



Mentoring Program

Successful Business Building Steps

Course 7 Module 4 Lesson 2

The ABC's of MY Topic

(Refer to Mentoring Course 2: The ABC's of Your Topic)

If you've completed Mentoring Course 2, you'll already have dozens of possible topics that you can teach on. More importantly, you have themes that you can teach on that will fit with pretty much any topic/title you would want to present.

If you're feeling stuck or confused and wondering if your topic or theme has any real world tapping success, you can refer to this link from Gary Craig where he archives thousands of articles on every imaginable topic for which you can use tapping.

<https://emofree.com/eft-article-archive.html>

Caution! Do not go down the rabbit hole.

Set a timer for 15 minutes and:

- Look only at topics similar to the one you will be presenting on
- Do NOT think you need to capture their content or tapping phrases (depending upon the theme of the article)
- Focus on the powerful testimonials and adapt them for your own presentations: "There's a story of a client once who --- (used tapping for this and had what miracles, insights and results)"

Testimonials don't have to all come from your clients. That will come soon enough! 😊

Once you've honed in on the 3 -5 really juicy insights on your topic, brainstorm on how you might logically weave those insights into your teaching so that you're creating an awareness, hope and, yes, excitement at what is possible for your participants.

Now... before you begin writing out your content I want you to consider the most important things about this presentation:

1. How do you want the participants to FEEL at the end of the event?
2. What do you want them to DO next?
3. Do you trust that TET Tapping will help them reduce their distress, feel better, gain insights and inspiration and truly benefit them?

Once you have those answers Move to Lesson 2 in this module