

C.S. Lewis & Co. Publicists

Dear Editor/Producer,

Picture yourself in a traffic jam but feeling utterly calm, or listening to a supervisor's rant and feeling compassionate rather than upset. Imagine being peaceful instead of worrying. Or having an abundance of nurturing relationships and a warm sense of belonging in place of what used to be the ache of loneliness.

This is what it feels like when you've achieved emotional freedom, according to best-selling author JUDITH ORLOFF, MD. In *Emotional Freedom: Liberate Yourself from Negative Emotions and Transform Your Life* (Harmony Books, 2009, \$24.95), she presents a new way to face difficult emotions using practical tools, exercises, and self-care techniques drawn from the fields of biology, intuitive medicine, and traditional psychology.

Dr. Orloff's big message is this: Each day allows us to be heroes in our own lives and families—to transform negativity and worry, to react constructively, and seize command of any situation. We do this by learning to treat ourselves and others with more kindness, which includes dealing with difficult people without attacking or losing our cool. She believes each of the seven most difficult emotions—fear, frustration, loneliness, anxiety, depression, jealousy, and anger—contains within it an ability to transform into its counterpoint emotion. For example, fear can become courage, depression can turn into hope, and envy can be replaced with self-esteem.

She shows how to face emotions head-on, and why doing so yields profound lessons and rewards. Best of all, she provides an ample menu of highly original action steps with tips to help you work through each emotional state to achieve well-being.

Dr. Orloff has an international reputation as an inspirational speaker, a list of previous best-sellers, and a gift for making psychology lively, relevant, and useful to laypeople, which is why she's a popular media guest on national radio and TV.

What's new and different here is the practical, results-oriented nature of Dr. Orloff's approach, and the powerful connection she makes between emotional health and physical wellness.

Emotional Freedom has innovative ideas and fresh tips that everyone—from health professionals and patients, to employees and parents—will find helpful and enlightening.

Thank you for your time and consideration.

Warm Regards,

Cathy Lewis

Emotional Freedom

New book introduces fresh ways to face difficult emotions head-on and build positive ones.

All too often, doctors ignore scientific data clearly linking emotions to health. But when fear, frustration, loneliness, anxiety, depression, jealousy, or anger takes hold of us, it affects our mood, reactions, job performance, relationships, and ultimately, our physical health.

A new book by best-selling author and psychiatrist JUDITH ORLOFF, MD, offers practical new tools for gaining mastery over the seven most difficult emotions. In *Emotional Freedom: Liberate Yourself from Negative Emotions and Transform Your Life* (Harmony Books, 2009, \$24.95), she offers a four-pronged approach for transforming each of seven emotions to create a positive life-affirming outlook, no matter what you face. She provides action steps to:

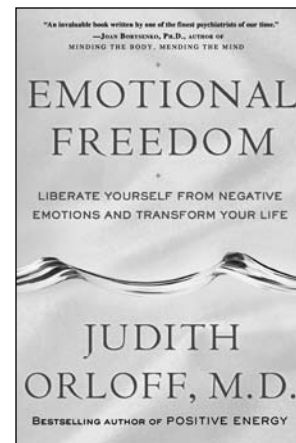
1. Reprogram your biology to respond in a different way.
2. Uncover the spiritual meaning of your emotions.
3. Change the energetic power and effects of the emotion.
4. Explore the emotion from a psychological perspective.

Filled with self-assessment quizzes, hands-on exercises, tips, and action steps, the book is designed to inspire readers to change their outlook, alter old patterns of behavior, and discover new coping mechanisms.

Also learn:

- How to identify your emotional type and then optimize it
- How to protect yourself from emotional vampires—friends, family, or coworkers who emotionally suck you dry
- Effective strategies to attract what's positive and not get blindsided by negative people or situations
- Nuts and bolts of how to get along with difficult people
- How to ask questions of your dreams and act on the answers

When you gain mastery over your emotions, you'll feel happier and more flexible, patient, and alive; you'll also be kinder to yourself, your friends, and family. This book is aimed at workers with demanding jobs, overextended super-parents, chronic worriers, and those who feel lonely but yearn for a greater sense of connection.



Emotional freedom is the capacity to give and receive more love. Getting there entails learning to work with negative emotions, rather than collapsing into them, and building positive emotions in their place. Emotional freedom offers the answer to reclaiming your happiness and heart.

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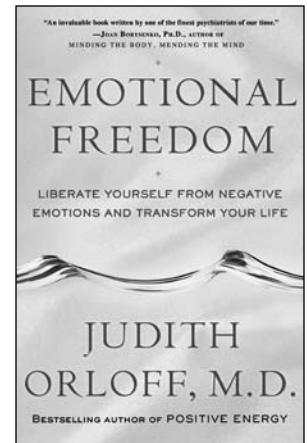
About the Author

JUDITH ORLOFF, MD, is a board-certified psychiatrist, an assistant clinical professor of psychiatry at UCLA, and a national best-selling author, whose newest title is *Emotional Freedom: Liberate Yourself from Negative Emotions and Transform Your Life* (Harmony Books, 2009, \$24.95).

Known internationally for her pioneering work in emotional freedom, she lectures and presents seminars frequently throughout the world on the interrelationship between intuition, energy awareness, and medicine—a practical marriage that has enormous applications for a wide range of health conditions. Like a growing number of medical researchers, she is proving that links between physical, emotional, and spiritual health can't be ignored. Dr. Orloff has presented to diverse audiences, including: the human potential and alternative health communities; health professionals from medical schools, hospitals, and research institutions; and at Fortune Magazine's Most Powerful Women Summit.

Dr. Orloff is the author of three previous best-sellers, *Positive Energy: 10 Extraordinary Prescriptions for Transforming Fatigue, Stress & Fear into Vibrance, Strength & Love* (Harmony Books); *Dr. Judith Orloff's Guide to Intuitive Healing: 5 Steps to Physical, Emotional, and Sexual Wellness* (Three Rivers Press); and *Second Sight* (Warner Books).

She is a personable, media-savvy expert who has been featured widely in print and online venues, and on radio and television. Recent media credits include *O* magazine, *Self*, *Glamour*, *Elle*, *USA Today*, CNN, PBS, *The Today Show*, A&E, and NPR, among many others.



The most important relationship you will ever have in your life is with yourself.

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Advance Praise for *Emotional Freedom*

Emotional Freedom combines neuroscience, psychology, and spirituality to present a new approach for freeing yourself from negative emotions. Scientific studies document that people who often feel lonely, angry, or depressed are more likely to get sick. This book offers a path to greater health, intimacy, and compassion.

—DEAN ORNISH, MD, Author, *The Spectrum* and *Dr. Dean Ornish's Program for Reversing Heart Disease*

An invaluable book written by one of the finest psychiatrists of our time. While it isn't always possible to change your external circumstances, you *can* change your emotions, beliefs, brain chemistry, and brain wiring. Dr. Orloff tells you how to do it.

—JOAN BORYSENKO, PHD, Author, *Minding the Body, Mending the Mind*

Emotional Freedom is both intensely informed by the wealth of Dr. Judith Orloff's professional experience, and it is resolutely compassionate. If you, like myself, wish for a deeper and truer life, and a wiser understanding of yourself and your emotions, this book will provide you with answers, companionship, and most powerful of all, the clarity and faith of an extraordinary teacher.

—MARY OLIVER, Pulitzer Prize-winning Poet

I couldn't put this brilliant book down! Every reader will benefit not only from the insightful instructions and questions that continually guide readers about mastering their emotions, but also from the well-earned life wisdom of Dr. Judith Orloff. She is the kind of doctor we wish we all had.

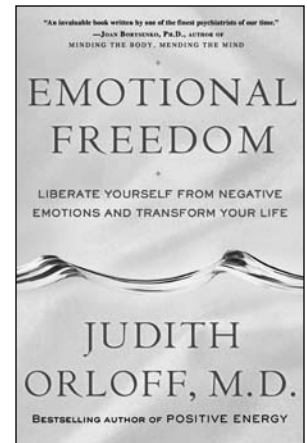
—CAROLINE MYSS, PHD, Author, *Anatomy of the Spirit*

Emotional Freedom is a breakthrough book that shows you how to transform negative emotions, build positive ones, and become liberated! It's lifesaver for people who are frustrated, stressed, and anxious, or who have minds that won't shut off. If you long for more joy, give yourself a gift and read this book!

—MARCI SHIMOFF, #1 *New York Times* Bestselling Author, *Chicken Soup for the Woman's Soul* and featured teacher in *The Secret*.

Emotional Freedom is an extraordinary guidebook for anyone who believes that greater possibilities await them, but have not realized them. Dr. Judith Orloff is a compassionate expert whose wisdom can lead you to a deeper, more fulfilled life.

—LARRY DOSSEY, MD, Author, *Healing Words*



You're constantly emitting signals that others on similar frequencies pick up and unconsciously gravitate toward. This influences which people and events keep appearing in your life.

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Segment Ideas / Interview Topics

The Ultimate Emotional Makeover

Expert offers a new way to reinvent yourself.

If you're looking for a higher quality of life, a way to free yourself from negative emotions such as frustration or worry, and a way to artfully handle difficult people, look no further. Dr. Orloff shows you how to work out the bumps in specific areas of your life, and offers action steps that produce emotional breakthroughs. Learn:

- How to do an emotional makeover—on issues surrounding your love life, career, health, family, money, and more
- How to diagnose which of your seven core emotions are out of balance
- Quick tips and tools you can apply right away—and see significant improvement and problem resolution so you can have a more positive, fulfilling, and low-stress life

How Emotionally Free Are You?

Learn four secrets to being authentic, fully alive, and serene.

How you deal with everyday hassles such as traffic is not trivial. Daily aggravations provide us with an invaluable practice lab to learn how to master larger conflicts. Dr. Orloff says the way you cope with emotional triggers large and small indicates how emotionally free you are. She discusses:

- A quiz that shows you where you are on the emotional freedom scale
- How to overcome negative emotions from four perspectives: biology, spirituality, energy, and psychology
- How to identify obstacles blocking emotional freedom
- Gender differences in emotional freedom
- Techniques for unblocking your path to emotional freedom

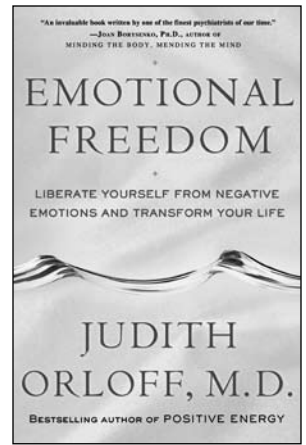
Is Jealousy Wearing You Down?

A new way to handle jealousy—yours or someone else's.

If you're being eaten up with jealousy, you might be surprised to learn that the cure for this emotion is self-esteem. Dr. Orloff shares a new way to look at and diffuse this negative emotion, whether you're the object of it or the source. Discover:

- A self-assessment quiz to determine how jealous or envious you are
- The toxic effects of jealousy and envy on your health
- Six practical steps that boost self-esteem—and neutralize jealousy
- Four tips for releasing jealousy and envy
- How to cope with someone who is jealous of you

— MORE —



The Biology of Jealousy

Scientists now know that when you feel jealous, it triggers a reaction in your brain called a “territorial flash point.” Knowing this, you can pause before acting, which gives your brain time to evaluate if this is a real threat or a perceived one.

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Sleep and Dreams—The New Power Tools for Business Success

If you want to make a big decision, sleep on it.

We know sleep helps reduce stress and enhances mental clarity. But Dr. Orloff presents a new way to view sleep and dreaming: as performance-boosting tools and sources of out-of-the-box ideas and solutions. New research shows the unconscious thought you have during dreams, which you can't easily access when awake, often results in smarter decisions than overthinking does. Learn:

- Little-known business benefits of sleep, including learning enhancement, mood control, and faster thinking
- How to ask a question and get it answered in your dream
- Five techniques for remembering dreams
- Three types of dreams, and tips for decoding their messages

New Ways to Relieve Work-Related Stress

Breakthrough self-care strategies to combat workplace strain.

You can acquire the ability to stay calm, balanced, and focused in the face of difficult coworkers, impossible deadlines, system malfunctions, and other workplace stressors, according to Dr. Orloff. She offers new ways to transform anxiety and worry into inner calm. Find out:

- Four ways to increase your brain's production of anti-anxiety neurotransmitters: GABA, dopamine, and serotonin
- Four energy therapies that can relieve anxiety
- How to say no to your inner slave driver and inner perfectionist
- Five steps that stop worry in its tracks

The Emotional Vampire Survival Guide: Combating Emotional Vampires at Your Job

Don't let bosses, coworkers, and clients drain your optimism.

They waste your time, criticize, or intimidate you. They are needy, chronically negative, or irresponsible. Workplace energy vampires come in many disguises, but they all have one trait in common: They leave you feeling worse than before. Dr. Orloff discusses:

- Physical symptoms of an emotional vampire attack
- Why you may be attracting difficult people at work, and how to decrease your likelihood of an encounter
- Five types of workplace emotional vampires, and custom strategies to cope with each one
- How to know if you're in a relationship with an emotional vampire
- How to cope with your *own* emotionally draining tendencies

How to Improve Sleep

- Avoid evening caffeine, alcohol, and sugar.
- Practice deep breathing.
- Visualize a calming image.
- Invest in a super mattress and luxurious bed linens.
- Make your room quiet, or use ear-plugs.
- Have free-flowing fresh air.

More Segment Ideas/Interview Topics

Emotional Vampire Dating and Relationship Survival Guide

Don't let family, friends, or dates emotionally drain you

You may be out on a date with a “victim” and come home drained. A controlling relative may exhaust you. You may have a friend whose motto is “It’s all about me.” Dr. Orloff discusses:

- How to know if you’re in a relationship with an emotional vampire
- The four types of emotional vampires
- Foolproof strategies to deal with these people
- Ways to attract positive people and get the love you deserve

What Is Your Emotional Type?

How your inborn temperament influences your style of relating.

Dr. Orloff says your emotional type is the filter through which you see the world—the default setting of your personality to which you revert, especially under duress. Are you an intellectual? An empath? A gusher? A rock? Each type is determined by your inborn temperament and who you imprinted on while growing up. Becoming more sensitive to your nature will help you increase self-mastery and freedom. She explains:

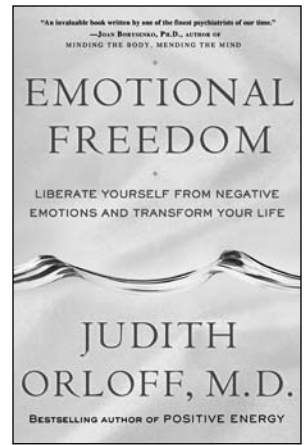
- How your emotional type can make you vulnerable to difficult people and situations
- Quick quizzes that tell you which of the four types you are
- Emotional action steps to help balance and make the most of each type

How to Survive Rejection and Disappointment

Learn to defuse the negative consequences of defeat.

You’re overlooked for a promotion. A prospective date turns you down. A project gets declined. Rejection can feel as mild as a twinge or severe as feeling destroyed. Dr. Orloff shows some easy ways to counter it. She discusses:

- Four actions that strengthen your self-love after a rejection
- An exercise that helps you *choose* not to be frustrated
- New ways to use patience, a “kick-ass” emotion that will empower you
- How to find hope when you’re depressed



The Four Emotional Types

Type #1:

The Intellectual—has analytical approach to emotions

Type #2:

The Empath—is highly sensitive

Type #3:

The Rock—is emotionally strong for themselves and others

Type #4:

The Gusher—wears emotions on his or her sleeve

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Family Get-Togethers—The Ultimate Emotional Trigger

Take this survival toolbox to your next family outing.

No matter how much you love your mother, your adult children, or your in-laws, family has a way of triggering negative emotions such as anxiety, envy, and disappointment. Dr. Orloff offers practical self-defense strategies to counteract and prevent emotional disruptions. Learn:

- A quick way to build courage before seeing a judgmental relative
- How to practice patience with a frustrating family member
- A tried-and-true technique for connecting with an estranged or difficult relative
- How to head off post-family reunion depression before it sets in
- Tips for strengthening your self-esteem in the face of judgmental or braggart family members
- Tools for building compassion with members of your family

Is Everyone at Match.com Finding Love but You?

Expert offers fresh and proven ways to beat loneliness.

Loneliness can make you feel like a loser. It can make you withdraw. And it erodes your self-confidence. Dr. Orloff says our fast-paced, high-tech society is creating a loneliness epidemic, and she offers help. Discover:

- Health risks associated with loneliness, and the health benefits of being in a caring relationship
- Two ways to balance the “chemistry of loneliness”
- Four action steps that change loneliness into connection
- Five brand-new cures for loneliness that really work

Conquering the “Invisible Disease”: Depression

MD says antidepressants are only a partial solution.

If you worry you’ll be on meds for the rest of your life, take heart. Dr. Orloff offers new ways to taper off antidepressants or live without them altogether. Conquering depression *is* possible. Learn:

- How to tell if you’re depressed or merely in a low period
- Why depression is a great teacher and even a friend
- New techniques, exercises, and tips for reprogramming depression into its antidote emotion: hope
- Natural, effective ways to balance brain chemistry
- The role of caffeine as an antidepressant—the pros and cons
- How to immunize yourself from other people’s depression

How Crying Is Good for You

- Cleans and lubricates the eyes
- Reduces stress hormones
- Contains antimicrobial pathogens
- Makes you feel better instantly

Even More Segment Ideas/ Interview Topics

Coffee: An Antidepressant in Your Kitchen Cupboard?

New research shows coffee may help boost mood.

In America we consume over 400 million cups of coffee every day. Ever wonder why you make a lustful beeline for your coffee pot or Starbucks each morning? It has enormous mood- and energy-enhancing effects. Unknowingly, many people self-medicate depression with coffee. Sometimes caffeine can increase our mood and emotional freedom, but it also can work against us, causing more depression and health problems. Dr. Orloff discusses:

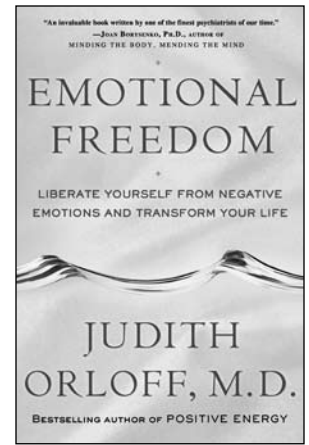
- How coffee acts as an antidepressant
- How caffeine stimulates the central nervous system and elevates serotonin and dopamine
- New research showing a link between caffeine and lower suicide rates
- The downside of too much caffeine consumption
- How we can optimize the benefits of caffeine and decrease the risks to achieve more emotional freedom

How to Stay Positive and Overcome Fear in Times of Terrorism, Natural Disasters, and Uncertainty

Find out how to relieve emotional stress that's out of control.

How do you live with stress caused by a terrorist attack, a loved one stationed in Iraq, or even a natural disaster? Dr. Orloff says it's essential to master emotional freedom techniques to fend off unpredictable stressors and negative forces in our world. She demonstrates:

- A simple exercise to banish worry
- Five tactics for overcoming fear
- How to replenish optimism by staying in the Now and not "catastrophizing"
- Action steps for reducing stress instantly



A study in the *Archives of Internal Medicine* found a link between consumption of caffeine and lower suicide rates.

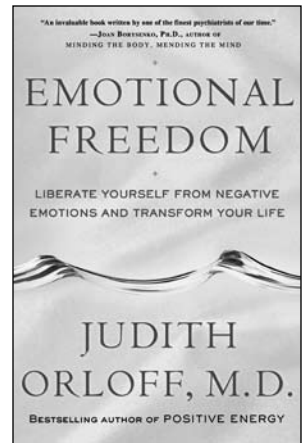
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How Emotionally Free Are You?

Take this quiz to find out.

To assess your level of emotional freedom at this time, rate each statement to reflect how seldom or often you experience these reactions, where 0 = rarely, 1 = sometimes, and 2 = often. See flip side for answer key.

1. If I'm angry with someone, I'll breathe and center myself before I react.
2. When I'm filled with self-doubt or fear, I treat myself lovingly.
3. When stuck in traffic or if something doesn't happen on my timetable, I have patience.
4. After a hard day, I focus on what I'm grateful for rather than beating myself up for what has gone wrong.
5. If people frustrate me, I can avoid getting snippy or copping an attitude.
6. I feel connected to a sense of spirituality, however I define it.
7. I check in with my intuition—my gut feelings—when making choices.
8. If I'm blamed for something, I can avoid lashing out and saying things I regret.
9. I fall asleep quickly and don't worry about tomorrow's "to-do" list.
10. If my heart gets broken, I don't give up on love.
11. I'm a positive person, and don't make small problems into big ones.
12. I don't seek revenge if someone treats me poorly.
13. I'm not envious of other people's success if it surpasses mine.
14. I quickly let go of negative emotions and don't brood on them.
15. I'm not easily crushed by disappointments.
16. I don't compare myself to others.
17. I have empathy for others but I don't become their therapist or get drained by their emotional pain.
18. I live in the present, rather than dwelling on the past or future.
19. I feel happy with my life, instead of feeling that it's just passing me by.
20. I'm good at setting limits with people who drain my energy.



Is Loneliness Increasing?

By 2010, over 30 million Americans will live alone. That's double the figure from 1980.

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— MORE —

How to Interpret This Test

To calculate your emotional freedom score, total the numbers corresponding to your responses.

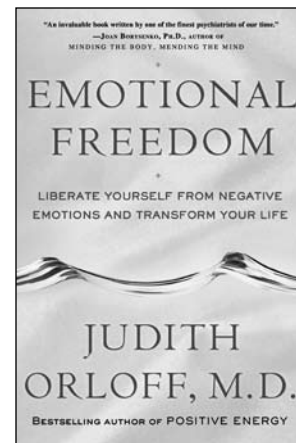
- 0 A zero score (and it takes courage to admit that) indicates you haven't found emotional freedom yet. The good news is that it's not hard to transform negative emotions such as anger, envy, and fear into positive ones that will make you feel happy, calm, and confident.
- 1–14 In some areas of your life, you're starting to have some emotional freedom and success dealing with difficult people and situations. However, when you achieve true emotional freedom, you can give and receive love freely, and life's ups and downs will feel so much easier.
- 15–29 You have a moderate amount of emotional freedom—enough to fully appreciate the joy and happiness it brings. This score indicates you have done serious work on yourself. Keep up the great progress; serenity and freedom from distress will be your rewards.
- 30–40 You have a considerable level of emotional freedom in your life. People are drawn to your happy, healthy energy. Emotional freedom is not a set goal—it's a lifelong process that will continue to get stronger and give you profound gifts if you keep building on your positive emotions.

People Hate a Winner

Are you envious of people who seem to have it all? You're not alone. Oxford economists designed an experiment played with real cash in which subjects could decide to "burn away" other people's money—at the price of expending their own—or build up their own cash reserves. Despite large, real financial cost to these subjects, the majority chose to annihilate another's wealth.

Suggested Interview Questions

1. What is emotional freedom? Why do you feel so passionate about writing this book?
2. Why do you believe conventional approaches to emotional health are insufficient?
3. How is your approach different, and what does it entail?
4. What kinds of lessons do emotional states impart?
5. Talk about dream work. What are some practical ways our dreams can help us cope better, learn about ourselves, or make smarter decisions?
6. What are the four emotional types, and why is it important to identify your type?
7. What survival tips would you give to someone whose energy is being depleted by a difficult person—an emotional vampire?
8. Give an example of some practical ways to overcome fear—say, the fear of public speaking or the fear of flying?
9. How has patience, which you call a “kick-ass” emotion, been underrated, and how might it be used differently to combat frustration—for instance, when someone makes a mistake?
10. What are some cures for loneliness?
11. Name some techniques for counteracting anxiety and worry.
12. Explain why you consider depression an opportunity for transformation.
13. Do you believe antidepressants are overused today?
14. What are the antidepressant effects of caffeine?
15. How can you tell if you need antidepressants?
16. What’s the antidote to jealousy and envy, and how do you get there?
17. Are there any new ways to deal with sudden anger, such as road rage?
18. What is the big message you’d like your readers to come away with?



Patience as a Beauty Secret

Patience makes your appearance and energy more radiant, soft, and approachable. It relaxes the brow, softens the mouth, removes stress lines from the face, and balances your posture—all of which makes you more attractive.

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