping allows individuals to acknowledge and accept their emotions while providing a structured method to address and release them, which facilitates emotional self-regulation.

Mind-body connection

When emotional blockages are released it reduces the activity in the amygdala, the part of the brain responsible for regulating emotional responses. This process lowers cortisol levels and in turn, restores the body's flow of positive energy and healing hormones, such as oxytocin.

“ EFT tapping significantly decreased both pain and worry, as seen in brain scans. ”

Dr Peta Stapleton

Psycho-Emotional Acupuncture

The healing power of acupuncture in EFT tapping extends far beyond physical healing alone.

Acupuncture can alleviate emotional symptoms better than drugs, according to a study made by Dr Ling Wang.

Psycho-emotional acupuncture combines the ancient wisdom of Chinese medicine with the principles of psychology and the understanding of emotional energy imbalances. Just as the body's vital energy, or Qi, flows along meridians, our emotions and mental states can also become blocked or stagnant. These energetic blockages can lead to psychological issues, preventing us from experiencing inner peace and balance, and the body's natural ability to heal itself is activated.

The benefits of psycho-emotional acupuncture are numerous and transformative.

In addition to being a safe and natural alternative to commonly prescribed medications, psycho-emotional acupuncture treatment has the power to deepen self-awareness and promote personal growth. This newfound awareness can lead to improved coping skills, healthy emotional regulation, and ultimately, a more fulfilling life.

In addition, psycho-emotional acupuncture aids in the release of emotional traumas stored within the body, allowing for the alleviation of physical pain and discomfort.

During a session, patients often experience a profound state of calmness and inner peace, similar to meditation. This state of deep relaxation allows the nervous system to recalibrate, allowing stress hormones to decrease while facilitating the release of endorphins, the body's natural feel-good chemicals.

Q&A On The Methods

To enhance your understanding of the methods, here are some commonly asked questions.

What is EMDR?

Eye Movement Desensitization and Reprocessing involves guided eye movements or other forms of bilateral stimulation to reframe distressing memories and emotions for positive ones.

What is EFT tapping?

Emotional Freedom Techniques combines principles from traditional Chinese medicine, neuroscience, and psychology to address emotional and physical issues. It is based on the idea that emotional distress is caused by an imbalance in the body's energy system.

What issues can be helped?

In addition to everyday challenges and frustrations, it can be used for deep-seated emotional wounds, disruptive beliefs, negative self-perceptions, and other distressing symptoms such as trauma, stress, anxiety, phobias, depression, and many more.

Are there any limitations?

Individuals with severe mental health conditions or medical issues should exercise caution when utilizing this combination approach. Seek guidance from a medical doctor if you are concerned.

Are there any potential risks or side effects?

Some individuals may experience fleeting emotional and physical discomfort such as negative memories and tightness in the body.

Can it be combined with medication or other treatments?

Yes. Individuals need to discuss their current treatments and medications with their doctor to ensure a safe and appropriate integration of therapies.

What does the research say about this combination?

While there is limited research on the combined use of EMDR and EFT tapping, the study, made by Dr Daniel Benor MD, shows promising results.

CASE STUDY

Raised Fees With Ease

Katarina, a skilled copywriter with a proven track record of creating compelling content, contacted me wanting to address her insecurities surrounding the fees she charged her clients.

Despite her impeccable work and ability to deliver outstanding results for her clients, Katarina was frustrated with her long-time hesitation when it came to charging a rate aligned with her male counterparts.

After practicing the 23-sec technique together for just one session, Katarina experienced noticeable empowerment. The next day, she effortlessly reached out to her client and confidently requested additional funds for an upcoming project.

Naturally, her request was granted.

SUMMARY

Section III

The combination of EFT tapping and EMDR creates a therapeutic powerhouse that addresses both the emotional and physical aspects of healing.

With their shared historical roots in emotional transformation, these techniques have evolved into powerful tools for modern-day well-being and comprehensive healing.

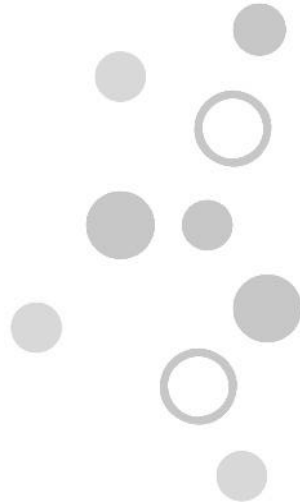
Combining the two approaches and extracting their essence provides a holistic and comprehensive healing process. EFT tapping helps individuals identify and tap into their emotions, while EMDR assists in processing and desensitizing traumatic memories.

The fusion and simplification of EFT tapping and EMDR make these techniques more accessible and user-friendly. This accessibility empowers individuals to take control of their emotional healing journey and provides tools for use outside of a therapy session.

SECTION IV: START TRAINING

" I must admit it seemed a bit impossible to change my feelings as quickly as you claimed, but you were right Joanna. It feels better already and I see my partner in a new light, after our first meeting - AMAZING! And to think I have been unnecessarily frustrated for so long."

Karin - Nurse



SHORTCUT

ONLY 6 STEPS TO REMEMBER

1. Breathe
 2. Move Eyes
 3. Tap
 4. Use Mantra
 5. Breathe
 6. Snap
-

The Step-By-Step Practice

I am about to lead you through the unusually efficient method that I have named The 23-Second Emotional Relief Routine™.

In addition to quick relief, over time you will begin to witness the remarkable impact it has on your well-being and personal growth. There are a few things I would like you to keep in mind during this process.

Remember that everyone is unique, and what works for others might not work the same way for you.

Patience is key. Give yourself time to get comfortable with the technique and explore what works best for you personally. Trust your intuition, and most importantly, enjoy the process of discovering what helps you calm your restless mind.

Also, remind yourself that it's okay to have off days. There will be days you might not succeed in calming your mind as effectively as others, and that's perfectly fine. Everyone has ups and downs, so be kind to yourself.

Never stop striving to stay positive, be patient, and aim for inner peace. You've got this.

REMEMBER THIS:

While it may initially seem challenging or awkward, and even if it may take more than 23 seconds to become skilled in this new method, with a bit of practice, you will quickly excel in this accelerated approach.

LET US BEGIN

STEP 1: Get Settled

It might seem simplistic and obvious but do not make the common mistake to undervalue or ignore this crucial first step.

Typically, this technique is used during chaotic situations or when one's mind is restless. However, when learning, it is recommended to find a calm setting where uninterrupted practice can take place.

Begin by taking a few deep breaths, allowing yourself to relax and center your focus on the current situation.

INHALE SLOWLY

EXHALE SLOWLY

STEP 2: Identify The Issue

Take a few moments to identify a specific issue or memory you would like to change or improve.

Pick a stressful event, a persistent worry, or an emotional block that has been holding you back or keeping you uncomfortable.

Go over the details about this issue to gain clarity about the situation. Who else is involved? Where is it happening? What is your biggest problem with it? How does it feel thinking of this issue? What is your emotion?

WRITE DOWN: How negative does this issue feel? 0-10.

STEP 3: Apply The Technique

PRACTICE A

In this first section, you will practice bilateral stimulation.

BILATERAL STIMULATION

Inhalation: Take in a deep breath and fill up the lungs.

Exhalation: Breathe out fully and feel the relaxation.

Horizontal eye movements: Move the eyes back and forth horizontally.

Vertical eye movements: Move the eyes up and down vertically.

Diagonal eye movements: Move the eyes in a diagonal pattern, such as top left to bottom right or top right to bottom left.

Clockwise and counterclockwise eye movements: Move the eyes in a circular motion, either clockwise or counterclockwise.

Snap/Clap: Snap your fingers or clap your hands.

Inhalation: Take in a deep breath and fill up the lungs.

Exhalation: Breathe out fully and feel the relaxation.

Gratitude/Love: Think of a situation that makes you joyful.

Now, practice the steps outlined in Chart A.

CHART A

BILATERAL STIMULATION	SEC	
Inhale	2	
Exhale + Snap	2	
Look right	1	>
Look left	1	<
Look up	1	^
Look down	1	v
Look upper corner right to lower corner left	2	↙
Look upper corner left to lower corner right	2	↘
Circle eyes to the right	2	↻
Circle eyes to the left	2	↺
Inhale	2	
Exhale	2	
Gratitude + Love	3	

PRACTICE B

In the second section, you will add reassuring statements and mantras to your practice, such as:

"It's OK"

"I will find a way"

"It will work out"

"I'm OK"

"It will be fine"

Or you can add your own calming and reassuring mantras:

Now, practice the steps outlined in Chart B.

CHART B

BILATERAL STIMULATION	SEC	MANTRA
Inhale	2	
Exhale + Snap	2	
Look right	1	"It's ok"
Look left	1	"I will find a way"
Look up	1	"It will work out"
Look down	1	"I'm ok"
Look upper corner right to lower corner left	2	"It will be fine"
Look upper corner left to lower corner right	2	"It's ok"
Circle eyes to the right	2	"I will find a way"
Circle eyes to the left	2	"I'm ok"
Inhale	2	
Exhale	2	
Gratitude + Love	3	

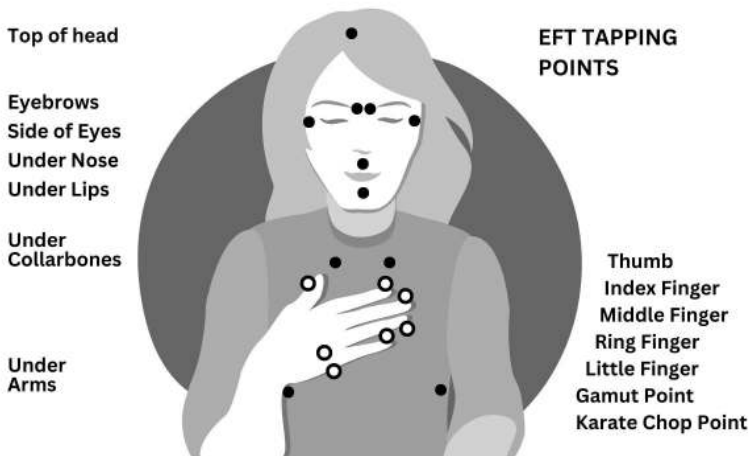
PRACTICE C

Third and last, you will tie it all together by adding some EFT tapping to the practice:

Use your fingertips and tap lightly 5-6 times on each point:

- Tap on the point under the nose
- Tap on the point under the lips
- Tap on the point under the collarbone

Or you can choose to use some of the other tapping points:



Now, practice the steps outlined in Chart C.

CHART C

BILATERAL STIMULATION	SEC	MANTRA	EFT TAPPING
Inhale	2		
Exhale + Snap	2		
Look right	1	"It's ok"	Under Nose
Look left	1	"I will find a way"	Under Lips
Look up	1	"It will work out"	Collar Bone
Look down	1	"I'm ok"	Under Nose
Look upper corner right to lower corner left	2	"It will be fine"	Under Lips
Look upper corner left to lower corner right	2	"It's ok"	Collar Bone
Circle eyes to the right	2	"I will find a way"	Under Nose
Circle eyes to the left	2	"I'm ok"	Under Lips
Inhale	2		
Exhale	2		
Gratitude + Love	3		

STEP 4: Closure And Self-Care

Keep repeating the entire sequence in chart C for as long as you need to make it flow naturally.

1 - Notice any shifts or changes in thoughts, emotions, or bodily sensations.

2 - Allow negative sensations to get replaced naturally with the help of the biopsychological process that is being activated.

3 - Make sure to observe and acknowledge any positive changes happening.

4 - Once you feel a sense of completion, take a few deep breaths, grounding yourself in the present moment and concentrate on any positive occurrences.

5 - Reflect on your experience and engage in a soothing self-care activity that promotes relaxation and integration, such as journaling, mindfulness, a cup of tea, or taking a soothing stroll.

Continue to practice steps 1-4 consistently until the routine flows naturally.

Chart your progress in this personal challenge.

Practice For Progress

- 1. Write the number of your daily practices in the Week column.
- 2. Write your Satisfaction level at the end of each day. 0-10.

Day	Week	Satisfaction
Mon		
Tue		
Wed		
Thur		
Fri		
Sat		
Sun		

SUMMARY

Section IV

Congratulations! You have now learned The 23-sec Emotional Relief Routine™ and unlocked a powerful tool for transformation, healing, and personal growth.

Remember that in order to benefit from this technique fully, it is important to be patient and commit to practicing the formula in Chart C until it feels natural.

I hope you enjoy exploring the boundless possibilities within you and wholeheartedly embrace the remarkable transformations that can arise from this powerful technique.

" Patience is not only a virtue but also a prerequisite for success. Respect the learning curve, and you'll be astonished at what you can achieve. "

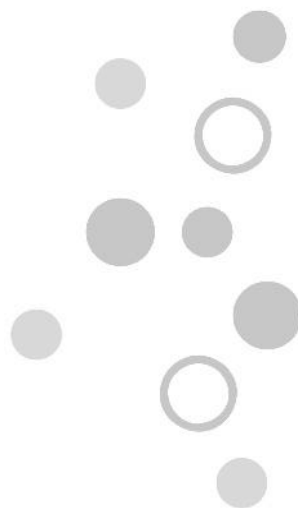
Elon Musk, business magnate

SECTION V:

TROUBLESHOOTING

" I wish I had found you sooner Joanna - it would have saved me so much struggle at work! I can see that I was letting myself be squeezed in between the office partners and my team. I have found my personal way of putting my foot down, without feeling guilty or inappropriate. "

Paula - Lawyer



Do Not Lose Out In The Next 90 Days

Sadly, I have seen it too many times. After practicing the technique successfully a few times, and experiencing gratifying moments of betterment, the results have a way of fading away.

For anyone striving for personal growth and inner peace, it is essential to proactively utilize this technique. To use it whenever and wherever it is needed to gain the mental, emotional and physical long-term advantages of reduced stress, increased focus, and improved emotional well-being.

I am well aware that maintaining a peaceful state of mind, focus and resilience can sometimes be challenging, particularly in the fast-paced world we live in. Hence I have compiled a Q&A of frequently asked questions to address the main obstacles you may encounter on your path to permanent transformation, along with simple suggestions on how to overcome them efficiently.

So go ahead and familiarize yourself with the most common setbacks, in order to avoid having them hinder your desired outcomes.

" Knowledge without action is useless. "

Aristotle, Philosopher and Polymath

Q&A On The 23-Sec Routine

Why can it be hard to calm the mind within 23 sec?

The time constraint may cause pressure and stress, so relax into the process and allow for several trials before seeing the effects.

Is it necessary to use a timer to keep track of time?

No. 23 seconds is not an exact measurement of time to strive for. Some people only need 15 seconds, others take 30+ seconds. Continue practicing the technique at your own pace, gradually reducing the time it takes to perform it until you reach the desired time.

Are there any prerequisites to succeed?

No. This technique is designed to be accessible to individuals who have never practiced meditation or mindfulness before.

Are there any age restrictions?

No. Anyone, from young children to mature adults, can benefit from this technique.

Will antidepressants hinder the progress?

Sometimes psychotropic medications can reduce the effects of self-regulation processes such as this one, which means it might take a while longer to get results. Ask your physician before making any changes to your prescribed medication.

How can I ensure to use the technique correctly?

It is a very lenient technique and beneficial without the need for perfection. So follow the instructions to the best of your ability.

What are the benefits of this technique?

When used on a regular basis, this technique is proven to reduce stress, improve focus, concentration, cognitive functions, emotional well-being, inner peace and much more.

How often should I practice?

The recommended frequency varies depending on what difficulties need improving. Generally, consistent practice several times per week is recommended to experience the full benefits.

Can this technique be used in varied settings?

Yes. Apply it in all contexts and places where stress or anxiety arises, allowing for calm and composure.

Are there limitations or side effects?

While the technique itself does not pose significant risks, individuals who have severe mental health conditions should consult a doctor before attempting it. If tears and sadness arise, repeat the technique until the feelings calm down.

Will it eliminate all stress and anxiety?

No. It is unrealistic to expect any technique to eliminate all occurrences of stress and anxiety. This technique serves as a tool to manage and reduce their impact.

Can it be combined with other methods?

Absolutely. It can be combined with methods based on personal preference and individual needs to create a comprehensive approach for managing stress and anxiety.

How can I remember to apply this technique during stressful situations?

After practicing The 23-sec Emotional Relief™ until it flows naturally, it will automatically become the go-to solution in critical situations.

CASE STUDY

Avoiding Burnout

Meet my client Lisa, a hardworking professional, who constantly finds herself overwhelmed by the relentless demands of her job. She spends her days juggling multiple tasks, dealing with tight deadlines, and trying to stay on top of never-ending emails and meetings. With each passing day, her mind becomes increasingly restless.

As the months go by, Lisa's stress levels skyrocket, leading to insomnia and a constant feeling of agitation. She becomes short-tempered with her colleagues and loved ones, her relationships suffer, and her overall well-being takes a toll. Life becomes a never-ending cycle of anxiety, leaving her unhappy and detached from the things that truly matter.

However, after practicing the 23-second Technique a few times, she begins to master the power of shifting out of negativity at will, enabling her to find calm in the midst of chaos. Within a few seconds, Lisa can ground herself, regain focus, and approach challenging situations with a newfound sense of clarity and composure.

Lisa's life changed profoundly. The constant overwhelm that once dictated her days fades away as she gains the ability to manage stress and worry on demand. Her relationships thrive as she now has the bandwidth to be present and attentive to the needs of her loved ones. Lisa finds renewed joy in her hobbies and passions, embracing a balanced and fulfilling life that seemed unattainable before she took charge of her feelings.

SUMMARY

Section V

It may be helpful to be aware of the potential roadblocks when using this method. By anticipating obstacles ahead of time, you will be better equipped to handle them with a minimal amount of effort.

Life is ever-changing, and new challenges will inevitably arise. However, by familiarizing yourself with these frequently asked questions and the strategies provided to overcome them, you can cultivate a sense of preparedness and adaptability.

Remember that transformation is a journey, not a destination. Embrace the obstacles and setbacks as opportunities for growth, and utilize the suggestions provided in this Q&A to propel yourself forward.

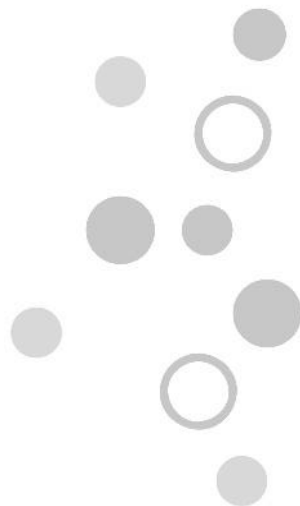
Take these insights to heart, and empower yourself to navigate the complexities of life with grace and ease.

SECTION VI:

INSPIRING CASE STUDIES

" I feel so much better about standing up for my values and point of view. My whole body feels lighter and energized. I felt it in my very first session with you Joanna. "

Christine - Interior Designer



Let Yourself Be Inspired

Allow the transformations of some of my previous clients to serve as an inspiration that a calm mind is within reach even for you.

Executive Suffering From Self-Doubt

As a top-level executive, one of my clients went through a challenging time where she felt like an incapable fraud. She was constantly doubting her capabilities and worried about being exposed as a fake.

However, after delving deeper into the root causes of her negative self-esteem and identifying past experiences that contributed to her self-doubt, she was able to gain a better understanding of her worth and improve her self-talk.

Author Plagued By Writers Block

After struggling with writer's block for several months, this accomplished author sought my help. He had been experiencing a lack of creativity and a deep fear of ridicule which led to a great deal of stress and frustration, further exacerbating the writer's block.

We worked on releasing his self-sabotaging beliefs, to embrace his true potential and feel more confident in his abilities. As a result, he was able to break through the writer's block and produce some of his best work yet.

Musician Struggling With Criticism

I recently worked with a musician who had been hesitant to share her music with others, fearing rejection and ridicule. Years of scrutiny by journalists and colleagues led to a lack of confidence in her abilities.

As my client began to process her negative self-talk, she realized that her past experiences did not define her true worth as an artist and that she had the power to create and share her music with her tribe. With this newfound belief in her musical abilities, she began sharing her music and receiving positive feedback, which further reinforced her confidence.

IT Professional With Decreased Job Satisfaction

This IT professional was experiencing decreased job satisfaction and felt overwhelmed by the constant changes and challenges in the industry. She was afraid of not meeting the high expectations.

With new tools and techniques, my client learned to recognize her strengths and accomplishments and to approach industry changes with a growth mindset. As a result, this highly sought-after IT expert increased her job satisfaction and felt empowered to ask for a promotion.

Entrepreneur Struggling With Decision Making

My client, a charming entrepreneur, was struggling with decision-making due to past failures and a fear of what others might think of her. This led to constant second-guessing of her choices and decisions and a lack of confidence in her entrepreneurial abilities.

By seeing her past failures in a new light she began approaching decision making with a lighter heart and a growth mindset. Additionally, she developed a sense of optimistic curiosity regarding her future business opportunities.

Doctor Doubts Her Calling

I had the privilege of working with a generous doctor who has dedicated many years of her life to providing free assistance to those in need. She started having doubts about her chosen profession due to criticism of her expansive ideas.

It made her question whether she was truly delivering the highest level of care, as she once aspired to.

In a few sessions, she developed a stronger sense of authenticity and began to rely on herself as she started acknowledging the undeniable improvements in her patients' health. This newfound confidence has ignited a renewed sense of professional pride within her, erasing any doubts she once had about her abilities as a doctor.

Architect Overwhelmed By Work-Life Guilt

An architect came to me feeling overwhelmed by the demands of his job and the struggles to find balance in his professional and personal life. He experienced unbearable stress and a constant sense of guilt for not adequately balancing his obligations at home or work.

However, with some guidance, he was able to make some changes that helped him achieve a satisfactory balance. By setting boundaries and saying no to projects that didn't align with his values, he was able to be more present and fulfilled in all areas of his life. His family noticed the positive changes and enjoyed having him fully present.

Student Stressed by Overwhelm and Performance Anxiety

This accomplished student has always excelled academically, continuously striving for excellence in her studies. However, as her workload increased and expectations became even higher, the pressure became too much for her to handle.

Additionally, she struggled with performance anxiety when presenting her papers, which only added to her overwhelm.

After just a few sessions, she gained the ability to prioritize her responsibilities and create a balance in her workload. This newfound skill not only increased her motivation but also strengthened her belief in her intellectual capabilities.

As a result, she now looks at each challenge as an opportunity for personal growth and confidently faces her scholarly presentations.

Graphic Designer Not Charging Enough

I had the pleasure of working with a graphic designer who had impressive skills but was struggling to charge the appropriate fees for his services. Despite his extensive experience, he felt undervalued, leading to a loss of confidence and anger. However, with a shift in mindset, my client was able to fully appreciate his talents and set appropriate fees for his services without any hesitation. This newfound confidence allowed him to feel more secure in his worth and abilities without wasting time being angry.

Lawyer Struggling With Courtroom Confidence

Despite being an accomplished lawyer with years of experience, my client had been struggling with courtroom confidence for some time. She found herself doubting her abilities and feeling like a fraud, which led to increased self-criticism and severely decreased job satisfaction.

In our work together, she rediscovered her strengths and accomplishments and can now effectively communicate her value to clients and colleagues. As a result, she reported enjoying increased courtroom confidence, reduced self-criticism, and renewed job satisfaction.

SUMMARY

Section VI

Let my clients' stories inspire you to find true peace and genuine happiness with this method. Despite possible obstacles, the rewards you can look forward to are more than worth it.

Remember that achieving change requires dedication, self-reflection, and the willingness to let go.

Let yourself embrace self-care as a means of navigating life's challenges with grace and serenity.

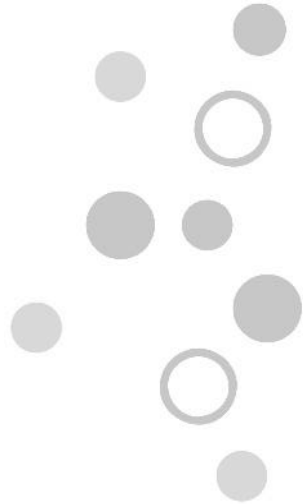
Believe that you deserve inner peace and true joy and make it a priority in your life.

May you be courageous and committed to investing in your well-being, and inspire others with your newly found insights and transformations.

SECTION VII: WANT MORE?

" Before my session, I had been nervous, very sad and angry, about my long-time fear of diseases. After that one session with Joanna I have been calm, felt strong and really happy! It's the best technique I have ever used. So easy and so very powerful! "

Annica - Coach



Are You Ready For The Next Step?

Now that you've learned how to bring calm, serenity, and positivity to your mind, you may be eager to find delightful joy and bubbly happiness.

I welcome you to discover my additional resources that can help you lead a life full of profound and delightful satisfaction. You will find all the options available on the next page and at BlissyJoy.com.

If you want personal help, I am always ready to support you on your journey toward inner peace and happiness. Whether you have questions, need further guidance, or want personalized guidance, feel free to reach out.

Before we part ways, for now, never forget the incredible power you possess to self-regulate your mind and emotions. May you continue to grow and excel in all that you do.

" Positive feelings are associated with better health across a wide range of physical health outcomes. "

Sarah Pressman, Professor

Resources And Links

FREE RESOURCES

- Happiness Tips in a private facebook group:
BlissyJoy - Heart Powered Success
www.facebook.com/groups/286907588549913

TRAINING

- Unlimited Support - life-like app
- Happiness Training - course
- Guaranteed Better Sleep - course
- Private Sessions - online

CONTACT

If you have any questions, feel free to send me a message and I will reply as soon as I can.

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FB Group - Heart Powered Success:
www.facebook.com/groups/286907588549913

TikTok: www.tiktok.com/@joanna.blissyjoy.com

Pinterest: www.pinterest.se/Blissy_Joy

CASE STUDY

Overcoming The Fear Of Flying

Robert, a successful businessman, approached me seeking assistance with his fear of flying. He explained that his phobia had progressively worsened over time, hampering his personal and professional growth.

Even the thought of boarding an airplane would trigger anxiety symptoms, including rapid heart palpitations, dizziness, and overwhelming feelings of panic. It was evident that his fear stemmed from a combination of previous negative flying experiences, heightened concerns about lack of control, and an overarching fear of potential accidents.

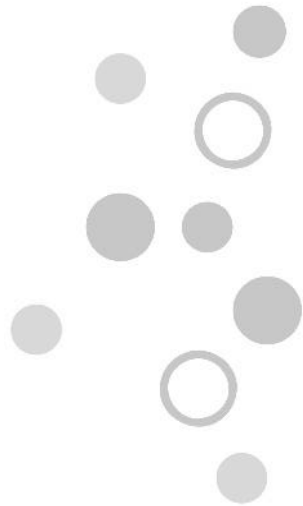
In a remarkably short time, Robert experienced a reduction in his fear of flying. He reported feeling more confident and empowered, even taking steps to book a domestic flight to put his newly acquired coping mechanisms to the test.

During our subsequent session, Robert shared his triumphant experience of remaining calm on board the plane, and the sense of liberation he felt as he overcame his long-standing phobia.

SECTION VIII: REFERENCES

" The true purpose of research and study is to discover solutions to the problems we face as a society. "

Jane Goodall - Anthropologist



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Author Bio

Joanna Armstrong

Emotional Relief Expert, 2009



Since 2009, I have had the great honor and privilege of helping professionals, entrepreneurs, and business owners in overcoming challenging emotions and behaviors quickly and effectively. It brings me immense joy to help my clients feel empowered, content, and at peace.

Over the years, I have also helped celebrities and royalty with a range of issues, including cravings, phobias, stress, and sleep difficulties.

However, in recent years my work has taken on a deeper meaning after I connected with an inner voice and a powerful sense of love. This experience deeply influenced my approach to helping others, and today I am grateful to be able to share it with my clients.

In my private life, I am fortunate to share a lovely homestead in the country with my husband, two nearly grown sons, and their visiting girlfriends. Our household is never short of excitement and activities, whether it's playtime with our energetic dog, the comforting cuddles of the cats, or the gentle hop-hop of our rabbits, our home is a sanctuary for all.

I would greatly appreciate your feedback on this book. Your thoughts and opinions are very important to me.

An Impressive Solution: Simplified for ease and efficiency

If you are tired of feeling overwhelmed by stress and anxiety, and ready to take control of your emotional well-being, this book is a game-changer.

Get ready to discover a surprisingly efficient method that will leave you feeling calmer, happier, and more at peace in just 23 seconds. Imagine being able to shift your mind out of the endless loop of negative thoughts and emotions anywhere, at any time.

Discover the scientific evidence and real-life examples that support this easy-to-follow 23-second Emotional Relief Routine™. It will fit seamlessly into your busy lifestyle and revolutionize the way you manage stress and worry.

This powerhouse solution combines the best aspects of two tried-and-tested methods, EFT tapping and EMDR, and condenses them into a simplified routine that will leave you feeling uplifted and at ease very soon.

Joanna Armstrong, Emotional Relief Expert, 2009.

" 7 of 10 studies reported EMDR therapy to be more rapid and/or more effective than trauma-focused cognitive behavioral therapy, CBT. "

Francine Shapiro, PhD

" 90% of the EFT group were judged as having improved, 63% of the CBT group were judged as having improved. "

David Feinstein, PhD

