



NOTE: This posting was adapted from a very popular article in Carol Look's Newsletter. Carol creates excellent products to help EFTers and Practitioners improve their use of EFT.

Why YOU Must Love It First...

Love what? Your own business idea, product, service, the presentation you have to give, Regardless of what you are offering your marketplace, this process will help you increase your business dramatically without working harder. How? Try this exercise to get you connected to your service or product in a very powerful way.

First simply sit down and write a list of 5-10 things about your idea, product or service that you love. Because, ***if you can't find 5-10 compelling reasons to use or buy what you're offering, why would your clients?***

Now write a list of 5-10 ways your client/customer's ***personal or business abundance*** will be improved by what you are offering... Why will they rave about it and why their level of abundance will be dramatically advanced.

A side benefit of this exercise is a change in your focus. Before I did this exercise for my new abundance product for business entrepreneurs in any field, I was focused on the snags. I was looking at problems with delivery date, questions about CD replication plant, ambivalence with the sequence of my recordings, a conflict about my exact launch date, the pressure I was feeling to complete it, a little (ok, a lot!) of perfectionism, etc. The exercise reconnected me with the exciting energy of what I am offering. **Connection brings you clarity** allowing you to decide if anything needs to be changed to you're your offering even better... it's a wonderful feedback loop.

So whether you are selling products, information or services, ***look for reasons to really love it first***, and the perfect clients will "feel" it from you and show up for you because of the energy and integrity of your connection to it. When you are "lined up" you become congruent with what you are offering, and when you are congruent, you release resistance. Your customers feel your authenticity and integrity. This can be applied to your new business card, a new office, your product, services, your presentation next week or information services. We all sell something... and since there's no disputing that it's all about energy, we better get our energy lined up first!



And if you can't find 5-10 things about your new product that you love, it's not ready to be launched yet!

If you can't find 5-10 reasons to love your own product or service, it's time to make some changes in what you're offering -- a very necessary step along the way.

When you genuinely love your own product or service for the right reasons, the perfect customers line up for you... so you won't need to worry about the ones who don't "get" you or your service. Maybe you're a coach, a teacher, a dog walker or a pastry chef... maybe you sell real estate, clothing, paper goods or cars. It doesn't matter what business you own, manage or work in, you can increase your congruence, and therefore your sales, with this exercise.

Remember how important our focus is to the mechanism of ***Law of Attraction***. While I knew in my heart that what I have been working on for so many months was of tremendous value for my clients and others, that's not where I was "looking" or focusing. When I changed my focus and wrote out my list yesterday, I felt a great sense of freedom, and I suddenly felt as if I had more time to complete my project and that I would meet my deadlines easily. I had more great ideas for excellent tweaks for the finalization of the product, and even higher expectations of tremendous success.

If you BELIEVE, KNOW and EXPECT that what you are selling is worth buying, the clients who are looking for this value will show up and believe it too.

Law of Attraction teachers say that *like attracts like*... so when you find genuine reasons to love and appreciate what you are offering, it will help you attract more vibrational resonance with attracting success in your life.

TAP ALONG

The Universe responds to your vibration. The EFT setup phrases below will help you stop blocking your abundance, raise your vibration and open the door to allow what you want to roll into your life.

While tapping the karate chop spot on either hand, repeat these phrases out loud, (or change the words to fit your exact situation).

"Even though I've been focused in the wrong direction, I choose to appreciate how I feel."

"Even though I have doubts about what I'm selling, I accept who I am and how I feel."

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"Even though I have not been connecting with the value of my own product/service, I completely accept how I feel."

(Those of you who are new to EFT may view a chart of the spots on my web site under the EFT pages.)

Eyebrow: "I haven't been connected to what I'm offering."

Side of Eye: "I was focused on what was missing."

Under Eye: "I have been too involved in the details."

Nose: "I didn't feel very connected."

Chin: "I know it's good, but I am too busy with getting it done."

Collarbone: "I don't feel very connected to the power of it yet."

Under Arm: "I want to connect with what I'm offering."

Head: "I want to feel connected and love what I'm offering."

Once your intensity level is 3 or below try tapping for a positive focus on the solution

Eyebrow: "What if I really connected deeply to what I'm offering?"

Side of Eye: "I know how valuable it is going to be for others."

Under Eye: "I just LOVE what I'm offering!"

Nose: "I want to enjoy knowing my product is so valuable."

Chin: "I choose to love every aspect of my product/service."

Collarbone: "I love knowing how valuable it is."

Under Arm: "I'm so much more relaxed knowing how good it is."

Head: "I love feeling excited about all the value I am providing."

Keep tapping, and enjoy using the Law of Attraction to bring more of what you want into your life!