



"EFT is a permanent and safe way to counter all the negative self-talk that leads to repetitive negative behaviour and fears," she explained. "For example, we have many people who have had a long-standing fear of flying and who have found that EFT has enabled them conquer their terror and apprehension."

That's exactly what I wanted to hear. Even more reassuring is that Ann always trials the EFT therapy on herself prior to addressing a new issue. When I met her, she explained that she has dropped almost two complete dress sizes thanks to the EFT approach to tackling comfort eating. After achieving such amazing results, she is now offering clients a course to help them break binge eating habits permanently and shed excess weight. EFT boasts an impressive 80 per cent success rate.

Ann has many professional qualifications, including a three-year Advanced Diploma in Therapeutic Counselling. She chose to qualify as an Executive and Corporate Coach, and an EFT trainer and practitioner. Ann's courses are recognised by the Association For Advancement of Meridian Therapies and are simple, effective ways of tackling deep-seated phobias, stress, depression and addiction.

Simply put, Ann talks to the client and isolates what the surface issues surrounding their problem are - symptoms such as clammy hands and nausea, as well as the particular aspects they're scared of, such as not being in control, claustrophobia etc. Next she probes a bit deeper, asking clients what they think will happen if they do the thing they're scared of. Ann is incredibly intuitive, and will work with each client to identify what is at the very heart of their fear.

Every time a key factor is identified, Ann will talk clients through the negative self-talk and help them to realise that they can do anything and can trust themselves to be free from their fear. Next, Ann makes statements about the issue which the client repeats back, all the time mirroring Ann's tapping movements at key energy points. These include the collar bone, forehead and chin.

The tapping technique works on the premise that we have currents of energy running through our body and at certain points - meridians - it is possible to work on them and make the energy flow freely when it is blocked or not working properly. It may sound a bit "new age", but it's

## tap away your fears

ANN ROSS HAS A PAINLESS AND EFFECTIVE SOLUTION TO FEARS, PHOBIA AND ADDICTIONS - EMOTIONAL FREEDOM TECHNIQUE. JAN WALDRON MET ANN AND LEARNED TO FACE HER FEAR OF FLYING. PHOTOGRAPH BY IAN JACKSON. ILLUSTRATION BY NYCKI OWEN.

**I**rrational fear is a common complaint which can manifest itself in many ways. For me, it was the fear of flying. This was not based on experience; until recently, my only overseas trip had been to the Isle of Wight. Having bravely booked a holiday to Venice (see page 202), I was still feeling as though I could never, ever get on a plane. What to do?

Then I heard about the Emotional Freedom Technique (EFT) I was sceptical, yet curious to see how the technique worked, so I decided to meet one of its most experienced practitioners and trainer: Ann Ross at the Link Centre in Exeter.



ABOVE Ann Ross (right) teaches a client the tapping technique