

LOVE YOUR LIFE



The Everton
Brown Clinic
Guide To
Personal
Development



EVERTON BROWN CLINIC

£10
VOUCHER
INSIDE

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Everton Brown has more than 20 years of experience in health and well-being. He is an accredited therapist, trained in massage, NLP, EFT, coaching and counseling.



CHANGE YOUR LIFE WITH BESPOKE SUPPORT

Would you like to be slim, successful and happy? Maybe you just want to feel more confident and in control of your life. Whether you want to conquer depression, beat an addiction or think more positively, The Everton Brown Clinic in Merseyside, can help you build the life you want with a range of personal development programmes and treatments tailor made for you. These

"My passion is to influence people to be, do or have, whatever they want." EB

include NeuroLinguistic Programming, Emotional Freedom Technique, Hypnotherapy, Life Coaching and Lymphatic Massage. "You can take the first step to changing your life for the better in just a few seconds - by calling me, Everton Brown, on 0151 284 0893. I've helped hundreds of people achieve their desires and dreams. Now it's your turn. I can't wait to meet you."

The Everton Brown Clinic can help with:

- Addictions
- Allergies
- Anger

- Anxiety
- Arthritis
- Body Issues
- Confidence Problems
- Depression
- Hormone Imbalances
- Phobias

- Performance Anxiety
- Relationship Issues
- Sports Injuries
- Stress
- Under Achievement
- Weight Loss
- Work Worries

THE TOP **5** TECHNIQUES THAT WILL HELP YOU ACHIEVE YOUR GOALS

Be the most that you can be with our range of proven and practical personal development programmes. For more info see www.evertonbrownclinic.co.uk

1. NEURO-LINGUISTIC PROGRAMMING (NLP)

NLP has a simple premise of monitoring and adapting your thinking, helping you weed out negative or habitual thoughts and cultivate positive inner beliefs. The techniques are extremely popular in many areas including business, education, sports, coaching, personal development and relationships.

2. EMOTIONAL FREEDOM TECHNIQUE (EFT)

Often referred to as acupuncture without needles, EFT involves locating and tapping on meridian points in the body while thinking of a negative emotion and using positive thoughts to restore balance and reprogramme thought processes. Used by celebrities, successful entrepreneurs and sporting stars, this amazing therapy is proven to reduce the physical and emotional impact of a wide range of issues including, depression, fears, phobias, anger, addictions, sleeplessness and pain. It's simple, safe and can be practiced anywhere.

COGNITIVE BEHAVIOURAL THERAPY (CBT)

Once the province of mental health professionals, CBT is now a popular therapy for those looking to overcome anxiety, lose weight, manage anger, beat an addiction, or simply gain a new outlook on life. Through a practical, goal orientated process, it addresses dysfunctional emotions, behaviors, and thoughts.

4. HYPNOTHERAPY

Forget about stage tricks and party games, hypnosis is an effective tool to self-mastery. It can change your life in many proven ways. From increasing your physical and mental well-being to overcoming phobias and sharpening your judgement, hypnosis is the definitive way to help you cope with daily challenges.

5. LIFE COACHING

With encouragement, support and an emphasis on the practical, coaching can help you take control of your life. It's about setting goals and achieving them using plans, affirmations and motivational techniques. It's like having the ultimate, 'feel good' friend help you sail through life.



YOU CAN DO ANYTHING!

What exactly is stopping you from following your dreams? It's time to be courageous and seize the day.



Rules Of Success

- Dream big, but don't be a big dreamer - have a goal and a plan to implement it.
- Visualise your ideal life and say positive affirmations daily.
- Filter negative thoughts.
- Be fearless.
- Have positive expectations.
- Surround yourself with positive, go-getting people.
- Stay motivated.
- Finish what you start.
- If you fail, don't worry. Learn the art of bouncing back.

For more tips log on to
www.evertonbrownclinic.co.uk

Self doubt. Two little words with enough power to stop you reaching out and grabbing your ambitions. We've all experienced it - that little voice in our head that claims we're not good enough, followed by the fear that paralyses us from being our best.

"Even the most successful, amazing and beautiful people feel insecure," said Everton Brown.

"It's common to focus on faults and worry we'll be found out for not being quite up to scratch. What we need to remember is that self doubt is a state of mind. Once we acknowledge this, it's easier to banish demotivating thoughts."

We are all born with great expectations. So, where does self doubt come from? Well,

according to the expert, it can often be traced to one seemingly insignificant event like an initial rejection or criticism which is translated into a negative view. You then start finding evidence to support this view and a vicious cycle begins.

Eventually, all that critical back chat becomes a self-fulfilling prophesy. Breaking the cycle calls for guidance, positive affirmations, mind images and self belief.

"With support, what you practice, you eventually become," explains Everton. "The challenge is to ignore that doubting voice that tells you that you can't and take a risk. It's never too late, it just takes confidence - and that's a quality that can be learnt."

"We Have 40 Million Reasons For Failure But Not A Single Excuse." - R KIPLING

THINK YOURSELF THIN

Would you like to lose weight without pounding the pavements and eating nothing but lettuce leaves? Try therapy.

Another season, another flurry of fad diets, all promising weight loss should you be willing to forgo one or all of the major food groups. The problem with jumping on to this bandwagon is that you're likely to fall off again. In fact, studies show that around 95% of people who lose weight through dieting alone, usually put it back on again. There is one plan, however, that operates on a different principle, and it starts with the mind.

The Everton Brown Weight-Loss Programme treats everyone as an individual, tackling the habits and psychological issues that hinder weight loss.

"We all have our own personal issues regarding weight, such as emotional eating, lack of motivation to exercise, intolerance to certain foods, body toxins or hormonal imbalances," said Everton Brown. "Whatever the problem, we can devise a plan to address your needs." Therapy can help you make changes to your eating and exercise habits, as well as ensuring that you enjoy the process of managing your weight. Regular deep lymphatic massages help too,

treating fluid retention, puffiness, bloating and tissue swelling.

Of course, there is no magic formula. You can't go into a hypnotherapy session or EFT class and come out a stone lighter. It doesn't work that way. You have to know what you want to achieve and understand the hurdles you need to overcome before you start to change your lifestyle. Then, it's a matter of retraining your thoughts. As with any fitness regime, repetition and perseverance are required. But once you've re-programmed the way you think, you can easily take control of your diet and lose weight permanently.

"The Everton Brown Programme gave me the power to change my behaviour and drop the pounds," said one satisfied customer. "It wasn't difficult. I've never gone hungry, craved sweet treats or said 'no' to an evening out with friends because of food restrictions. In short, a combination of life coaching, tapping and lymphatic massage has helped me reach my target weight in less than a month and I'm delighted."



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CONSULTATION
CALL 0151 284
0893



TAPPING YOUR WAY TO THE TOP

Whether you want to conquer anxiety, think more positively or maintain your motivation - EFT can help you become a success.

Imagine for a moment that you're a success. It's in the job description to be confident, positive, driven and fearless. So, you've tried coaching, development classes and even stalking the panel of Dragon's Den. But something's holding you back. Actually, quite a lot is holding you back - anxiety, procrastination and a fear of failure to name but a few. The solution? Tapping. Yup, you heard right, jabbing specific points on your body can make your life a whole lot better.

Popularised by celebrities and sports personalities, Emotional Freedom Technique (EFT), more popularly known as tapping therapy, is based on the theory that negative emotions are caused by disturbances in the body's energy field. Often referred to as acupuncture without needles, EFT involves locating and tapping on meridian points in the body while thinking of a negative emotion and using positive suggestion and thoughts to alter the body's energy flow, restore balance and reprogram the thought process.

American PGA players have been spotted doing it around the golf course, Madonna is rumoured to be a fan and interior designer Kelly Hoppen has used it to help her cope with anxiety.

"The combination of tapping the energy meridians and voicing positive affirmation works to clear the "short-circuit" or the emotional block from your body's bio-energy system," explains Everton Brown. "As that happens, imbalances are eliminated from the body's energy system and negative emotions are weakened and eventually eradicated."

It may sound strange but EFT has had impressive results on a whole spectrum of emotional issues and is rapidly making its mark in the professional arena. Everton recounts the case of an executive who was struggling to hit tough targets. His anxiety about sales and meeting new demands had started to manifest

themselves as physical ailments.

"He now exceeds those targets on a daily basis," says Everton. "I just hope his bosses ask him: 'what happened to you?'"

Several other similar stories are recounted, including a man who was saved from turning down a promotion because he was afraid of giving

presentations.

But it's not just work related issues that are tackled by this non invasive technique, tapping has also proved beneficial to

addictive smokers, over eaters and heart broken divorcees.

"Apart from the high success rate, there are many benefits to EFT including immediate results, lasting positive changes and the fact that it can be done anywhere," concludes Everton. "It can increase the productivity of a workforce, relieve sales call reluctance and work towards the betterment of a workforce's well-being. The possibilities are endless."

The Everton Brown Clinic offers EFT sessions over Skype or in groups. Call 0151 284 089 for more information.

WORRY WART

Fed up of lying awake at night fretting about everything and anything? You're not alone.

Some people experience anxiety when undergoing an exam. Others wake up with a sore jaw from grinding their teeth over bills. But more and

Deal with anxiety headaches by pressing the centre of your forehead (between your eyebrows) with your index finger. Then gently press the base of your skull and the centre of your shoulder.

more people are worrying for no reason, resulting in

sleepless nights, exhaustion, panic attacks and even depression.

Anxiety seems to have overtaken stress as *the* modern malaise for professionals.

Studies show that more people are now being treated for anxiety than stress and a host of high profile figures have outed themselves as sufferers, including the journalist Plum Sykes.

“There’s no doubt that life has become a scarier place thanks to the economic downturn and the constant threat of terrorist attacks,” said Everton Brown. “But worrying about it all won’t help. It doesn’t lead to solutions. It just leaves you mentally frazzled.



Did you know we hold worry clinics?

“The solution is to free yourself from the worry trap. Talk about your fears with a professional and learn to replace negative, irrational thoughts with positive ones. “I have a little book in which I list every worry. Each day I use EFT to tap away any negative emotion attached to each anxiety until I can either laugh about it or it just doesn’t bother me anymore. I call it my personal peace programme.”

GET £10
OFF YOUR
FIRST
SESSION*

Book an appointment at the Everton Brown Clinic on 0151 284 0893 and quote the code booklet2012. Hurry - this offer ends on December 1, 2012.

* For full terms & conditions, see www.evertonbrownclinic.co.uk