



The AMT The Guild of Energists

From: Silvia Hartmann

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Dear fellow energist and EFT Master Practitioner!

In 1998, I came across EFT on a personal development forum. Everyone was laughing about it, but I decided to give it a go and tried it out for myself.

I very quickly became convinced that EFT could be something to bridge the gap between the illusionary world without energy I call "the Hard," and the real world - the world where people do have emotions, intuition, hearts that can break, relationships and real energy bodies.

My aspects went to work to "bring EFT to the world." They've been doing this for over 15 years, and in 2013, I decided to stop.

Getting EFT Into The Mainstream

Although the numbers of EFT enabled people had been growing steadily, they weren't growing fast enough. Nowhere near fast enough. At one point I calculated if we went on like we had before, it would take another 175,000 years before all people on Earth had at least heard about EFT!

So I decided to find out what can be done to "mainstream" EFT, and to this end, I got in a car and drove across Europe, and then across America, to talk to the real people. I spent the entirety of 2013 interacting with people from every walk of life, and instead of preaching to them about EFT or modern energy work, I listened.

I listened, and I learned. I realised that I was on a kind of pilgrimage and in the end, I found the answer to our problems - but also, the answer to theirs.

- **It's all about STRESS.**

Stress is the answer to mainstreaming modern energy work.

"The Trillion Dollar Problem"

The mainstream is fully aware of the problem of stress, which has grown in recent years to become a veritable stress monster, a stress demon.

Since stress was first identified as a problem and became a buzzword over 50 years ago, stress has taken on whole new dimensions.



- **Stress is costing the world hundreds of billions of dollars, a trillion dollars across the world economies, and no country is exempt from it.**

The mainstream might be able to ignore global warming. It might be able to ignore AIDs and Autism. But the mainstream has now realised that they cannot ignore stress any longer - it hits them where it really hurts, right in the bottom line.

- **Mainstreaming means to get modern energy work to the majority of the population.**

That is a different proposition and a very different journey from "trying to make EFT scientifically acceptable."

Where is the real power???

It is a myth and diversion, a dead end even, to think that if by some miracle, a definitive "scientific research study on the efficacy of EFT" is going to be published in some learned journal somewhere, that the floodgates will open and all of a sudden, we finally get to help the people who need us.

What will open the floodgates though is to talk to the people who actually have the leverage in the modern world. It's not the scientists, it's not the politicians, it's not the priests.

- **In our modern world the power to change everything lies in the hands of the business people.**

It is fact that when you convince a key business person, they can order their entire staff to undergo "modern stress treatment" - and that may be 10 people, 100, 1,000, 10,000 - and every one of those will take their new knowledge home to their relatives, friends, lovers, spouses, children, who all need help with stress as well ...

It is further fact that when you put it to the business managers of an insurance company, a hospital, a health authority that they would save money, there is even a straight path to "get modern energy work" into such places, when waving a published article in The Scientist would never accomplish such a thing.

In short, stress, "The Trillion Dollar Problem," is the answer to all of our most urgent questions.

Stress is the answer to the question of "how do I ..."

- **How do I get more people to become interested in modern energy work?**
- **How do I sell EFT?**
- **How do I get more clients?**
- **How do I get to work with the kinds of people I always wanted to work with?**
- **How do I get to speak to larger groups and bigger audiences?**
- **How can I make more difference to more people faster?**
- **How can I get respect as a modern energist?**
- **How can I make the world a better place?**

It took me a whole year to figure it out but the answer is simple, as always.

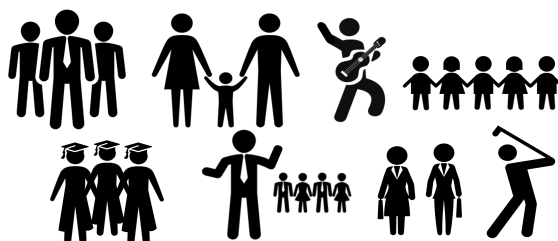
They have the "Trillion Dollar Problem."

We have the solution.

Choose STRESS MANAGEMENT as your route.



Important! Just because I've said that it's the business community who is the key to mainstreaming modern energy work, that doesn't mean you "have to" deal with business people, bankers, accountants or large corporations.



EVERYBODY is stressed!



Pick Your Perfect Client Base!

You can cherry pick from the ocean of stressed people those you are drawn to the most.

Children experience stress - even babies do!

"Modern Stress Management for Toddlers - call 01323 729214."

Replace "toddlers" with ...

- | | | |
|-------------------|-----------------|----------------|
| • Babies | • Teenagers | • Mothers |
| • Children | • Students | • Fathers |
| • School Children | • Singles | • Parents |
| • Tweens | • Young mothers | • Grandparents |

... and your phone **will** ring and bring you precisely the people you asked for.

You can invite stressed soldiers, sailors, tinkers and tailors; teachers, policemen, bankers, artists, models, politicians, millionaires, managers, creatives, accountants, doctors, film stars -

***They're all stressed and they all know it,
and they all need help that isn't forthcoming.***

“Stressed” + Your Favourite People = A happy, successful, profitable practice!

Our Unique Solutions To "The Trillion Dollar Problem"!!!

Which brings us to our Unique Selling Proposition.

- **In spite of millions being already spent on Stress Management Programs, very little is achieved and the problems are getting worse and worse.**

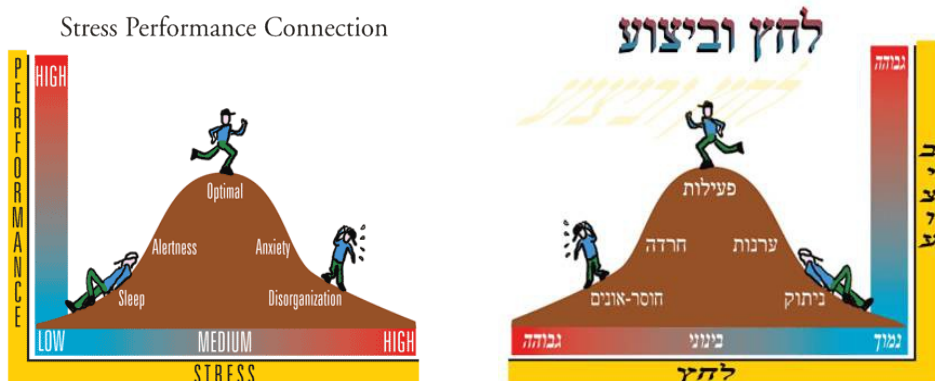
Although there is always some marginal improvement, no matter what kind of methods are used or what kind of treatment or course is offered, it's not very much. There may be a temporary improvement of perhaps 10% (in productivity, drop in absenteeism, drop in complaints etc.) which soon enough tails off again.

In a large company, 10% may equal millions of pounds, dollars, euros, yen or rand; so even with the old methods, there is good reason to hire stress management consultants on a regular basis. But here's the deal. I have found out why all the stress programs don't work, can't work, and you'll be amazed at this.

- **All current stress programs available on the market are using the wrong scientific base for their work!**

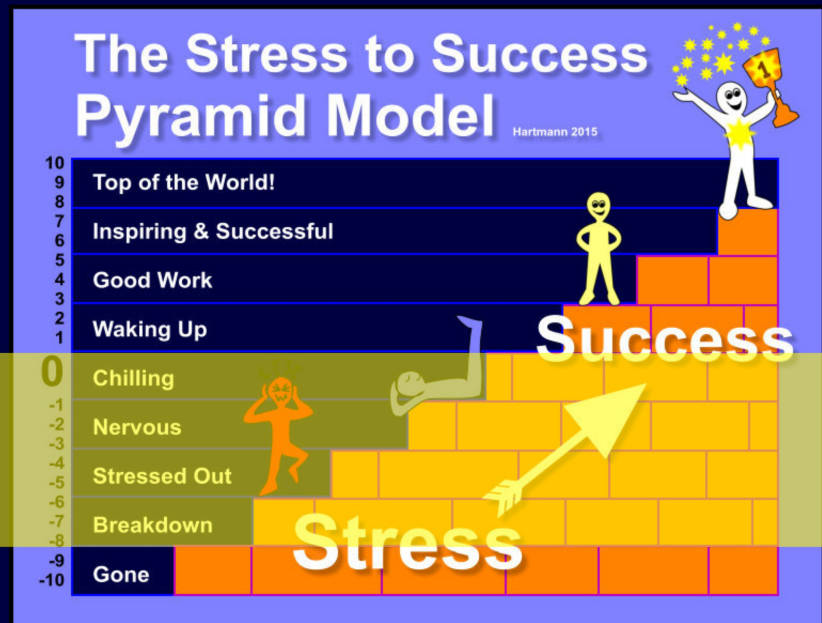
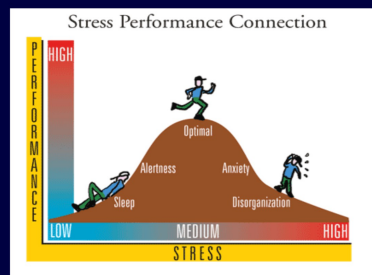
It's called "The Stress Performance Bell Curve Model" - and it's the wrong for stress!

Quote: "The Inverted-U model (also known as the Yerkes-Dodson Law), was created by psychologists Robert Yerkes and John Dodson in 1908. It shows the relationship between arousal and performance."



What you are looking at here is the low wing of the SUE scale - **their "optimal performance" is in fact a stress state around -3 to -5.**

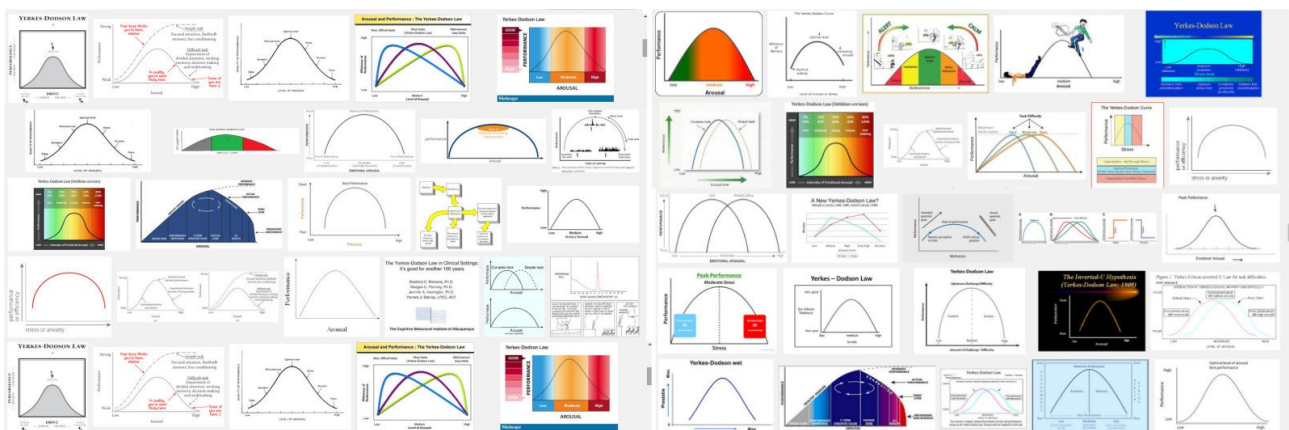
This model drives people into a stressed state because, once again, it is missing that positive wing from Zero to +10 on the other side. Their "maximum performance" is the insanity of day traders running around like headless chickens, screaming their heads off and dropping dead of heart attacks by the time they're 45!!!!



The Yerkes-Dobson Model ...

- Deals with too narrow a range and excludes peak states completely;
- Has fear, anxiety and stress confused with positive excitement;
- Takes users in the wrong direction - into stress, rather than out of it.

And everyone is using that 1908 model, everywhere in the world!



Wow! Since 1908, people have been using the wrong model for stress ... and this is now costing the world BILLIONS in measurable terms, and immeasurable suffering for humanity at large when we contemplate the terrible truth that **stressed people make awful decisions**.

Our workers, bankers, mothers, teachers, priests, and our politicians are all stressed out of their heads. The dangers for humanity and every single man, woman or child alive today and in the future to come are epic.

Going back to our Stress Chart, here we have something we can show to people, tell them that we're not following the 1908 model, but instead the 2009 model from Hartmann's "Events Psychology" and so, we have something to sell.

- **We have something to offer that nobody else in the world has - a brand new, 100 years more advanced model as the base for our NEW, effective, practical, humane, easy, long lasting and provable methods and techniques.**

This is why our program is called

The AMT Accredited Certificate in **MODERN Stress Management.**

And it's a brilliant program, if I might say so myself.

Much More Than "Just" Energy EFT!

I've designed our first MODERN Stress Management Certification with "the mainstream" in mind.

If you can do EFT with people, great. But if you can't, and there are many, many places where EFT is either not acceptable at all, or someone else has already been there with Classic EFT and put them off EFT forever, there are so many different ways to improve the flow of energy and get people out of stress, and into the success side of the SUE Scale (*Hartmann 2009, Events Psychology*).



The Stress Chart and the SUE Scale are a revelation. Simple, ordinary people have a near enlightenment experience when they first see it, and it changes the game of life once you know what's really going on.

- We have a profoundly logical, new, and utterly superior theory to anything that has ever been said or written about STRESS,
- We further have a brand new model (*Do you want to drive a car from 1908, or one from 2015 ...?*)
- We have practical experience with thousands of people, over two decades that it really works;
- and we have a huge set of tools to help people from stress to success.

In order to solve the stress problem, we simply need to bring people up on the SUE Scale by any means - and that's just about endless. Tapping Positive EFT is just the tip of the iceberg!

Can you tell I'm excited about this?

Too right I am! I have been sitting on this theory for the better part of 22 years now, trying to find a way to share what I know with the world at large who needs it so desperately, everywhere you look.

Stress is the acknowledged problem that doesn't have any workable answer - and the mainstream knows that!

We really do have the answer to the "Trillion Dollar Problem."

And now we have a course in Modern Stress Management that can give those who want to go out and really change the world the right tool to be doing so.

So, what's in the course?

First of all, this course is a course in stress management for you. And me, and everyone else who takes this course!

- **We too are suffering from stress, and we too haven't begun to reach our potential in what we can achieve when we get higher on energy, and far more often!**

By working with all the different techniques and approaches throughout the course on the 1st Person, Associated level, we learn what we need to know from the inside out. I'm a huge believer in that, and as an EFT Master Practitioner you'll know exactly what I mean.

- **By taking this course yourself, you will take your own ability to keep energy high and work better, with more inspiration, creativity, clarity and love to a whole new level.**



You will naturally attract different people, new opportunities, and find yourself in the right place at the right time more often too.

All of that may simply be the side effects of moving onto the right side of the SUE scale, but it's still amazing - and it is super important to me because I really need you to go out there and do your stuff. I can't do this alone!

So as always, **we start with you at the centre of the whole process.**

From there, we move forward and out into working with single clients in a systemic fashion to **create personalised Modern Stress Management programs** according to their needs. For many, this will include EFT but we have many techniques so you can work with everyone, no matter what.

This is pure modern energism - work with what's really there and you get amazing results, every time!

We are going to learn about **working with "bubbles"** - people in a couple bubble (*relationship stress management* - wow, *that would get the phones ringing and the refugees from Relate flooding to your door!*), a family bubble, a team bubble. As EFT Master Pracs, you already know the basics of **working with energetic relationships**, so you are ready to apply this further out and with stress in mind.

We are going to learn how to **design custom Modern Stress Management programs for an institution** (for a school, a business, a sports team, a hospital authority etc.) step by step. We will be using everything I have learned about how to make reasonable, logical and exciting propositions to people who are waiting for what we have to bring to them, and bridge modern energy work into the real world - hurray! :-)

Finally, we're going to find out who you want to be working with in preference, and how you reach and approach these people practically and in the real world.

And of course ... it's going to be fun. It has to be - how else can we learn ...? beautifully ...? elegantly ...? fast ...? and profoundly?!

So here we have it.

Stress To Success:

The brand new AMT Accredited

Certification in Modern Stress Management.

If you are an AMT Trainer, you will be able to teach this course from September 1st as well; having this course available will further encourage more people to take the EFT Master Practitioner program, which lays the foundation to be able to do wonderful things as a modern energist.

Finally, I would like to say this.

I have personally always considered modern energy work to be a thing of the mainstream.

It doesn't exist for the "mentally ill." *Although, who can be sure in light of the Stress Chart, who is actually really mentally ill and who is just so stressed that they produce the symptoms of mental illness which would disappear altogether if they were higher on the SUE Scale?*

Modern energy work is for normal people. For everyday people, for everyone. It's structural to humans and works with all ages, all educational levels, anywhere in the world.

Modern energy work is for real people living in the real world. All 6 Billion of them. I am starting to think that the fact we can't get EFT into mental hospitals is just as well. It would be a tragedy if the things we do were labelled, confined and isolated in that way.

Stress, on the other hand, is a global phenomenon and everyone has an awareness of it.

"The Trillion Dollar Problem" is our opportunity for using what we've got in the right place and in the right way - in the real world, where people live and die and work and trade, what we have is going to be accepted with open arms and a real "Thank GOD for that! Thank GOD you came and showed us this - this is going to change our lives!" attitude.

I am looking forward to working with you in person at The View in Eastbourne or on the DL program.

It will be a delight to be working exclusively with EFT Master Practitioners - expect an exponential experience!

Let's help people be less stressed - and make the world a better place!

With best wishes you and all you love,

Silvia

Silvia Hartmann

Creator, "Modern Stress Management"

April 2015

PS: Yesterday, I saw the head of a major accounting firm in town. I showed him our stress chart, the SUE Scale and explained about the outdated Yerkes-Dobson model.

He was absolutely amazed, excited, and wouldn't let me go. The appointment was from 12-1, and at 1.45, he was still asking me questions in the car park!

He told me, and I quote, "I've never seen anything that makes so much sense and has so much possibility before."

A business man, an accountant, a "real person" with many contacts in the business world. He "got it" after just 15 minutes.

This is what I've always wanted - to get that kind of reaction, and it took me over 20 years to figure it out, how to approach people like that, what to say, how to get our message across.

We can help people so, so, so much.

And when we go to the right people, with the right words and concepts in the right order and sequence, everything falls into place beautifully.

I am so excited by this - this is a step in the right direction for not just all of us, but for humanity itself!

PPS: I have absolutely no doubt that in the teaching of this, and the dealing with this STRESS solution, my own performance is going to go through the roof. You can't even touch this without getting HIGHER in your own energy states. And that's also what we need right now - more energists being more themselves, more often.

I love it!!!

PPPS: And I have to say before I go that to be working with dedicated energists, EFT MASTER Practitioners no less, this is going to be a training like no other. How far can we go?

I can't wait to find out!!!



Take the Live Training:

Inaugural AMT Accredited Certificate in Modern Stress Management

Presented by the Creator, Silvia Hartmann, one time only.

Tuesday, May 19th and Wednesday, May 20th, 2015

The View Hotel, Eastbourne, East Sussex, UK - www.theviewhoteleastbourne.com

Investment: Just £447.50

Call event manager Stephen Kent now to book your place: (UK) **07974422417** (9am-6pm GMT)

or email Stephen at stephen@theamt.com to receive a secure payment link

Take the Distance Learning Training:

Tutored by the Creator, Silvia Hartmann, one time only.

Starts July 1st, 2015

Investment: Just £447.50

Call event manager Stephen Kent to reserve your place: (UK) **07974422417** (9am-6pm GMT)

or email Stephen at stephen@theamt.com to receive a secure payment link



Stress is the "Trillion Dollar Problem."

We have the solution.

Let's make the world a better place!