



What to expect in your
**MER
BREAKTHROUGH
SESSION**

REINVENTING YOU

TO EXTRAORDINARY!

GIGI VANCIO

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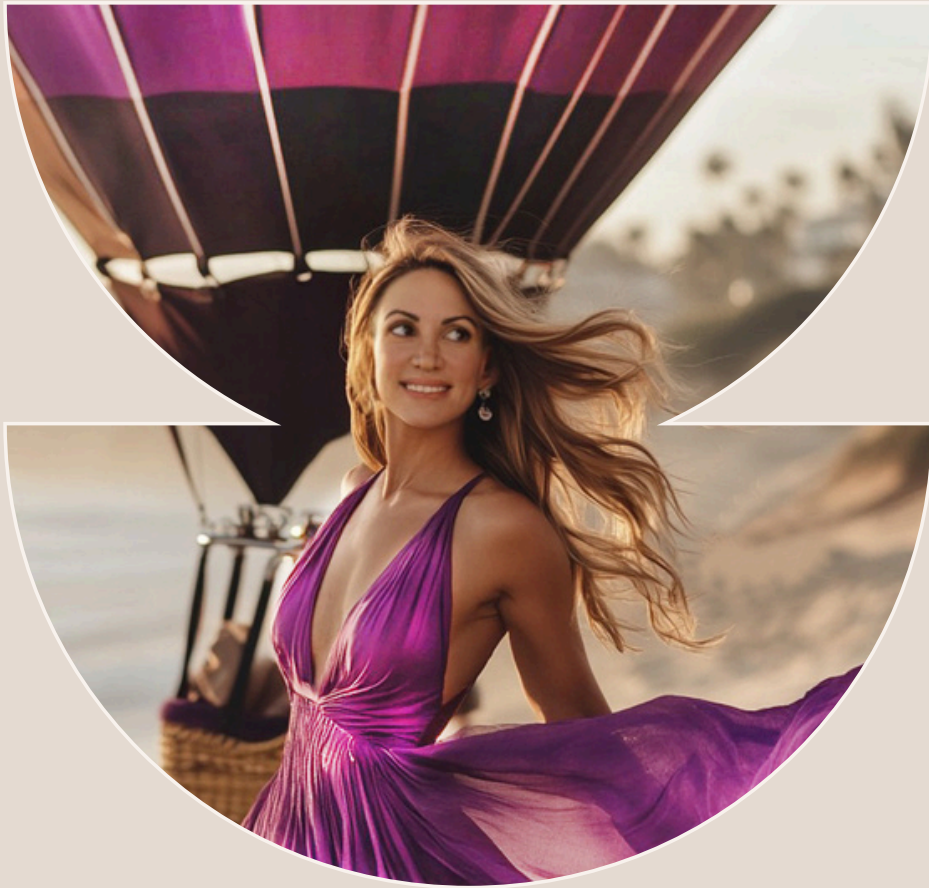
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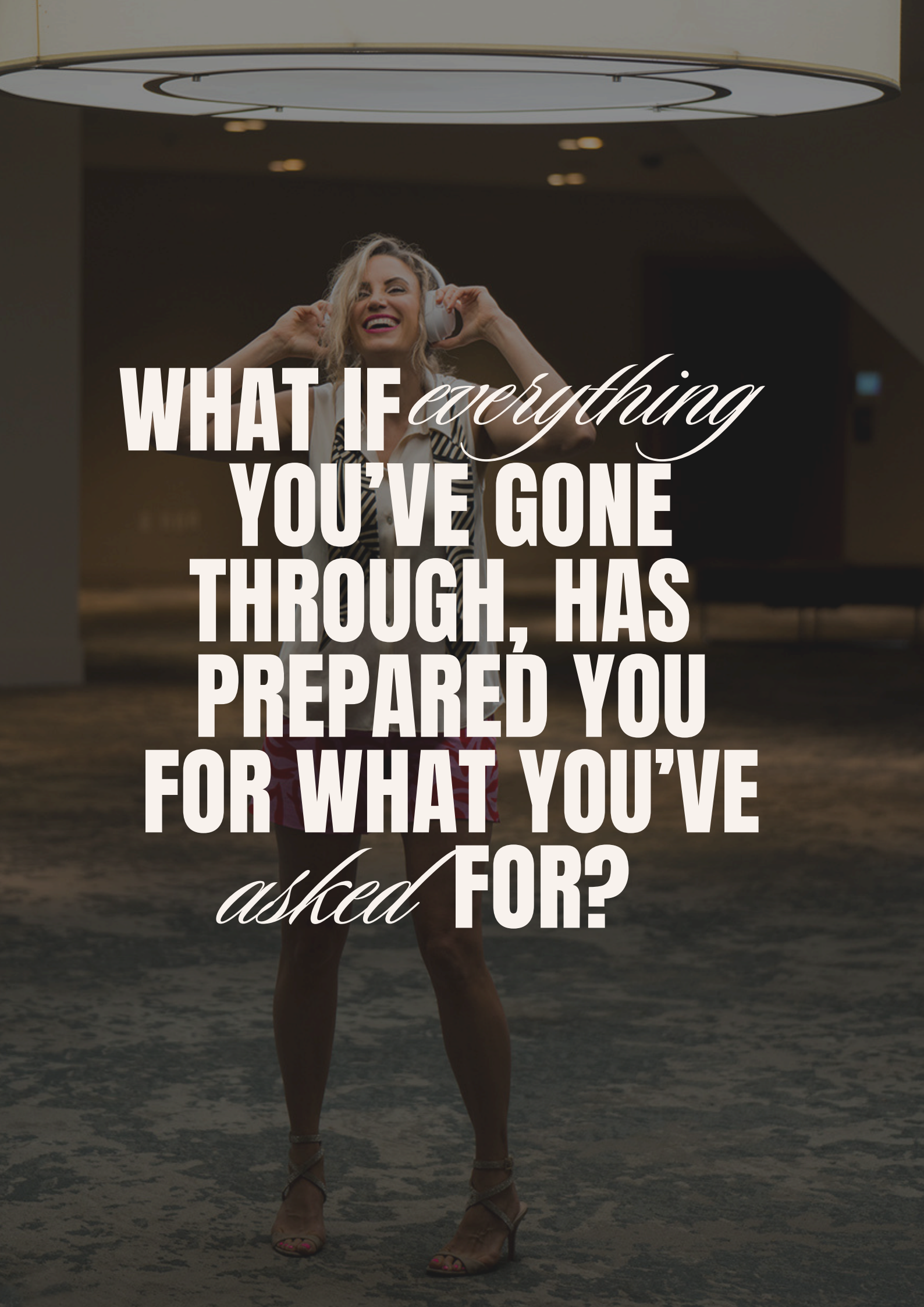
HEY, I'M GIGI

I'm an expert on the subconscious mind, neurolinguistic programming (NLP), Mental Emotional Release® (MER), and Values.

This guide is designed to give you an empowering and hopeful overview of how fast your life can turn around when you release negative emotions at the root. After years of ineffective therapies and coaching that have left you with the same patterns, you are now on the edge of destiny. Your breakthrough is (finally) here!

Somebody thank God for that!

Gigi xoxo



WHAT IF *everything*
YOU'VE GONE
THROUGH, HAS
PREPARED YOU
FOR WHAT YOU'VE
***asked* FOR?**

WHAT IS MENTAL EMOTIONAL RELEASE® (MER) & HOW DOES IT WORK?

MER is a powerful, science-backed technique designed to help individuals rapidly release negative emotions, limiting beliefs, and subconscious mental blocks that have been holding them back for years and potentially decades. Unlike traditional coaching or therapy, which often focuses on conscious thought processes, MER works directly with the subconscious mind, where deep-seated emotions and patterns are stored. It gets to the root of the problem, removes it, and allows you to create a new possibility in that area of life, not based on repetition of the past.

How does it work?

MER uses a guided, structured process to help you:

1. **Identify and release emotional baggage** – Clearing out past anger, sadness, fear, guilt, shame, anxiety, (and any other negative emotions or traumas that are personal to you) that have been accumulating over time.
2. **Reprogram limiting beliefs** – Removing self-doubt, imposter syndrome, and inner resistance that keep you stuck and recycling old patterns you want to permanently break.
3. **Create lasting transformation** – Once emotional blocks are removed, your subconscious mind can align with new goals you feed it, allowing you to take new action confidently and effortlessly.

MER is often described as ‘**years of personal development in just one breakthrough session**’ because it bypasses surface-level mindset work and gets to the root cause of what’s keeping you stuck. After a breakthrough session, clients experience immediate relief, clarity, confidence, and the ability to move forward without old patterns holding them back.



HISTORY OF MER & TIMELINE THERAPY®

MER and Timeline Therapy® are advanced techniques in the field of Neuro-Linguistic Programming (NLP) that focus on clearing emotional baggage, limiting beliefs, and deep-seated subconscious patterns. Both methods were developed from NLP principles, which study the connection between language, behavior, and the subconscious mind.

Origins and Development of Timeline Therapy®

- 1980s: Timeline Therapy® was developed by Dr. Tad James, a leading NLP Master Trainer. He discovered that emotions and memories are stored along a mental “timeline” in the subconscious mind.
- His method was influenced by Gestalt therapy, hypnotherapy, and NLP, integrating these techniques to create a system that allows people to access and clear stored emotions from the past without reliving trauma.
- Timeline Therapy® was trademarked by Tad James in the late 1980s, and it became a widely recognized method in NLP coaching, therapy, and personal development.

The Evolution Of MER

- 2000s-Present: MER was developed as an evolution of Timeline Therapy®, by Tad James son, Dr Matt James. He has been practicing NLP with his dad and Tony Robbins (an NLP practitioner) since age 12 and refined the process to make it even more effective and accessible.
- MER takes the core principles of Timeline Therapy® and streamlines them into a focused process that helps individuals subsequently and easily release anger, sadness, fear, guilt, and shame stored at the subconscious level.
- The method was designed to help clients experience rapid and lasting breakthroughs, without the need for prolonged therapy sessions.

How MER & Timeline Therapy® Work

- Both techniques operate under the premise that negative emotions and limiting beliefs are stored in a mental timeline that influences behavior and decision-making.
- By guiding individuals to access this timeline of the subconscious mind, these techniques allow people to safely and effectively:
 - Let go of past emotional baggage.
 - Reframe negative experiences and learn the lessons necessary to let go once and for all, and move on.
 - Replace limiting beliefs with empowering ones.

***As he thinks in his heart, so is he.
Proverbs 23:7***





WHY MER IS NECESSARY

The Big Problem: You Were Hardwired By Age 7

- From birth to age 7, your subconscious mind is like a sponge in theta brainwaves, absorbing everything as fact without a filter.
- During this time, you form core beliefs about yourself, money, success, love, and what's possible for you—whether true or false.
- Negative experiences, trauma, and limiting beliefs get stored deep in your subconscious, shaping your reality without you even realizing it.
- As adults, we keep repeating patterns from childhood, unaware that our subconscious programming is driving 95% of our thoughts, emotions, and behaviors (Dr. Bruce Lipton, "The Biology of Belief").

Why Other Techniques Haven't Worked

- Affirmations & Positive Thinking → Mostly engage the conscious mind, not the subconscious (which controls your reality).
- Willpower & Motivation → Temporary. The subconscious mind always wins against conscious effort alone.
- Talk Therapy & Awareness Alone → Understanding the problem isn't enough; the emotional charge must be released at the root for permanent change.

Why You Must Get to the Root Cause

- The subconscious mind stores memories as emotions and sensations, not words. This is why "thinking differently" doesn't work.
- Negative emotions like fear, anger, guilt, and sadness get trapped in the body, influencing your decisions, energy, and health.
- If the root cause is not released, you will keep attracting the same problems in different forms (relationships, career, money, etc).

Why MER Works (The Science Behind It)

- Neuroplasticity – The brain can rewire itself when deep emotional patterns are cleared and replaced with empowering beliefs.
- Quantum Physics – Your thoughts and emotions emit frequencies that attract experiences matching those frequencies (law of resonance).
- Heart-Brain Coherence – When trapped emotions are released, the brain and heart synchronize, creating clarity, confidence, and inner peace.
- In cognitive psychology, one of the principals is that if you knew what the problem was, you would solve it. MER helps you easily discover and release the root problem in the subconscious. This includes releasing all the subsequent events and negative emotions associated with it, all the way back to now.



COMMON STRUGGLES MER HELPS WITH

MER is designed to ELIMINATE deep-seated emotional and mental blocks that keep people stuck. These are some of the more common struggles it helps with.

Emotional & Mental Blocks

- Stress & Anxiety: Overwhelm from work, relationships, or life transitions.
- Negative Thought Patterns: Constant overthinking, self-doubt, and inner criticism.
- Emotional Baggage: Unresolved anger, sadness, fear, guilt, and resentment.

Career & Life Purpose Blocks

- Career Clarity: Feeling stuck, unsure of what direction to take next.
- Fear of Change: Resistance to leaving a toxic job, pivoting careers, or starting something new.
- Procrastination & Self-Sabotage: Knowing what to do but struggling to take action.
- Money Blocks: Limiting beliefs around success, abundance, self-worth, and financial plateaus.

Confidence & Self-Worth Struggles

- Imposter Syndrome: Feeling like you're not good enough or waiting for people to find out you're not qualified.
- Fear of Judgment: Worrying about what others think, which prevents you from showing up fully.
- Perfectionism: The need to get everything "just right" before moving forward, leading to analysis paralysis.

Trauma & Emotional Healing

- Past Trauma & Painful Experiences: Releasing the emotional charge from past events.
- Phobias & Deep-Rooted Fears: Removing subconscious fears that limit experiences.
- Forgiveness & Inner Peace: Letting go of resentment towards others or self-blame.

Relationship & Personal Growth Challenges

- Patterns of Unhealthy Relationships: Repeating toxic cycles in friendships, family, or romantic relationships.
- Difficulty Setting Boundaries: Struggling to say no or stand up for yourself.
- Trust & Abandonment Issues: Holding onto past hurt, making it difficult to form new connections.

Health, Fitness & Physical Healing

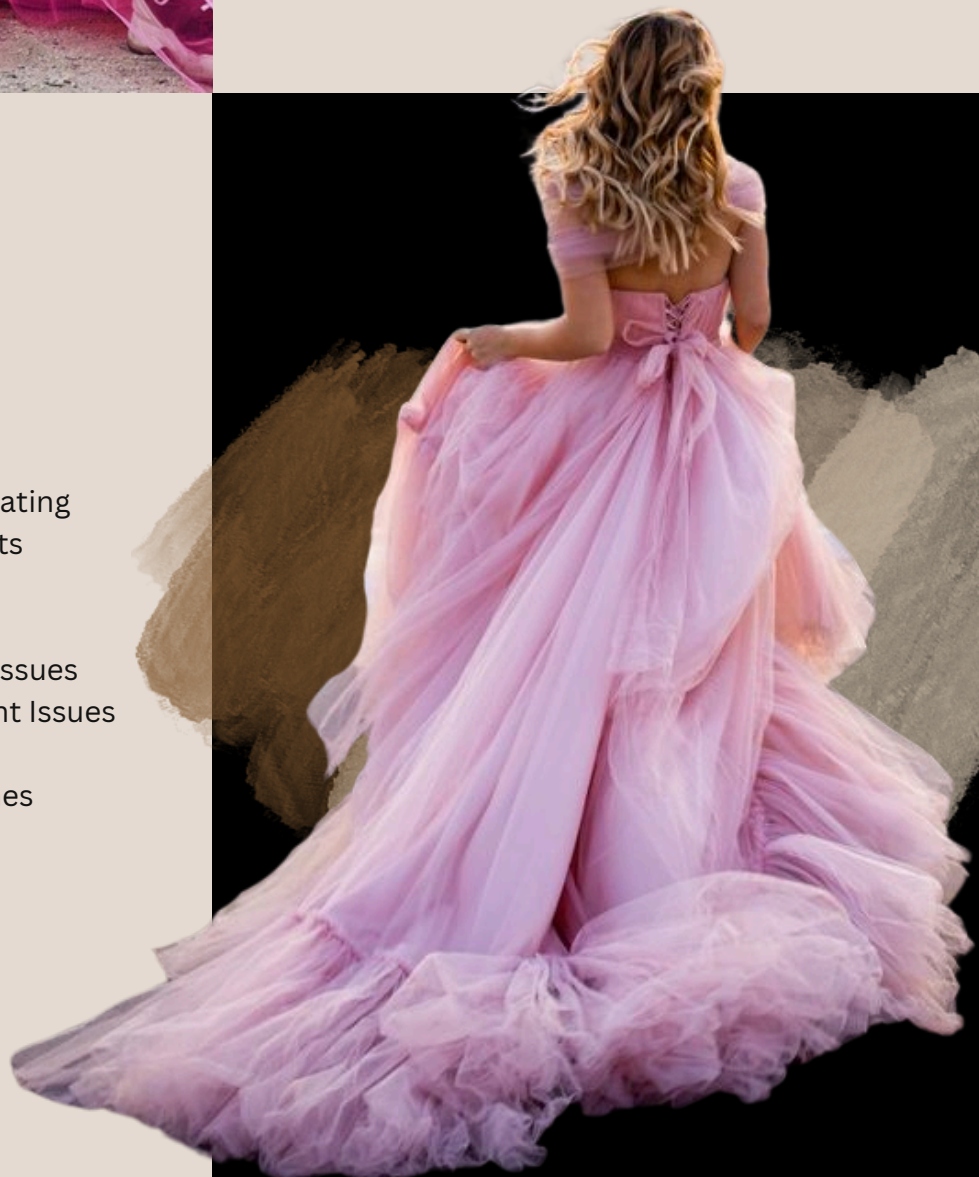
- Eliminate stress, emotional eating, and unhealthy habits from trauma.
- Release emotional triggers tied to food, body image, and self-worth, allowing for healthier choices without resistance.
- Break through fitness plateaus and reach new levels of performance.



SPECIFIC CONDITIONS MER HELPS TO ALLEVIATE

Severe Anxiety
Depression
Chronic Stress
Post Traumatic Stress Disorder (PTSD)
Childhood Trauma
Phobias
Allergies
Bedwetting
Insomnia
Bulimia
Sugar Addiction
Migraines
Impotence

ADHD
Weight Struggles & Emotional Eating
Addiction & Unhealthy Habits
Digestive Disorders
Chronic Fatigue
Low Self-Esteem & Confidence Issues
Relationship Patterns & Attachment Issues
Divorce Pain
Grief From Loss Of Loved Ones



WHAT'S THE OUTCOME OF MER?

Clients feel lighter, clearer, and more confident—as if a weight has been lifted. They finally have the mental and emotional freedom to move forward in their careers, relationships, fitness, and personal growth without the past holding them back.

Expected Results And Benefits Of MER

After an MER Breakthrough Session, clients experience profound and immediate transformations. Because MER works at the subconscious level, the shifts are deep, lasting, and life-changing.

Emotional & Mental Freedom

- Release emotional baggage.
- Feel lighter and at peace.
- Freedom from anxiety and stress.

Renewed Confidence & Self-Worth

- Increased Self-Belief – Finally feel good enough, worthy, and capable of success.
- Overcome Imposter Syndrome – Trust in yourself and your abilities without second-guessing.
- No More Fear of Judgment – Stop seeking external validation and confidently step into your purpose.

Career & Business Breakthroughs

- Clarity on Your Next Steps – Eliminate indecision and finally know what to do next in your career or business.
- Overcome Procrastination & Self-Sabotage – Take action without hesitation.
- Breakthrough Money Blocks – Shift limiting beliefs around wealth and abundance.
- Greater Focus & Motivation – Feel naturally driven to achieve your goals.

Transformation In Relationships

- Break Unhealthy Patterns – Stop attracting toxic relationships and build healthier connections.
- Stronger Boundaries & Self-Respect – Feel empowered to say no without guilt.
- Forgiveness & Letting Go – Freedom from past hurts, resentments and emotional attachments that create space for healthy relationships in all areas of life.

Spiritual & Personal Growth

- Deeper Connection to Your Purpose – Feel aligned with God's plan and your divine calling because you now believe it's possible.
- Heightened Intuition & Awareness
- Sense of Inner Peace & Joy.

Permanent, Lasting Change

- MER releases the root cause, so you no longer need to work on the same issues or manage symptoms.
- Triggers No Longer Control You – Situations that used to cause stress or anxiety no longer affect you in the same way.
- Effortless Alignment – Life flows with greater ease as you remove subconscious resistance.



TAD JAMES



DR MATT JAMES

MER CASE STUDIES

Timeline Therapy

The original Timeline Therapy technique created by Tad James (Dr Matt James' dad) was so effective with his clients, he was asked by the Council of Psychotherapy in Croatia to train them to help deal with the thousands of Croatian victims of war, who were suffering from post-traumatic stress disorder. At that time, PTSD—which is ranked as the most extreme of negative emotions, like a phobia on steroids—had hit epidemic proportions in Croatia. The council had tested several therapies to respond to the crisis. But they found that timeline therapy was the only one that worked 100% of the time with no relapses. Dr Matt James, who began working with the original Timeline therapy technique in 1993, has since refined the technique to obtain even more impressive results with his students. This refined technique is the MER process and breakthrough sessions he teaches his master practitioner students of NLP.

MER

One of Dr Matt's students, Dr Patrick Scott, brought MER to his clinic in Arizona and expanded from a few thousand patients to well over 25,000 patients (and probably way more by now). Dr Scott did a study in 2009 that put MER up against Cognitive Behavioral Therapy. CBT is the gold standard in the treatment of clinical depression treatment, which people would go to his clinic for. In the study, 190 people got MER and 100's of patients got CBT. After 13, 45 min sessions, the depression started to gradually come down. At the end of the treatment 11% were rehospitalized and 29% had a relapse. That means it's 60% effective technique. The MER group at the end of five 45 min sessions for everyone in the group, their depression was at zero. MER was 100% effective in less than ½ the time.

WHAT HAPPENS IN A MER BREAKTHROUGH SESSION?

A Breakthrough Session is an intensive, transformational experience designed to create deep and lasting change by releasing mental and emotional barriers. The process is structured to identify, release, and reprogram limiting beliefs, unresolved emotions, and subconscious patterns that keep you stuck in a particular area of life of your choosing, such as your health, career, relationships, etc.

Initial Consultation & Detailed Personal History

- The session begins with a deep-dive conversation called a Detailed Personal History to explore the key challenges, patterns, and emotions that need to be addressed from your past experiences.
- The goal is to uncover the root cause of the issues, the greater problem, and locate all personal limiting beliefs and negative emotions rather than just the surface symptoms.

Identifying Subconscious Patterns & Emotional Blocks

- Many challenges are rooted in past experiences, conditioning, or emotional baggage that has not been fully processed.
- Through a structured process, we uncover the unconscious beliefs and emotional triggers that may be affecting decisions, behaviors, and confidence.

MER Process

- Using MER techniques, you are guided through a non-invasive, relaxing process that helps you release negative emotions stored in the subconscious mind.
- This method allows you to let go of all your negative emotions and limiting beliefs—without needing to re-live painful experiences.
- The process is designed to create an immediate and permanent shift, allowing you to move forward without emotional baggage.



WHAT HAPPENS IN A MER BREAKTHROUGH SESSION? (CONT'D)



Reprogramming The Mind For Success

- Once negative emotions and limiting beliefs are cleared, we reprogram the subconscious mind with new, empowering beliefs and perspectives. This step ensures that your thoughts, behaviors, and actions align with your goals, allowing for effortless progress moving forward. You will begin to naturally make decisions that support your growth, success, and well-being.
- Elicit your values and base your new life on these standards.
- We use hypnosis to enlist the unconscious mind's assistance in healing the body or eliminating the problem.

Vision Integration & Future Strategy

- After the release process, you will gain clarity on your new direction and create a powerful vision for your next steps.
- We solidify your transformation with goal-setting, action planning, and reinforcement techniques by placing your goals in your subconscious mind to ensure long-term success.
- The session concludes with tools and strategies to help you integrate the breakthroughs into your daily life.

Client Success **TESTIMONIALS**



JERI - "I'M GETTING SO MANY CLIENTS!"

I felt called to something different in my life and I was stuck, despite how much I wanted to do it and how prepared I was. Since the breakthrough session, I went from an internal struggle of knowing what to do and not doing it to actually DOING IT! The session was SEAMLESS. I have no struggle after it. Everything feels so natural. My old real estate business is on auto pilot and in my new business I'm getting so many clients!



JAVIER - "I MADE 40K TWO WEEKS AFTER!"

This was life changing for me. I was living in super high stress, indecisiveness and had lost my passion. I feel like a brand new person after. The mental fog is gone and I now know exactly what to do. I have clarity and confidence I've never had before. My root problem was "I'm not good enough" and removing that cleared so many things. My wrist pain immediately disappeared and within two weeks my business generated \$40,000.



ALEKS - "MY ANXIETY WAS GONE THE SAME DAY."

I had a lot of resistance from my environment transiting from a chemical science career to real estate coaching. I was dealing with so much anxiety, depressive episodes, resentment and fear. My anxiety was gone the same day after the session and is still gone six months after. My perfectionism is gone. I know where to focus my time, energy and resources now. Also my marriage and physical health benefitted so much after I did this.



BRENDALIZ - "I LAUNCHED MY BUSINESS 45 DAYS AFTER."

I had lost my job six months prior and was dealing with being very fearful and anxious. My daughter says I'm a completely different person after - like Brendaliz 2.0. I let go of being stuck and launched my business 45 days after. I feel exhilarated and excited now!



HOW MER IS DIFFERENT THAN OTHER COACHING OR THERAPY

Rapid Transformation: Unlike traditional coaching or psychotherapy, which may take months to produce results, an MER Breakthrough Session delivers immediate, lasting change.

Works At The Subconscious Level:

Instead of just talking about challenges, like in traditional psychology where the majority of people do not get results, we go straight to the source—the unconscious mind—to create deep and permanent shifts.

No Need To Relive Trauma: You do not need to talk about painful experiences in detail; MER works by releasing the emotional charge without revisiting traumatic events.

One-Time Intensive Session: Most clients only need one session to experience life-changing results, making it one of the most efficient and effective transformation methods available.

How Long Does A Session Take?

- A Breakthrough Session typically lasts between 6 to 7 hours, depending on the depth of the challenges being addressed.
- It is designed as a one-time intensive experience or three consecutive sessions that replaces the need for months (or years) of mindset work and therapy.

EXCITED FOR OUR FIRST CALL?!

Think about one major block or challenge you'd love to break through so we can discuss how the first session could serve you best and get you feeling better....fast!