

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)



### Full Episode Transcript

With Your Host

**Jen Riday**

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## **226: Emotional Freedom Technique (EFT) (with Heather Ambler)**

You're listening to the Vibrant Happy Women podcast, episode number 226. We're talking about EFT tapping today. Stay tuned.

Hi, I'm Jen Riday. This podcast is for women who want to feel more vibrant, happy, aligned, and alive. You'll gain the emotional, physical, and spiritual tools you need to get your sparkle back and ensure that depression, anxiety, and struggle don't rule your life. Welcome to the Vibrant Happy Women Podcast.

Hey friends, how's it going? I hope you're having a lovely day. Last week I spoke about limiting beliefs, especially the financial limiting beliefs that might hold us back from having true financial abundance. Many of us grow up with beliefs like money is the root of all evil, for example. Or if you listened to me last week I had a belief that God wanted me to suffer financially. That is crazy, where did that come from? Thankfully I've since upleveled and I have new beliefs like God wants us to experience every abundance.

And for those of you who believe in the Bible, who follow the Bible, the story of Job is a great example, he got everything back, he had the abundant life layer. In any case you're going to love this episode. And I hope that since last week, since the last episode you've been thinking about what are your limiting beliefs about money, your money blocks. What holds you back? And as you're listening today I encourage you to think about those money blocks and think about how you might use EFT tapping to help you get rid of those.

As I mentioned last week, we are doing a lot of EFT tapping in the Vibrant Happy Women Club this month. And if you'd like to learn how that is done

[Vibrant Happy Women](#) with Jen Riday

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

and wipe out those limiting beliefs and replace them with more empowering beliefs, join us in the club at [jenriday.com/join](http://jenriday.com/join). We have classes on financial abundance every week. I do coaching calls every week. And it's a great place to shift your mindset, to be in a more financially abundant way of being, and thinking, and feeling. We would love to have you join us.

Alright, well, without further ado, let's dive in and learn from EFT tapping expert, Heather Ambler.

**Jen:** Hey, everyone, I have a guest today who has been on the show before and it is Heather Ambler. And Heather is an EFT practitioner and mindset coach. Through her private practice and online programs she's helped over 10,000 people in 81 countries recover from loss, heal trauma, release fears, improve relationships, increase confidence and achieve goals.

Heather's from the San Francisco Bay area and in her free time she enjoys spending time with her daughter, Emma, playing with her dog, Charlie and studying French, that's cool, ooh la la, and travelling. I couldn't resist. So say something in French, Heather, because we want to hear your amazing skills.

**Heather:** I'm very, very rusty; I got super, super...

**Jen:** I know what you said, yeah.

**Heather:** I got so, so sick at the beginning of March and there has been no time or energy to study French in quite a while, but I do love it.

**Jen:** So beginning of March, did you happen to catch Covid-19?

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

**Heather:** I did.

**Jen:** Oh, I think that's...

**Heather:** Yeah, with a side dish of bacterial pneumonia, so yeah, it's been...

**Jen:** Really?

**Heather:** Yeah, I'm not fully recovered yet, but I'm doing much, much better.

**Jen:** So tell us about the experience. I feel like most people I know haven't met someone who's had it.

**Heather:** It was the worst experience of my life. I had full blown PTSD from it, which I am about halfway through healing, because I haven't had the energy to use EFT to heal the PTSD. So it's still here with me. I've done a little bit of work on it. I was incredibly sick. My oxygen was really low for over a month and I was fighting all the time to get it high enough so that I wouldn't have to be put on a ventilator. And I avoided the hospital.

And it was really the fight of my life and I'm so, so grateful that I am still here and that I'm able to do this interview with you, because until a few weeks ago I spent most of my time in bed.

**Jen:** Wow. I'm so glad you have recovered, at least physically and you're on your way mentally too, that's great.

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

**Heather:** Yeah. I'm mostly physically recovered, probably about 60 to 70% and then yeah, I still have some trauma to heal. And I know that I'll be able to take care of both of those things.

**Jen:** So tell me, you know, that's a kind of trauma I haven't thought a lot about. Is it the trauma of facing your own mortality, that kind of trauma? Or is it the trauma of not being able to breathe, going through the pain of it?

**Heather:** It was, yeah, both of those things, exactly. So I was really struggling to breathe every day for over a month. And that was terrifying. And it's so terrifying that when I started to have heart issues because of the virus I was relieved because I thought, well, if I die this way then it will be so much easier, because the feeling of suffocating was just beyond horrible.

So that's the kind of trauma, the trauma of I'm going to die and I have so much living left to do, and I have so much left to give. And I don't want to leave my daughter and my other loved ones, and then just the indescribable terror and physical pain of not being able to breathe.

**Jen:** Did you have nurses helping out at your house or you were totally on your own?

**Heather:** I was alone for the first month; let's see, all of March. Yeah, I was alone for the first month and then my daughter came home. And she waited on me hand and foot, took care of me day and night for a month. And without her I would not have been able to avoid the hospital, because I couldn't care for myself anymore. And I really feel like she saved my life actually.

**Jen:** That's amazing.

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

**Heather:** Yeah.

**Jen:** What a thing to weather together.

**Heather:** Oh my gracious, yeah.

**Jen:** Yeah.

**Heather:** Yeah. And she also got me the Z-Pack that really, really helped me with my lung issues. So she called a doctor and got that lined up for me which was a big, big help.

**Jen:** And they were able to just trust her and not have to see you in person?

**Heather:** So yeah, so I was actually avoiding my own doctor because I knew he was going to tell me to go to the hospital and I had loved ones who were trying to get me to go to the hospital. And I just felt sure that if I went to the hospital I would be vented and then I would die, because 80% of ventilated Covid patients, at least at that point in time, were dying. And so I was just avoiding my own doctor, and I don't recommend that other people do that. That is just what I felt like I had to do.

And so she called a family friend of ours and told him. He's a physician, and told him what was happening with me. And then he got in touch with me, so within 24 hours of her getting home I was on a Z-Pack, which is for people who don't know, that's a lot of Covid patients go on it, it's like a very intense antibiotic treatment. And even though Covid is a virus, I'm not quite sure why it helps with Covid patients. But my understanding is that I had also developed bacterial pneumonia, and so it was taking care of that at least.

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

**Jen:** Wow, I'm so glad you made it. Well...

**Heather:** Me too.

**Jen:** You have this PTSD now, what does that look like? Maybe there are people listening who aren't familiar with PTSD, but how do you know that you have that? How does it show up in your body?

**Heather:** So the way that it typically shows up for people is that the trauma that they experienced gets triggered in their daily life. They'll have flashbacks or something will happen that will trigger a flashback, and then the flashback brings up all of the emotion from the original trauma. So for me what was happening was I would get triggered many times throughout the day. And so I would just start crying many times throughout the day. And so before I healed, probably about, I would say half of the PTSD that I used to have, I was crying many times a day.

Now I don't cry anymore, but I can tell that it's still here because when I think about what happened and what I went through I still feel some of those feelings, but the intensity is greatly reduced.

**Jen:** And what's your favorite tool for reducing feelings like PTSD or other stressors?

**Heather:** Well, as an EFT practitioner, my go-to, is of course EFT, and was just...

**Jen:** I thought you might say that.

**Heather:** Yeah, right. And it's just been tricky for me because I haven't – even though tapping is relatively – it doesn't really require much exertion, I

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

haven't had the energy to even do that. And so I haven't been able to take care of the trauma to the degree that I would like to. But I, like I said, I have taken care of some of it. And I've had a couple of healing sessions with another healer who has helped me with some of it. And so I'm doing much, much better physically and emotionally.

**Jen:** So just for those unfamiliar with tapping, run us through a description of what it is and how it's helped you.

**Heather:** Okay. So, EFT also known as tapping is a Meridian based therapy and like acupuncture is also a Meridian based therapy. And like acupuncture it uses the acupuncture points, but instead of needles, we tap on these different acupuncture points while focusing on the issue that you want to heal. And the combination of doing those two things simultaneously, heals the issue spontaneously and permanently.

So in the example of trauma, when I'm working with clients or doing my own healing for myself, I guide them through the traumatic memories, focusing on individual memories as we go and using what we call tapping statements, which are just statements about the trauma.

So, for example, let's say I'm working with a client on car accident trauma. And so they'll say, "She swerved in front of me and I knew that we were going to crash." That will be the tapping statement that we'll use. And then I'll have them gauge the emotional intensity that that statement brings up for them. So they'll say, "That's a nine." So then we'll tap through the tapping points, the acupuncture points until that statement has no emotional charge. And then we know that that aspect of the trauma is healed.



## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

So we're tapping on the tapping points, I tap with them, even though I work by phone, I'm in there with them and they are tapping on the points, I'm tapping on the points while I guide the session. And then they repeat at each tapping point, "She swerved in front of me and I knew we were going to crash," until, like I said, that feels totally peaceful. And then we go to the next aspect which may be, "We crashed and I knew that I was injured," or whatever the case may be, depending on the client and how their trauma unfolded.

And then we continue to work on every aspect of the trauma until they can think about what happened and feel no stress whatsoever, no fear, no anger, no anxiety, nothing. And that's how we know that it's fully healed. And that is why I love EFT so much, because you can completely heal an issue and that healing is true healing, meaning that it's permanent. It's not just temporary symptom relief, the trauma is truly healed.

And we know it's truly healed because we go back to it a week later or a month later to recheck or they come back to me years later. I just had a client email me a couple of weeks ago because she wants to work on a new issue. And she mentioned in her email what we worked on two years ago is still, you know, it causes no anxiety for me whatsoever.

**Jen:** Nice, that's really cool.

**Heather:** Yeah, yeah.

**Jen:** So what's happening in the brain? Do you hypothesize? I mean I know brain science doesn't know all of this. But you had the trauma, you thought repeatedly for days while you tried to catch your breath, I can't breathe, I'm going to die or something like that, would that be accurate?

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

**Heather:** Yeah, those were definitely thoughts that I was having. And when you do EFT there is quite a bit of research now that proves its efficacy. And I don't really spend a lot of time keeping up on the research because I'm so focused on getting results and working with my clients to heal. I know that it works and so I don't really keep up with the research. The only thing that I know is that when people do EFT they have done studies that show that the amygdala calms down, there's less activity in that area of the brain called the amygdala.

And that's really exciting. And they've also proven that cortisol levels go down, and of course when cortisol levels go down, the immune response improves and all kinds of other physiological markers, positive physiological markers, improve. But what I am not aware of, and it might be out there, like I said, I don't really follow it, what I'm not aware of is research that shows why it is that when we heal something with EFT, we're not just calming someone down who's feeling upset, we're healing traumas, and fears, and grief, and limited beliefs in a very true way.

So like I said before, it's healed, therefore it's not coming back. If you skin your knee and that heals, that doesn't spontaneously reappear a few weeks, or months, or years later, because it healed. And that is the healing that's possible with EFT. And I really am looking forward to, I assume that if the research isn't already there about why that is possible and how that happens, that it will be coming down the pike relatively soon.

**Jen:** Yeah, because it seems like it's really, really growing in popularity year by year, so yeah.

**Heather:** Yes, absolutely.

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

**Jen:** Well, so this month in the Vibrant Happy Women Club, and by extension, this podcast, we're talking about financial abundance. And last week I talked about EFT tapping on last week's episode, how I took your recommendation actually on the last time you were on the show. You told me about tapping to let go of limiting beliefs, so I kind of wanted to talk about that today. I guess if you were talking to someone who is struggling financially, how would you even know that they have a limiting belief that they need to tap on?

**Heather:** Okay, so the number one way I'll know that they have limiting beliefs is because they're human and all humans, even the most prosperous ones you can imagine, have limiting beliefs about money. We just all have limiting beliefs about all kinds of things and that includes money, and I would say especially money. So I work with clients on limiting beliefs about money all the time, especially in that I have a whole branch of my practice which is mindset coaching for entrepreneurs. And so a whole section of that program is money blocks.

And money blocks are fears and limiting beliefs about money. And so the way that I am able to help identify the limiting beliefs that my clients have about money is I just test things out. I'll ask them questions and I'll write down what they say and from that I will create statements, tap in statements to test with them. And if it feels true to them then we know that they have that limiting belief. The client and I know that and then we can tap it out until it no longer feels true.

And a really important part of that process most of the time is to identify where those limiting beliefs came from, what the roots of it are. Because unless you get the roots, it's just like when you're working in the garden and you see a weed and if you pull it off at the surface level it's great because it seems to be gone. But unless you get the roots out too, it's just

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

going to grow right back. And limiting beliefs, for the most part, with a few exceptions, are the same way.

So, for example, in my mindset coaching program for entrepreneurs we focus in on what their financial goals are. So for example, they might have a goal to make \$300,000 a year and then I'll have them test the belief, I'll never be able to make \$300,000 a year. And then they'll say it out loud and then I'll say, "Now, how true does that feel to you?" Not, "How true do you think it is?" Because the brain often will say, "Well, of course that's not true, I can make \$300,000 a year because I have this experience and I have these skills, and I have this client base," or whatever the case may be.

But it's really, we need to figure out how true it feels to you, because that is really the emotional truth, which is basically the subconscious mind is going to be running the show. It is running the show all of the time, it's always going to win out. And so that's what we address with EFT. So they'll say, "I'll never be able to make \$300,000 a year." And I'll say, "How true does that feel to you?" And they'll say, "An eight." So a zero is it doesn't feel true at all, a 10 is it feels a 100% true. They say an eight, and then we tap it out.

Usually with a belief like that, that one's going to have roots and so then I'll look for the roots with them so that we can heal those and then we go for the belief itself.

**Jen:** And what would be sample roots for a belief like that, I'll never make 300,000 a year?

**Heather:** Something that I see pretty often is I'll never make \$300,000 a year or whatever the figure is, because I don't deserve it. So that's another belief, I don't deserve to make that kind of money, that's another limiting belief. What are the roots of that? That's where the real money is, so to

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

speaking, because unless you find the roots of that belief that I don't deserve it, none of this is really going to go anywhere. And even if it does, like that weed in the garden that was not pulled up from the roots, it's just going to come right back.

And usually when people have a belief like I don't deserve it, it comes from childhood, it comes from feeling like somehow they are bad or they're not good enough, or they did something wrong, and sometimes it comes from their religious upbringing. So when I'm working with clients sometimes things will come up like, "Money is the root of all evil. And the meek shall inherit the Earth." There's this, I don't want to misquote it, but the one about it's easier for a camel to pass through the eye of a needle than it is for a rich man to get into heaven.

**Jen:** Yeah, yeah.

**Heather:** I've probably misquoted it, but you get the gist.

**Jen:** Yeah.

**Heather:** And so people, you know, when I'm working with people they'll say, "Well, of course I don't believe that, that's silly." But then I say, "I get that you don't believe it, that your rational mind doesn't believe it. And your rational mind is such a useful valuable tool. And let's just invite your rational mind to just sit in the corner for an hour in a lovely chair and have a cup of tea while you and I talk about your emotional truth. How true does this belief feel to you?" And they'll say, "Oh my gosh, it feels like a 10 or a seven, or a five," or whatever the case may be.

And then we tap on that belief that which comes – I think it's actually straight from the Bible. But anyway, wherever it comes from, they believe it,

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

it's like we're all programmed with beliefs as children. And so we just tap on that belief, that Bible quote until it no longer feels true. And, Jen, I wish I could tell you why it is, that when you tap on these acupuncture points while you say a belief out loud, you literally start believing it within a few minutes, but you do. And it's really incredible.

But usually where these things come from are traumatic childhood experiences. And those can be traumas with, I call them big T traumas, traumas with a big T, which are like abuse, and divorce, and losing a parent or siblings, big T traumas.

Or it can be what I call little T traumas, being reprimanded by a parent, or a teacher, or a coach or something like that. Trauma is trauma, and so very often when a child, for example, is reprimanded by a parent, the child feels bad about herself. And because she feels bad about herself then she begins to believe that she's not worthy of having the things that she wants and needs in her life, that she doesn't deserve them.

So it's tracing it backwards, so we go from, I'll never make \$300,000 a year to I'll never make \$300,000 a year because I don't deserve it. We go from there to, I don't deserve it because I'm bad. Okay, where did that come from? And usually people are not aware that they have this belief that I don't deserve to make the living that I want to make because I'm bad. They have no idea that that's in there. And then we have to find where that came from, "Why do you believe that you're bad?" "Well, because my dad yelled at me in the car on the way to our camping trip."

**Jen:** Really, you can get it back to an actual event?

**Heather:** Very, very specific, yes. Yes. And so we find all of the instances from childhood that made them feel like they were bad, and we heal them.

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

And we know that they're fully healed again because they can then think about what happened and talk about what happened and have no stress, no sadness, no anger, no fear, nothing but peace.

**Jen:** That's great. Yeah, that's been my experience with tapping as well, it's so funny. But it's like the belief loses all emotional meaning, it's just empty words by the time you've tapped through the points a couple of times. Fascinating.

**Heather:** Yeah, absolutely. Very often once we've healed the roots of that, that belief, if it started out for example at a nine, will be knocked down to a six or a five, so it's not gone yet. But because we've gotten the roots it's come down, it does not feel as true. Then we tap on the belief itself until it doesn't feel true at all. And then amazing changes begin to happen once those blocks and the traumas that caused them are gone, people are able to reach those goals.

**Jen:** That's so cool. What are some of the most common blocks you see?

**Heather:** So I see that one a lot, I'll never be able to make x amount of money per year. I don't deserve to make the kind of living that I dream of making. Rich people are jerks. Rich people are unethical. Rich people are, fill in the blank. And that's a big block for people because if you believe that rich people are bad in whatever way, you're going to sabotage your own efforts to become wealthier because you don't want to become a jerk. Or you don't want to be unethical or selfish or whatever the case may be.

So we have to release those beliefs about wealthy people and about wealth so that we're not sabotaging our own efforts to become more prosperous.

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

**Jen:** I'm laughing because on the episode last week I shared, I had one of the most crazy limiting beliefs that I want tell you and see what you think of it. I did some work and I was looking for roots and stuff and tapping on my financial limiting beliefs. And I found one which is here's the craziest one of all, maybe. I had a belief that God wants me to suffer financially.

**Heather:** Yes, that is not crazy at all. I was just working on something almost identical to that with a client a couple of days ago.

**Jen:** Really?

**Heather:** Yeah, yeah.

**Jen:** I have no idea where it came from, but I do remember someone saying once in a religious service that in his opinion, "The good people of the Earth were never too rich and never too poor." And it must have stuck with me, I don't know, it was really interesting.

**Heather:** Most of the time our beliefs about money and our limiting beliefs about everything are subconscious. And until we shine a light on them and we're not able to see them. And then most of the time we don't know where the heck they came from. And so that's a big part of my job is helping figure out where they came from, because so often it is necessary to find the roots. And so who knows where you got that, it could have been your religious upbringing, it could have been something your parents said, it could be something that was sort of passed on to you epigenetically.

Financial trauma and all kinds of trauma, there is, as you know, scientific research that shows that trauma is inherited and trauma causes limiting beliefs. So I'm not saying that limiting beliefs exactly are inherited, we're not born with them. But we are born with these epigenetic changes that are



## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

caused by trauma, and of course those give rise to beliefs and fears about money and all kinds of things. So were you able to tap that one down to zero?

**Jen:** I think so, a zero or a one. But I'll have to go back and look, I usually write my numbers down in my journal right next to the phrase. I assume I did because I usually keep working on it till it's a zero or a one.

**Heather:** Awesome. Yeah, that's not crazy at all, I see beliefs very similar to that all the time.

**Jen:** Yeah. So, Heather, can you share an example of one of your own money blocks that you were able to release with tapping?

**Heather:** Yes, absolutely. So one that I discovered when I was really new to EFT, so I was in my late 30s, a full grown woman, I discovered the belief. And I know you said that you thought your belief about God wants you to suffer financially. I discovered a belief which was – or it wasn't a belief, it was a feeling, I don't want to grow up because I'm waiting for my mom to come back and raise me.

**Jen:** Oh wow.

**Heather:** Yeah, yeah. And so of course I was already a full grown woman, like I said, I was a mother and had been for 11 years and I was a good mom and a very dedicated responsible mom. And so how that was manifesting was the inability to really make a good living and support my family of two, my daughter and myself in the way that I wanted to. And so that belief doesn't make any sense at all. And it doesn't make sense at all in so many ways. First of all I was a full grown woman, so I'm not going to be raised because I am already grown up.

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

And also my mother had already passed away, so she certainly wasn't going to come back and raise me. But where that belief came from was my own childhood trauma. And when we're traumatized, the part of us that is traumatized gets frozen in time. And so I lost my mom when I was eight years old, she didn't die until I was in my 30s, but she abandoned my brother and me. And she suffered from severe debilitating mental illness and she abandoned us, and we didn't know where she was. We didn't know how to find her. There was no way to contact her. She was just gone.

And she didn't come back, she came back, you know, she would resurface every year or two for one or two phone calls and then she would disappear again. So from the age of eight until I was 27, so I was 27 when she stopped disappearing and had already had my own child when she stopped disappearing. I didn't have her, and so like I said, I discovered when I was in my late 30s, these beliefs and these emotions, and almost like these vows that I had unconsciously made that I am not going to grow up. I don't want to grow up because I'm waiting for my mom to come back and raise me.

And so I had to heal those because they were impeding my progress as a human being, as a business owner, in every way, and making it really hard for me to make a good living because making a good living is what grown-ups do. And I didn't want to grow up because I wanted my mom to come back. I wanted to wait for my mom to come back and raise me because I didn't want to grow up without her.

**Jen:** Yeah, oh, that's a huge trauma. So you just did your tapping. What kind of a statement did you tap on for that one?

**Heather:** I tapped on a whole bunch of them. There's a lot of trauma in there and it went on for many years and so it was – and often with my

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

clients and in my own work, I discover that very similar statements need to be tapped out. And they almost seemed like the statements represent different aspects of a trauma, they all have an emotional life of their own. And you tap out one and it may take the similar ones with it, meaning those ones get healed too and it may not.

So I was tapping on things like, "I don't want to grow up without my mom. I can't grow up until my mom comes back. I need my mom to teach me how to be a grown-up. I need my mom to teach me how to be a woman. I don't want to become a woman without my mom." All these things, so much pain, and from them all these patterns, most of which were totally unconscious and all of which were self-sabotaging because of that little girl in me who was hurting so much and just wanted her mom to come back and finish raising her. And no one can finish raising you if you're already grown-up.

**Jen:** Right.

**Heather:** Yeah. And of course that doesn't make any sense, it's not rational. But trauma freezes us in time and from that we get these beliefs and these desires and fears that are just not rational. And from the rational part of our mind we can see that they're not rational, and yet they are still our emotional truth. And like I said, earlier, our emotional truth is always going to win the day, it is running the show. And unless and until we address it and heal whatever aspects of it need to be healed, it's going to be running the show in ways that don't really serve us.

**Jen:** Yeah, that makes sense.

**Heather:** Yeah.

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

**Jen:** And once you tapped through that trauma did things change for you financially?

**Heather:** Yeah, things have changed a lot for me financially. And all of the limiting beliefs and the fears that had sprung from that, healing those as well, releasing those. And things have changed for me tremendously since I started to use EFT to heal all of my own stuff. Because until then, until I was in my late 30s, which was when I found EFT, I tried everything under the sun to heal. I knew that I had these huge issues and my life had partially been defined by grief and trauma, not just from my mom but from what happened with my dad and my stepmom.

And just all the things I knew I needed help, and I tried so hard to heal all of my stuff, but I didn't find anything that really worked until EFT. And so since then I have been working at all of my limiting beliefs, my fears, and of course, healing the traumas that lie underneath those and that give rise to all of those things.

**Jen:** That's beautiful. Well, thank you for sharing that story because I think a lot of our listeners have a similar story and maybe they could apply EFT and heal as well, so that's really cool. Well, so, on the opposite end, creating new empowering beliefs, what are some of your favorite empowering financial beliefs that you cling to or share with others?

**Heather:** You know, I don't really do a lot of that with my clients or on my own, for my own personal healing work. I am all about identifying the limiting beliefs so that they are not blocking my clients from creating what they want to create in their life. And so you could say from one perspective, setting goals is sort of creating positive beliefs.

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

So if the goal is, again, going back to that \$300,000 a year, if the goal is to make \$300,000 a year then I just look for what's blocking that. I won't be able to achieve that because of this, because of that. I'm afraid if I do achieve that, that my husband will feel threatened by me because I make more money than him. Or I'm afraid that if I make that much money that I won't be a good person anymore.

What is really an incredible thing about EFT, and healing in general, in my experience, most things don't actually heal us. They just give us tools, and insights, and coping mechanisms for dealing with our issues. But when true healing takes place, I see this every day with EFT, part of that – a natural byproduct of that healing is what I call spontaneous cognitive shifts. And those spontaneous cognitive shifts are always positive beliefs.

So, to answer your question, I don't have beliefs that I offer to my clients to replace their limiting beliefs, they come up with those on their own effortlessly. So we'll be tapping, let's say on a belief that started out feeling like it was a nine, so it feels 90% true on a scale of zero to 10. And then once it gets down to a four or below, all of a sudden they'll start saying things to me like, "Oh my goodness, Heather, I just have to tell you that that last round of tapping it through the points, I suddenly started to think of all these ways that I could make \$300,000 a year."

Or if we're working on another example, let's say rich people are jerks, we're working on that belief to release that belief. They'll say, "Oh my gosh, Heather, suddenly I started to think of all these amazing things that wealthy people do with their money to make the world a better place."

And so they're seeing things in a whole new way, and I like to think of it often as all of a person's goodness, and brilliance, and genius, and talent is like the sun that's shining. And our limiting beliefs, and our traumas, and

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

our fears, and all of these kinds of things are clouds that cover up the sun. And when the sun is really covered up, it seems like it's not even there. And then we tap to heal these things and then the sun shines and everything looks different.

**Jen:** That's a great analogy.

**Heather:** Yeah.

**Jen:** Yeah, I love it when the sun is shining.

**Heather:** Yes, me too.

**Jen:** In my brain too, yeah. Cool. So if anyone is listening and wondering where they should get started to identify their limiting beliefs or if they wanted to try out tapping, what would you recommend?

**Heather:** Well, I actually have a free guide for your listeners, which they can find at my website [heatherambler.com/30moneyblockingbeliefs](http://heatherambler.com/30moneyblockingbeliefs). And if they go there and they download that free PDF, they'll get the 30 statements that they can go through and they can feel into each one and determine if they have each of those beliefs, and if so, to what degree they believe it.

And then they can use that as a, what is called a tapping script, and then they can tap out each of those beliefs that they will no longer be holding them back, and preventing them from creating the prosperity that they want to have in their lives.

**Jen:** So, [heatherambler.com/30moneyblockingbeliefs](http://heatherambler.com/30moneyblockingbeliefs)?

## 226: Emotional Freedom Technique (EFT) (with Heather Ambler)

**Heather:** That's it, yeah.

**Jen:** Awesome. I see it, there it is, neat, thank you. Well, where can people find you if they want to learn more about you or follow you?

**Heather:** I'm just at heatherambler.com, that's my website. And then they can find me on Facebook, and my Facebook page is heatheramblerleft, and that's also my Instagram.

**Jen:** Okay. Everyone follow Heather, she's really, really awesome, one of my – well, probably my most favorite EFT tapping practitioner that I've ever met, so thank you for being amazing and for being on the show today.

**Heather:** Thank you so much, Jen, it's always such a pleasure and a privilege to be with you.

Hey, my friends, it's been fun, I hope you take the opportunity and make it a priority to eliminate your limiting financial beliefs, whatever holds you back from going out there and making your financial prosperity happen.

I have a belief that financial prosperity and abundance are our birthright. Now, often many of us have things to learn and limiting beliefs to let go of to get there, and part of that financial struggle is teaching us to let go of those beliefs. So if you've ever had financial struggles, hello, I think that's all of us, and you want to up-level into a more prosperous place, join us in the club where we are letting go of our limiting money blocks, our limiting money beliefs. So we can get in alignment and be in that high vibe place of attracting abundance into our lives.

I'm going to be teaching about this and talking about this all month long in the Vibrant Happy Women Club, I hope you will join us. There's 30 days of

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## **226: Emotional Freedom Technique (EFT) (with Heather Ambler)**

classes and coaching, and interacting with other high vibe women who are doing the same thing, up-leveling our financial lives all month long. It's just \$47 a month, very, very awesome great deal and you'll get a workbook direct to your door, a workbook that will take you through the process of uncovering those limiting beliefs. I would love to have you join us; it's at [jenriday.com/join](http://jenriday.com/join).

Alright my friends, I will see you next week, until then, make it a vibrant, and happy, and abundant week. Take care.

If you enjoy this podcast, you have to check out the Vibrant Happy Women Club. It's my monthly group coaching program where we take all this material to the next level and to get you the results that will blow your mind. Join me in the Vibrant Happy Women Club at [jenriday.com/join](http://jenriday.com/join).