

[www  
QuitSmokingOnline.com](http://www.QuitSmokingOnline.com)

## How To Help Someone You Love To Quit Smoking!

By John Ryan



This e-book is a **gift** to you.

It explains our ideas that have helped over **100,000** people to quit smoking – for good.

We want more and more people to know about these simple, **liberating** ideas – and we asked your family member/friend to pass it on to people who may enjoy it.

I hope you do.

When you have time, put your feet up and read the e-book – and see if the ideas make any sense to you.

See if they **resonate** with your soul!

Our entire course is detailed within this e-book. So you have everything you need here to quit smoking – if you think **the time is right** for you.



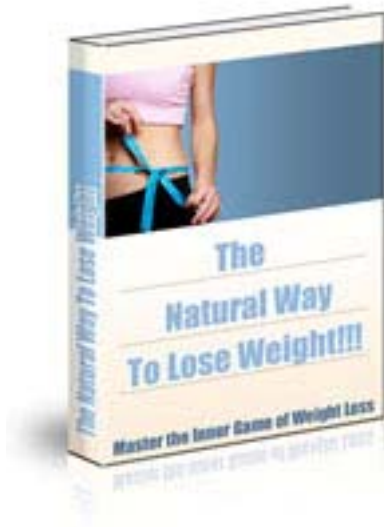
### Personal **One-to-One** Help

However, if you would like Personal one-to-one help and to receive our 21day e-mail support – and new special weight-loss program please [Click here](#)

This 21day e-mail program works simply.

Every day for your first **21 days** as a non-smoker, we will e-mail you, offering you all the help, advice, **experience** and **encouragement** you'll need to be successful.

It will be like having a trusted **advisor** and **friend** on your side – for those first, vital 21 days!



You'll also receive our Weight-loss e-book, written by John Ryan and Helen, based on the principles of our Quit Smoking program.

Most people will not gain weight when they follow our program. However, if your metabolism is affected, you may gain up to 5-6 lbs.

However, by following this program – that extra weight gained can be easily - and effectively lost.

To donate ....and start the program please [Click here](#)

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This program is for educational and informative purposes only and is not intended as medical or professional advice. Always consult your doctor before making any changes to your diet or nutrition program. The use of diet and nutrition to control metabolic disorders and disease is a very complicated science, and is not the purpose of this program. The purpose of this program is to help healthy people reach their cosmetic fitness goals by educating them in proper nutrition and exercise guidelines.

No health claims are made for this program. This nutrition and exercise program will not help cure, heal, or correct any illness, metabolic disorder, or medical condition. The author is not a medical doctor, registered dietitian, or clinical nutritionist; the author is a fitness and nutrition consultant.

If you have diabetes, chronic hypertension, high blood cholesterol, cardiovascular disease, or any other medical condition or metabolic disorder requiring special nutritional considerations, we suggest you consult a health care professional with a clinical nutrition background (MD, RD, or CCN) for your special nutrition program.

Your nutrition plan will not be effective by itself. You must combine a good diet with an appropriate exercise program for optimal results. If you have been sedentary and are unaccustomed to vigorous exercise, you should obtain your physician's clearance before beginning an exercise program.

The American College of Sports Medicine (ACSM) recommends that apparently healthy individuals who are male and over 40 or female and over 50 to have both a physical exam and a diagnostic exercise test prior to starting a vigorous exercise program. A diagnostic exercise test and physical examination is also recommended in individuals of any age who exhibit two or more of the major coronary risk factors (smoking, family history of heart disease, elevated blood cholesterol, elevated blood pressure, and diabetes). Any individual with a known history of heart disease or other heart problems should be required to have a medical evaluation including a graded exercise test before engaging in strenuous physical activity.

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<b>MODULE 1.</b>	<b>AN INTRODUCTION.</b>	<b>11</b>
1.2	A New Realization.....	13
1.3	Conflict.....	15
1.4	Weight-Lost? .....	19
1.6	Success now.....	21
1.7	Course Goal .....	22
1.8	The illusion of Willpower .....	23
1.9	Old Ideas.....	25
1.10	A New Era of Understanding.....	25
1.11	Your Real Job.....	27
1.12	Nothing to Lose .....	29
1.13	When Should I Stop Smoking? .....	32
<b>MODULE 2.</b>	<b>ONE STEP AT A TIME</b>	<b>37</b>
2.1	A Positive Mental Attitude.....	39
2.2	Why is it so difficult to stop smoking? .....	40
2.3	The Paradox .....	41
2.4	Weight Gain .....and smoking.....	44
2.5	An Eye-Opening Experiment.....	45
2.6	That Smoking Feeling.....	49
2.7	A new possibility .....	50
2.8	The new way or the old way.....	53

<b>MODULE 3.</b>	<b>NICOTINE ADDICTION.....</b>	<b>55</b>
3.1	The Truth.....	56
3.2	Excuse..... after excuse .....	57
3.3	Smoking Myths .....	57
3.4	A Conspiracy .....	59
3.5	The Power of a Myth .....	60
3.6	When the Earth was Flat.....	61
3.7	A Story .....	62
3.8	Fear of Agony .....	63
3.9	Victims of Misinformation .....	64
3.10	The Mechanics of Smoking .....	65
3.11	The Truth.....	66
3.12	A lingering Doubt.....	67
<b>MODULE 4.</b>	<b>MENTAL CONDITIONING.....</b>	<b>67</b>
4.1	A Subconscious Belief.....	69
4.2	A Personal Story .....	71
4.3	How the illusion Began .....	74
4.4	The Great illusion .....	76
4.4	The Party Trap.....	82
<b>MODULE 5.</b>	<b>THE PSYCHOLOGY OF BELIEF .....</b>	<b>85</b>
5.1	The Power of Beliefs .....	85

**5.2 An Example of the Power of Belief..... 88**

**5.3 Do Beliefs Create Reality?..... 89**

**5.4 Beliefs and Smoking..... 90**

**5.5 The Myth of Pleasure..... 91**

**5.6 An Exercise in Awareness ..... 92**

**5.7 The illusion of Willpower ..... 94**

**5.8 The Power of a Placebo ..... 95**

**5.9 Changing Beliefs..... 96**

**5.10 Belief-Changing Exercise ..... 97**

**5.11 How to Dissolve Your Old Beliefs..... 99**

**5.12 A Challenge..... 101**

**MODULE 6. THE POWER OF FEELINGS ..... 104**

**6.1 An Easy Way to Change your Feelings..... 106**

**6.2 Terrified to Feel..... 106**

**6.3 Your Feelings..... 108**

**6.4 The Power of Simplicity ..... 115**

**6.5 What you Resist Persists ..... 117**

**6.6 The Whole Key and nothing but the Key ..... 120**

**6.7 The Best Way to Stop ..... 121**

**6.8 Three Simple Steps to Transmutation ..... 122**

**6.9 An new Understanding..... 124**

**MODULE 7. THE POWER OF DECISION ..... 126**



7.1 A Real Decision ..... 126

7.2 Negative Thoughts ..... 127

7.3 The Quality of your Decision ..... 130

7.4 A True Decision..... 133

7.5 Michael’s Story..... 133

7.6 The Withdrawal Period..... 136

7.7 Sonia’s Story ..... 138

7.8 Psychological Triggers..... 140

**MODULE 8. QUESTIONS & ANSWERS ..... 144**

8.1 Q: Instead of giving up entirely can I just not cut down?..... 144

8.2 Q: Can I just not smoke one cigarette?.....Error! Bookmark not defined.

8.3 Q: Will I put on weight? ..... 144

**MODULE 9. FREEDOM ..... 163**

9.1. A Dialogue..... 165

9.2. A New Beginning..... 169

9.3 Doubt..... 171

9.4 Simple Advice ..... 173

9.5 A Happy Non-smoker ..... 174

9.6 Two Golden Rules ..... 176

**MODULE 10. JOY OF NON-SMOKING ..... 178**

10.1 Present Moment ..... 180

**10.2 The Real Cause of Unrest..... 181**

**10.3 The A,B,C..... 182**

**10.4 There is nothing to wait for..... 184**

**10.5 What to do when you want to smoke.... 188**

**10.6 What to do if you REALLY don't care and just WANT to smoke..... 189**

**10.7 Failure is an illusion..... 190**

**10.8 The Top Ten Reasons to Keep Smoking..... 196**

## Module 1. An Introduction.

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"Already since 1972, more than 60million people in the USA alone have successfully given up smoking. So, why not **you**?"

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**YOU CAN GIVE UP SMOKING AND  
ACTUALLY ENJOY THE PROCESS.**

I don't care if this is your first time to quit. Or.....if you have tried hundreds of times before and **failed**.

You really **CAN** give up smoking.

How can I be so sure?

Well...consider these facts now.

Really **FOCUS** on them.



Already since 1972 over **80million people** in the USA alone have successfully given up smoking.

At one stage, over **60%** of the adult population was addicted to this drug.

Today it is **28%** and dropping.....

**If all these people can do it (60 MILLION OF THEM!) - and they include EVERY TYPE of person imaginable - surely that is PROOF that IT IS POSSIBLE to successfully give up smoking.**

Or, at least you can start to think more **positively** about giving up, can't you?

**Fact two:**

We now know from the latest **scientific research**, that although nicotine is one of the world's **fastest acting** drugs --- the actual **PHYSICAL withdrawal pangs** when you give up ARE SO MILD, YOU WILL HARDLY NOTICE THEM WHEN YOU STOP.

**YES, you have read that sentence right!**

When you give up smoking, the actual **PHYSICAL** withdrawal pangs will be so mild that you will hardly notice them.

Most people believe that the **biggest problem** in giving up will be..." How will I handle those horrible withdrawal symptoms, when I stop. My life will be a misery."

**They don't exist.**

**I know you will want to argue with me on this point, but let me first make the following points.....**



## **1.2 A New Realization**

Yes, when you stop smoking you will **feel** the **desire, AGAIN** and **AGAIN** to smoke.

We all know that feeling -- ' I **must** have a cigarette'.

But that 'desire' in itself is not **bad** or **painful**.

**It is just a feeling, a sensation we feel in our body.**

However.....

If we start to **fear** that ' craving' or try to **fight** it or use **willpower to REPRESS it**, -- "I wish this feeling would go away" we WILL create **pain and tension**.

**This is what we have always done in the past.**

That **feeling** of **wanting to smoke** then becomes **painful, annoying and terribly irritating.**

Now this is the hard part to realize:

**The pain, the horror does not come from the desire to smoke, but from HOW we deal with this desire, moment-by-moment WHEN we stop.**

Can I emphasize this:

You do not have to experience **ANY pain or agony** when you stop.

Yes, when you stop you WILL experience a .....

- Temporary feeling of **loss**
- A **feeling** that you are being **deprived of something**
- A feeling of **emptiness**
- A feeling that you will never be able to **enjoy yourself again.**
- A feeling that you **must** have a cigarette

These feelings, although **very real** in themselves are not bad or painful.

What is important is **how you deal with** these feelings when you stop.

**The key part of giving up smoking **naturally** is learning how to deal with these feelings when you stop.**

---

### 1.3 Conflict

**Right now**, you don't want to give up smoking because you are **TERRIFIED** of how you will **FEEL** when you **can't** smoke.

Let's be honest.

You smoke now because you enjoy it.

Or -- to be more accurate: You smoke now because you have **conditioned** yourself to enjoy it.

You simply find smoking very pleasurable. Full stop.

It is important that we are **honest** with ourselves here.

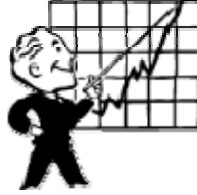
You smoke now because you enjoy it. End of story.

In fact, even the '**THOUGHT**', the mere '**thought**' of not been able to smoke, probably fills you with **utter dread** now.

But there is another **undeniable fact**: This 'pleasure' is **killing you**.

Again, we must be brutally honest here.

You are more than likely giving yourself lung cancer and, everyday, you are systemically **destroying** your health.



**KEY IDEA**

This is the conflict all smokers face.

On the one hand, smoking is killing you and you desperately want to stop.....

..And yet on the other hand, you **don't really want to stop** because you believe you really enjoy it.

Yet, one other truth cannot be denied and this applies to **every smoker.....**

We are terrified of how we will **feel** when we can't smoke.

We are **convinced** it will be **unbearable** and **impossible**.

Right now, the **ONLY** thing -- yes, THE ONLY THING stopping you from giving up smoking is this fear of how **YOU WILL FEEL WHEN YOU STOP**.

And yet, this very fear is the **actual key** to giving up smoking **naturally**.



**Giving up smoking is really all about learning HOW to deal with the cravings and feelings you WILL get when you stop.**

We will show you how you can actually **change** or **transform** these feelings/cravings -- so that they are actual enjoyable to experience.

This is the **real secret** of giving up smoking successfully.

When you learn how to do that - and our course will take you step-by-step through the process - you will realize that there is nothing to fear when you give up.

## **What is there to fear?**

When you get the **craving to smoke**, which you will, again and again - - you will now take the OPPORTUNITY to 'change' or 'transform' that craving so that it is actually enjoyable or at least tolerable to experience

## ***Imagine.....***

You have decided to give up smoking.

It's dinnertime. You have finished a day's work.

You finish your meal and ..... **subconsciously, of course you reach for a cigarette.**

But then, you REMEMBER you no longer smoke.

Bang!

At that moment, certain gut feelings will arise.

Feelings of **regret**.

A feeling that you are **missing out on something important** and then maybe..... terrible feelings of **emptiness**.....

We all know how it feels.

But the real question is: **How will you deal with this feeling -- this craving to smoke?**

Will you just suffer it, try to repress it and hope that it will go away?

That is one option: **The old willpower method**.

Or will you **give in** to the feeling -- and start to smoke again (promising to start again tomorrow)?

Or will you - - **for the first time ever**: - - follow our instructions and actually ALLOW yourself to transform the feeling/craving so that it is actually enjoyable or at least **pleasant** or **tolerable** enough to **experience**.

You see, when you can do that, you will no longer be AFRAID of these cravings when you stop smoking.

In fact, you will start to **WELCOME** them because they will give you another opportunity to RESPOND and DEAL with them in this NEW WAY.

**This process is the essence of giving up smoking naturally and finding it a pleasant and life-affirming experience.**

If you can't believe all this now, don't worry.

Be patient.

Soon you won't have to believe - **YOU WILL EXPERIENCE IT FOR YOURSELF !!**

---

## 1.4 Weight-Lost?

Are you now beginning to see how these **principles** can also **apply** to losing weight?

You see a beautiful cake.

You want to eat it....when, BANG! -- You remember you are on a diet.

Now, watch **HOW YOU feel** when this happens?

Couldn't we describe it as ....

'Feelings of **regret**.....a feeling that you are missing out on something important and then maybe..... terrible feelings of **emptiness**.....

Isn't it essentially the **same feeling** as not being able to smoke?

However, the real question is the same with smoking: **How will you DEAL with this feeling -- this craving to eat?**

Will you **GIVE IN** to it -- and eat the cake or will you try and **FORCE** yourself not to eat it- and be miserable?

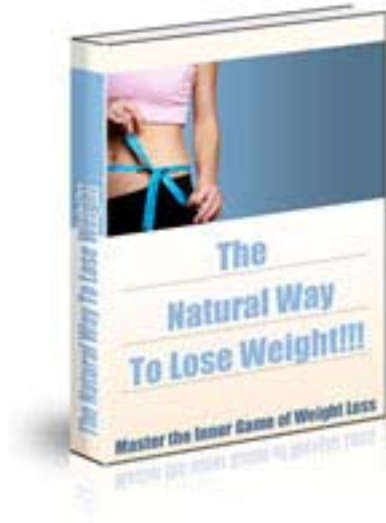
### **Why not consider our alternative?**

Accept this feeling, this desire to eat.

But, instead of giving in to it, learn how to deal and respond to it in a **NEW** way so that you don't mind **experiencing** it?

Remember, by applying these same principles, ***you DO NOT have to gain weight when you give up smoking.***

.  
In fact, if you wish..... you can lose weight while you are giving up.  
More on this later.....



Remember, by applying these same principles, you **DO NOT have to gain weight when you give up smoking.**

.  
In fact, if you wish..... you can lose weight while you are giving up. More on this later.....

For the full Program - Read our new e-book on the 'Natural Way To Lose weight', using these quit smoking ideas, [Click here](#)

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## IMAGINE IT!

Soon you will be free from the terrible **NEED** to smoke.

You will no longer **HAVE TO...**

- **CONGEST** your lungs with cancerous tars
- **CLUTTER** up and **POISON** your **blood stream**
- **STRAVE every** muscle and organ of your body of life-giving oxygen so that each day..... you become MORE and MORE lethargic and withered.

## IMAGINE IT!

No longer will you have to.... **SENTENCE** yourself to a **life of.....**

- **Filth.....**
- **Bad breath....**
- **Stained teeth....**
- **Burnt clothes...**
  
- **.....And the foul smell of stale tobacco.**

## IMAGINE IT!

No longer will you have to **SPEND** thousands and thousands of dollars EVERY YEAR **FOR THE JOY OF SYSTEMATICALLY KILLING YOURSELF.**

---

### 1.6 Success now

Surely it will be worth the effort to give it a go - even if at this stage, you don't believe you can do it.

Right now, I just want you to take my word that:

## IF YOU WANT TO GIVE UP SMOKING YOU CAN.

This e-course will take you **step-by-step** through the process of quitting smoking forever.

But more importantly, we want to show you how giving up smoking (or losing weight) CAN be **EASY** and **ENJOYABLE**.



### 1.7 Course Goal

The **goal** of our course is simple.

**We want you to be happy that you are a non-smoker.**

There is not much point if we have helped you to stop smoking but you end up feeling **miserable** and **angry** and always MISSING what you thought was an 'old friend'.

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## 1.8 The illusion of Willpower

This is an extremely **important** point.

We all know people who try to give up smoking through **WILLPOWER ALONE**

They believe that if they **force** themselves NOT to smoke and if they TRY desperately to keep their minds OFF it - then someday.....hopefully, the terrible desire will go and they will be cured.

However, everyday tends to be a **nightmare**.

Despite all their best efforts, all they can think about is..... SMOKING.

When they are out socializing, you can easily pick them out.

They are all sitting there - usually all tense and tight, watching everyone else smoking and thinking how unfair it all is: "Why can they smoke and I can't ?"

They **feel deprived, empty** and in some way **incomplete**.

They **genuinely** believe that they will NEVER be able to enjoy themselves without smoking.

(This is my strongest memory. I remember being in a party --thinking I'll never be able to enjoy these occasions again. I was totally convinced of this.)

Let's go back to our Willpower smokers.....

As they look around, wanting to smoke --one obvious **FACT** always seems to escape them.

The majority of people around them, even in a pub are NOT SMOKING and yet this does not seem to be affecting **their enjoyment** one iota!

They seem to be enjoying themselves fully -- without **needing** to inhale cancerous smoke into their lungs!

Yet, as smokers we MUST get that ' **cancerous smoke into our lungs**' before we can **even** think of enjoying ourselves!

Non-smokers do not seem to have the **BELIEF** that to **enjoy** themselves they **HAVE TO FORCE DEADLY SMOKE INTO THEIR LUNGS.**

This point is so important as we start off on this course. **Do not use willpower alone to give up smoking.**

If you have failed before to give up smoking and found the whole experience miserable and horrible, this was the **cause** of your failure.

If you will take the time to find out WHY you smoke and the TRUTH (not the myths or stereotypes) about what happens when you stop smoking you will find giving up smoking for good **no big deal!**

I mean that....it will be no **big deal.**



---

## 1.9 Old Ideas

If you want to give up smoking, it is also important that you put aside all the **old stereotypes** about people giving up smoking.

We all know them.....

....People, going mad for a cigarette.

....Pulling their hair out.

....Feeling miserable and empty.

...Going through their life, totally o-b-s-e-s-s-e-d with only one thing - finding a cigarette.

Please, please **suspend** all these horror stories

They may have been true in the **past** WHEN the majority of people, either consciously or unconsciously, used the old **WILLPOWER METHOD ALONE** to stop.

---

## 1.10 A New Era of Understanding

Today, however, thanks to the new developments in applied psychology, giving up smoking can be easy and permanent.

And.....it need NOT involve any of the above traumas.

In fact, if you APPROACH it in the right way, you may even find it enjoyable!

This is important.

When you stop - yes, you **WILL feel something**, but there will be **no physical agony**, only a **temporary feeling** that you are **MISSING OUT** on something.

A feeling, that you are being **deprived** of something **SPECIAL** --- **but** these feelings will **ONLY** be temporary.

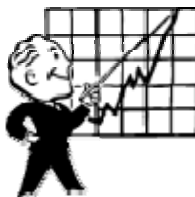
However, to give up smoking **successfully** and go beyond the **old willpower method**, we must go deeper than these temporary feelings.

We must realize that:

You find it difficult or impossible to stop smoking now for two reasons.

1. You **BELIEVE** that you **NEED** to smoke.
2. You **BELIEVE** that if you give up smoking now, your life will never be as **ENJOYABLE** again.

In one sentence: You believe your life will be **intolerable**.



**KEY IDEA**

It is **these beliefs** that makes giving up smoking difficult **NOT Nicotine addiction**.

Right now, you are not only **physically addicted** to smoking, but you are **psychologically addicted** to smoking.

If your **addiction** were purely **physical** wouldn't all these **nicotine patches** have a **100% success record?**

Yet, we all know that even if we use a nicotine substitute, we will still continue to feel a terrible desire to smoke.

Again and again, we'll feel we M-U-S-T have a cigarette.

At times, it will even get to the stage where we just **don't care**.

Even the most dire health warnings will have no affect on us - we just **WANT** to smoke.

But where does this 'desire' come from?

**It comes from our  
conditioning.**

This moment, we **believe** that smoking is an **essential pleasure**.

In fact, most of us have a **terrible resistance** to EVEN thinking about giving up smoking.

Why?

Because we **believe** that if we stop smoking, we would END our pleasure and **ending pleasure is something we have NO DESIRE to do**.



## 1.11 Your Real Job

Your real job in giving up smoking lies in REALLY UNDERSTANDING that you don't **NEED** to smoke.

You will never be truly **free** until you realize that smoking is **not a real pleasure** and that when you stop, you **WILL NOT BE depriving** ourselves of a **real** pleasure.

When you stop smoking -- the only thing you will be giving up .....is the **ILLUSION** that smoking is an essential pleasure.

Right now, you probably feel like hitting me if you have tried before to give up and failed.

I know how you are feeling, but all I ask you, at this stage is to suspend your disbelief just for a little while.

Isn't that fair enough?

**Please, please, please if you have tried before to stop and found it terrible, please bear with us and give this new psychology of non-smoking a chance.**

---

## 1.12 Nothing to Lose

Will you join us on this journey?

You have everything to gain.....

- **Health**
- **Wealth.** (Remember as a 20-a-day smoker - you have just saved yourself **thousands and thousands** of dollars)
- .....And **freedom**

## AND NOTHING TO LOSE BUT.....YOUR ILLUSIONS ABOUT SMOKING

However, there is **one thing** we **must** insist upon:

### COMMITMENT

We need to ask you for the following special commitments?

#### 1. Desire

To succeed, you must provide the following qualities.

There is NO getting away from this.

**You must WANT to stop.**

This may sound obvious but it is very important. Do you really want to stop smoking?

If you answer NO - you are being **honest** with yourself.

Of course you don't want to stop smoking at this moment or otherwise you wouldn't be doing it.

However, let me ask you the question in a different way.

If there was a way that you could give up smoking and **NOT** have to feel you are being **deprived of ANYTHING** and not have to suffer terrible withdrawal symptoms, would you consider stopping?

The answer to this question would be "**Yes**" from most smokers.

So, in truth every smoker really wants to give up -- and today now you can.

Everyday, if possible, from now on affirm your desire to stop. In a strong positive voice say to yourself:

*'I am now going to commit myself to stop smoking.*

*I know that I have a lot to learn but I will learn it.*

*I know that, at this stage of the course I will have many doubts and fears especially if I have tried before and failed.*

*But I will not allow them lessen my desire to stop.*

***I will open my mind and examine all my beliefs about smoking.***

*Surely, I can succeed. 60 million people just like me in the USA have done it.*

*And millions and millions more all around the world.....*

***Of course it is possible.***

*I know the secret lies in not trying to force myself to stop smoking through willpower, but in understanding and applying the simple techniques that thousands have already used to free themselves permanently from this addiction.*

*Now I will commit myself 100% to giving up smoking.*

*I will prove to myself not only can it be done but anybody can do it **easily, simply** and when they understand the principles behind it - **effortlessly**'.*

## **2. A WILLINGNESS TO STUDY, UNDERSTAND AND CARRY OUT ALL INSTRUCTIONS.**

As we have emphasized before, the KEY to giving up smoking - AND NOT FINDING IT HARD TO GIVE UP - lies in understanding why you smoke and the simple techniques you can use to free yourself from the need to smoke.

To succeed, take your time.

**Play around with all the ideas in the course.**

You will come across many **ideas that will go against what you presently believe and you will have a tendency to dismiss them.**

**Don't do that.**

**Keep your mind open. Explore.....** every idea and let it's meaning sink into your mind.

**Study each idea and literally playing around with it until you understand it completely.**

If you will provide the willingness to study, to understand and to carry out all the exercises we suggest, you will realize that the only thing you will have to provide is....

**.....the ability to tolerate a slight temporary discomfort for about 3 to 7 days.**



### **1.13 When Should I Stop Smoking?**

When we answer this question, most of our students are surprised, because the answer is - **Don't**.

We don't want you to stop smoking until you have finished reading the book.



[**Important note:** If you have already stopped smoking and are happy and only want to use this e-book to help you to stay stopped, this does not apply to you]

However, for the rest of us, this is one of the biggest mistakes we can make.

We are convinced that giving up smoking is all about willpower and suffering.

So then we conclude -- that if we can force ourselves not to smoke for long enough, then the **desire** to smoke will simply fade and we will be **cured**.

## THE ART OF FLYING

Let me illustrate this point another way, as it is very important.

Suppose you were afraid of flying?

Do you think the first thing your therapist would do would be to drag you screaming and shouting on to an airplane to cure your fear?

**Of course not!**

First, in the quiet of his office, he would explain the psychology behind his treatment; he would probably trace the origins of your fear and then design a gradual step-by-step program for you.

**AND THEN AND ONLY THEN** when he was happy that you were **fully prepared** and understood exactly what you were doing, would he allow you to take your first step onto a plane.

**Why not take the same common sense approach to giving up smoking?**

- Learn about the simple psychology behind non-smoking.
- Find out why you may have found it difficult in the past
- And learn the simple steps that you can take now to give up forever.

In other words: **Be fully prepared before you begin the journey....and then the journey will be a joy and an absolute success.**

### One last thing....

When you quit....you will start to notice the **benefits** almost immediately.....

#### When you quit smoking...

- Your body begins to heal from the effects of the nicotine within **12 hours** after your last cigarette.
- Your heart and lungs start **repairing** the damage caused by cigarette smoke.
- You breathe easier and your smoker's cough starts to go away.
- You **lower your risk** for illness and death from heart disease, stroke, chronic bronchitis, emphysema, lung cancer, and other types of cancer.
- You contribute to cleaner air, especially for children who are at risk for illnesses because they breathe others' cigarette smoke.

*Adapted from the National Cancer Institute's "Smoking: Facts and Tips for Quitting"*



## Before you Quit.....Get Personal One-to-One Help from your own Quit Smoking Advisor!

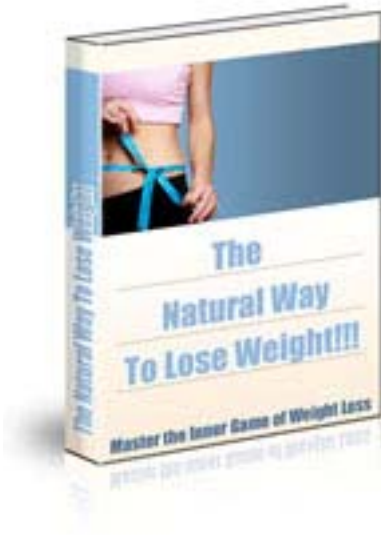
If you would like personal one-to-one help and to receive our 21day e-mail support – and new special weight-loss program please [Click here](#)

Our 21day e-mail program works simply.

Every day for your first **21 days** as a non-smoker, we will e-mail you, offering you all the help, advice, **experience** and **encouragement** you'll need to be successful.

It will be like having a trusted **advisor** and **friend** on your side – for those first, vital 21 days!

You can also e-mail your **Quit smoking Advisor** anytime you want for help and advice. All this is available to you when you kindly donate to our service.



You'll also receive our new, 100 page+ e-book course on '**The Natural Way to lose Weight**, - a program based on the philosophy of our Quit Smoking program.

Most people will not gain weight when they follow our program. However, if your metabolism is affected, you may gain up to 5-6 lbs.

However, follow this program – and that will soon – and easily fall away.

To start this personal One-to-One program now, [Click here](#) to donate.



## Module 2. One Step at a Time

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“Everyday, we are in fact using our own money to systematically destroy our own body - to turn our health living cells into dying cancerous-ridden ones - and we are so persistent in doing it - every day, very hour we are on the job.

---

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You want to stop smoking but you don't believe you can.

In fact, you're convinced that it is going to be very difficult - and very painful.

Deep down, however you **know** the **absolute futility** of putting.....

- **Dark**
- **Dirty**
- **Cancerous**
- **And tar-infected.... SMOKE into your lungs every day.**

However, it's now that most people make their first mistake.

**WITHOUT ANY PREPARATION OR UNDERSTANDING OF HOW TO STOP -THEY STOP SMOKING.**

[**Important note:** If you have already stopped smoking and are happy and only want to use this e-book to help you to stay stopped, this does not apply to you. Pretend you have already covered this step]

They pick a day, usually a Monday.

They then try to focus all their willpower and say,

"Right this is it. I'm not going to smoke anymore. I'm going to go through all the pain and horror, which I'm told I should expect and force myself not to smoke. I really am. Surely if I can last long enough I will succeed. Won't I?"

And so off they go.....hoping, with all their hearts that it won't be as bad as they have been told.

And that, through some miracle, the desire to smoke will somehow vanish and leave them forever.

When you got your first car - were you able to jump straight into it and speed up the motorway?

Of course not!

You had to begin at step one - and before you could even turn on the engine, you had to learn the basics of how the car operated.

In other words, you had to do your homework.

You had to prepare.

It is the same with giving up smoking.

**Before we can stop successfully, we MUST take the time to understand the Method behind giving up**

## smoking successfully.

So, although it may sound contradictory, the first step in giving up smoking - is to continue smoking until you have completed and understood all the parts of this program.

Our purpose is to help you to get RID OF ALL THE FEAR AND DOUBT you have about smoking so that when you decide to give up this time, you will find the process not only easy but enjoyable.

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## 2.1 A Positive Mental Attitude

Most people who decide to give up smoking, if they are honest with themselves, start off not really believing that they will succeed.

They start off more with **hope** than **conviction**.

They believe that they may last a few days - maybe weeks if they are lucky and nothing important or really stressful happens in their life.

But deep down, they feel that they are climbing a 'Mount Everest' and that it will be extremely difficult to stop.

It's really a question of -- 'let's keep our fingers crossed' - but don't expect too much'.

It is important that we try to develop a more positive and confident attitude towards giving up.

The good news is that this will occur **naturally** as we begin to examine the nature of this addiction and the techniques that we can use to overcome it.

The key to developing this confidence is UNDERSTANDING the **nature** of smoking and what makes it so **difficult to stop?**

Why is it so difficult? For people who smoke, it is the greatest puzzle of all.

---

## 2.2 Why is it so difficult to stop smoking?

I bet you have asked yourself this question again and again.

Every smoker has.

We know it is bad for us; we KNOW it is KILLING us and yet..... we continue to do it.

And to make things worse.....every time, we try to stop, we seem to WANT it more and more.

Even all the health scares don't affect us.

From new statistics, we now know that over **50% of all regular smokers will die from smoking-related diseases.**

And when you look even closer at the truth of the matter, it is even more **incredible**.....

Everyday, we are in fact using **our own money to systematically destroy** our own body - to turn **our health living cells** into **dying cancerous-ridden ones** - and we are



so **persistent** in doing it - **every** day, **every** hour we are on the job.

When we look at it this way, we all know that smoking is 'surely the stupidest thing in the world'.

And yet we all continue to do it.

I continued to smoke even though I knew all the above - in fact I even watched my grandfather die of smoking-related cancer, but I still kept smoking for years afterwards.

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## 2.3 The Paradox

In fact, in a strange way, such incidents probably make it **harder** to give up.

I was a teenager when my grandfather died.

I had only been smoking a little while when I heard my parents say that he knew he was dying from cancer but still he wouldn't give up smoking.

Although I wasn't aware of it at the time, I drew two very **damaging conclusions** from my grandfather's **decision**.

One, I concluded -- that either cigarette must indeed be very enjoyable: Why one someone keep doing it even though it was killing him? (I did not know of the addictive nature of the drug - nicotine at that stage. I was only 11)

Or else: It must be impossible to give up smoking once you start. Otherwise, surely he would have stopped?

## The Puzzle

The truth is.....most of us will not admit to the **real reason** why we will not stop smoking.

Some of us say it is because of the **withdrawal symptoms** we will have to face if we give up.

We **dread** them because of the terrible **scarce stories** we have heard from people who have tried to give up.

Or, from our own **memories**, when we tried to quit and failed.

This fear is also **re-enforced** by our **culture**, which bombards us with images and beliefs which seem to emphasize **one sole message**:

When you give up, you'll face terrible withdrawal pains.  
Your body will scream for mercy - for nicotine. You will be miserable, angry - even violent until you beat this nicotine monster.

## **RUBBISH! RUBBISH!**

IF you only get one thing from this course, please realize this: **All the above horror stories are false.**

The actual **PHYSICAL** withdrawal symptoms from nicotine are so MILD most people will not even notice them!

And for those that do, it will be less than the **slight discomfort** you would feel from a light head cold!

Yes, you will **FEEL** something when you stop smoking, but the **feelings of emptiness, frustration and anxiety** that you WILL feel when you give up smoking do not come from the nicotine addiction, but from the mental

conditioning that you have associated with smoking.

**THEY ARE CAUSED BY YOUR REACTION TO THE FACT THAT WE CAN'T SMOKE.**

This is such an important point.

There is no **PHYSICAL pain** when you give up smoking.

You will experience **no physical agony** when you decide to stop.

When you fully understand this you will look forward to that day that you will smoke that final cigarette and become a non-smoker for life.

Can you accept this truth? Don't worry at this stage if you can't - we will be devoting all Lesson 3 to this **vital aspect** of giving up.

**At this point, just accept it as a working but very exciting possibility!**

So if it's not **fear** of withdrawal symptoms, what then really keeps us **hooked** to smoking?

Some of us believe that it is **enjoyable?**

Others believe that it gives a person **confidence and a sense of courage.**

Another great myth is the **belief** that smoking relieves **boredom.**

This is absolutely nonsense as **boredom** is a state of mind and must be dealt with from that level.

---

## 2.4 Weight Gain .....and smoking

Any increasingly **disturbing** trend is the **belief** that smoking can be used as a **slimming aid**.

This is based on the **belief** that if you give up smoking you are **BOUND** to gain weight.

This is not true.

If you adapt this new psychology of **non-smoking**, you need not fear gaining weight.

Yes, it may have happened in the past when people tried to give up smoking through Will-Power ALONE.

To give up smoking, these people were told to use all their willpower and try to take their mind off their 'desire to smoke and 'do' something else- **ANYTHING**.

They were told to eat snacks or nibble this or that - ANYTHING to keep them busy and their minds **off** smoking.

Why did they want to eat?

Because the 'feeling' or the 'hunger' for a cigarette is very **similar** to the 'feeling' you get when you are hungry.

And so, in the past, people ATE in the **mistaken BELIEF** that by **eating**, they could satisfy this feeling for a cigarette and that it would help them keep their minds off smoking.

But of course, it didn't work and the MORE the feeling to smoke came back..... **the MORE they ate** in the mistaken belief it could help them.

That is the **historical origin** of this belief.

I am always amazed by how many people are still convinced that weight gain is an absolute by-product of giving up smoking as if you can't have one without the other.

Yes, I accept there was some **validity** for it in the past.

But the **CAUSE** was not giving up smoking but **HOW they went about the process.**

We are going to deal specifically with this issue throughout the course -- so beware of any tendency to continue to want to smoke out of fear of gaining weight.

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## 2.5 An Eye-Opening Experiment

So back to our question! Why is it so difficult to stop smoking and it is enjoyable?

.Right now, can you take out a cigarette and gently **tear it apart.**

Then.... place the cigarette on the table in front of you.

What you will be left with..... are little brown pieces of material (tobacco), a filter and strips of white paper.

### **Dead, inanimate material**

For the next few minutes, just spend a little while studying this raw material.

Maybe, get a pen and ruffle through it.

Really study it.

Now ask yourself:

'Do you really **believe** that by setting that material alit and by **inhaling** it's **smoke** that it WILL give you those magical qualities of **confidence** and **courage**?'

Would you find the ACTUAL physical act of INHALING that smoke ENJOYABLE?

**Would you stick your head in a fireplace to inhale it's smoke?**

Try to be honest with yourself as you do this exercise. I know it is difficult, but it is well worth the effort to face the truth.

I want you to do another exercise now.

I want you to smoke a cigarette. ( Please note if you have already stopped smoking and are just using this course as a refresher to help you remain an non-smoker, this exercise does not apply to you. Do the exercise in your mind ).

Now I want you to smoke the cigarette..... in a special way.

**With COMPLETE AWARENESS of what you are DOING.**

I want you to start now and with **full attention**, take six deep pulls and as you do this, just be aware of what you are doing and..... of the smoke going into your lungs.

Do not think about **anything else**. Just focus, concentrate **totally** on the **actual mechanics** of smoking **MOMENT-BY-MOMENT**.

Now I want you to tell me.....WHAT GREAT **SENSATIONS** OR **ENJOYMENT** are you now experiencing as you do this.

Try to describe to me the wonderful experience that we ex-smokers are being deprived of.

## Strange, isn't

When we do this exercise, we realize that most of the time when we smoke, we are totally **UNAWARE** of what we are doing.

We have to be - because if we smoke and remain FULLY AWARE of the **ACTUAL ACT** of smoking, we would lose all the enjoyment.

**We would see through the illusion of enjoyment.**

For the next few days, just **watch** people smoking.

After they lit up and take the first pull, **99% of smokers forget they are smoking.**

They are unaware of what they are doing.

They continue smoking **blindly.....,automatically.....** In fact they might as well be not smoking at all.....!!

**KEY IDEA**

**99% of people who smoke everyday are unconscious of what they are doing - after their first puff.**

This is a very important point, because it reveals an **extraordinary truth**.

The **pleasure**, those '**warm, relaxing pleasurable**' feelings that we experience when we smoke do NOT come from the cigarette.

I know that it will take **time** to convince you of this truth because the two seem so **intertwined** - so **connected**.

We will explore this more fully in subsequent lessons, but to start to get a glimpse of this truth -- look again at the torn-up cigarette lying on the table.

It is a **dead, life-less** piece of material?

Isn't it?

Can it jump up and down and attack you?

Can it jump up and sing and dance and entertain you ?

Can it relax and soothe you later on to-day if you become nervous or tense? No. Of course not!

The truth is.....

It is **YOU** who **generate** the pleasurable-relaxed safe feelings you experience when you smoke and..... it is YOU who have **associated** them **totally** with the **act** of smoking.



---

## 2.6 That Smoking Feeling

Later on in Module 4, you will learn how this process began - and how after you became addicted to smoking, the process became **automatic**.

What this means is that every time you smoke or more importantly, even **THINK** of having a cigarette, you unconsciously release these feelings.

This, in turn, causes the release of certain **chemical secretions** in your brain and nervous system, which cause you to experience that '**certain feeling**' you get when you smoke.

### THE IMPLICATIONS

Can you begin to see the **implications** of this?

It is YOU by your **mental intention** to smoke that causes the release of these brain chemicals - not the cigarette.

But because you **believe** it is the cigarette (not an unreasonable assumption !) you believe you **MUST** smoke to get those feelings

But even more importantly, you believe that if you stop smoking, you will NEVER experience those feelings again.

That is what ex-smokers mean when they say '**they long for a cigarette**'.

What they really mean is they long to **experience** those certain PLEASURABLE feelings again.

If you think about it, that's one of the main reasons why you really smoke - isn't it?

To enjoy that feeling - that sensation!

And what is your **greatest fear** if you give up?

Losing that **pleasure**, that **enjoyment**, that need, that security that you believe the cigarette provides.

**KEY IDEA**

**We smoke because we want to experience those pleasant feelings that we have unconsciously linked to smoking.**

But may I make suggestion here?

What if you could give up smoking, but still be able to create and enjoy those same pleasurable, safe feelings -without smoking?



## **2.7 A new possibility**

Lets look again at one of our torn-up cigarette on the table. With your pen, play around with it. Really examine it closely.

It's hard to believe, isn't it, that this **life-less, nothing-less substance** can cause so much **trouble** in your life?

But what is more extraordinary is the **awesome powers** and **qualities** that we humans have attributed to it?

We believe it can.....

- Relieve our boredom
- Relax us if we are nervous or tense
- Help us to think and concentrate.
- And, dangerously, we even believe it can help us stay slim.

Not only have we **accepted** all those false beliefs, but we have even managed to convince ourselves **THAT IT IS ACTUALLY ENJOYABLE TO INHALE IT'S LIFE-DESTROYING, FILTHY SMOKE INTO OUR LUNGS.**

### **Daily suicide**

Right now, you're probably feeling **frustrated, angry** and somewhat **foolish** at being a smoker.

That is not our intention.

As smokers, we have all committed the same **folly**. We have all been in the same boat and made the same foolish mistakes.

But the good news is that we don't have to continue on this **suicide mission**.

The simple truth is.....

**We find it difficult to give up smoking, not because it is enjoyable, or because it helps us to relax, but because WE BELIEVE that it does all these things for us!**

We also believe that if we attempt to give up, it will involve nothing but pain and suffering.

And who wants to face **extra pain** and **agony** in their lives?

BUT WHAT IF ALL THE ABOVE NEGATIVE BELIEFS ARE NOT TRUE - THAT, IN FACT THE OPPOSITE IS TRUE?

### Who are you kidding?

Right now, you're probably saying this cannot be true - that you know **hundreds of people**, no doubt **yourself** included, who have giving up smoking and found it terrible.

I do not disagree with you.

I know hundreds of people who tried to stop smoking and found it the **worst experience** of their lives.

And if you decide to give up smoking and use the old WILLPOWER method of stopping - you may succeed.

But you will find it a **hard** and **painful process** as all the people in the past did.

### KEY IDEA

If you decide to use the **old method of brutal willpower** alone, you may succeed but you will find it a **hard and miserable process**.

However, while you are doing that, the rest of us will be taking full advantage of the new developments in the **Psychology of Non-smoking** and the **extraordinary wisdom of Zen** and finding the whole process much more tolerable..... even **enjoyable**.

## The choice is yours.

---

### 2.8 The new way or the old way

Let me repeat our **key point** again.

You find it difficult to give up smoking because YOU **believe** it is enjoyable.

You believe this **absolutely, totally, COMPLETELY.**

You also believe that smoking can help you in many ways -- and that if you stop smoking, you will lose all these **benefits.**



But the situation is made even worse because you **believe** that if you do give up, you will have NOTHING at all to look forward to but **pain** and **agony.**

the belief that it must be hard

Is it any wonder that people who have **these beliefs**, but still ATTEMPT to give up, find the **whole experience terrible** and **painful** ....?

## A SECRET

May I let you in on a little secret.... well, it's not a secret at all.

Millions around the world have already proved it. All the **beliefs** about smoking being difficult to give up and that you will face agony if you try **ARE NOT TRUE**.

How can you know for sure?

Easy.

We don't want you to take our word for it.

You are going to know for sure because you are going to **prove it** and **experience** it for yourselves.

As for having to do battle with nicotine's '**terrible withdrawal symptoms**' when you give up .....well let's keep the good news (and the new scientific facts) about cigarette's famous withdrawal pangs for **Step 3**

## Module 3. Nicotine Addiction

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"Would you stick your head in a fireplace to inhale it's smoke?"

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There are two things that keep us addicted to smoking.

1. Our absolute **belief** (our mental conditioning) that we **NEED** them - that we **MUST** have them to be happy
2. And our **chemical addiction** to nicotine.

As smokers we are all addicted to the drug - nicotine.

Today, we want to deal with this area of chemical addiction. What it is and how it can be overcome.

It is a **vital key** step on your road to freedom.

### 3.1 The Truth

The truth is, right now, as far as nicotine is concerned:

**YOU ARE A NICOTINE  
ADDICT.**

A lot of people who want to give up smoking don't want to admit to this.

And I can understand why. In a strange way, it sounds very familiar to the horrors of heroin addiction. It tends to evoke terrible, dark, desperate images.

But it is a truth we must face.

Most people who want to give up smoking believe that it is either (1) a wholly chemical addiction or (2) a wholly psychological dependency.

The truth is both: **addiction** to the mild drug nicotine and our **absolute belief** that we **NEED** to smoke to be happy.

Some people though will not accept this chemical addiction theory.

"No - I'm not addicted."

"I really can take it or leave it."

"I only smoke because I enjoy it. I can stop when I want."



Or the famous: "I only smoke because it is a habit I got into - I'll break it when I'm ready. No problem."

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## 3.2 Excuse..... after excuse

Please don't **believe** a word.

These are nothing but excuses.

Right now, at this very moment you smoke  
because **YOU HAVE TO - NOT BECAUSE YOU  
WANT TO.**

If you don't believe me - put it to the test!

Tell yourself that you will not smoke for the next 24-hours.

After a while, you will discover that it is very difficult - you just **HAVE TO HAVE A CIGARETTE.**

We all know the feeling. If you are struck in a meeting you just can't wait to get out the front door to have a smoke.

**It is not ONLY a desire - it is A COMPLUSION.**

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## 3.3 Smoking Myths

The truth is... you are a **nicotine addict**. You need your little dose.

You smoke cigarettes to get your little 'dose of nicotine'.

Fortunately, and this is the good news, despite popular misconception, **nicotine IS an easy drug to kick as the physical withdrawal symptoms are so mild.**

HOW MANY SMOKERS REALLY KNOW THIS?

Let me repeat it and I intend to repeat it again and again, without any apologies, throughout this course:

One of the great MYTHS of smoking is that you will suffer terrible physical withdrawal symptoms when you stop.

### **KEY IDEA**

## **THE PHYSICAL CRAVING FOR NICOTINE IS SO MILD YOU WILL HARDLY IT.**

In fact, giving up smoking is **99% mental and only 1% physical.**

And what is that 1% - merely an empty, restless incomplete feeling...the temporary feeling that something is missing.

That is all. That is all. That is all you will physically experience when you stop smoking.

In fact, the majority of smokers will not be aware of any **physical** withdrawal symptoms at all when they give up.

Let me emphasize this again:

The only thing you will experience when you stop smoking is a **slight physical discomfort** that is little more than an empty, restless,

hungry feeling that will feel quite uncomfortable for the first three days and then will gradually decline into nothingness.

May I ask you this?

**If you had a light head cold, would you stop everything and wait in terrible fear for the symptoms of a light head cold to disappear?**

Of course, not.

It would be an **inconvenience** but you would ignore it and get on with your business - knowing that it would be gone in a few days.

**You would not make a big fuss out of it.**

This is exactly the sort of attitude you must take when you finally stop smoking - because the actual PHYSICAL discomfort you will experience will be less than that of a head cold.

This is such an important point.

People who have successfully given up smoking really get angry (and I definitely do!) when we see people, and especially TV shows and films perpetuate this **old myth**.

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### 3.4 A Conspiracy

We all know the stereotype. The main character in the TV show decides to give up smoking.

We see him in bad-humor, walking up-and-down the room, being torn apart by some intangible force.

Soon we see him in a mood where he will virtually kill to get a cigarette - as he jumps up and down, tearing his hair out.

Who in their right mind would want to face that kind of agony?

And what better way could you get to persuade people NOT TO EVEN TRY?

**I wonder if it is only a coincidence that many of the early TV shows, where this MYTH first originated were sponsored by tobacco companies?**

Enough said.



### **3.5 The Power of a Myth**

What is really infuriating about this myth, though, is not only that TV and Film companies continue to perpetuate it, but that people who genuinely want to give up are put off and frightened by these images.

And as a result put off the day ( if it ever comes at all ! ) they will stop in order to avoid this pain - AND IT IS ALL AN ILLUSION.

But because people BELIEVE IT IS TRUE IT AFFECTS THEM ACCORDINGLY.

A belief may not be true in reality - but if we believe that it IS - then it will affect us deeply as if it were true.

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### 3.6 When the Earth was Flat

...



A startling example of this is that for CENTURIES people BELIEVED that the earth was flat.

And so for centuries.....people were T-E-R-R-I-F-I-E-D to cross the sea where the sky and the sea met, in case they fell off the earth !

Even though, at that time this belief was obviously incorrect, the **FACT** that people **BELIEVED** it was TRUE, **AFFECTED** their WHOLE lives in regard to travel

All their attitudes, feelings and plans about traveling to different places were **colored** by this **belief**.

It took one courageous man to challenge this belief and to prove it was not true.

Immediately, when people realized this was true, their attitude to travel was transformed.

All their fear and apprehension at the prospect of traveling **vanished**.

You, too have this false belief and fear that as you "sail" towards the horizon of giving up smoking permanently that terrible pains and horrors await you.

And because you have believed this for so long, like the travelers of old, you begin to really feel terrible if you have to give up smoking.

### 3.7 A Story

Imagine you were alive at the time when the world really **believed** the earth was flat.

Imagine: you still believe that if you travel too far out to sea, you could fall off the edge into oblivion; then, suddenly, because of circumstances beyond your control you are asked to sail out to sea to find the king's lost money. And you are given no choice. You must do it.

How do you think you would be **feeling now**?

Tense?

Anxious?

In fact, probably pure dread, because like everybody else, you **believe** that if you sail too far out, you might die and never be heard of again.

Now.....it is the night before sailing.....

Then, amazingly the next morning, you hear the most exciting news that has just reached your area and you can't believe it.

A foreign sailor has sailed around the world and **discovered** that the earth is round and that sailing is one of the safest forms of travel available.

In one instant, your whole attitude to your journey is transformed and now you are full of excitement and joy at the adventure ahead of you.

As a smoker, the old belief that the journey ahead of you will be hard and terrible is false, but if you continue to follow that old belief, you will feel the same fear and emotions as the travelers of old.

**KEY IDEA**

The **old belief** that the journey ahead of you must be hard and terrible is false, but if you continue to follow that **belief**, you will experience the same old fear, pain and uncertainty.

Thousands of us have **ALREADY** made the journey and we have already made the great discovery:

If you approach the journey in the right way, there is nothing ahead of you but success, joy and freedom as you reach the land where non-smokers flourish.

The only thing between you and that reality is a **core belief** that says that giving up smoking must be agony and should be avoided.



### **3.8 Fear of Agony**

IF you can overcome this belief and accept the truth - even, at this stage just as a possibility, you will have overcome one of the major hurdles that keep people smoking.

This is what an expert who has successfully treated thousands of smokers said recently:

"It amazes me how many people convince themselves that they enjoy smoking - when the **truth** is that, **deep down** they are terrified of the agony they think they will have to face."

So people either put off giving up: they pretend that they like smoking or, and this is evident in a lot of cases, they cling to a belief that there really is no cure for people who smoke.

These and all other **excuses** are just a **defense** we devise to protect ourselves from an agony we believe we must face.

If we only knew that the only physical agony we will face is a tiny physical discomfort that will linger for the first few days.....

Did You Know...

**Almost one in five of all premature deaths are caused by smoking.**

---

### 3.9 Victims of Misinformation

Let me add that it is not your fault that that you have unconsciously accepted all these **false beliefs** about smoking.

We are all victims of this universal myth - but one by one, we must **face it** and expose it's nothingness.



This will not only be for our own personal benefit because everybody who succeeds in giving up smoking and finding the whole process easy makes it 100% easier for all the people who follow them.

Again, do NOT BLAME yourself for all your present beliefs about smoking.

**Remember, at one stage over 60% of the adult population were addicted to nicotine.**

In fact, in the fifties, people were even told by doctors and the tobacco companies that cigarettes did not even pose a risk to health !!



### 3.10 The Mechanics of Smoking

**So exactly what does happen when you smoke?**

Every puff on your cigarette delivers, via the lungs to the brain, a **small dose of nicotine** that actually acts more rapidly than a dose of heroin an addict may inject into his veins.

Because nicotine is a quick-acting drug, the levels in the bloodstream drop quickly to about half within a half an hour and a quarter within an hour of finishing a cigarette.

As soon as a smoker extinguishes a cigarette the nicotine rapidly begins to leave the bloodstream and the smoker begins to suffer withdrawal symptoms - that restless feeling that says, "I want a cigarette".

What does the smoker then do?

He has another cigarette of course and within seven seconds, fresh nicotine is supplied and the craving ends .....but soon starts again .....and again.....and again.....and the chain goes on and it is a chain for life **UNLESS** we break it.

So whenever you feel like a cigarette - and we all know the feeling - that senseless desire to smoke - realize that it is nothing but that 'little monster', nicotine - requesting it's hourly dose of poison.

That's all.

Not some large, terrifying, all-powerful force that we must FEAR and OBEY at all costs.

---

### 3.11 The Truth

The truth is simple. You are a nicotine addict.

You smoke to supply your body with nicotine but this is not the end of the world.

There is some **good news**.

It is important to remember that although nicotine is one of the world's most powerful drugs because of the speed with which you get hooked, you are never badly hooked.

Isn't this great news?

We all know the terrible reality of smoking, but at least there is a way out of this misery.

We thought we were **chained** for life to this terrible addiction. We were convinced we would have to suffer terrible withdrawal pangs to escape from it.

But now a new simple truth has emerged that people all over the world are discovering for themselves:

When you give up smoking, there is no great PHYSICAL agony to battle against. All we will feel..... is a slight discomfort that will come in the form of a deep empty, restless feeling which will fade away gradually after we stop.

---

### 3.12 A lingering Doubt

But there is still a BIG doubt in your mind, right now, isn't there?

"OK", you're probably saying, "I understand this whole problem of nicotine addiction. And I can accept that I'll probably have no problem in dealing with the PHYSICAL withdrawal symptoms I may have to face. But I still have a nagging doubt. **There must be more to it than that.** If it is so easy to cope with the withdrawal symptoms, why then do some smokers still find it so difficult? Why do they go through months of torture and spend the whole of their lives pining for a cigarette?"

The answer to that question will complete the **final piece of the jigsaw** that will solve for us the mystery of our addiction to smoking.

## Module 4. Mental Conditioning

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When we smoke what we really want  
are the feelings and sensations that

cigarettes trigger off in us and not the cigarette.

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In a way, cigarettes are an extraordinary drug or .....maybe it is just the way that the huge tobacco companies have **marketed** the **whole concept** to us.

When we are kids, we see all the **adults** around us smoking (in fact that is the reason **90%** of us start smoking in the first place).

But.... when we ask for one, we are refused and told that it is a terrible, horrible habit that will kill us!

And when the adults have told us this - in a strong, convincing manner (or so they believe) - off they go, congratulating themselves on their **parental powers** -- to have **a cigarette!**

And, of course the little kid is puzzled and doesn't know what to believe:

"What he said can't be true? If it does all those terrible things, why is he still smoking and why are hundreds of other people doing the same? They don't seem mad."

And so the kid, unconsciously comes to the only **logical conclusion**:

'If it can do all these horrible things but people still **want** to do it - in fact **feel terrible** if they have to stop - surely there must be something really pleasurable in smoking. Why else would people do it?'

(Of course as kids, we don't realize that the smokers are addicted to nicotine. They have also been literally brainwashed into believing that if they should attempt to give up, they will face terrible withdrawal symptoms. As kids, we don't realize what a **powerful effect these unconscious beliefs can have on us.**)

---

## 4.1 A Subconscious Belief

And so, **subconsciously** the **belief** grows in us that, at the very least, cigarette must contain some **magical hidden attraction**.

There must be some great hidden pleasure or enjoyment in them - why else would people continue to do something that is killing them?

But then as we get older - and actually **smoke** our **FIRST** cigarette, we are further puzzled.

We get **nothing** at all from the experience.

In fact it tastes awful - but yet the next day, we continue on with this experiment.

Why?

Because we are **convinced**  
(brainwashed?) that it is an inherently  
pleasurable act.

We reason: "Maybe I just haven't found it yet?"

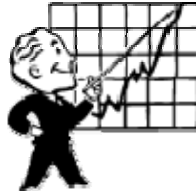
And so we continue..... and of course, **unknown** to ourselves, we become **hooked** - **addicted**.

We don't realize it at first - but if we attempt to stop for any reason, we are suddenly surprised to find that it is not as easy as we had imagined.

And then as we attempt to find out why this is so, we fall prone to even more of society's brainwashing (**deeply ingrained beliefs**) about smoking.

We are told by everybody - *even people who have NEVER smoked* (how would they know!!) about how difficult it will be to stop and that we will have to suffer, if we want to give up for good.

In fact, most of us have no idea of the extent and the **extraordinary power** this mental conditioning has on us.



**KEY IDEA**

Most of us have no idea of the extent and the **extraordinary power** this **subtle mental conditioning** has over us.

In fact, if in giving up smoking, all we had to deal with was the chemical addiction the process would, indeed, be easy.

We would only have to pick a day and stop.

We would not **fear** any physical withdrawal symptoms because we have already discovered their true nature - merely empty, restless sensations which will soon pass.

But we know that it is not like that.....

.....**Other forces and energies arise that make us WANT to smoke.**

Our desire for nicotine goes to work.

He knows he is too weak to keep people smoking, so he enlists the help and co-operation of a bigger force, 'our conditioning' or past beliefs - to set up a series of desires and images to make us want to smoke.

The big 'Monster' is the **mental conditioning** we have all unconsciously accepted about smoking.

Please do not regard this as somehow "unreal" or not very important.

Even though the mental conditioning is **only a series of thoughts** held in your mind about smoking, these **thoughts and beliefs** are the **Key factor** that will determine your success in giving up smoking and actually ENJOYING the process.

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## 4.2 A Personal Story

Let me tell you a story.

I was a smoker for fifteen years. I really used to look forward (or so I believed) to a cigarette.....

- After work
- After a meal
- .....And, of course in the pub.

In fact I **really, really believed** that there was no way -- NO WAY -- I would EVER be able to enjoy myself in the pub if I couldn't smoke.

Even the **thought** horrified me.

For me, this is my most vivid memory.

I can honestly say that if a **hundred people**, no a **MILLION people** who had already given up smoking had told me that I REALLY could **ENJOY** myself without smoking - in fact that I would enjoy myself infinitely better, I would not have believed a word.

**Not a word.**

It is amazing how much we genuinely believe all the illusions about smoking.

We all genuinely believe that they do something for us - that they are a help, a joy, a comfort, a friend..... And that if they go, we'll miss them terribly.

**We should never underestimate the power these beliefs can have on us.**

In my case, I accepted WITHOUT QUESTION the ASSUMPTION that I NEEDED to smoke to get through and enjoy the day.

I could **not even** VISUALIZE myself, enjoying a night-out without being able to smoke.

### KEY IDEA

To-day **thousands of people** who genuinely and totally believed that they **NEEDED** to smoke to **enjoy certain parts of the day** have realized it is a **TOTAL ILLUSION.**



And yet today, it is true.

I CAN enjoy myself TOTALLT, COMPLETELY, ABSOLUTELY without needing to smoke.

And I don't tell you this out of pride but hope. Hope that you might consider it possible also for yourself.

Remember again.....

**Thousands of people who genuinely and totally believed that they NEEDED cigarettes to enjoy certain parts of the day have realized that it really is an illusion.**

Won't you let the **life-experiences** of thousands of people like myself, even persuade you to consider this even as a glorious possibility?

Allow yourself now to think the **unthinkable**:

**You can FULLY enjoy yourself without  
NEEDING to smoke.**

To-day, I genuinely look forward to going out and the thought of wanting to smoke does not even enter my mind, even if EVERYBODY around me is smoking.

**However.....**

....let me add to all our readers that we fully understand all your fears and doubts as you start this process.

And I know that, at this stage you will find it **hard**, if not impossible to believe all the above claims.

I know that you are still not looking forward to the day when you will finally give up for good. There are still many doubts and worries in your mind.

The main thing is to be **patient**.

Take your time.

Let all this new information about the psychology of non-smoking sink into your mind so that everyday you grasp a deeper and deeper understanding of the principles involved.

As you do this, you will find all the illusions which you so dearly believed in falling away of their own accord.

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### 4.3 How the illusion Began

I lived these illusions for fifteen years. I **believed totally** that my life would be **intolerable** without cigarettes.



Even, to-day I will tear a cigarette into it's different parts, lay it on a table and then just stare at it objectively and without

emotion and try to answer the question that haunts all smokers

**How could that thing just lying there  
on the table cause such fear and trouble in my life?**

How could I **believe** that without it, my life would be intolerable?

Why did it take me so long to stop smoking and.... why did I believe it would be so difficult?

.....and there it lies on the table.

**Totally lifeless**

**Powerless.**

**Dead.**

Totally oblivious to it's surroundings and to the **pain** and **turbulence** it causes to people's lives.

When I was giving up smoking, every now and then I would take out a packet - empty it out on a table and then one-by-one with **full awareness** and **concentration**, simply break it in two, crumble it up into a nothingness and then dump it into a bin.....

May I ask you a question?

How did you **feel**? – try to be honest here - what thoughts and feelings went through your mind when you read the above?

Did you think: "What a waste" .....followed maybe by a slight feeling of deprivation.....maybe even angry.

"How dare he tear them up. I could have smoked them.  
Pure waste"

Did you feel, in some way that your **pleasure** was being threatened?

But hold on a minute. Let me stop you here. Let me draw your attention back to the torn-up cigarette lying on the table.

Really **look** at it.

It is a dead, inanimate, lifeless substance.

That's what a cigarette is in it's essence if you really look at it objectively and without judgment.

Powerless, inanimate material.

It has no life or power of it's own.

It can't sing or dance or solve your problems for you. **Of itself, it can do nothing for you.**

Suppose I got a plastic bag and tore it up and destroyed it - would you have any feelings at all about that?

Would you feel deprived, angry? Would you feel that your pleasure had been threatened?

**Of course not.**

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## 4.4 The Great illusion

The point is that the **real power** or the **real pleasure** that we believe the cigarette has, does not come from the cigarette (of course not - it is dead, inanimate material). It comes from **ourselves** - from the feelings and beliefs that we have unconsciously **attached** and **linked** to cigarettes.

This happens very **subtly**.....

Your body is fine and complete before you begin to smoke.

You are able to get on with all aspects of your life without giving the **slightest thought** to cigarettes EVEN if everybody around you, like your parents are smoking.

**When you were young did you feel your day was ruined if you could NOT smoke?**

Did you feel nervous, uncomfortable or unable to concentrate because you could not smoke?

Of course not.

Your life went on perfectly normally as **a non-smoker.**

### KEY IDEA

**Before you were a smoker, you were able to get on with ALL aspects of your life without even giving a thought to cigarettes** even if everyone around you was smoking.

Then, one day you decide to smoke.

To experiment.

You force nicotine into your body.

**You smoke.**

Your body responds by coughing. Or if you smoke too much, by producing physical sensations of sickness or a strange dizzy feeling.

This is simply your body setting off **alarm signals** – T-R-Y-I-N-G to tell you, you are putting an **unwelcome, poisonous substance** into it.

## BUT we ignore it.

We keep on smoking, because deep down..... we are convinced there must be something in it..... and although we will swear that we are not hooked, " I can give up anytime I want - I just don't want to do it now" - we continue on.

But very soon, we begin to realize we NEED that next cigarette.

We get a certain feeling ..... a certain emptiness ..... a desire ..... that we **feel** a cigarette will fill.

We feel uneasy as if we are **LACKING** something .....

We reach for a cigarette - and within **seconds**, fresh nicotine is supplied and this unexplained hunger or emptiness is filled.

We feel **relief** and a **great pleasure** that that **empty feeling is gone.**

### **Danger-Danger-Danger**

But something else is happening, at a subconscious level that most of us are not aware of.

When we smoke that cigarette and satisfy our craving, we F-E-E-L a great sense of relief and then we **unconsciously DECIDE TO ALLOW OURSELVES TO REALLY ENJOY THAT MOMENT.**



" I'll take a break from what I'm doing" - or if you have a problem, "I'll allow myself to take a break from worrying about it for a few minutes just to enjoy this cigarette " - and so you enter for that brief moment into a **relaxed, safe, work-free, problem-free MOMENT 'enjoying' the cigarette.**

You use smoking as a means to forget your problems -even for a brief period.

For those few minutes..... you **ALLOW** yourself **time** to think, **FREE** of all your worries and concerns.

For that brief period..... you put aside ALL your worries and problems.....

And as time goes on, these pleasant, relaxed FEELINGS become **interlinked** - totally **linked** with smoking and certain parts of your day.

Every time you have a cigarette you mentally and emotionally **ALLOW** yourself (even if you are unconscious of this happening) to have a **break** from your work or worries and for that moment you **FEEL...**

Happy...

Safe.....

And Secure.

For those few moments, as you smoke..... you do not feel threatened by your problems or responsibilities.

This is why people believe smoking helps them if they have a problem.

It is not the cigarette - it is the **safe, open feeling** that the cigarette **seems** to evoke. You believe it can help you think more clearly.

And as you begin to enjoy these brief periods of peace, safety and relaxation **snatched** during the day, you do not realize it but you gradually become **convinced** that these PLEASURABLE FEELINGS are **totally linked** - in fact, most of us falsely conclude that they must be in some way **INHERENT** in the cigarette itself.

What has happened though is that we have transferred pleasurable feelings of peace, relaxation and safety THAT WE HAVE ALLOWED OURSELVES TO EXPERIENCE every time we smoke TO the cigarette, **to the ACT OF SMOKING.**

We have set up a **neurological association** in our bodies between the **ACT** of smoking and these NICE feelings.

#### KEY IDEA

We have **unconsciously transferred**



pleasurable feelings of peace, relaxation and safety that **we have allowed ourselves to experience** to the daily **ACT** of smoking.

Don't you see the **good news** this contains?

You found it hard to stop in the past (even if you were not aware of this) because you **believed** with all your heart that if you stopped smoking, IT WOULD BE A GREAT SACRIFICE and you would lose all these pleasurable feelings and sensations.

And what were you told you would experience instead?

**Terrible, unpleasant feelings of withdrawal.**

No wonder you did not want to stop.

The truth is.....all the time.... the enjoyment you experienced had NOTHING at all to do with the cigarette.

It was you who allowed yourself to feel those pleasant feelings and unconsciously transferred them onto the cigarette so that.....

.....Every time you smoked or even looked forward to smoking, you **experienced** the joy you believed only cigarettes could give you.

## And why wouldn't you?

Anyone would think the same.

You had these nice feelings every time you smoked and so you **assumed** that in some way they must be linked .....

Then you further **assumed** that if you took away one of the factors

(i.e. smoking) you would lose the other i.e. the enjoyment - the pleasant feelings.

And this is why people who use **willpower** alone find it so difficult to give up for good if they don't understand the psychology behind non-smoking.

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## 4.4 The Party Trap

They are either out at a party or maybe something stressful happens in their life.

Naturally, at such a time, they want to feel **safe, happy and secure**. Even if for a moment - don't they?

And, of course, because they still **believe** that when they smoked they experienced feelings like that in the past, they **feel** a terrible **temptation/urge** to smoke again.

A terrible **conflict** then develops as they try to use their **will-power** to FIGHT this temptation.

However, all this tends to cause is **frustration** and **mental pain** as all their **psychic energy** is used up in a useless struggle.

And this struggle will go on and on until they realize a simple truth: What they **really WANT** are the FEELINGS and SENSATIONS they used to get when they smoked and **NOT the cigarette**.

### KEY IDEA

**When we smoke what we really want are the feelings and sensations that cigarettes trigger off in us and not the cigarette.**

To be free from the **need** to smoke, you must never forget that the pleasure and enjoyment you want - you do not get from cigarettes.

How can you?

It is you who create and generate these feelings and the GOOD NEWS is that you don't have to lose or give up this pleasure when you stop smoking.

So what is there to give up?

Only the filthy cigarettes themselves and the need to inhale their cancerous smoke into your body.

## Really think about it.

How could we believe that by **puffing that smoke** into our lungs that it could relieve our boredom or help us to solve our problems?

More amazingly, how could we believe that we would never be able to enjoy any social occasion **unless we could inhale DARK, BLACK SMOKE into our lungs?**

## It is utter, utter madness!

This is why the smoker who gives up through **understanding** what he is doing, unlike the person who struggles along using **willpower** alone, does not envy those people who still smoke.

Why should he?

He knows he is not really missing out on anything so he does not feel deprived or any desire to smoke.

He is free.

So how is this accomplished?

What determines how we feel and how can we consciously create those feelings and sensations we want without needing to kill ourselves smoking.

The key lies in the **power of belief.**

## Module 5. The Psychology of Belief

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"It is the mind that maketh good or evil.  
That maketh wretch or happy, rich or poor"

Edmund Burke

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**H**ave you ever watched a TV program where people under hypnosis seem to do the most extraordinary things and yet they seem to be **fully awake**?

Have you ever wondered what is happening here? How does the hypnotist get people to act like this?

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### 5.1 The Power of Beliefs

Basically it is all very simple.

By **inducing** a deep state of relaxation, the hypnotist has managed to plant a suggestion or a **belief** in the person's subconscious, which that person has fully **accepted** as true

That person will then act **in accordance** with that **belief** whenever it is suggested to him.

The extent of his 'obedience' will depend on the level of relaxation induced in the subject and the extent of his suggestibility to hypnotic influence.

So, for example if a subject is told that when he hears a certain tune, or sees a certain object, he will act in a certain way -- that is what he will do.

He has been hypnotized so that whenever this stimulus is present, he will react in the prescribed way.

A more concrete example: Let us suppose our client has been told that whenever he hears a loud laugh, he will act like a crazy clown and the client's subconscious accepts this suggestion.

Our client will then proceed to behave like this whenever this stimulus is present. From TV, we all know how funny and crazy this can be

"Look at that person. Look at what he is doing. He really believes he is a clown."

And he is doing all that..... because his subconscious has **ACCEPTED** the **belief** that whenever he hears a loud laugh he is a clown.

Although this is only a **belief** in the **client's mind**, look how **powerful** it is in determining and controlling his behavior at certain times.

At the end of the show, how does the hypnotist stop him from behaving in this way in the future?

He simply tells him to close his eyes, to relax and then he proceeds to **remove** the **belief** - the suggestion in the person's mind that when he hears a loud laugh, he will act like a clown.

He doesn't start giving out to him or telling him he is crazy or lose his temper with him does he?

No.

To change his behavior - how he feels  
and acts - he simply removes  
the belief.

Right now, you are probably saying this is all very interesting but what has it got to do with my smoking addiction?

Everything.

We are using the above only as an **example** to show you the **nature** and **importance** of belief, and how it can totally affect **how you think and feel** about life.

### KEY IDEA

Your deepest-beliefs determine how you  
think, feel and act.

Do you know what a **belief** is?

It is simply a **strong emotional state of certainty** that you hold about people, things or experiences in life.

We all hold **beliefs** about virtually everything in life - whether we are **AWARE** of them or not.

And it is these **beliefs** that determine how we react to these things in our life.

In fact the more we learn about **human behavior**, the more we discover the extraordinary power **beliefs** exert over all aspects of our lives.

Do you believe that?

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## 5.2 An Example of the Power of Belief

Suppose you were asked to make a **public speech** at an important occasion.

How would you act and **feel**?

Would you be nervous, frightened or would you be excited - confident - dynamic?

Have you ever noticed that if a **group of people** have to stand up and make a speech, some will be **nervous, anxious and frightened** to death while others will be **relaxed, confident** and even looking forward to the experience?

And yet they are all human beings - they all **share the same neurological system** - i.e. they are all affected the same way by external stimuli.

They are all speaking to the **same audience** on the **same subject** and lets assume they all have more or less **equal public speaking experience**.

And yet they will all **feel** and **act** differently.

Why.....?

.....Because they will all have **different beliefs** and **expectations** about the experience.

Some will have a '**strong emotional certainty**' that they will be no good - that things will go wrong - that the audience won't like them. If you had **beliefs** like that how would you feel and act?



And yet other people will have a '**strong emotional certainty**' that they will be very good.

They believe they know the subject inside out and they believe the audience will like them and respond warmly to them.

If a person had those **beliefs** how do you imagine he would feel and act before and during the speech?

In reality, the only core difference between the speakers is their **different belief patterns** - what they believe, *really, really feel* will happen.

### KEY IDEA

The extraordinary thing is that if you could **change their belief patterns** and they could **accept** these new beliefs, their **whole world of experience would change immediately.**

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## 5.3 Do Beliefs Create Reality?

In fact, **beliefs** not only determine our psychological states but they can also affect us at a **physiological** level.

A remarkable study was done on schizophrenia a while ago. One case involved a woman with a spilt personality.

Normally her blood sugar levels were completely normal. But when she **believed** she was a diabetic in one of her split personalities, her ***whole physiology changed to become that of a diabetic.*** This change was measured by doctors present.

Her belief became her reality.

Because she totally believed, without doubt or question , this belief changed her entire physiological state.

Although this may sound extraordinary, this case is true and is well documented.

In fact, you may have seen numerous hypnotic demonstrations where a person is touched with a piece of ice which is represented to him as a piece of boiling hot metal.

A **belief** is planted in his mind that this piece of ice is in fact a piece of hot metal.

If the subject **accepts this belief** - invariably a blister will develop at the point of contact. Yes - A real physical blister!

Can you see what is happening here?

What counted was not the reality of the situation but the **belief** - the subject's brain and nervous system ***believed*** that the skin was being touched by a hot metal rod and acted accordingly.

Even though this was not true - it makes no difference - because by believing it was true, ***he responded as if it was true.***

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## 5.4 Beliefs and Smoking

Do you see how this relates to your smoking?

Even though you now know that the physical withdrawal symptoms from

nicotine will be so mild as to be unnoticeable - if you still believe the old myths that it will be difficult and that you will have to suffer - then your subconscious mind will produce those symptoms for you and that is what you will experience.

It is as if we have all been **unconsciously hypnotized** by society and we are only now beginning to **wake** up.

The fault does not lie in the cigarette or in the fact that you are no longer supplying your body with nicotine.

The fault lies in the **false brainwashing** you have blindly **accepted** about giving up smoking.



## 5.5 The Myth of Pleasure

This belief is strong. The **belief** that you **need** to smoke to be happy. To survive.

Tobacco companies, for example have spent literally billions of pounds in very clever, subtle subliminal advertising **linking pleasurable states of mind to the act of smoking** and you too have contributed to this false belief (Step 4).

The **initial pleasure** came from the **relief** of satisfying your body's urge for nicotine but you **unconsciously accentuated that pleasure** and associated it with the act of smoking.

### KEY IDEA

Even though smoking is not pleasurable the BELIEF that it is KEEPS us smoking.

To enjoy giving up smoking, you must start to question and weaken this **belief** and then your desire and need to smoke will go.

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## 5.6 An Exercise in Awareness

To reinforce this vital truth in your mind, I want you to repeat an important exercise we did in a previous lesson.

I want you to smoke another cigarette but this time I want you to pay **FULL ATTENTION** to what you are doing.

Relax your mind now and slowly go through the **ritual of smoking** - the **pure PHYSICAL act** of smoking a cigarette.

Now lit up.

Take **six deep slow puffs** from the cigarette -- all the time being FULLY AWARE of what you are doing.

Concentrate **FULLY** on the SMOKE going into your lungs.

Don't just do this exercise mentally in your head - actually smoke that cigarette now - IN THE WAY PRESCRIBED. [This exercise does not apply if you have already stopped smoking. Instead use your imagination]

Don't let any emotions or feelings arise - just **CONCENTRATE** on the **ACTUAL MECHANICS** of what you do everyday, when you smoke.

Now describe the **marvelous sensations** that you are receiving.

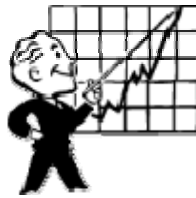
Tell us about the wonderful experience that the rest of us are being deprived of -- **RIGHT NOW** as you smoke with FULL AWARENESS OF WHAT YOU ARE DOING.

What **feelings** do you have..... when you smoke while you remain **fully AWARE** and **CONSCIOUS** of what you are doing.

Probably none at all!

In fact, you begin to realize that to enjoy smoking, you have to actually forget what you are actually doing!!

We now know the reason for this.



**KEY IDEA**

**The pleasure does not come from the cigarette but from the pleasurable sensations we ourselves unconsciously transfer to it.**

This is the **great puzzle** facing smokers.

We know, at least **intellectually** that we will not suffer any great physical pain when we stop.

We also know, again intellectually that when we look at it objectively - smoking per se is really not enjoyable or pleasurable.

But we still find it difficult to give up.

Why is this?

Because we have not yet given up the **BELIEF** that smoking is pleasurable and that if we stop, we will be missing out or being deprived of something.

This is the **CORE belief**:

**We believe we NEED to smoke to be happy.**

**To survive.**

**To just get by.**



## **5.7 The illusion of Willpower**

That is why people who use **will-power alone** to stop smoking find it so HARD.

They try to stop smoking, but because they still genuinely believe that smoking is enjoyable and in some strange way **essential to their happiness**, they feel they are making a sacrifice.

They feel they are depriving themselves of this 'pleasure'.

Although this is an **illusion**, it is a **powerful illusion** and it is why people who use willpower alone sooner or later find themselves back smoking.

Remember our past example.

It could be at a party or at a bad moment during the day or during a particular stressful occasion.

And because they still **believe** the old lie that smoking can magically produce pleasurable feelings in them, after a little battle (their desire to feel better always overcomes the desire not to smoke) they succumb to the old addiction.....and it takes only **ONE CIGARETTE** to start the whole chain off again.



## 5.8 The Power of a Placebo

Most of you are probably aware of the **placebo effect** in medical science.

People who are told a drug will have a certain effect on them will, in most cases experience that effect even if they are given a pill with no active properties.

Again most of us will find this hard to believe - yet it is a recognized scientific reality in modern medicine.

Again, most of us will find this hard to believe - yet it is a recognized **scientific reality** in modern medicine.

**Norman Cousins**, the famous American researcher has even gone as far as to say: 'Drugs are not always necessary. Belief in recovery is.'

Listen to what **Dr. Andrew Weil**, who has conducted a number of important studies in this field has concluded:

"The experience of drug users corresponds almost exactly to their **expectations**. You can lead a person given a dose of amphetamine to feel sedated or a person given a barbiturate to feel stimulated. The 'magic' of drugs resides within the mind of the user, not in the drugs."

In other words, the power lies not alone in the drug but to a large extent in what the person really **believes** the drug will do for him.

In essence, if you genuinely believe that giving up smoking can be easy and you can do it - you will.

Likewise, if you listen to society's **out-of-date and ill-informed opinion** about smoking and genuinely believe that it will be extremely difficult and tedious -then you will make things difficult for yourself.

As Emile Coue, the famous French physician once said: "Always think of what you have to do as easy and it will become so".

In fact, many centuries ago Virgil, the famous philosopher was obviously aware of this fundamental law of psychology when he simply said:

**'They can because they believe they can'.**

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## 5.9 Changing Beliefs

So now that we are beginning to catch a glimpse of how important our **deepest-held beliefs** are in determining our experiences, how can we go about changing them?



The first thing to realize is that beliefs are not immutable laws or facts engraved in stone.

If you have negative belief system about a person, addiction or experience, you can change it as easily as you can, say, change your clothing.

It is important to realize that beliefs systems are no more immutable than the length of your hair, your affection for a particular kind of music or your choice of car, for example.

**KEY IDEA**

**It is as easy to change a belief as it is to change your clothing.**

Many people believe that it will take a long time to change their old deeply-held beliefs but this too is..... **only a belief.**

The important thing is to get it clear in your mind that if you don't like your beliefs - you can change them - and change them easily.



## **5.10 Belief-Changing Exercise**

This is a simple exercise for uncovering what you really believe about smoking.

Sit with a stack of several sheets of paper. Choose a quiet room with no distractions. Now place the tip of your pen on the first sheet of paper and promise that you will not lift your pen for five minutes.

Begin to write the sentence 'I need to smoke because..... and finish it ANYWAY you want.

Not lifting your pen, write the same sentence again, 'I need to smoke because.....' and again let any ending that comes to mind be put on the paper

As you are doing this, take slow measured breaths in and out without pausing in between.

This is called sometimes called 'circular breathing', in which inhale and exhale are connected. Since ancient times this deliberate sort of breathing has been considered a way to bypass the inhibitions of the conscious mind.

As you perform the circular breathing, in and out without pausing, keep finishing the sentence, 'I need to smoke because.....' over and over again without lifting pen from paper. Once you liberate yourself to write down what you really believe about why you need to smoke you may find it difficult to stop.

If you are doing this exercise freely, letting your thoughts simply unravel without trying to control them or judge them you will find many unanticipated ideas and unconscious beliefs rising to the surface.

Let all emerge, but always return to your breathing and don't lift pen from paper until you are done. One word of caution: if you begin to feel too uncomfortable, stop. At the end of the exercise it is also a good idea to lie down and rest, allowing yourself to regain your normal equilibrium.

Try to perform this exercise for the following beliefs that are linked to smoking. Or if you prefer, pick the ones that you feel most **resistance** to.

- 1.** It is very hard to give up smoking.....
- 2.** You will suffer terribly when you stop.....
- 3.** You will need tons of willpower to succeed.....
- 4.**When you stop you will feel terrible - and there is nothing you can do about this - but just suffer and hope it goes away.....

5. Very few people can successfully give up smoking. Most people will eventually fail.....

6. Giving up will be a terrible sacrifice. Life will never be the same or as enjoyable again.....

7. You will never ever again be really able to enjoy your lunch breaks or social occasions .....

8. It is just not possible to give up smoking and enjoy it.....

Please take your time.

Go through each belief.

Sense - feel - how much power each belief has for you.

Be patient.

Most of us have no idea how **deeply embedded** these beliefs are.

The first step towards changing a belief is to becoming **AWARE** of it.

Do not criticize or judge yourself for having these beliefs.

Please be patient and honest with yourself. Admit to yourself what you really believe no matter how bad or discouraging it may seem to be, at first.



## 5.11 How to Dissolve Your Old Beliefs

Take a belief you have about smoking and bring it to the **surface** of your mind.

NOW WE ARE GOING TO DO SOMETHING THAT MOST OF YOU HAVE NEVER DONE BEFORE WHEN TRYING TO CHANGE YOUR BELIEFS - NOTHING. YES NOTHING.

In the past, we have tried to change our beliefs by trying to.....

- **Deny** them
- **Fight** them
- **Resist** them
- Or **force** ourselves to believe a 'better or more positive belief'.

Although, this may seem the natural or correct thing to do it actually achieves the opposite of it's intent.

By fighting or trying to push it away, we are really giving it MORE energy and actually **increasing** it's power over us.

If you really want to change your old beliefs.....

Don't fight them.

Don't hate them.

Don't try 'to do' anything to them.

Instead, simply become aware of them; watch and observe them without guilt and this simple non-judgmental awareness will dissolve the belief of all it's power.....

**.....Like magic.**

Most of you do not believe this - simply because you have never practiced this simple technique.

All you have to do is to consciously 'sit' or be aware with your old belief, without judging it or making it wrong until the power behind it dissolves.

**A simple non-judgmental, non-resistance  
AWARENESS of a belief gradually  
dissolves it.**

Because many of your beliefs are deeply embedded in your mind, it may take time for many of your old ideas about smoking to disappear.

Don't worry.

Simply maintain your **simple, non-judgmental, non-resistance awareness** of the belief until it dissolves by doing the exercises suggested.

What is really happening here?

By simply acknowledging what we believe and not reacting to it or trying 'to change' it, what we are really doing is not giving it **any more energy or life**

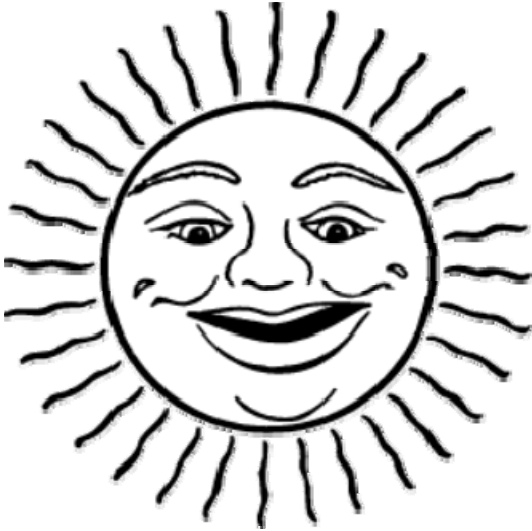
When this happens, like everything else in life, WITHOUT ENERGY OR LIFE, it will eventually fade away and die.

In fact, this is what you were doing in the first writing exercise.....



## **5.12 A Challenge**

Why not try this simple method?



However, to make the exercise maybe less abstract, you can also imagine putting your old beliefs into bright balloons and then imagine these balloons floating higher and higher into the sky towards a bright blazing

sun where they are dissolved into nothingness.

Another excellent technique is to imagine that your attention is like a gigantic warm sun radiating beams of heat and warmth omnidirectionally.

Then try to imagine that all of your **old beliefs** are made of **hard ice** and as you become aware of and focus your attention on each of your old beliefs, without judgment or resistance, they gradually weaken and MELT away into nothingness.....

As you play with this exercise, you will notice that slowly and gradually, your old beliefs will lose their power and fade away.

You will also notice that as you read and RE-READ this e-book and let these new IDEAS sink into your consciousness, **all your old beliefs will change gradually of their own accord.**

Give it time. And be patient.

NOTE: (1.) The Way of the Wizard, Deepak Chopra. 1995 Published by Rider.



## Module 6. The Power of Feelings

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"Instead of resisting any feeling, the best way to dispel it is to enter it fully, embrace it, and see through your resistance'.

Dr. Deepak Chopra

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We all have feelings.

In fact, feelings are the very essence of life itself.

If I were to hit you with my fist now, you'd probably **FEEL** angry.

Or if I were to laugh at you or say that I didn't like you, you'd probably **FEEL** sad or embarrassed.

May I ask you a question?

What happens if it is a bad day and you don't feel well; maybe you feel fed-up and bored?

You'll probably GET UP and **DO** something - won't you?

Why?

To feel better, of course - to **change** how you **FEEL**.

For example, a lot of people if they feel depressed like to go shopping and buy new clothes.

Others may perform a sport.

Others may eat.

Or go to the pub.



ANYTHING that will make them feel better. ANYTHING that will help them to CHANGE their mood.

If you feel bored or fed-up what do you do?

- Go to the pub?
- Watch TV?
- Ring a friend?

**To change how we FEEL, most of us will get up and try to 'DO' something.**

There is a widespread, almost **universal belief** that if you have a feeling you don't like -- the **ONLY** way to change it is to take your mind off it and force yourself to 'do' something else.

Isn't that right?

If we FEEL bored we will get up - go to the pub or watch TV.

If we FEEL angry we will either shout at somebody, have a row or punch them!

If we FEEL tense we will either walk up or down a room; tap our fingers nervously on the table; take a tablet or try to force ourselves to listen to some relaxing music.

We hope that by **D-O-I-N-G** these things - (all of which are fine and valid - we are not being critical here) -- we will **change** HOW we FEEL.

We take it for **granted** that to change how we feel, we must get away from them (our unpleasant feelings) and do something - ANYTHING -- and.....in time, we hope we will **feel** different.

We **believe** that **certain feelings** are '**bad**' and '**wrong**' and we **MUST** get away from them as soon as possible.

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## 6.1 An Easy Way to Change your Feelings

But is there an easier and more fulfilling way to change how you feel?

May we suggest a new way?

Why not just sit down and **feel the feeling?**

"What! ", I can hear you say, "Don't do anything - just allow the feeling to be.

No.

No.

No.

I couldn't do that. It's bad. Dangerous. Not possible. I don't want to have to feel and experience those feelings and sensations".

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## 6.2 Terrified to Feel

This is a very important point, because it reveals another **core belief** that most of us are totally **unaware** that we possess.

## We are all terrified to feel.

In fact, most of us will do **anything -- ANYTHING --** to **escape** from having to face unpleasant feelings and sensations.

We all believe that CERTAIN feelings and sensations are **bad (like the feeling we get when we can't smoke)** and we spend our life **RUNNING AWAY** from these feelings.

Or refusing to face them in the **mistaken belief** that we can't bear the pain.

### KEY IDEA

## We are all terrified to sit and face unpleasant feelings and sensations.

And yet if we could just learn to sit down and face these feelings/sensations and sit with them **in the moment**, like a scientist **without trying to change them, escape from them or resist them in any way** - just to allow them to be **without judgment** - an **incredible change would occur.**

The feelings which you thought you did not like would lose their **'heaviness'** and their **'pain'** and you would feel and experience them as they really are - **Pure energy, pure harmony.**



A GREAT NEW DISCOVERY AWAITS YOU.

You would **FEEL** a tremendous difference.

I bet you find this, right now **very difficult** to accept.

That is fine.

It is a **new concept** for most of us and, yet this **simple concept** is the KEY to making giving up smoking a truly enjoyable experience.

#### KEY IDEA

Do you know what is REALLY putting you off giving up smoking? **You are TERRIFIED of the feelings you will have to face, if and when you give up.**

**You are afraid you won't be able to handle them.**

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### 6.3 Your Feelings

You do not want to give up smoking now because you are terrified of how you will feel **when** you stop.

If you have given up before, you will know that you will experience certain feelings, certain sensations in your body.

You will feel **empty, deprived** and **insecure**.

You will feel even **lonely, as if you have lost an 'old friend'** (more like a **wicked witch** in disguise!).

It is important to realize that when you give up smoking under this method, you WILL still experience these same feelings and bodily sensations - **but it is at this point that this method differs radically from the old way.**

The old way said that the **secret** to success was '**old fashioned will-power**'.

It acknowledged that you would feel lousy when you stopped and that the **only way** to succeed was to **endure** this unavoidable suffering.

It advised you to keep your mind off your desire to smoke by changing your routine or **by substituting something else** for the cigarette

It promised you that if you had 'ENOUGH' willpower and 'fought' off all the terrible feelings when they came - with time and patience, you would finally defeat the enemy - and succeed.

And many people did use that method and succeed - but at **what price?**

**They have linked forever in most people's mind the IDEA that giving up smoking and pain are inexplicably linked.**

But I hear you say: "They are. I have tried to give up before and it was hell".

I do not disagree with you.

Giving up smoking can be hell.

But the hell - the pain - does not come from giving up smoking **but how you deal with the feelings you get when you give up smoking.**

Please underline the following in your mind:

When you give up smoking, the **feeling** itself is not **bad**. It's only a **temporary, RESTLESS, EMPTY feeling.**

The pain that people associate with giving up smoking comes from **RESISTING** - from trying to **deny** or **fight** the feeling you get when you realize you can't smoke.

#### KEY IDEA

**When you give up smoking the 'feeling' itself is not bad. The pain comes from worrying about and trying to resist or push this feeling away because you believe it is 'bad' or 'unbearable'.**

This is one of the most **important concepts** in this course.

When you give up smoking, again and again you will get that strong feeling which simply translates itself as : 'I want a cigarette.'

**This is a real and tangible feeling. We all know it. It is OK. It is valid.**

But this time, when you give up smoking you are going to do the unthinkable: **you are going to welcome these feelings, these sensations in your body, no matter how often they come.**

You are not going to RUNAWAY from them or try and take your mind off them.

You are NOT going to cross your fingers and hope and pray that they will go away.

You are NOT going to.....

- **Fight** them
- **Suppress** them
- **Fear** them
- Or **resist** them in any way.

**You are NOT going to substitute something else for the cigarette like extra food.**

You are simply going to allow the cravings to be and stay with them as they present themselves **IN THE MOMENT** and simply observe them - like a scientist observing an experiment.

**Yes, you are going to simply observe them - like a scientist observing an**

**experiment, objectively, impartially as if these feelings were happening to someone else.**

And it is this simple non-judgmental observation - this simple 'non-doing' that will transform all your old **heavy painful** feelings into their essence - **pure energy**.

At this stage, let me tell you the story of one of our students – **Penny Smith** - and how she dealt with this concept - in her own words. It may give you a better idea of what we are talking about.

*'I couldn't accept this idea at first and it took me a while to understand it's 'mad' simplicity.*

*I didn't really want to give up smoking because I really believed I couldn't cope without it.*

*I had tried before and failed. Sometimes I would last out for a few days, but soon I would let my mind think up new excuses to start again.*

*For example, I would remember that I had a wedding or a big party to attend and so I would decide that I would smoke up until then - but after that I would definitely give up - no doubt about it.*

*But, of course it happened again and again.*

*And every time, I tried to stop I would hope and pray that this craving I had to smoke would just disappear - vanish.*

*Be gone.*

*But of course I couldn't get away from it and when I couldn't smoke it got worse until eventually I would give in and smoke.*

*And then I attended one of your classes on smoking and discovered this strange new concept.*



*You suggested to us (which, at first I didn't believe) that the craving - this **very real feeling** we all have to smoke - **ISN'T BAD IN ITSELF.***

*It is just a feeling, a sensation in the body.*

*The pain, the difficulty comes NOT from the feeling but from our terrible fear and resistance to it.*

*From my belief that this craving is bad and we must, through any means possible get rid of it.*

*We are all so conditioned (brainwashed) into believing that this feeling - this craving is so unpleasant, so horrible that we are frightened when we experience it.*

*We then immediately WANT to **resist it, to try to change it** or nervously try to focus our attention onto something else and hope it will go away.*

*But in the classes you insisted: The pain is not in the feeling, but in **our resistance** to the feeling.*

*I still thought: ""This can't be right - surely. But what the hell - what have I got to lose from trying it out?"*

*So that first day, every time I felt a **desire** to smoke - which was often - I simply made a note of it in my notebook and noted:*

*"This is simply my body demanding it's little dose of nicotine. However, this time I will not smoke and instead of **RUNNING** away from whatever feelings or sensations that arise with it, I will now adopt a different approach.*

*"I will say to them:*

***'For the first time in my life I am not going to run blindly away from you.** It was this fear and running away in the past which gave you all your power. I am simply going to stay in the moment and observe you - watch you -feel you in my body.*

*I am not going to try and change you or push you away or judge you or make you wrong in any way.*

*I AM GOING TO OBSERVE YOU AND REALLY FEEL WHAT YOU ARE REALLY LIKE AND NOT OTHER PEOPLE'S SECOND HAND OPINIONS - AND IT HAPPENED.*

*After a few days, as I continued to use and experiment with this technique of simply acknowledging the craving to smoke whenever it arose and not judging it or making it wrong but simply being aware of it, I noticed the energy began to shift.*

*It did not **feel** so bad - in fact it began to feel light and warm and then I realized that the feeling itself - this famous craving - when STRIPPED of all the fearful projections and painful images WE PROJECT on to it - is, in it's very essence **NO BIG DEAL AT ALL.***

*I realized that the feeling itself was not bad.*

***Yes, it felt different and uncomfortable in the beginning, but the feeling itself was so slight that I could easily handle and tolerate it until it disappeared for ever.***

*Yes, the problem was not the CRAVING to smoke but our deeply conditioned belief that this craving is bad, all-powerful and that if we don't satisfy it, we will all suffer terribly. It's a lie."*

### KEY IDEA

**The problem is not the craving to smoke but our deeply conditioned belief that this craving is bad and we must get rid of it.**

**IT IS A LIE**

*My advice to all smokers would be: It is all a lie. Make the decision to stop - and really mean it - and then after you have given up, EXPECT to feel this craving to smoke.*

*But don't worry about the craving to smoke. Don't believe it is bad and don't try to suppress it.*

*As you told us, simply stand back from it - and instead of giving in to it and smoking - just observe it - and for the first time REALLY EXPERIENCE what it feels like.*

***Not what you are conditioned to believe it SHOULD feel like - but what it really feels like.***

*Yes, you will realize that it is no big deal; nothing at all to worry about. And when you get that realization yourself, which you will, then you will know that is all you have to do to be a happy non-smoker. "*

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## 6.4 The Power of Simplicity

Please do not believe this will be difficult for you to do just because it is new to you.

It is really quite easy. But don't let its simplicity fool you.

Let me repeat:

We all are terrified of certain feelings, especially the feeling we get when we can't smoke.

We believe it is **'bad'** and impossible to cope with it - so if we experience it, we tend, automatically, to mentally **fight it**; to **resist it**; to **push** it away; to **want** it to go away..

**It has never occurred to us to welcome it.  
To just let it be.....until it fades away of its  
own accord**

It seems the most **natural thing** in the world to do the exact opposite and mentally fight it.

We all do it. But this OLD WAY method does not work.

Please remember a very simple psychological law:

**WHAT YOU RESISTS  
PERSISTS.**

If you have a feeling you don't like: i.e. **the feeling you get when you can't smoke.....**

...Stop trying to fight IT or wish it would go away.

Don't judge it as 'good' or 'bad' even if it does, at this moment feel hard and uncomfortable.

**Why not try a new way?**

**KEY IDEA**

**Instead of resisting any feeling, the BEST way to dispel it is to enter it fully, embrace it, and see through your resistance.**

---

## **6.5 What you Resist Persists**

Simply sit back..... from the craving and just allow the feeling to be WHATEVER it feels like.

Depersonalize it. Realize the feeling/craving is not you.

These cravings come and go.

So step back from the craving and the thoughts that accompany it and realize it's impersonal nature.

This is an important step.

It reduces the **'hold'** the feeling has over us and gives us more control. The feeling/craving is not us.

Now try to put the craving **in context**.

You do this by remembering every feeling and thought has movement to it and is **only temporary**. **Even the most acute craving will only last a few minutes....and then it will be gone.**

Now for the 'hardest' step of all: Don't do anything to the craving.

Resist all temptation to believe you have to 'do' something to the feeling. The idea that you HAVE TO GET RID OF IT.

To judge it.

To get worried or upset by it.

Let go of the **idea** that there is something **wrong** with this temporary craving in your body.

Stop trying to get rid of it.

**Accept** it's **temporary** presence. Don't make a **big deal** of it.

NO, simply stay IN THE MOMENT and allow it to play itself out in WHATEVER way it wants.

Where, for example in the body is the **feeling** the **strongest**? Watch and observe what it does.

Do not identify with it or give it any energy by trying to change it.

Simply stay in the moment and observe everything.

Do not react to any thoughts that will flow through your mind (and they will).

Treat these thoughts the same as the feelings.

Allow them. Whether they are good or bad. Do not judge them. Just be still. Just note them. KNOW they are like the clouds in the sky. They will soon pass on.

And what will happen as you maintain this attitude?

**The 'bad' craving will change of it's own accord.**

You will realize that every feeling or craving has **movement** to it - and they come in waves.

Now, if you will just allow yourself to observe them and not judge them as **'bad'** or **'undesirable'** - and just feel the craving - without resistance - you will begin to realize the energy is still there but it does not now **feel** so bad.

As you continue to stay **in the moment** and observe the feeling without any judgment at all -- you will experience the feeling - or any feeling - as it REALLY is - pure energy. It will feel the same as joy and peace. You will feel light and expansive.

I know that, at this stage you will find this hard to accept until you have **actually experienced** it for yourself.

So let me repeat: If you feel like a cigarette - don't try to mentally fight this craving - or push it away, hate it or attach judgments (thoughts) to it.

Instead consider this: Who said that this temporary craving to smoke is bad to experience?

Simply stay **in the moment** - put the craving in context - by remembering the craving is not you and that it is only temporary and..... Simply observe it. Watch it.

And soon, **of it's own accord**, the craving will slow down and lose it's '**hardness**'..... its '**tightness**'..... the feeling of '**constriction**' and '**congestion**' that previously enveloped it.

And you will begin to experience the craving as it really is - a pure energy -a feeling of opening-ness and joy.

Please put away all your doubts and all your old habits.

At this moment, you do not **believe** this method simply because you have not tried it - yet

It is the **key** to the whole process of enjoying giving up smoking.

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## 6.6 The Whole Key and nothing but the Key

As I have said before the ONLY reason you are afraid to give up smoking - or make excuses to postpone the day when you will stop IS the **FEAR OF HOW YOU WILL FEEL WHEN YOU STOP AND REALIZE YOU CAN'T SMOKE.**

You are **terrified** you will not be able to cope.

You decide you must stop - but then, almost immediately a **snap picture** of you enjoying your lunch break or looking forward going to the pub pops into your head - and then a terrible panic sets in: "O, it will be terrible, intolerable. How will I cope? I won't be able to smoke."

You ***honestly believe*** you will feel terrible.

BUT NOW WE ARE TELLING YOU THAT THIS NEED NOT BE THE CASE.

If you will FACE these feelings that you are so terrified of -- and for the first time in your life - stay in the moment and actually FEEL these feelings AS THEY REALLY ARE without judging them or wanting to do anything to them, you will make a simple but astounding discovery.

**The feeling you get when you can't smoke is not 'bad'. It's really no big deal.**

**Oh - if we could only convince you of that!**



The feeling you get when you can't smoke is not big deal. It is not **painful** or **life-threatening**, if you don't MAKE A BIG DEAL OUT OF IT..

**KEY IDEA**

**The feeling you get when you can't smoke is not bad. It is not painful or life-threatening - in fact it can be warm and pleasant if you will open to it and embrace it.**

If you would only allow yourself to face this feeling as it really is and **NOT the mind's PROJECTIONS or EXAGGERATIONS** of HOW it will be, you will realize that this feeling is nothing at all - no big deal .

**It is so insignificant that you can easily deal with it - whenever it may arise - and in fact, that is all you have to do.**

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## **6.7 The Best Way to Stop**

Please try to ACCEPT ALL the feelings and physical sensations you get when you give up.

**The KEY is not how you will feel, but HOW you will deal with these feelings, these cravings.**

It is important that you are totally honest with yourself.

Yes, when you give up, initially you will FEEL tense, anxious, and even fearful.

You will sometimes doubt your ability to be successful. You will **feel** empty and deprived as if an 'old friend' has gone.

But remember these feelings in themselves are not bad and they are only temporary.

### KEY IDEA

The pain is not in the feelings but **IN OUR RESISTANCE TO THESE FEELINGS**. In our running away from them. In our fear and dread of them. We must remember the simple law: **What we resists, PERSISTS.**

The secret lies in taking a **different approach** to these feelings and desires and in following a simple way to **transmute** them.

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## 6.8 Three Simple Steps to Transmutation

### 1. Accept the craving to smoke.

Why judge it to be 'bad' or 'wrong'.

For example, if you feel a terrible desire to smoke, totally accept this feeling. **What's wrong with feelings like this for a few days?**

It is OK.

It is natural.

However, you do not have to **act** upon it.

The feeling/ the craving is like a **recalcitrant child**. It will **calm down as you observe it and embrace it without making it wrong....**

....With warmth and kindness.

ALLOW yourself to open up and embrace the craving.

### 2. Put the feeling or craving in context.

Always keep at the back of your mind, that this real feeling to smoke is only temporary and it is not you.

It is only..... passing through. Like a cloud in the sky.

As you just watch the craving ....**coming** and **going**, you will get the **direct experience** that you are not these feelings. They are something that 'enters' you and then 'exits'.

### 3. Just observe and feel the feeling.

This is the hardest thing for most of us simply because we are not used to it.

Stay with the craving

Don't wish it was different or that it wasn't there.

Accept it.

Don't run away. Hold steady.

Be fully aware of what you are feeling.

Allow it all.....Don't get involved and don't judge this craving you have to smoke .....and as you continue this positive, non-judgmental awareness..... just watch your feelings as they CHANGE .....

You will experience these feelings/cravings for the first time AS THEY REALLY ARE - pure simple energy.

**Nothing to hate or run away from. Just energy in motion.**

#### **4. Kindness and patience.**

Be kind, patient and gentle with yourself as you practice this new technique.

Give yourself plenty of time.



## **6.9 An new Understanding**

We will then slowly begin to realize that something we were CONVINCED was going to be painful - i.e. facing our withdrawal symptoms NEED NOT BE ANYTHING OF THE SORT.

We realize we have A CHOICE.

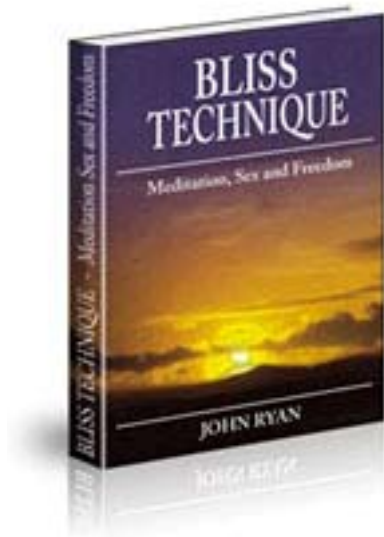
If we can gather our courage and be willing to face whatever feelings we get when we decide to stop smoking and actually FACE and FEEL

these feelings as they really ARE IN THE MOMENT and **not the mind's projections or interpretations of how they SHOULD** be, you will EXPERIENCE this simple truth for yourself.

Giving up cigarettes need not be difficult.

The feelings you get when you can't smoke DO EXIST but if you handle them, in this new way you will find them easy to tolerate **until they vanish and disappear for ever.**

We recommend.....



Most people who quit smoking, based on these ideas find the **Bliss Technique** extremely helpful.

Not only will it reduce stress, but this simple daily practice can be extremely pleasurable, a real joy in your life.

Instead of smoking, **inhale** the natural, blissful energies that are inherent within each of us.

Go to:

[www.quitsmokingonline.com/bliss.htm](http://www.quitsmokingonline.com/bliss.htm)

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## Module 7. The Power of Decision

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"Our doubts are traitors,  
And make us lose the good we oft might win,  
By fearing to attempt."

W. SHAKESPEARE

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**S**o far we have made significant progress in understanding.....

- Why we smoke
- And what keeps us addicted to this behavior.

All this is **essential**.

But now we must now come to another **KEY IDEA** that will determine how successful you will be in giving up smoking.

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### 7.1 A Real Decision

Soon you will make the **decision** to stop smoking - but it must not be like '**any ordinary decision**'.

When you have prepared yourself properly, you must sit down and make the **DECISION** that you are never going to smoke again - **AND YOU MUST REALLY MEAN IT.**

This is one of the **key tenet** of this psychology of non-smoking.

You must really know that, no matter what happens, you are never going to smoke again.

You will never again respond to that feeling 'I want a cigarette' **by smoking**.

You must make that **total commitment** to yourself.

And when you have made that decision, you must not waste ANYTIME **moping** about it or questioning it. You must not ALLOW yourself to torture yourself!

For example, you must be able to say to yourself:

" OK. This is it. I now know the truth about giving up smoking. Millions have already given up successfully and are **enjoying perfectly full normal lives**.

I am now going to commit myself TOTALLY to this objective.

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## 7.2 Negative Thoughts

Your **Decision** must be so **total** that when your **desire** for nicotine begins tricking your brain INTO MAKING EXCUSES LIKE .....

"Well I'll just have one -there's no harm in that"

Or .....

"To-day is not the right day ( for the smoker there never is a right day) - I will definitely start tomorrow - or next Monday. Definitely".

# No

Your **decision** must be so **total** that you will not even spend a second - a **split second** of your time in giving ANY credence to these excuses.

Please understand this DOES NOT MEAN that you should **worry** if you have these thoughts or doubts.

Of course not.

Everybody who gives up smoking will experience these thoughts, doubts and false excuses running through their mind, especially for the first few weeks.

The important point is:

**YOU MUST NOT GIVE THEM ANY CREDENCE OR IMPORTANCE.**

**YOU MUST NOT WASTE TIME FIGHTING OR STRUGGLING WITH THEM.**

**JUST WATCH AND OBSERVE THEM AS THEY COME INTO YOUR MIND AND GO.....**

The only **power** they had in the past was the power YOU gave them - by FIGHTING them and WORRYING about them.

NOW you are not going to bother about them, and bit by bit they will just fade away and die.

Your **attitude** will be:



'So what if these ideas or excuses come into my mind? In the **first week** or **two** --of course they will. So I will **expect** them - and not make a big fuss of them. Soon they will be gone forever....."

This is a key point to realize if you want to enjoy the exciting process of giving up smoking for ever.

As far as you are concerned, once you have made the DECISION to stop - **that is it.**

### KEY IDEA

**It makes no difference what excuses or doubts flood your brain. You will not waste ANY time or energy even in considering them'.**

**Compare** this to the person who has only made a **weak commitment** to stop. **Compare his frame of mind.**

What he is **really** saying to himself is this:

"Well I'm not too sure how this is going to work out. But I want to stop so I'll give it a go. Hopefully, although I suppose it will be very difficult, I will survive - but let's see what happens".

But that person will soon begin to experience the **doubts** and..... the mind's **clever excuses** that everybody who tries to stop has to face.

You, too will experience these doubts - these excuses.

**Your brain will be on overtime.**

What is happening is simple.

You want your nicotine fix.

However, nicotine knows it is too weak to get you to smoke on it's own so it conspires to get the help and co-operation of your past conditioning - your brainwashing.

It will **flood** your brain with *wave after wave of doubts, negative thoughts and excuses.....*

"I'll do it tomorrow - next week - next month etc..." Now is not the right time. I'll start.....

These **questions, doubts** and **excuses** - no matter how many times they cross your mind ARE NOT IMPORTANT - **WHAT IS IMPORTANT, like the craving to smoke IS HOW YOU RESPOND TO THEM.**



### **7.3 The Quality of your Decision**

This is where the importance of the '**quality**' and '**depth**' of your decision comes in.

If your decision to stop is weak, like the person above, you will find yourself **struggling, fighting** and **resisting** these excuses - these fears.

You will experience doubt, agony and restlessness.

You will begin *to listen to them and wonder if, maybe they are right.*

A struggle will then gradually develop between your desire to stop and these negative thoughts.

As this **internal battle** RAGES on, you will feel tired, frustrated and fed up with the whole thing - and in disgust you'll probably have a cigarette.

And what will this actually do: - It will simply **confirm** your old belief that giving up smoking is indeed agony!

But all this agony **IS NOT COMING** from the cigarette. It is coming from your mind. **You caused it by your half decision.** You had not made a **fully committed** decision.

What happened is that you **ALLOWED** yourself **to listen** to and get personally involved with these 'doubts and excuses'.

A **thought** pops into your head....

"Maybe I should just have one - or maybe I got it all wrong - I don't have to give up at all - all I really need to do is just cut down a little."

If you have not made a **total commitment** to stop, you WILL START TO ALLOW YOURSELF TO REACT TO THESE EXCUSES.

What if.....?

Should I .....

No I can't .....

Well, should I consider it .....

And on it goes .....

And as we allow ourselves to consider these doubts, we experience struggle, tiredness, frustration.....etc

**KEY IDEA**

**If your decision is ill-defined, weak or fuzzy then you will be PRONE to react to all these doubts**

Compare this to the person who has made a **total commitment** to stop.

He has told himself that **under no circumstances** will he ever smoke that **first cigarette**.

It makes no difference what may happen or how he may feel on any particular day - even if the heavens should fall down - he will never smoke again.

Because that person has made such a **TOTAL, CONGRUENT AND COMMITTED** decision to stop, when these negatives excuses pop into his brain - he will not experience any struggle, restlessness or frustrated agony - simply because **HE WILL NOT RESPOND TO THEM**.

Sure he will recognize that they are there, but to him they are just passing visitors.....like clouds passing in the sky.....no point getting worked up about them.....soon they will be gone .....!

He can hold this attitude because he has made the decision that he will never smoke again - **SO WHAT IS THE POINT IN EVEN THINKING ABOUT THESE EXCUSES..... PASSING THROUGH HIS MIND.**

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## 7.4 A True Decision

Most of us do not realize what a **true decision** really is.

Most of us use the term so loosely that it has come to mean a **wish** or a **preference**.

'I'd like to stop smoking ' - is **not** a decision. **It is a wish**. It means nothing.

Making a **true decision** means **COMMITTING** yourself to achieving a result and then cutting yourself off from any other possibility.

Making a **true decision** means..... that you will no longer even CONSIDER the possibility of smoking UNDER ANY CIRCUMSTANCES when you finally decide to stop.

A lot of readers find how the 'nature' of their decision can have such an absolute effect on their eventual success - rather difficult to grasp.

To help you, let me quote from one of our readers who told us how he finally grasped the meaning and the importance of the power of your decision.

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## 7.5 Michael's Story

*"It took me about a week after I had given up to realize how vitally important this power of decision is.*

*I noticed after about three days of non-smoking that I was beginning to find it difficult.*

*There were no physical symptoms, just an urge to smoke which, in itself I didn't mind as I was prepared for this and knew I could cope quite easily with it.*

*What I began to find difficult was the so called 'brainwashing'.*

*My mind began playing tricks.*

*When I felt the urge to smoke, my mind would cloth it up with such reasonable excuses....*

*'You have done well so far - why not have just one cigarette to celebrate'*

*or*

*'You have a big day coming up next week. Why not postpone giving up now - and start again after the big day.....*

*I knew these thoughts were all crap.*

*Although they all sounded reasonable, I knew deep down they were jut excuses - my brain working overtime trying to give me an excuse to smoke.*

*Yet I was allowing myself to think about them - to consider them as a real possibility.*

*As this went on, I was beginning to feel drained, tired and frustrated and fearful - the fear that I would give in. What was going wrong ?*

***Then I realized there was still a part of me that still hadn't fully decided that I had stopped smoking.***

*That is why I was getting involved with these doubts and using up so much energy trying to pretend they didn't exist.*

*I read the notes on the Lesson The Power of Decision and thought.... 'Why am I even bothering with these excuses?*

*I have made a decision.*

*I AM a non-smoker. I am not going to smoke again.*

*So why am I even wasting my energy getting involved with these thoughts....., fighting them....., worrying about them and trying to make them disappear.*

*I then felt a great sense of relief.*

*I think most people understand this feeling.*

*It is when you have made a final decision once and for all and you know that's it.*

*Then, in a mysterious way, they...the excuses seem to stop or not come as often. They seem to sense there is no point bothering you any more - as your mind is made up and any doubts or excuses would be just wasting their time!"*

If you can adopt the same attitude as Michael, you will find giving up so easy when the time is right for you make that firm decision.

The decision is simple: You are never going to smoke again no matter WHAT HAPPENS in your life.

**KEY IDEA.**

**I am a non-smoker - thus I do not smoke.  
Final. Full stop.**

.

If you can make a decision like this - it will make giving up smoking as easy as pie.

Soon, you will be making such a **decision**.

But first, let try to realize the full truth about the withdrawal period, which you will soon be experiencing.

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## 7.6 The Withdrawal Period

"The physical pain is non-existent. Do not worry about withdrawal. The feeling itself isn't bad. It is the association with wanting a cigarette and then feeling denied that is the problem"

*Allen Carr.*

At this stage, let us bring together all that we have learned.

You have decided you want to stop smoking.

But what will it be really like... and how will you cope when your body starts demanding it's dose of nicotine?

Remember what we said earlier: the Withdrawal Period consists of two different factors:

(1) **The chemical addiction** - the withdrawal pangs of nicotine which are little more than a craving which come in the form of an empty insecure feeling - a feeling that is experienced physically as if something is missing .

(2) **Our psychological addiction** and the **special occasions** that **trigger** this addiction.

Again - and we promised we would repeat this again and again - the chemical addiction is easy to cope with.



There is no physical pain.

Just an empty feeling.

A temporary **feeling** of discomfort and lack.

A **feeling** that you are depriving yourself of something special.

Please do not worry about or fear this craving when you stop. In fact, welcome it.

I really mean this.

Open yourself up to all these feelings - because when we have the confidence and the knowledge to stand up to and face this chemical addiction we will discover it's true nature.

It is nothing.

**KEY IDEA:**

**The misery that smokers suffer from has nothing to do with the withdrawal pangs. Sure, they trigger them off but the actual agony is in the mind and is caused by fear and doubt.**

Although the **withdrawal pangs** from nicotine cause no physical pain - do not underestimate their importance.

It is they who **trigger off** and **energize** our **psychological addiction** to smoking, i.e. our deeply-held belief that it is enjoyable and that life will be intolerable if we stop.

But the physical withdrawal symptoms, by themselves, are nothing.

At this stage I want to quote from another one of our students - Sondra.

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## 7.7 Sonia's Story

*"Even though I read the course and was well-prepared intellectually, I still had a certain amount of fear and apprehension when the time to finally give up arrived.*

*Can it be really true? Will I really be able to cope easily with the physical withdrawal symptoms that used to terrorize me in the past ?*

*I decided that I would follow exactly the course instructions.*

*I would not try and repress these feelings, when they came.*

*I knew for the first few days, I would have these cravings again and again but I just did what the course advised - I opened myself to them.*

*I said:*

*'So what..... this is only my body craving nicotine.....the feeling in itself is not bad.....it is only the little monster saying.....give me my nicotine or if you don't I'll wake up and trigger off all your old fears and beliefs.....'*

*But I did not allow myself to react emotionally to these feeling ( I imagined I was a top scientist clinically observing an experiment )...*

*"Come on you guys," I said to the cravings, "Do the worst you can. It all makes no difference. I am not going to respond to you. I am calling your bluff. You have been exposed....."*

.....and that was it.

All those terrible withdrawal terrors that had put me off giving up smoking for years were just empty, insubstantial temporary feelings.

I remember that day when the thought - the simple truth just popped into my head....

*"These feelings, that I am experiencing now are the so-called dreaded ' withdrawal pangs'. That is it. There is nothing else to wait for - AND THEY REALLY ARE NOTHING. I CAN EASILY COPE WITH THEM. I CAN EASILY TOLERATE THEM UNTIL THEY DISAPPEAR FOR EVER. The feeling itself is not bad."*

And at that MOMENT - three days into stopping I KNEW I had done it. I could easily cope with these feelings....just my body demanding nicotine.....soon they will only be a distant memory.....

I also realized that it was only this fear AND THIS FEAR ALONE that I would suffer terribly if I gave up that had kept me like a prisoner chained to this addiction for nearly twenty years."

I HOPE YOU CAN GET THIS CLEAR IN YOUR MIND BEFORE YOU GIVE UP.

IT IS VITAL INTO GETTING YOU INTO THE **RIGHT FRAME OF MIND** SO THAT WHEN YOU DO EXPERIENCE THE WITHDRAWAL PANGS, ESPECIALLY DURING THE FIRST THREE WEEKS, YOU WILL KNOW WHAT YOU ARE DEALING WITH AND **YOU WILL NOT BE AFRAID AND TRY TO DENY OR REPRESS THESE CRAVING.**

The only power they have is to **trigger off** your psychological dependency, especially at **specific times** of the day when you are particularly **vulnerable**.....

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## 7.8 Psychological Triggers

DO you know that you have **conditioned** your nervous system to **expect** a cigarette at CERTAIN times of the day.

Have you ever observed smokers after they have finished a meal - or if they are in a pub drinking?

After the meal, they will **automatically** smoke a cigarette, without even thinking about it. Next time you are in a restaurant..... observe them closely.

The vast majority of them are **unconscious** of what they are doing.

They have been doing it for so long now that it has become an almost **unconscious action pattern**. They have learnt to relieve their withdrawal pangs especially at these times.

In our psychology of non-smoking, we refer to these occasions as '**trigger mechanisms**'.

We have all **linked** certain events of our day with the **act** of smoking.

So much so that even the mere **thought** of not been able to smoke at these times will fill us with dread.

My own trigger mechanisms were having a drink in the pub and, of course the old favorite - relaxing after a meal.

I also found that if I had a difficult problem to solve, or something to worry about -- this could also **trigger** an unconscious **desire** to smoke.

It was at these times that I had to face..... my psychological addictions.

### KEY IDEA

**It is these occasions that cause most people to fail - to succumb to temptation.**

They are the dangerous times.

For the first six months, we must be especially AWARE of them.

Be patient with yourself.

How long have you been smoking? 5 years? 10 years? 20 years?

That means you have spent all that time telling your subconscious all those **lies** about smoking.

So don't be worried or upset if the subconscious mind continues to prompt you, especially at those trigger occasions to smoke.

### KEY IDEA

An **emotional need** for comfort, security or a desire to relieve boredom or tension may trigger 'I need a cigarette'. **Your cigarette**

## has become emotional prop, a crutch - a false companion.

May I give you an example to illustrate more clearly this concept of what a '**trigger mechanism**' is?

Imagine you visit a country that drives on the opposite side of the road than you normally do.

For the first few days, you have to consciously remind yourself of this new reality - don't you?

Because the subconscious mind is used to doing things in a certain way when you get into your car, you will automatically drive your normal way.

You must **TAKE TIME** to **consciously** remind yourself of the new way and after a time, it too will become automatic. You won't have to remind yourself.

Likewise after a meal, in a pub or if someone offers you a cigarette - **unless you constantly remind yourself that you are now a non-smoker** - you will feel a **subconscious desire to smoke**.

You must begin at once to counter this brainwashing.

Of course, you will feel a temporary sense of LOST - of DEPRIVATION but this will be TEMPORARY and will soon FADE.

Like the example of our driver, just **gently** remind yourself of the new reality - you don't NEED that cigarette.

It is nothing - just dead lifeless material.

Relax.

Don't allow yourself to feel empty. In fact, feel like rejoicing. You are free.

Watch the people who are still smoking. Watch them carefully and you will realize that most of them are actually **unconscious** of what they are doing.

And never forget that all these people are smoking - not because they want to - BUT BECAUSE THEY HAVE TO.

**They are addicted to nicotine and they have fallen prey to the illusion that it is essential to their daily happiness and well-being. Deep down they also believe they will have to face untold agony if they try to stop.**

So don't think it is **unfair** that they can smoke and you can't.

In fact, you should feel pity for them and rejoice in your own freedom.

But remember whether the craving is caused by the **chemical addiction** or prompted by a **trigger mechanism** - don't worry about it - just accept it as a temporary phenomena that will soon pass. **Treat it as game.**

Yes, you will feel a slight trauma in your body as it attempts to get rid of this terrible addiction, but remember something **GREAT** is happening.

In three weeks time, 99% of the nicotine will have left your body and you will no longer be physically addicted.

Your health will be transformed and you will literally change the course of your life - not to mention the thousands of dollars you will save every year.

In the next lesson, I want to answer some of the most common questions and worries that you might have as you prepare yourself make that final decision:

**I AM NOW A NON- SMOKER.**

## Module 8. Questions & Answers

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"Resistance effects the opposite of it's intent"

The Golden Rule: "There is no such thing as ONE Cigarette"

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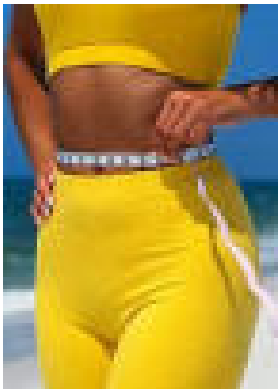
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Below are some of the most commonly-asked questions we are asked. Please study each one carefully as they will help to increase your understanding of the main principles involved in quit smoking.

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### 8.3 Q: Will I put on weight?



This is a vitally important question because it is behind one of the most worrying **trends** in smoking:

The idea that if you stop smoking, you will automatically gain weight.

#### The Old Willpower Method

This is important.

There are **two parts** to this problem and it is important that we understand BOTH of them.



First, we need to be honest.....

Yes, in the past, people DID tend to gain weight and certainly not lose weight when they gave up smoking.

But please remember this: This was BECAUSE most people tried to give up smoking using the **old Will-Power Method** alone.

They believed that..... when they gave up, they would feel terrible.

They were then told that the ONLY way to deal with these cravings was to **endure** them.....and hope that, with time and persistence, they would go away.

They were advised above all..... to use their Willpower and FORCE themselves not to smoke.

And.....finally, they were told.... to eat snacks or nibble this or that - ANYTHING, in fact to keep them busy and their minds OFF smoking.

Why eat?

Because the feeling or the 'hunger' for a cigarette is very similar to the feeling you get when you are hungry.

And so, in the past, people ate in the terrible **mistaken belief** that by eating, they could satisfy their craving for a cigarette and that it would help them keep their minds off smoking.

But of course it didn't work.....

....And the **MORE** the feeling came back..... the **MORE** they ate in the belief it could help them.

So, we have to accept there was some **validity** for people gaining weight in the past when they tried to quit.

But the CAUSE was not giving up smoking **but HOW people went about the process of giving up smoking.**

If you look closely at how they went about it, you'll see our old friend again : **Fear**.

## People ate TO NUMB their feelings.

Remember, when you give up smoking, you too will get these selfsame feelings - 'I want a cigarette.'

And you will **experience** similar feelings when you realize that you cannot have one.

But unlike the old willpower method, you will not **eat extra** in order to ESCAPE or NUMB these feelings.

Why?

Because you will want to WELCOME and ACCEPT these feelings. You will WANT to transmute them.

## These FEELINGS/CRAVINGS are the KEY to your success.

Please underline this:

The Old Way was to hate and fear these cravings - these uncomfortable bodily sensations.

You were told you had a **big fight** on your hands - these feelings would be unpleasant and overpowering.

And because the feeling you get when you want a cigarette is similar to how you feel when you are hungry, of course, you believed that by eating, you could **satisfy these feelings or at least alleviate them.**

But all you did was to **temporarily block** off these feelings.

By eating, you give yourself an **excuse** not to have to deal with and really **feel** these feelings.

**You put off the evil day.....and started to put on the pounds.**

Never forget that when you give up smoking, you will CONTINUE to have these empty, restless, insecure cravings for the first two or three weeks.....

**Now, for the first time in your life, LET yourself have these feelings, these empty sensations in your body.**

Actually **feel** them, moment-by-moment in your body. **CALL THEIR BLUFF.**

Sure, you will get the **temptation** to eat extra - to **compensate** - to **'fill'** in the feelings you believe you are now lacking.

These desires are natural, normal.

They are not bad in themselves. And they are ONLY TEMPORARY.

Just feel them! Yes, it takes courage not to run away **and try to escape by eating extra.**

If you will just have patience and stay with these feelings you will discover your moment

of truth - that **these feelings are no big deal and that you can easily handle them. You don't have to eat to escape from them.**

Please underline: The belief that you will gain weight automatically if you stop smoking is a **myth**. In actual fact, if you practice this psychology correctly - you should lose weight!

However, there is one other issue we must deal with in regard to weight gain before we proceed.

This is the second part of the problem we mentioned earlier.....

## Increased metabolism?

### Diets

Giving up smoking does not automatically lead to weight gain and can lead to weight loss.

And even the latest studies seem to confirm this.

In a large study in the UK involving over a thousand women giving up smoking - no clear picture emerged.

Some women gained , others experienced no change whatsoever while other women actually LOST weight!

However, in regard to the women who gained - the average gain of between 5 to 10 pounds over a number of months was generally attributed to **metabolic alterations** i.e. the change in their metabolic rate.

Let's look at this carefully as a lot of people, especially women STILL use this as an excuse not to give up smoking.

## The **effects** of smoking

To help us, let's try to understand the **effects** of smoking on your weight.....

First of all, smoking DOES burn calories, up to 200 a day in a heavy smoker. Thus smoking can increase your energy expenditure or metabolism.

What does this mean?

It means that quitting smoking can cause slight gain (unless we take appropriate action!) because the body begins to work more efficiently and the body's metabolism slows and food is digested more efficiently. This can also cause insulin levels to increase, which enable the body to process more sugar for energy.

Is this bad news? No. it's not.

Consider this.....

An average candy bar contains 300 calories.

If you were to stick to your regular eating habits but eat just six fewer candy bars (or equivalent calories found in some other food item) per month, you could easily prevent yourself from **gaining even a single pound**.

It's that easy!

Let's show you how you can easily outsmart the pounds.....

But first, get it clear in your mind.

When you give up smoking and do not RUN AWAY FROM or NUMB your cravings by EATING, **YOU WILL NOT GAIN WEIGHT** when you stop smoking.

The only gain some of our readers should be aware of is a slight gain of up to 5 pounds due to the change in their metabolic rate.

However, you can **EASILY** even avoid that and lose weight by taking the **FOLLOWING SIMPLE ACTION**.

Here's how to....

### **Outsmarting the Pounds**

**To lose weight when you quit, follow these simple steps and improve your general health at the same time**

- To burn an estimated 200 calories used by smoking, for example, walk briskly for **45 minutes** or **swim laps for 30 minutes each day**.
- Eliminate 200 calories of food intake, and you've used up the extra calories from not smoking. What does that translate to?
  - 2 lite beers (220 calories).
  - 20 regular potato chips (220 calories).
  - 4 chocolate sandwich cookies (213 calories).
  - 2 tablespoon of butter (200 calories)
  - 2 oz. of cheddar cheese (220 calories).
  - 1 small order of McDonalds fries (210 calories).
  - 1 hot dog and roll (250 calories).
  - 2 frozen waffles (240 calories).

- 1/2 cup macaroni and cheese (205 calories).

One **benefit** of quitting is that as your body realizes the benefits of not smoking, your **energy levels** will increase, and you will begin to feel better physically. **A moderate increase in physical activity can keep weight gain to a minimum.**

Here are more helpful hints

- NEVER try not to satisfy the oral fixation of smoking by snacking.

Wait to eat until the urge to smoke subsides, so that the smoking activity is not replaced psychologically by eating.

- Exercise daily.

A daily moderate workout not only distracts you from smoking, but also helps reduce tension and stress. Endorphins released in the brain during exercise actually make you feel better. Exercise also increases metabolism, helping you burn more calories.

- Eat square meals based on sound nutrition, and keep track of what you are eating, how much and why.
- Weigh yourself weekly and keep track of your weight.

Don't wait until your clothing is tight to realize you've put on a few pounds.

#### FACT

The good news is that the **very fear** of gaining weight is also the **#1 deterrent** to avoiding weight gain.

The great news is that studies show that at least 25% of all former smokers **so fear weight-gain they actually LOSE weight once they've quit!**

## Summary

Remember:

If you do not RUN AWAY FROM or try to NUMB your cravings to smoke by EATING, **YOU WILL NOT GAIN WEIGHT** when you stop smoking.

And even if you are one of those who may experience a slight weight gain of up to 5 to 6 pounds, due to metabolic changes- that is nothing!

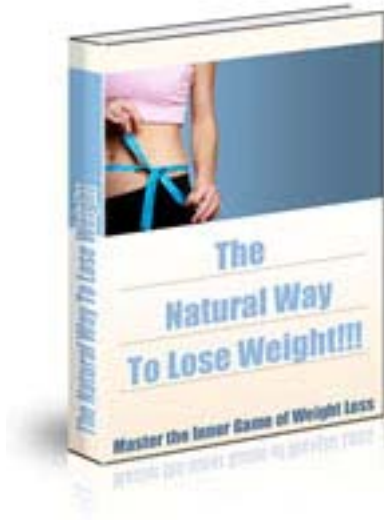
**But the important thing to remember here is this:**

In the old way of quitting, - the idea that you must use WILLPOWER to force yourself to stop and then you must keep yourself **BUSY** to help to take your mind off the desire to smoke - **people looked to substitutes like food to BLOCK or to ESCAPE from these feelings.**

By doing this, it ruined, of course any chance they had of not gaining weight. But the way, we now know is to embrace the craving to smoke.

**New E-book**





By doing this, it ruined, of course any chance they had of not gaining weight.

But the way, we now know is to embrace the craving to smoke. To make **friends** with it.

For more information on the full-program - read our new **e-book** on the natural way to lose weight, using our ideas based on Quit smoking philosophy

For more **information** [Click here](#)

## Diets

But our approach is the **exact opposite**.

We will want you to FACE and WELCOME ALL the cravings you get when you stop. We want you to TRANSFORM them.

You now know **that by allowing and opening to every feeling and desire WITHOUT judgment or resistance you can MAGICALLY transform how these feelings FEEL, moment-by-moment in your body.**

They can actually be experienced as enjoyable sensations - and **thus you will feel no compulsion to use food to escape from these cravings.**

So why continue EVERY DAY to....

**CONGEST** your lungs with cancerous tars.

To **CLUTTER** up and **POISON** your blood vessels.

And to SENTENCE yourself to a lifetime of.....

- Filth
- Bad breath
- Stained teeth
- Burnt clothes
- Filthy ashtrays
- And the foul smell of stale tobacco....

.....**all because of the mistaken BELIEF that if you stop smoking, you must gain weight.**

Go on....show the world by your own PERSONAL EXAMPLE that it is a LIE!

**Because it is!**

And as you show them, **ENJOY** fully all the immediate benefits you'll experience when you stop.....

- You'll feel stronger, younger, healthier
- Your complexion will be better.
- Your teeth and fingers will no longer be yellow.
- Your eyes will look healthier, more alive and vibrant.
- And your clothes and breath will no longer stink of stale smoke.

You'll feel **f-r-a-n-t-a-s-t-i-c !!**

Thanks to Kristy Farley and her advice in ' You Can Avoid Weight Gain When You quit.

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## **8.1 Q: Instead of giving up entirely can I just not cut down?**

Why?

Why would you just want to cut down?

That means that you would still like the opportunity to smoke now and then.

If you feel like that it means that at some level, you still **strongly believe** that smoking is enjoyable.

You still believe that the actual act of smoking is directly **responsible** for this enjoyment.

By trying to pretend to yourself that you can allow yourself to simply cut down, it means that you will remain catch in the illusion that smoking is inherently enjoyable.

(In fact by cutting down and spacing out your cigarettes you will, in fact look forward more to each cigarette and actually increase the illusion that the enjoyment is inherent in them. To refresh yourself on this lesson refer back to DAY 4.)

It also means, that at some level, you have not faced up to the widespread '**brainwashing**' that you will have to face physical and mental agony if you stop completely.

In the end, what is keeping you smoking is **FEAR**.

**A fear we ALL know.**

The fear that we will never be able to enjoy life or handle pressure without our little crutch or pleasure.

The fear that we will have to endure a long traumatic period in order to get free and..... and most of all, the fear that we might never be free.

Please do not underestimate the power of these false beliefs.

If you feel - 'No I will not give up smoking - I will just cut down on the number I smoke.' - it may sound convincing to you, but what it really means is that you do not want to **face these illusions**.

You are still terrified of the feelings you believe you will have when you give up.

Fine.

Congratulate yourself for being honest. Remember it is all right to have these beliefs.

Do not hate or criticize yourself for still having them. ***They have been deeply ingrained in our society for ages, so there is no blame for holding them.***

Remember the law: What you resist persists. So if you still have these fears, do not fight them in your mind.

That is the old way.

Just allow them. Beware of them.

By just bringing them to the surface and observing them and not identifying with them, they will rise to the top and evaporate of their own accord.

Be patient with yourself.

We all believed that to change our beliefs and feelings the best thing surely was to try to get rid of them, change them, push them away and then to criticize and punish ourselves for having them.

But what we were really doing was actually **increasing** their **power** by focusing more energy and power on them by fighting them.

The law is simple:

**Resistance effects the opposite of it's intent.**

Face this belief but do not fall into the trap of believing that cutting down on the number you smoke will solve your problem.

You will simply remain locked in another **prison of ILLUSION**.



## **8.2 Q: Can I just not smoke one cigarette?**

There is one **golden, unbreakable, infallible law** you must follow when you give up smoking.

Once you make the decision - the **final decision** to become a non-smoker, you must never smoke again.



## **THERE IS NO SUCH THING AS ONE CIGARETTE.**

THAT IS THE GREATEST ILLUSION OF ALL.

It was **ONE cigarette** that got you started on all this in the first place.

Imagine it.

If you had never smoked that **FIRST cigarette** there was NO WAY you could have become a smoker.

I know there are some doctors and specialists who recommend that you should stop smoking by gradually reducing but remember this new approach is different.

Remember again, we do not ask you to give up smoking immediately.

In fact we allow you to keep on smoking until you realize the real cause of your addiction : fear and why you believe it is difficult to give up for good.

But once you make the final decision to stop, that is it.

Get it blazingly clear in your mind.

## THERE IS NO SUCH THING AS JUST ONE CIGARETTE

.....and when you accept this, you will not tire yourself out or **torture** yourself by thinking : 'Can I just not have ONE?"

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### 8.4 Q: Why do you always repeat the SAME IDEAS and CONCEPTS over and over through the course. It's starting to annoy me?

Tonight, sit down and watch a new movie.

And ...try to count the **number of times** you see people **smoking** during the film.

And ask yourself why?

And then consider this.....

Today, most large films are financed by '**companies within companies**'.

In fact, it's almost impossible to track down who is financing or contributing some of the large sums needed to make these movies.

Why do some of these companies not want to be known?

For tax reasons.

Maybe.

Or maybe it is because they just love the movies....

Sure.

I wonder is it just a **coincidence** that in most of these NEW films today you will ALWAYS FIND PEOPLE SMOKING.

For example, last week on Irish Television, I watched a repeat of the Clint Eastwood Movie, '**True Crime**' with James Wood.

An excellent movie - but the next time you see it - try to count the number of times people are depicted really 'enjoying' smoking their cigarette.

I lost count - but as I watched it, I really felt sorry for any poor individual who has just started to stop smoking that day.

**Why do films indirectly, and in a lot of cases it seems, subliminally, focus so much on the act of smoking?**

Maybe it was just a coincidence.....and I'm wrong.

But here's a question....

Will the makers of that film and films like that tell us EXACTLY where ALL the financing of these films come from?

Can they tell us that NO tobacco company either directly, or more likely **INDIRECTLY**, through a **third party**, contributes to the financing of these films?

I wonder.....?

Anyway, watch movies like this and you will know the answer to the question why we repeat the same ideas over and over again.

**We are trying to help you to CONSCIOUSLY change your beliefs about smoking.**



To QUESTION all of society's **BELIEFS** and blind **ASSUMPTIONS** about smoking.

By **repeating** the same simple ideas **AGAIN** and **AGAIN** - we are helping you to.....

**CHANGE YOUR MINDSET.**

TO LOOK at smoking with **NEW EYES.**

To **QUESTION EVERYTHING** you have been told about smoking.

By repeating the same simple ideas -- AGAIN AND AGAIN we are helping your subconscious mind to **effortlessly** absorb the key **central message** of our course:

**You do not NEED to smoke to be HAPPY.**

**We** are simply using the same technique, the **use of constant repetition** that the tobacco companies use everyday, through all their different mediums to get you to smoke.

We're simply using it to make it easy for you to give up.



## Module 9. Freedom

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"Our doubts are traitors,  
And make us lose the good we oft might win,  
By fearing to attempt."

W. SHAKESPEARE

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This is going to be one of the most **important decisions of your life.**



Not only is it going to change your financial life.....

....imagine how excited you would be if you found out that you had just won **over \$50,000** in a grand raffle! Well, you have in a way!!

But it will also be the most important **health** decision you will ever make.

The decision you make, in the next few days will also, probably save you **years** of pain and unnecessary suffering.

This decision is so important for you and your family.

It is also important for all the smokers who have not yet had the **courage** to face their addiction.

There is, however one terrible, terrible **irony** of smoking.....

People find it so **hard** to believe that it is easy to give up.

And that is the central **truth** about smoking: **it is easy to give up.**

### KEY IDEA

**People find it so hard to accept that giving up smoking can be EASY.**

And yet, most of us believe the opposite.

In this course we have, hopefully **opened** your mind to a new possibility.

You have begun to allow yourself to forget the myths and lies - and to begin to believe that maybe.....just maybe....it is possible to give up smoking and to give up for good.

Yes, I know it is still hard for you to believe - but that is because you have not yet experienced it.

Soon, you are going to give up smoking for good.

As this time approaches, you will begin to experience a variety of emotions - from initial delight to fear and panic.

Fine.

There is nothing to worry about.

You are not doing an examination here where everybody is looking at you and where if you fail initially, you are doomed forever.

You are starting on a process where you are going to prove to yourself that giving up smoking can be easy and even downright enjoyable.

Why not take this **adventurous, playful attitude?**

Relax and begin to play around with all the **new ideas** you have gathered from this course.

Do not **force** yourself to believe any of them.

But start to consider them as possibilities.

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## 9.1. A Dialogue

**Open your mind to the possibility that maybe, after all.....**

'I could genuinely give up smoking for good .....

Oh, wouldn't that be marvelous .....

But no, hold on, I tried before and failed and found it terrible ..... Yes! ..... but ..... wasn't that because I tried to give up through WILLPOWER alone ?  
.....

Could this new approach, this psychology of non-smoking really work ?

Maybe..... Just maybe. I don't know.'

And maybe your thoughts will continue as follows :

"Do I really **NEED** to smoke? Really NEED to.

Could I ever get through the day HAPPILY without smoking?

Could I ever ENJOY my morning coffee without a cigarette or after a meal .....

I have ALWAYS believed (like the world once believed the earth was flat.) that it would be impossible.

Surely it is. .... but wait a minute, I got by happily **before** I ever became a smoker in the first place - didn't I ?

**I was able to enjoy watching TV,  
talking to all my friends on the  
phone, enjoy all my meals  
.....WITHOUT SMOKING!**

Yes, I did and even when people around me - my mother and father were smoking - **it never bothered me at all.**

I wonder..... I wonder. ....

And what about the **majority of people** in the world!

They don't smoke and they seem to get through all these occasions comfortably ..... They seem to be ABLE to enjoy their coffee and meals without the slightest **NEED** or desire to smoke.

***It doesn't effect their enjoyment one iota.....***

.....

My God, could it be true? .....

Maybe even after all these years, I do not really **NEED** the cigarette ..... Sure I would like to have it.... ..... but do I really **NEED** it ?

**Could I possibly enjoy myself without it.....?**

I must admit ..... I never really thought about it like this before .....

I just believed giving up smoking was all about losing a nice pleasure .....

And never actually considering the possibility I could be **just as HAPPY without it.....**

**Continue to let your mind expand. Be totally honest with yourself.**

Maybe your inner dialogue will continue as follows:

"Yes..... I might let myself consider giving up.

Wouldn't it be great..... ?

But really deep down, I still feel afraid. I'll miss them ..... I know it sounds silly ..... but they have always been with me in the good and the bad times .....

I think the truth is: I'm afraid I won't be able to cope without them ..... but could I ?

Oh, I wonder, I wonder .....that is the question ?

Up to this.... I have NEVER even considered this as a possibility.

But maybe ..... maybe .....

**If I did choose NOT to smoke what is the worst that could happen to me..... ?**

OK, for a while I would probably feel different ..... lonely and lost ..... as if I had lost an old friend

But, hold on -- wouldn't I also get those terrible cravings to smoke - that terrible nebulous feeling - I must have a cigarette .....?

Ah, yes, I forgot about that ..... Damn it!

Ah well, what's the point ..... I don't want to go through all that again, do I ?

But, wait, hold on - what was that I read in DAY 6.....  
Surely that can't be true ?

Yes..... it accepts that how I felt in the past when I tried to give up was true and valid - but it claims that the pain and discomfort which I definitely felt came NOT from the feelings themselves but how I responded to them.

Yes, now I remember:

When I give up I should welcome whatever feelings I get - not fear them or hope they won't come up or try to escape from them.....

The pain comes if you fall for the old LIE that they are too overpowering and you won't be able to handle them, so you try to get rid of them or change them in some way.

I must admit this sounds true to me .....

All I have to do is to ALLOW them ..... NOT get involved in them ..... NOT get frightened or anxious over them ..... to simply put them in context ..... they are only temporary ..... and when stripped of the power and fear which I have unconsciously **projected** on to them, they are really insignificant.

Yes, yes, of course that is it .....

And it has been these feelings - or rather my **FEAR** of these feelings and, my belief that I would not be able to cope with or tolerate them if I gave up smoking that made me not EVEN want to consider the possibility of giving up.



But now, maybe .. .maybe ..... it can be done and easily  
.....

I must admit I'm beginning to feel a bubble of delight and excitement and smell the incense of success ..... and the choice of real freedom.'

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## 9.2. A New Beginning

Maybe similar thoughts are flowing through your mind now.

Again let me repeat: I know it is hard to believe but you really can give up smoking now - and for good -- and actually enjoy the process.

Just allow yourself to make that **final irrevocable decision** to stop when you are ready.

Remember, millions have already successfully done it.

**They are getting on just as happily with their lives now and are able to ENJOY all those occasions which you presently believe are impossible to enjoy without the opportunity to smoke.**

They saw through the illusion.

**You are not alone**

We are soon going to ask you to make a **solemn vow** that no matter what happens in your life from now on, you are never going to smoke that **first cigarette** again.

Please never forget the following.

Burn these facts into your mind. Reread this lesson again and again.

When you stop smoking, you are NOT making a sacrifice. The **enjoyment** does not come from the cigarette.

It simply **triggers** it off.

You will not face any great horror or pain when you stop.

Remember the law : What you resists **persists**.

When you stop, do not worry or get uptight when you get these cravings to smoke.

Simply acknowledge and accept that you will get them.

They are a natural part of giving up.

In fact, to enjoy giving up you should **welcome** and **rejoice** in them.

In fact, the more times you have these cravings, the better.

**It will give you more opportunities not to fear or fight them, but to simply stand back and watch them as if you were watching a beautiful landscape.**

So when you get the feeling 'I would love to smoke - accept it as perfectly natural. The feeling isn't bad. What is important is how we deal with it.

Whenever you get the feeling, whether it is **once** or a **hundred times a day** - **it doesn't matter**.

Simply allow and accept it. Stay in the moment.



Remain a spectator.

And if you can maintain this simple, neutral, non-judgmental awareness, like a scientist..... **the energy of the feeling will change and the desire will simply dissolve of it's own accord.**

**Words cannot explain this extraordinary, simple but powerful process. It must be experienced.**

So every time you simply allow - and do not get anxious or worried about them - what you are really doing, for the first time, **is not giving them any more energy or life.....**

And like everything in life, without **energy** and **attention** it will soon die out and be gone for ever.

So, in the next three weeks or so..... **welcome** this feeling ' I would really love a cigarette', whenever it comes!

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### **9.3 Doubt**

However, there is one thing you must never, never do:

Never question or doubt your decision never to smoke again once you have made it.

This deep feeling or desire for a cigarette is real and you must be very careful that you do not allow it to question or doubt your decision with thoughts such as.....

'Maybe I'll have just one.'

Or the most common and dangerous thought of all.....

'Maybe now is not the best time. No I'll have one cigarette now but I'll definitely start next week.'

**This is just an excuse.**

And not only will it cause you to delay giving up if you give in to it, but it is designed for a much more deeper reason:

To give you an excuse not to have to face the feelings you will experience when you give up.

So you keep running **AWAY** from these feelings, fearing they are too painful, too unpleasant and just too impossible to change.

But are they?

**It is this lie that has kept you smoking for years - or - to be more accurate made you so FEARFUL that you kept on putting off the day when you would even try to quit this addiction.**

## 9.4 Simple Advice

So, let me repeat, for the first few days as a non-smoker allow these empty, insecure feelings.

Accept that for a while, you will feel empty and fed up.

You will also temporarily feel as if you are been deprived of something that is vital for your pleasure.

Fine.

Allow them all.

Also, allow the slight physical aggravation that your body will undergo during this period.

It is simply helping itself to get rid of..... the poison that has been destroying it.

When the feelings come, instead of bemoaning the fact that you can't smoke why not say to yourself:

'Isn't this great - this little monster inside my body is dying and everyday it is getting weaker and weaker'. In that way even if you feel a little insecure or uptight you will still be in a happy state of mind.

Enjoy starving that little monster - nicotine - inside your body.

**Luxuriate in it's death throes.**

There is no need to feel guilty about gloating over it.

After all, it has been gloating over you for enough years and the only way it can ever gloat over you again is if you light another cigarette.

---

## 9.5 A Happy Non-smoker

You are now about to become a **happy non-smoker**.

Remember, don't get anxious or uptight about this.

**It is not a final examination where failure equals eternal doom.**

It is an adventure of discovery and success.

Soon you will smoke your last cigarette.

Remember, from that moment on - you are a non-smoker.

**Yes, that very moment.**

Do not say to people: 'Oh, I'm trying to give up smoking - Say: **I am a non-smoker**.

You are NOW the same as all the people in the world who don't smoke whether they stopped ten years ago or never smoked at all.

This is important. **There is no waiting involved.**

As we have said, the difficulty in giving up smoking is not the physical aggravation caused by nicotine withdrawal -- but **the doubt, the uncertainty, the waiting** to become a non-smoker.

The **'waiting'** for the terrible withdrawal PANGS and PAINS that we were promised or warned would come. The fear that we are too weak and that the desire for a cigarette will prove too overpowering for us.

So if you are waiting for this great pain and suffering..... you will be waiting for the whole of your life.

They won't come, because they don't exist.

**So there is nothing to wait for.**

**The slight physical aggravation and the temporary, empty, lonely feelings that you will experience for the first few weeks when you give up ARE IT.**

There is nothing else to face or tolerate.

Simply face these temporary, slight feelings you will get when you stop.

Throw into the dustbin all the old folktales that these feelings are horrible monsters that you have to fight continuously.

These are only disguises that these feelings wear so that they can scarce you out of facing them and discovering their true **puny** nature. Like little children at Halloween with their monster masks.

So face the feelings.

Put them **in context** and then just feel them as they really are. That is all you have to do.

You are NOW a non-smoker. What else is there to wait for?

You do not have to wait till tomorrow, next week, or next month.

Simply remember two golden rules.

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## 9.6 Two Golden Rules

### Two Golden Rules

**1.** Never question or doubt your decision. You are a non-smoker so you do not smoke. Full stop.



**2.** There is no such thing as **ONE CIGARETTE.**

That is all you have to be concerned with - **that first cigarette.**

**IT DOES NOT EXIST SO WHY TORTURE  
YOURSELF OVER SHOULD I OR  
SHOULDN'T I ?**

I hope you have enjoyed this journey with us.



There is no need to remember all you have learned. Your subconscious mind will have taken it all in.

If you do not understand certain parts of it revert back to the lessons again and again.

Take your courage in your hands.

You are only days away from discovering the truth that you can become a non-smoker and more importantly a happy non-smoker.

We have had lots of readers who were in your position now about to take the big jump.

They, too had all your doubts and fears but today they are totally free from both the need and desire to smoke.

When you have doubts why not focus your mind on the **80 million** people in the US who have already succeed. It really really can be done.

**Soon it will be 80 million and 1.**

When you are ready turn to DAY or Module 10 for your final instructions.

## Module 10. Joy of Non-Smoking

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" The longest journey begins with the first step.

*Chinese Proverb*

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### There is only to-day.

You do not have to worry about how you will feel or act

- To-night
- Tomorrow
- Next week
- Or next year.

As far as you are concerned, they don't exist. They are only thoughts - pictures in your mind.

However, YOUR mind will want to **project** you into this **future** - AWAY from this moment - **the here and now**.

It does not want you to EXPERIENCE how you will REALLY feel, **NOW, IN THE PRESENT MOMENT** when you can't smoke because the feeling is so slight, so insignificant that you won't mind at all that you can't smoke.

**The game will be up.**

You will be free.



The mind does not want you to experience what you will really feel when you can't smoke because it is so slight, so insignificant that you won't mind at all that you can't smoke.

So in the beginning, your mind will fill you with pictures of depression and self-pity.

It will paint **terrifying, exaggerated** PICTURES of how you will feel when you can't smoke.

It hopes you will **accept** it's estimation of how these feelings will be - so that when you get these CRAVINGS during the day - which you will - you will run away from them.

Or try to RESIST them in some way.

Or worse..... you will hate and curse yourself for picking this day to stop smoking.

**But TO-DAY, and EVERY DAY from now,  
you will not fall for this trick.**

Of course, your mind will be on **overtime**, especially for the first few days.

Expect this.

It is not something to be worried about or hate. Remember what you resist **persists**.

So simply accept it - don't even hope or wish it will go away.

If it is there, fine.

If it is not there, equally fine. Just accept that you will have all these thoughts and more.



## **10.1 Present Moment**

Always stay **in the moment**.

You will ONLY feel tired, anxious or fed-up if you forget and try to get involved in these thoughts. If you think you should fight them or try to reason or argue them away.

Remember the paradox: What you resists, PERSISTS.

So if your mind wants to go on overdrive, **let it**.

Don't judge it or try to force it to be any way.

Simply let it be and gently focus your attention on something else and you will discover the paradox always works - the mind and it's thoughts calm down.

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## 10.2 The Real Cause of Unrest

Yet, we must never forget the real **frantic energy** that IS ENERGIZING all these thoughts and mental pictures - **the deep CRAVING you have to smoke.**

This **FEELING** that people have been telling you for centuries is..... the nearest thing to **hell.**

This FEELING that you don't want to face.

This feeling that you are so **convinced** that you won't be able to handle it.

Well, may I ask you:

**HAVE YOU EVER REALLY EXPERIENCED THE CRAVING TO SMOKE AS IT REALLY IS? REALLY EXPERIENCED IT MOMENT-BY-MOMENT?**

**HAVE YOU EVER STAYED IN THE PRESENT MOMENT AND ACTUALLY FELT IT --- AND NOT YOUR MIND'S INTERPRETATION OR EXPECTATION OF HOW IT SHOULD BE ?**

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## 10.3 The A,B,C.....

Giving up smoking is very simple. You make a **choice** not to smoke.

However, many times during the day, especially during those trigger occasions that you have **linked** so closely with smoking - you will WANT to smoke.

Don't make yourself wrong for feeling like this.

There is nothing wrong with this.

In the past, you found smoking enjoyable - because of false associations - so it is only natural, that for a while after you become a nonsmoker, that you will have these **strong urges**.

Do not revert back to the old way and hate these desires and yourself for having them.

Don't let your mind run away and ***take you away from this close non-judgmental inspection.***

For the first time, you are NOT going to run away from this feeling that you get when you can't smoke.

**You have been doing this  
your whole life.**

Simply stay in the moment. Don't let your mind take you away from what is really happening NOW.

Stay open and relaxed and notice how you feel now.

You may feel empty, uneasy, anxious but if you **don't let your mind exaggerate these feelings**, you will realize that they are only temporary and NO BIG DEAL.



**YOU WILL REALIZE THAT THIS IS ALL THERE IS TO IT.**

**THERE IS NOTHING ELSE TO WAIT FOR AND SOON EVEN THESE TEMPORARY SLIGHT FEELINGS WILL BE GONE.**

Yes - that is all there is to it.

There is **nothing else** to **wait** for.

However, because we all believe the **old MYTHS** that giving up smoking **MUST** be hell and extremely difficult - we cannot believe that this is all there is to it.

So we **conclude**..... that there is something wrong - and then the **idea** pops into our head:

"Ah, maybe it hasn't come yet. That's it. I'll just wait. I bet you very soon I will experience the real agony - the real pain that everybody speaks about. "

And so you wait around, day after day anxious, worried, fearful - waiting for this terrible drama - this great test. It is an illusion.

**KEY IDEA:**

**You have already gone through it. What we described above IS IT.**

**There is NOTHING to wait for.**



## **10.4 There is nothing to wait for**

There is no great drama - no great pain, unless you want to create it.

So you see the only problem with giving up smoking is that during the day, you will feel like a cigarette.

You will want to smoke. Accept this feeling and follow the simple procedure for dealing with it whenever it arises.

**Everyday it will get less and less until one day you will notice that you had forgotten**



**all about it and that it had died out weeks ago!**

**To become a happy non-smoker.....**

**1.** Make a decision to stop. A **real irrevocable decision**. Do not question or doubt this decision.

**2.** Take one day at a time.

**3.** Realize it will be very easy.

**4.** Accept that many times during the day you will want to smoke.

Do not run from this. Face it and you will discover it is nothing at all to be concerned with. Follow the new procedure to deal with it.

**5.** Realize you are a non-smoker NOW.

There is nothing to wait for or fear - except the negative pictures in your mind that you are projecting onto the future.

**6.** Everyday celebrate the fact that you are a non-smoker.

Very soon you will have no more need for all these techniques and hints.

The false beliefs you had about smoking - that you would never be able to enjoy your life again without them or that you would have to suffer a terrible agony to be free of them will be totally dead.

You will have no craving or desire to smoke even if everyone around you is smoking and begging you to smoke.

Please don't think this is not attainable for you.

IT REALLY IS - and this time next year you will know it as a FACT because it is a reality you will be experiencing.



**However, there is ONE GOLDEN RULE YOU MUST NEVER NEVER BREAK OR EVEN QUESTION.**

**THERE IS NO SUCH THING AS ONE CIGARETTE.**

Get this very clear in your mind.

And follow it. It will save you time, trouble and hours of mental wrestling.

Please never forget it - even if you feel tempted to smoke just one cigarette, maybe at a party or you feel down or depressed.

Remember : There is no such thing as **one cigarette.**

**KEY IDEA**

**In fact your ONLY goal - your ONLY objective as a non-smoker is to make sure that you never smoke that FIRST cigarette.**

Remember if you had not smoked that first cigarette, many years ago, you could never have become a smoker in the first place.

And look at all the **pain, frustration** and **money** that **first cigarette** has cost you.

So let us not fool ourselves.

**We are non-smokers.**

And non-smokers do not smoke. **Full stop.**

And so to waste time to see if we can have, maybe just one ..... surely it can do no harm ..... **IS AN ILLUSION.**

In fact to become a **non-smoker** is very very simple:

**There is only ONE thing that we have to look out for and that is to NEVER, NEVER SMOKE THAT FIRST CIGARETTE.**

**...AND TO REALIZE THAT FROM THIS**

**MOMENT ON..... YOU ARE A NON-SMOKER.**

When you put out your last cigarette, you are NOW  
A NON- SMOKER!



### **10.5 What to do when you want to smoke....**

- 1.** Expect it. Many times a day you will **feel** like this.
- 2.** Acknowledge it. Each time during the day when you feel like a cigarette simply acknowledge it. It is OK. It is quite normal and natural.
- 3.** Make a note of it. On a piece of paper write down what time it is and realize quite clearly in your mind : This is only my body registering it's demand for nicotine. Soon it will be gone. Everyday it is getting weaker and weaker.
- 4.** Imagine your body's demand for nicotine in the form of a little monster in your body. See the life pouring out of it. Imagine it getting weaker and weaker - it's mouth open, falling to the ground , struggling and gradually dissolving into nothingness. Everyday you choose not to smoke you

are draining it of more **power** and **life** and in three weeks, it will completely dead.

**5.** Repeat this process every time you feel like a cigarette, noting the time and the intensity of the demand.

In fact the more intense the demand the better : **it is only the 'little monster' shouting more loudly - thus you know you are on the right road.**

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## **10.6 What to do if you REALLY don't care and just WANT to smoke.....**

**1.** Again expect to feel like this. In fact you will feel like this many times. And remember even the most acute craving will only last a few minutes.

**2.** Acknowledge how you are feeling. This is important. Realize if you keep feeling like this it is quite normal and natural.

**3.** Simply note and affirm to yourself: This is fine. It is only my body registering it's demand for nicotine.

**4.** Stay in the moment.

**5.** Don't make how you feel wrong. Simply open to the feeling . Allow it to do whatever it wants to do.

Say:

'Come on my friend - you can do and suggest whatever you desire. I know your time is up and the more I stay open to you without wanting you to go away - in fact NOT CARING WHAT YOU DO - you can stay here all day if you want -- the sooner you'll be gone.'

**6.** Now gently refocus your attention on whatever you were doing. Treat it as a game. Repeat the procedure as often as you feel necessary. Soon there will be no need for it.....

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## 10.7 Failure is an illusion

When you are ready, pick the day when you will smoke your last cigarette and become a non-smoker.

You are now just beginning on the journey.

Even though you are now or shortly will be a non-smoker continue to **read** and **reread** the course in order to deepen your understanding and knowledge of this simple psychology of non-smoking.

And another point:

There is no such thing as failure. If you should fail and start smoking again **PLEASE, PLEASE DO NOT GIVE UP** and think that you will never succeed.

The only failure is if you were to give up and never try again.

**KEY IDEA.**

**The only failure is if you were to give up  
and never try again.**

LEARN FROM YOUR FAILURE.

And discover where you went wrong and start again.

Thank you for all your time and attention during this course.

As you start off now on the road ... **all our best wishes go with you.  
You're not alone. We have all been there.**



**Before you Quit.....Get Personal One-to-One Help from your own Quit Smoking Advisor!**

If you would like personal one-to-one help and to receive our 21day e-mail support – and new special weight-loss program please [Click here](#)

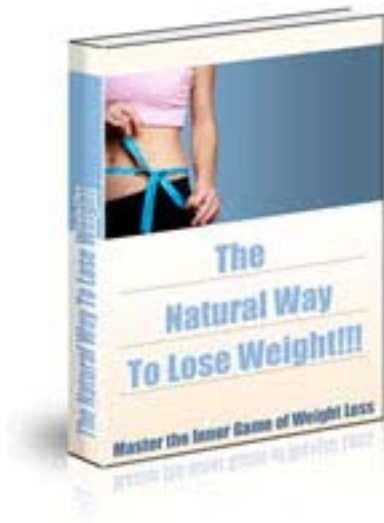
Our 21day e-mail program works simply.

Every day for your first **21 days** as a non-smoker, we will e-mail you, offering you all the help, advice, **experience** and **encouragement** you'll need to be

successful.

It will be like having a trusted **advisor** and **friend** on your side – for those first, vital 21 days!

You can also e-mail your **Quit smoking Advisor** anytime you want for help and advice. All this is available to you when you kindly donate to our service.



You'll also receive our new, 100 page+ e-book course on '**The Natural Way to lose Weight**, - a program based on the philosophy of our Quit Smoking program.

Most people will not gain weight when they follow our program. However, if your metabolism is affected, you may gain up to 5-6 lbs.

However, follow this program – and that will soon – and easily fall away.

To start this personal One-to-One program now, [Click here](#) to donate.

When you decide to quit..... ( Read below all the immediate benefits of Quitting now)

**Good Luck From Everybody At**





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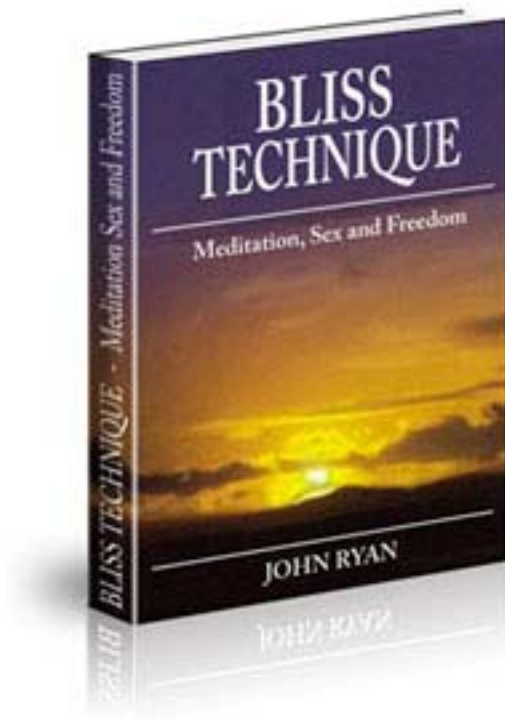
Now...here's what you can **expect** to enjoy over the next few days and years.....

Within.....	You can expect....
<b>20 minutes</b>	... your blood pressure and pulse rate to return to normal. The temperature of your hands and feet will also have returned to normal.
<b>8 Hours</b>	.....your blood oxygen levels to have increased to normal limits and carbon monoxide levels to have dropped to normal.
<b>24 Hours</b>	...your risk of sudden heart attack to have substantially decreased
<b>48 Hours</b>	.... nerve endings to start re-growing and your sense of smell and taste to begin returning to normal.
<b>72 Hours...</b>	.....your entire body to test 100% nicotine-free with over 90% of all nicotine metabolites to have now passed through your urine. You can also expect the symptoms of chemical withdrawal to have peaked in intensity. Your bronchial tubes will begin relaxing and thus make breathing

	easier, and your lung capacity will also begin to increase.
<b>10 days to two weeks.....</b>	...your body to have adjusted to the physical functioning without nicotine and the 3,500 particles and more than 500 gases present in each puff.
<b>3 weeks to three months....</b>	.....your circulation to have improved substantially, for walking to have become easier, and your overall lung function to have shown an amazing increase of up to thirty percent.
<b>1-9 months.....</b>	.....any sinus congestion, fatigue, and shortness of breath to have decreased. Cilia have regrown in your lungs thereby increasing their ability to handle mucus, keep your lungs clean, and reduce infections. Your body's overall energy will have increased.
<b>1 year....</b>	.....your excess risk of coronary heart disease to drop to less than half that of a smoker
<b>5 years.....</b>	... your risk of stroke is reduced to that of a nonsmoker at 5-15 years after quitting.
<b>10 years....</b>	... your risk of death from lung cancer to have decreased by almost half if you were an average smoker (one pack a day). Your risk of cancer of the mouth, throat and esophagus is

	now half that of a smoker's.
<b>15 years....</b>	.. your risk of coronary heart disease to now be that of a person who has never smoked. Your overall risk of death has returned to nearly that of a person who has never smoked.
<i>Adapted from the National Cancer Institute's "Smoking: Facts and Tips for Quitting"</i>	

Take it a step further now ....and investigate the **Bliss technique**



Most people who quit smoking, using these ideas find the **Bliss Technique** extremely helpful.

Not only will it reduce stress, but this simple daily practice can be extremely pleasurable, a real joy in your life.

Instead of smoking, **inhale** the natural, blissful energies that are inherent within each of us.

Go to: [www.quitsmokingonline.com/bliss.htm](http://www.quitsmokingonline.com/bliss.htm)

And finally....., here's something a reader sent in -if you're still lacking **motivation** to quit!

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## 10.8 The Top Ten Reasons to Keep Smoking

### The Top Ten Reasons to Keep Smoking

By Rita Mullin and Jack Huber

*If you're still not sure you want to quit, with our tongues firmly in our cheeks, we've come up with the top ten reasons to keep smoking.*

10. That lighter comes in handy for birthday candles.
9. Your ex-spouse wanted you to quit and you won't give him/her the satisfaction.
8. The occasional holes in your clothes give you a needed excuse to shop
7. Philip Morris needs that money more than you do.
6. Those extra wrinkles give you that "mature" look.

5. The smell on your coat makes it easy to pick it out of a pile at a party.
  4. If not for the smoking you'd be perfect, and nobody likes a perfect person.
  3. If your sense of smell came back you'd have to do something about that litter box.
  2. You wouldn't get any exercise at all if you didn't run outside the building every hour for a cigarette.
  - 1. *That rattle when you breathe reassures you that you're still alive!***
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Don't forget: When you have completed the e-book, now set your **Final Quit date**.

However, go to [www.quitsmokingonline.com/emailcourse.htm](http://www.quitsmokingonline.com/emailcourse.htm) the day before you quit, so that you can receive our **special 21 day e-mail support program**.

This program works simply.

Every day for 21 days, we will e-mail you, offering you all the help, **advice**, **experience** and **encouragement** you'll need to be successful.

It will be like having a trusted advisor and friend on your side!

Good luck

John









