



...newsletter

August 5, 2008

NEW DIRECTIONS

I hope you are all enjoying the summer and getting a chance to make the most of any sunshine that we have been having.

I am devoting this newsletter entirely to me and what I am planning to do, and I hope you will all be willing to support me in the new direction that I plan to take.

Passion in Action

Those who know me are well aware of my passion for NLP and in recent years I have become increasingly passionate about EFT (Emotional Freedom Techniques). My partner, with whom I share an office in Frederick Street is moving on and I find that I have an opportunity to move on too. In fact, **I believe that this really could be the best thing that has ever happened to me because I have decided to allow myself to follow my passion, and so I am just going to go for it.**



Bringing About Social Change

My primary focus is going to be on EFT and in two specific areas:

- **Weight Loss**
- **Pain Relief**

My passion is to enable people to develop a personal responsibility regarding individual health issues.

Why weight loss? - Our expanding waist lines are getting to epidemic proportions. Now, there are many excellent healthy eating programmes out there, and many excellent exercise classes available, but none of them is addressing the emotional content that blocks success in weight loss. Most eating plans rely quite heavily on the willpower of the participant. Keeping that will power going uses up a lot of energy, and, yes, it can be done for a number of weeks or months. Then, suddenly for no apparent reason we start to sabotage our success by going back to old habitual eating patterns that gradually undo all our hard work. Often this can lead to the yo-yo effect, causing frustration, disappointment, and self disgust, all leading to a poor self-image. Have you ever been there?

Why pain relief? I don't know if you or any of your friends have found yourselves suffering from some kind of physical discomfort and unable to get a satisfactory cure for the problem. The medical profession can do a lot, but it doesn't have the answers to everything. Chronic long term pain and disease are still major problems in society today. I developed osteoarthritis in my knees about seven years ago. I had to give up all my daily exercise, I gained weight and this, I believe, added to the problem; at the same time I developed high blood pressure. All the medical profession could offer me were drugs, pain killers and anti-inflammatories. Then I discovered EFT. Now I am pain free, my blood pressure is normal, I am free of all medication and I am losing the weight that I gained through being unable to walk far, never mind exercise on a regular basis.

So you see I really do believe that EFT is a wonderful personal resource and I am

passionate about making it accessible to more people at an affordable price.

I will of course bring to my new venture all my resources of NLP, Coaching and TA because these are all part of my unique talents.

I intend to run a number of "FREE" information and demonstration sessions throughout September. These will be designed to give information about Weight Loss and Pain Relief with EFT. I hope you will manage to come along and bring a friend or two with you.

If you are interested drop me an e-mail and I will give you advance notice so you can make an early booking, as I intend to make the details public within the next 7-10 days.

Changing Perceptions new phone number is: 0845 050 8437

One-on-one sessions and small group work will continue at:

- Direction
18 Walker Street, Edinburgh (at the West End)
- or
- The Melting Pot
5 Rose Street, Edinburgh (at the East End)

Click below to view a sample of the sort of thing I will be sending out shortly:

- [Be Pain Free Now](#)
- [Slim Trim & Sexy with EFT](#)

Sincerely,

Sheena Wheatley

Changing Perceptions

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