Unlocking Your Potential
Success is at your fingertips.

QUICK OVERVIEW
The Tapping Into Ultimate Success book/DVD combination offers a unique twist on personal development: that a physical approach to overcoming fear, self-doubt and negativity can be instrumental in achieving success.

Jack Canfield, author of The Success Principles and co-creator of the Chicken Soup for the Soul series, and Pamela Bruner, author of EFT and Beyond, explain how a simple acupressure technique can interrupt negative thought patterns. Step by step, Canfield and Bruner demonstrate how to perform “Meridian Tapping” on yourself. To optimize the technique, the authors incorporate positive affirmations and proven success strategies in the tapping process. The key, they explain, is to replace negative patterns with positive ones.

While there are several books about Meridian Tapping, Tapping Into Ultimate Success was written with the goal of helping readers achieve success in every area of life.

APPLY AND ACHIEVE
Do you struggle with a melancholy temperament, constantly fighting the glass-half-empty outlook? In Tapping Into Ultimate Success, the authors explain how you can use tapping to revise the self-limiting belief that you “can’t” change.

By first mastering the tapping technique to overcome negative emotions, you can then combine it with verbal messages of affirmations to:
• Become more successful in the business realm
• Improve relationships with family and friends
• Lose weight
• Have more financial freedom

Even before you fully understand how to use tapping, you can write positive, present-tense affirmations. Right now, consider one of your recurring negative thoughts and re-write that statement with a focus on a positive outcome. For example, if you think you can’t lose weight, your affirmation might be: I am getting stronger and healthier every day by eating well and exercising. Focusing on what you want is one step in the right direction.

SUCCESS Points
From this book you’ll learn:

• Why change is challenging, and what to do about it
• New, cutting-edge energy techniques, and why they’re so effective
• How to remove negative emotions that keep you from taking action
• How to overcome obstacles
Although people have always had ways to overcome obstacles to success, the older methods are tedious and require months or years of hard labor, intense concentration, and dogmatic perseverance. Newer, cutting-edge techniques are emerging that enable you to move from upset to calm, from fear to confidence, and from stopped to successful in a fraction of the time—weeks, days, or even minutes!

Tapping (short for Meridian Tapping) is one of these techniques. Tapping is a simple acupressure technique that interrupts negative thought patterns so you can then replace them with positive thought patterns.

Tapping is being successfully used around the world for issues as varied as fears, phobias, post-traumatic stress disorder (PTSD) in war veterans, food cravings, and pain relief. By using this simple technique, you can take years off your journey to personal power and accomplishment by transforming the beliefs and emotions that cause self-doubt, self-sabotage, procrastination, and so much more.

We’ve chosen to illustrate how these tapping techniques can be used to overcome obstacles to success by working with the principles outlined in the book *The Success Principles* by Jack Canfield and Janet Switzer. However, you can use these techniques to overcome any obstacle or limitation that keeps you from creating success in your life, no matter how you define success!

### WHY CAN’T I EASILY MAKE CHANGES IN MY LIFE?

We often say that we want to make changes in our lives. You may want to make more money, lose weight, get a new or better relationship, start a new career, or take up a new hobby. Yet change can seem so hard. Why is there so much struggle around change?

The reason lies in the fact that the mind is divided into two parts: literally, two hemispheres. One part is responsible for rational, conscious thought and processes ideas sequentially, using language. The other part is emotional, and processes ideas simultaneously, using pictures.

The emotional, subconscious mind is far more powerful than the rational, conscious mind. It is capable of processing more information, controls approximately 95% of the thoughts and actions you take each day, and is motivated by the pull of pleasurable rewards, and the push of negative emotions. Tapping allows you to work with this reality to change the emotions you are experiencing so you can change your life.

### GET STARTED TAPPING

In order for the tapping to be most effective, we want to tap on certain electrically sensitive points. These are some of the same points that have been used in acupuncture for 5,000 years, which we call acupoints. Although there are hundreds of acupoints, tapping works with less than 20.

We’ll introduce the points little by little in this work, so you can learn them a few at a time. Once you’ve tried tapping a few times, the points will become second nature.

Please familiarize yourself with the following illustration:

Although some of the points are shown on just one side of the body, they are on both sides.

Using your index and middle finger, you’ll tap each one of the points approximately five to seven times before moving on to the next point. (Since you’ll often be speaking while you tap, don’t worry about accurate counting. If you tap more or less times than five to seven, that’s okay.) You have completed a “round” of tapping when you’ve tapped on each of the eight points.

Tap lightly, but firmly. This isn’t massage, so tapping with force isn’t necessary. If you can’t tap a particular point due to an injury, just skip that point. Unlike acupuncture, tapping is a very forgiving process. One reason it is common to tap using both the index finger and the middle finger together is that you’re tapping a fairly large area with both fingers on any particular spot.
BEFORE YOU CAN AFFIRM, FIRST REMOVE FEAR

For some people, fear is paralyzing, while for others, it’s just uncomfortable. Some individuals even regard fear as a challenge, and step in the direction of it. If you can do this, or operate in spite of your fear, you can accomplish a great deal more in life.

Experience Your Fear and Take Action Anyway

In the past, this “feel the fear and do it anyway” philosophy, or trying to talk yourself out of being scared, were the best options. Yet fear isn’t a rational response. While we may have rational concerns or reasons for it, the fear itself comes from a completely different part of the brain that is usually not responsive to logical arguments. Sometimes these fears are so severe that they are categorized as phobias, including fear of heights, fear of public speaking, fear of open spaces or closed spaces, and more. These same fears can also occur in less intense versions.

Fears can hinder your success, even if they aren’t as strong as phobias.

It is possible to reduce or eliminate fear using Meridian Tapping. This next exercise is the first step in learning to use tapping for your ultimate success.

TAPPING TECHNIQUE: SIMPLE TAPPING

Read through the five steps in the Simple Tapping process. You’ll then get a chance to try Simple Tapping on your own issue.

Step 1: Identify Your Fear

Although you may think that you have a fear of networking, or of asking someone for a date, those aren’t actually your fears. Your fears are what you imagine will happen when you do those things.

For example: I’m afraid to go to the networking event.

Why? Because I imagine that my mind will go blank and I’ll look foolish.

True fear: I’m afraid I’ll look foolish.

Write down your fear. If you have more than one, write them all down.

Step 2: Measure Your Level of Fear

On the 0–10 SUIDS scale, with 10 being the most intense, measure your fear. SUIDS stands for Subjective Units of Distress, so there is no right or wrong number here, only what you perceive.

Next to your fear, write down the intensity of it.

Step 3: Tap on Your Fear

We’ll use the tapping points we outlined in the last section. Tap on the top of the head, and state your fear. Don’t just say the words, allow yourself to fully feel the fear that you’re naming.

Tap the next point, the eyebrow point, and state your fear again, again focusing not just on the words but on the feeling of fear. Continue to tap on the remaining points, stating your fear as you tap on each point.

You can repeat the same words each time you tap, or you can change them as you focus on the fear. The exact words aren’t important. What’s important is that you’re tuned into the emotion of fear, so use the words as a focus for your feelings, but don’t worry about whether they are “right.”

Even the simplest tapping techniques introduced here will give you powerful results.

Here are some samples of Reminder Phrases you can use to stay focused on the issue or fear:

• Top of the Head: I’m afraid to ask Sally for a date.

• Eyebrow: I’m afraid she’ll say no, and I’ll be embarrassed.

• Outside of Eye: I’m afraid she’ll say no, and I’ll be embarrassed.

• Under the Eye: I’ll be embarrassed.

• Under the Nose: I’ll be so embarrassed if she says no.

• Chin: I’ll be mortified if she says no.

• Collarbone: How will I ever be able to look her in the eye if she says no?

• Under the Arm: I’ll be so embarrassed.

(That is just one “round” of tapping, but you can do multiple rounds.)

Step 4: Evaluate Your Fear

Take a deep breath, and measure your fear again. A number of possibilities may have occurred.

—Your intensity may have increased. This happens sometimes when you tune into the fear and really allow yourself to feel it, rather than push it away. Immediately begin tapping again, and continue until you feel the fear lessen.

—Your intensity may have decreased. Write down your
new number, or indicator of intensity. If it's still above a zero, repeat the tapping routine.

— **Your intensity may have stayed the same.** This can happen when you’re not actually tuned into the feeling. If you’re not tuned in, you can’t clear it, so you may want to attempt to more closely identify the feeling. You may also just need to persevere, so tap several more rounds and see if you notice any change. If not, proceed to the next exercise.

— **Your feeling may have shifted.** Perhaps instead of feeling embarrassed, you now feel angry at the thought of Sally saying no to you. Or you may have the thought, *Everyone always says no to me.* This is a new thought, and a new issue. When this happens, you have often cleared, or at least diminished, your original fear to the point that a new issue has become more important. A new feeling or thought is an entirely new issue, so return to Step 1 and repeat the process, even if the emotion is anger now, not fear.

— **Your fear may feel as though it is still intense, but may begin to feel fuzzy or distant.** Some people describe it as being “behind a screen.” Continue to tap, and the intensity will usually fade.

**Step 5: Notice Your Changes**

As your fear subsides, you may notice your beliefs changing. For instance, you might begin to believe that it is less likely that Sally will say no to you. Or you may feel that it is equally likely that she will say no, but no longer feel embarrassed at that thought. You might even start to feel proud of yourself for being willing to ask her out on a date, regardless of her response.

The goal is to get the fear to a 0, and clear any other negative emotions that may be in the way of you taking action.

**TAPPING TECHNIQUE: ADDING A POWERFUL AFFIRMATION**

We’re going to add another step to our tapping routine to make it even more powerful, and to overcome barriers that may be present to our making a change.

Sometimes Simple Tapping works beautifully, and sometimes we have barriers in the way of clearing our issues. You may have heard the phrase: What you resist, persists. That is, sometimes a condition called “Psychological Reversal” is present, and Simple Tapping doesn’t seem to work.

In order to remove the Psychological Reversal, we’ll do two things. First, you’ll tap on a new acupoint (the Karate Chop or KC point), and second, you’ll add an affirmation to eliminate the resistance you may have to change.

First, state what’s upsetting you. This is your Reminder Phrase. Here are possible ways of phrasing it:

- *I’m upset with myself for . . .
- *I feel badly that I . . .
- *I was wrong to . . .

Write down your Reminder Phrase and your SUDS level (your emotional intensity level). Now add the affirmation to the end of your Reminder Phrase, like this:

- *Even though [Reminder Phrase], I deeply and completely love and accept myself.*

Now you’re ready to tap!

Start by tapping the Karate Chop (KC) point while saying your setup statement three times. Now begin Simple Tapping: tap each of the eight points at least 5 - 7 times, repeating your Reminder Phrase once for each point. Do two rounds.

At the end, check your SUDS level again. Do you notice a change in the intensity of your upset? What happened for you as you tapped? Did a new thought come up? Did the intensity remain the same, but the emotion changed (for example, from anger to sadness)?
MORE POSITIVE ACTIONS WITH TAPPING

**Tapping Technique: Firm Stand Tapping**

This tapping technique uses a positive affirmation, such as *I choose to exceed expectations*, combined with the fears or limiting beliefs that keep you from believing and living that affirmation.

So far in tapping we have not used positive Specific Choice Statements until the SUDS level has decreased to a level 5 or below. In Firm Stand Tapping, however, we’ll state a positive affirmation as a way to trigger disagreement, similar to the way we triggered disagreement in Little Voice Tapping. Begin with Simple Tapping or Continuous Tapping:

- **Top of the Head**: State your positive affirmation. It will probably feel unreal and uncomfortable, and like a lie.
- **Eyebrow**: State your fear or limiting belief.
- **Outside of Eye**: State your positive affirmation.
- **Under the Eye**: State your fear or limiting belief again. (You can change this statement each time, or use the same one. Over time, the statement that you use will shift as your emotions shift.)
- **Under the Nose**: State your positive affirmation. (This never changes.)
- **Chin**: State your fear or limiting belief.
- **Collarbone**: State your positive affirmation.
- **Under the Arm**: State your fear or limiting belief.

Keep repeating this until the unreal and uncomfortable feeling disappears from your affirmation. This can take a number of rounds. The affirmation should slowly begin to feel more believable and more likely to be realized. You want to keep tapping until you believe the affirmation 100%.

Firm Stand Tapping can be used as a stand-alone technique, but it’s also great for getting out all the aspects of an issue. In other words, as you keep affirming what you want to believe, the rest of your fears and limiting beliefs will all come up. You can take note of them while you’re tapping, then continue Firm Stand Tapping on those fears and beliefs, or use a different technique such as SOS Tapping or Little Voice Tapping to finish clearing them.

Here’s an example of a Firm Stand Tapping sequence:

- I choose to exceed expectations.
- It’s too much work.
- I choose to exceed expectations.
- I don’t have enough time as it is.
- I choose to exceed expectations.
- People won’t appreciate it if I do.
- I choose to exceed expectations.

CREATING ULTIMATE SUCCESS

With practice and dedication, you’ll find that tapping can transform first how you feel about situations, and then how you think about them. With a new outlook you yourself have chosen, you can succeed in every area you pursue!

We’ve both used tapping to increase the money we make (Pamela used it to build a million-dollar business in less than three years), but that’s only the beginning. We’ve also used it to deepen our relationships, turn around limiting beliefs, and reduce the fears and anxieties that naturally occur when playing a big game… and we’ve helped many others to do the same.

Learning something new, whether it’s a team sport, a musical instrument, or a new technique for freedom and success, takes some time.

Creating ultimate success—success on your terms, as you define it—takes attention and effort, but it doesn’t have to take struggle. You can learn the basics of this technique in only a few minutes. As you continue to delve into the work, you’ll be able to handle complex emotions, challenging situations, and lifelong limiting beliefs with more and more ease. It’s worth the time.

Your ultimate success, and results that you can only barely imagine now, are within your reach. It is our intention that this work helps you step into your success powerfully, and more fully than you ever have before.
### ACTION STEPS

Get more out of this SUCCESS Book Summary by applying what you’ve learned. Here are a few activities to get you started.

1. Think of something you believe has been holding you back (not making phone calls, not completing projects on time).

2. Examine the underlying reason for your action or lack of action (afraid of not saying the right thing, afraid of financial success).

3. Identify the specific fears associated with those reasons and write them down, along with the self-acceptance statement.

4. Evaluate the SUDS number of these statements.

5. Place the tapping points graphic in front of you.

6. Go through at least two rounds of tapping.

7. Evaluate the SUDS number again. If you haven’t reached “0” then do these seven steps again.

### About the Authors

**Jack Canfield**, whose *Chicken Soup for the Soul* series has sold millions of copies, is also well-known as a personal-development master. With an affinity for combining spirituality with success principles, this book was a natural fit for him, although he has never claimed to be a tapping expert.

**Pamela Bruner** is an Emotional Freedom Technique (EFT) trainer, speaker and coach. Using Meridian Tapping and the success principles Canfield has written about, Bruner created a million-dollar income in only three years.

### Recommended Reading

If you enjoyed this summary of *Tapping Into Ultimate Success*, check out:

- **The Success Principles** by Jack Canfield and Janet Switzer

- **Discover the Power of Meridian Tapping** by Dr. Patricia Carrington

- **Jack Canfield’s Key to Living the Law of Attraction** by Jack Canfield and D.D. Watkins

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