



A Dutch Success Story

By Yvonne Toeset

For some years I have been practicing EFT as a professional coach.

As it became more and more the first tool in my kit, I decided to raise EFT to a more well known level in The Netherlands. With the help of two of my colleagues, we started our own Dutch EFT Masterclass. The intention was big, but I can tell you it wasn't an easy job. The first year we had about 40 people in the room where we had counted on 100. Too bad, but we had a great time with EFT Master Gwyneth Moss and, all the way from the USA, Dawson Church. This was 2009. We organised the Masterclass every year thereafter and we had excellent speakers like Ann Ross, Jaqui Crooks, Daniel Benor, Bennie Naudé and Karl Dawson.

How many people knew about EFT in The Netherlands? At least the couple of people that came to our Masterclasses; professionals and non-professionals, but that was not enough for me. EFT deserves to be a widespread instrument for everybody to use. So, in 2009, while the credit crisis allowed me to have plenty of time to do something else, I started to write my book about EFT.

Many of you will know what it is to focus on a dream and make sure that nothing is holding you back. I was visualising my book as being very successful, I was in a positive mood all the time. There were no "yes, buts".

A major publisher in The Netherlands accepted me when I came over to have a talk about my ideas for the book. Then I wrote my book proposal; a guide to EFT for professionals. Funny enough, they turned me down. I was just asking myself then: what do I need to do to make it right when my publisher said she wanted a book for a broad audience. Aha! Wasn't that my aim too? I said: "Ok, I'll write another book and start all over again." There was nothing that could hold me back. I wrote the book with joy and my publisher was happy. The book, and therefore EFT, was reviewed in the newspapers. EFT featured in interviews and articles and I was on a live TV show doing an EFT demo! My phone was ringing, the emails dropped in my mailbox; many people in The Netherlands knew about EFT now. This was exactly what I had in mind. The book sold well, nearly 6000 copies!

The next thing is that I understood that with spreading the word about EFT, we also need good practitioners in The Netherlands. As I was teaching Level 1 and 2 already to professional coaches, it was now time to upgrade my qualifications.

I became a Level 3 practitioner with the help of Gwyneth. After that I signed up for the grandfathering program to become an AAMET trainer. It was a lot of work, but worth it. And I'm very proud to be the first AAMET trainer in The Netherlands. It also means that I have a responsibility to provide quality teachings and to invite my students to join AAMET too. Twelve of my students are working hard to gain their Level 2 practitioner certificate.

The Dutch are coming to join AAMET. Beware of that! :-))

Met warme groet,

Yvonne Toeset

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