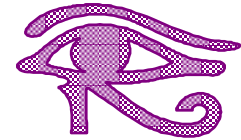


CAT's Eye

– the newsletter for:



Special Interest:

- Read the article 'ABC by ABC' - [CLICK HERE](#)

- NEW Training dates - [CLICK HERE](#)

Website links:

www.emofree.biz

www.create-the-reality.com

www.C2T2.co.uk

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Newsletter April 2007, Volume 4, Issue 3

'ABC by ABC'© - changing behaviour faster than 21days?

At last there may be a way of changing your behaviour or habits in less than 21days. Great news as 21days does appear to be the accepted norm for changing behaviours or habits. Yet it's extremely difficult to find out if there's any research that backs up the 21days.

In 2004 I was asked to help a coaching colleague who wanted to shift direction in the

coaching field – yet felt extremely uncomfortable about making this change – which was a title change really and nothing majorly major.

So I came up with 'Accelerating Behaviour Change' by 'Actualising Behaviour Commitment' which is a real mouthful, so I call it 'ABC by ABC'.

And it's cut down the time it takes from 21days to only 9 days. In essence you are

focusing on whatever the new change is in 3 steps:

(1) Saying the *change* or *title* or *name* aloud to yourself 7times per day for 3days; (2) then writing it in emails, letters, articles etc 7times per day for 3days; and finally (3) introducing it into conversations with people 7times per day for 3days.

This means that in 9 days you have spoken, written and talked about it 63 times! Read [ABC by ABC](#)

Spring is in the air – it's all around us - enjoy

It's already spring – the grass is greener and the leaves on the trees are all out and in full bloom.

If you haven't managed to get out in 'nature' yet, then do plan to spend a few hours out of doors soon be it gardening or walking in the local park. And do just sit for a short while and breathe in that wonderful energized air.

Even if the sun isn't warm, you can still benefit from just taking a few deep breaths and expanding your stomach area – using Belly Button Breathing.

Just imagine that there's a

piece of string (about 10"/25cm long) attached to your belly button (navel) and as you breathe out, imagine pulling string away from your body, allowing your abdomen to fill with glorious fresh spring air.

Then slowly release that piece of imagined string back towards your body – and you'll be exhaling.

And all you're doing is 'breathing in that wonderful spring energy". Just notice how great you feel after only a few deep breaths. Just enjoy breathing in nature.

Wise words

It's alright to have butterflies in your stomach. Just get them to fly in formation.

In disagreements with loved ones, deal only with the current situation. Don't bring up the past.

Once a year, go somewhere you've never been before.

Judge your success by what you had to give up in order to get it.

Open your arms to change, but don't let go of your values.

Christina Elvin Consultancy

12 Kimble Close
NORTHAMPTON
NN4 0RF
England

PHONE:
+44(0)1604 768343

FAX:
+44(0)1604 706609

E-MAIL:
christina@emofree.biz

We're on the Web!

See us at:

www.emofree.biz

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Revisit your marketing - RU confusing Features with Benefits?

I came across a really good article recently - which I feel many of us may benefit from.

In business we need to know our 'Features' from our 'Benefits'.

Features are what the product or service you offer DOES.

Benefits are what it GIVES to the clients, ie the 'end result'. Yes but

just HOW DO we identify the *benefits*?

Well, we can (1) listen to our target market and our clients - for what they talk about as *benefits*.

Or (2) go to some neutral and relaxing place, take a big piece of paper, list the features and then the *benefits* this offers. Eg list what the product/service DOES (ie features) then

for each feature respond with: "which means that ..., so what?" and simply step into your client's shoes and ask "What's in it for me?" Then write down the **benefit** that comes to mind.

Or (3) read other marketing materials, use a red pen and mark the features and *benefits*.

It may take time and practice yet it'll be worth it

Meridian & Energy Therapies & Techniques for experienced practitioners

Haven't you ever wished you knew more about some of the techniques and therapies that are about at the moment? Techniques such as EmoTrance (ET) or Tapas Acupressure Technique (TAT).

Well I am offering 1-day workshops specifically for

experienced practitioners - experienced in almost any therapy or technique - so that you can learn about it/them, try them out and be able to take information away such that you CAN use them with your clients.

Now don't get me wrong, these are NOT practitioner

level yet they CAN be used by experienced practitioners as add-ons to their 'tool-kits'.

I am also offering an EFT Level 1+ workshop as well - giving you a wee bit more than the basic EFT Level 1.

These will definitely be experiential. For more info, [click here](#).

About Our Organisation...

Our organisation offers a fantastic assortment of self-help, self-development, self-learning and self-healing.

It can: help you progress in your life, relationship,

career; help you set up your own business by lending moral support, challenging you, supporting you through the difficult times; and direct you to new pathways - in short it empowers YOU.

It won't: *finance you; pull the wool over your eyes; put you down or ignore you.*

It helps you help yourself!

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THANK YOU