

3 Reasons Your **Resolution** to Stop Smoking **Failed**



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**3 Reasons Your
New Year's
Resolution to Stop
Smoking Failed ...
and The Secret to Success!!!**

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3 Reasons Why Your New Year's Resolution to Stop Smoking Didn't Work and The Secret to Success!!!!

NOTE: The author is NOT a medical practitioner and cannot dispense medical advice. Only a doctor can legally provide medical advice. All information contained within is based on some scientific studies along with the experience of the author. This information is ONLY an opinion and serves as an alternative to other programs designed to help you stop smoking. The author encourages the reader to seek out medical advice before pursuing any program. The reader understands that this is merely an alternative look in preventing smoking and understands the author makes no claim to be presenting authorized medical information.

My Stupid New Year's Resolution! (said with your best Homer Simpson imitation) :-)

Have you ever made one of these resolutions that ended by the first month? If you're reading this book, you are probably thinking, "why did I make that resolution???" We are going to examine why you weren't able to stop smoking even though you made that resolution to quit for good!!!

The End of Last Year!

You were ready! You had so much hope for a great new year! So much enthusiasm. You said, "this is the year I'm gonna do it!" Then the New Year hit. Maybe you made it for a few days or weeks, but something happened, and you're right back - hooked on your favorite brand again.

Sound familiar?

- Did you know that over 92% of people who make resolutions do not follow through?

- Did you know that **less than 3%** of smokers will successfully stop?

Why do we fail at following through with our resolutions and why are so few successful at ending their captivity to cigarette smoking?

There are 3 major reasons why you didn't succeed. Most believe they know what those reasons are. But are they the REAL reasons they fail???

What People Think

Most say they don't stop smoking because:

Reason 1 - It's hard to quit!

Reason 2 - Cigarettes are freakin addictive and I have an addictive personality!

Reason 3 - I'm so stressed out and they help me!

I used to think the same thing. But, what if these reasons were just misconceptions and you could change them? And what if we could find ways to combat the **real reasons** you haven't successfully kicked the habit?

If we can show you how it's possible to stop smoking by the time we get to the end of this ebook, would it be something that would interest you???

Keep reading! You may be surprised. :-)

The 3 Real Reasons

I believe there are 3 primary reasons that people fail in their quest to stop smoking. Yes, cigarettes can be tough to quit, and yes, it's an addictive product. But saying you have an addictive personality is just a story that we tell so we have an excuse. And stress? Most are unaware that smoking actually causes stress!

I Used to Feel The Same Way

Like you, I've been there. I was a pack a day smoker. Yet, once I decided it was over, **I stopped smoking in 4 days!** From almost a full pack to zero in 4 days!!! If I can do it, you can, too. You only need the right path.

70% of smokers want to stop!

Statistics show that 70% of smokers say they want to stop! (I guess the other 30% are committed to dying.) Yet, **only 1-3% actually succeed.**

- Why do so few succeed?
- What separates those who stop smoking from those who don't?
- What separated me from those who remain hooked?

These are the questions I started asking, and examining. As I looked deeper, I found there was no shortage of programs, and no shortage of meds "designed to help." Even with the pharmaceutical creations, the stats have remained the same - **Less than 3% will succeed in their quest to stop smoking.**

So why aren't people succeeding and what are the secrets you need to understand so that you can get back on track and fulfill that resolution?

Reason 1 - We Focus on How To Quit; Not on Why!

Most like us who attempt to stop smoking approach the process incorrectly. We spend a ton of time on strategy - the "how-to." We look for the next best (or fastest) strategy or program that will promise you success. There's the first mistake!

What Do I Mean???

Like me, you have probably "tried" in the past and failed. You found a new strategy or medicine and thought you were on the road to freedom. Here's the issue -

Without compelling emotional reasons on why you need to stop, you will not stop no matter what the strategy is!

For most of us, we have a strong attachment to smoking. We do it to seek some enjoyment, bond with our friends, or cope with the day, right? All are *emotional* connections to smoking. Until you come up with stronger reasons for you to change, you can guarantee that you'll return.

For most, we have goals that are not strong enough and strategies or programs that are impotent. Not a good recipe for success.

The Secret Success Formula

If figuring out how to get there is a mistake, what's the best approach? We need to focus on "**WHY!**" I'm a fan on Tony Robbins and he (along with others) have a fundamental belief about how to create lasting change! The secret is to come up with compelling reasons WHY you need to do change!

Whether you want to stop smoking, get a new job, or find the love of your life, the formula is the same. It's this—

80% is Psychology - 20% is strategy

Until you've leveraged your psychology (understanding why you smoke, and finding compelling reasons to stop, etc), there won't be a program (strategy) that will help you. And that's the issue most smokers make!

Our Stakes Are Too Low

Do poker players care more about winning \$1 or \$1,000,00? The million! Why - because the stakes are high!

If we raise our emotional connection (ie, the stakes) and get connected to why we smoke and why we want to stop, we increase the chance we will make the change. When I tried to quit in the past, I spent a lot of time looking into methods when I should have been looking at why I had to stop. Once I focused on the reasons why I must stop and raised my personal stakes, everything changed!

We must get 100% committed to ending our slavery to smoking! NO STRATEGY will work until the stakes (and our connection to them) are high enough so we won't turn back! That's the power of psychology.

Sometimes the reason why you want to stop can be simple. For me, the reason was incredibly simple - I was tired of being and acting stupid. The fact that people would look at me smoke and assume I was stupid was actually revolting to me. I was emotionally repulsed by people making this assumption about me. What was worse - they were right. This one belief changed things and gave me a strong reason WHY I had to stop.

Here's another secret - If you have moments when you are 100% committed, you are close to completely committing. You are holding back because you think it's going to be too difficult or because you're afraid of failing. You are almost there! How cool is that!!!

How Do We Leverage Psychology?

Having strong emotional reasons why you will no longer remain a prisoner will get you free. Notice that wording! I didn't say you need to find reasons to quit smoking. I said why you will no longer remain a prisoner! That one subtle difference could be all you need to consistently connect to that driving force and get it done!

Many will use their connection to loved ones. Understand that this connection, what you will get, is the trigger. If you can create enough emotion, you can do it. If the thought of dying before your child scares the crap out of you, or if the thought of having your spouse have to wash out the hole in your throat or clean your diaper because smoking gave you a stroke - if these thoughts create an overwhelming amount of discomfort, USE THEM! These emotions create "the why" you need to leverage yourself into ending your captivity and will literally set you free!

Reason 2 - We Sabotage Ourselves Before We Even Begin!

Strategies won't set you free until you get invested in your psychology! But, these weak strategies can also sabotage your success.

Take a second and think about any of the popular smoking programs in place today. What is the emphasis? Almost every program available today wants to convince you to **“try and quit,”** don't they?

Who Wants to Be a Quitter???

Think about those words. “Try and quit.” Let me ask you a question - how do you feel about quitters? Not the people who stop smoking; quitters. When you think of a “quitter” do you imagine a super successful person? Or do you think of a loser? When someone quits their job or relationship, do you feel attraction to the person? Usually, we need to know the details like, “did you take a better job?” or “was your partner an a\$\$hole?” before we can get behind the decision to quit.

The only time “quitting” has a positive perception is when you GET something better by quitting. Otherwise, **quitting, in our culture, is universally loathed.**

In the US, we hate quitters! When an athlete “quits” on his/her team, that person is vilified! Even when we're young, it's true. How many of you had parents that wouldn't let you quit a sport or club until you gave it your best?

This universal negative reaction to the words “quit” and “quitter” are imprinted onto your brain's DNA. Sure, it was nurtured into your brain, but it's there. When you are approached with the idea to “quit” anything, your brain immediately rejects it. Quitting anything is painful to your mind, and your brain will sabotage your effort as it is “hard-wired” to avoid pain.

When strategies focus on “getting you to quit,” you have a subconscious immediate aversion to it! You don’t start your goal to end captivity to smoking. You start with the plan that you are going “to quit” and it paralyzes you completely undermining your psychology!

Quitting Is A Punchline

Don’t believe me? Ever meet someone who tried quitting and failed? You see the person with a smoke hanging from his mouth, and someone asks, “Hey, I thought you quit?” Without hesitation, the person replies, “Yea, but no one likes a quitter!” THAT is how we feel about quitting.

If psychology is the key and your brain hates the idea of quitting, how do you think you will succeed??? The answer is you won’t and that’s why 97% of us fail.

C’mon! Let’s Try!!!

Let’s look at the other word - “Try.” What does that word imply? If we try, are there any consequences? When we say, “I’m going to try,” we immediately set up an excuse for failing, don’t we? If we don’t succeed, we can say, “Well, I tried.” And we are off the hook! Once again, the stakes are low.

Trying - It’s What We Do With New Foods!

Does “trying” sound like a recipe for ending your addiction to smoking? Are you invested in your success? Does it put you in a place of dominance or weakness? Does it help you end smoking or not? Let’s leave “trying” to a new food or restaurant. :-)

Words Have Power!

If psychology is 80% of our battle and the strategy is focused on “try to quit,” do you think we are ready to face the test or are we setting ourselves up to fail? We all know the answer.

Almost every strategy focuses on these impotent words.

The success story is the woman who changes what the word “quit” means to her. She convinces herself that quitting is akin to SUCCESS, and takes incredible pride in the word.

She never “tries to quit.” She removes the word “try” from her thoughts. This is about DOING; not trying. She goes into the process knowing that, as Yoda said, “Do or do not! There is no try!”

Changing the meaning of a those words is hard to do which is why only few succeed in this “try to quit” approach.

There’s a Better Way

If words have power, use them to your advantage! Don’t quit - **gain something**. If you tell yourself that you aren’t quitting, but instead you are gaining your freedom from smoking, do you think this will leverage your psychology? Hell yes, it will!

When we frame what we’re doing with empowering words, we have a far better chance at success!

**Weak words equal weak results.
Powerful words equal powerful results.**

Reason 3: We’ve Convinced Ourselves It’s Too Hard.

We have all heard how hard it is to stop smoking. If we were on a deserted island, could we stop smoking? Do you think we would all be walking around ready to kill each other or shaking uncontrollably? No, we’d be fine.

The Withdrawal Process - 3 Days

We have been told that withdrawals can be a bitch. Did you know most of us only experience the physical withdrawal process to smoking for **only 72**

hours? That's it! And the withdrawal symptoms are mild compared to other drugs. We don't vomit, get DTs or have hallucinations. For most of us, we get irritable.

So what's hard? 3 days of mild symptoms? If it's not the physical addiction that holds us, it's the psychological, isn't it? And that's where we fall down. Most of us can easily stop for 3 days. It's the weeks and months after where we fail, right? So, again, we are back to handling the mental aspect of smoking.

What We Believe Is Real

Let's take a look at something else like losing weight. If you believe that exercise is going to cause body aches and misery, and dieting is going to be suffering, do you think you'll ever get in shape? We know the answer.

But...what if you felt that exercise was going to be fun? What if you felt that changing your diet would give you the chance to try new foods and make you feel energized? Better chance of success? Absolutely!

Our Belief Makes Our Destiny!

If you think that it's going to be too painful to stop smoking, you won't do it. If you think withdrawals are going to be bad, or that you'll become unbearable, it ain't gonna happen.

However, if you think that stopping smoking will allow you to breathe better, save you money, help you look younger and feel amazing, do you think you have a better chance of succeeding?

Even something as simple as your belief that you have an addictive personality will prevent you from starting. If you think you have an addictive personality, then you automatically say "this is going to be tough."

Success Is Changing What We Think Is True

Remember, we all are driven to avoid pain. If stopping smoking is perceived as tough, it means discomfort and pain. If you believe that smoking eases your pain, that's more of a reason to continue, isn't it?

In order to succeed, we must change our beliefs. We change our beliefs all the time, don't we? Aren't there things you used to believe as a kid or teen that you no longer do? Most of us, at one time, probably thought smoking was awful. Throughout our lives, we change our beliefs. Whether it's something small like the worst food ever or something big like our religion or politics, we change our beliefs about what's valuable and true.

People Use Meds - Because They Believe It Makes It Easier

One of the reasons that so many use meds is because they believe it will make it easy. "Take a pill and your problem goes away" is the promise. But it's not the truth. If it was, more than 3% of people would be free, wouldn't they?

The medical industry can't show evidence that their way is easier or successful. Sure, their drugs make withdrawals easier, but it's just 3 days! But the drug companies can show how their profits increase more and more with each new drug. Beware the temptation of "easy." Is it easy for you or for them? Is it better for you or them? :-)

How Can We Make It Easier?

When I finally stopped, I convinced myself it was going to be easy. I handled my brain, and told myself it was going to be simple and I wasn't going to be a jerk to those around me. It was more important to be gracious rather than miserable. I convinced myself that I wasn't giving up anything. I was actually gaining freedom from a filthy habit. And it was easy.

Did I face cravings? Yes, and still do. But I know how to effectively handle them and they don't impact me.

You may not find it as easy as I did. But, I can promise you that if you figure out why you must stop smoking, it will be easier than believing you're giving up something. Once you leverage your mind, it becomes easier!!!

There is no magic pill!

It's going to take effort and focus. Nothing worth having is ever easy, is it? If it's easy, we don't appreciate it. Isn't this true?

Do you appreciate your body? Ever think about your blood consistently pulsing through your veins and arteries getting this life source to your heart, brain and other organs? Most of us will value it only when it's NOT happening like during a heart attack. But, this magic occurs every minute without any thought.

Contrast it to one of your major accomplishments! You have pride in those things and they have value. More than likely, reaching your achievement took hard work and that's part of the pride!

You Don't Need To "Go It Alone!"

Were you aware that smoking is treated differently than all other addictions? Think about it. There are support groups for people addicted to alcohol, drugs, food, gambling, and even sex! There's AA, Narcotics Anonymous, Weight Watchers, Jennie Craig, and Gamblers Anonymous. There are rehab facilities all over the country that range in quality and costs.

What do smokers have for support???

There are no rehabs, no clinics, no support groups, no "Anonymous." Smokers are expected to solve their problem alone. When a person makes a resolution to get into shape, many seek guidance from a personal trainer. Smokers don't have that resource, and it's a shame.

Find a Guide!

One of the reasons I created this book and others like it is to provide support to smokers. I already went through the process and have succeeded! 13+ years without a cigarette!!! Take the lessons I learned, and follow my steps and you don't have to go it alone.

Climbing The Himalayan Mountains

Imagine you had to climb Mount Everest. You had two choices:

1. Follow the wisdom and guidance from a PhD in Tibet, and the effects of altitude on the human body, but who had never climbed any mountain.
2. Follow a sherpa who never had any formal education but had made over 1000 successful climbs of Mt. Everest.

Who would you choose? Follow the guidance of those who have done it! They can get you to success in a shorter amount of time!

Success Takes Focus

Whether it's your success in business or charity, or your physical accomplishments or your artistic ability, these have a greater "obvious" value and focus than blood coursing through your body.

Yes, changing our habits takes effort! But, there are ways to leverage it.

How Do You Get Free From Smoking?

First, if you've read this far, I congratulate you!

You are likely a kindred spirit - someone who truly desires freedom from cigarettes. You are someone who is tired of missing those small yet meaningful moments that keep us connected to one another...all because you were feeding your fix.

You likely have the desire and strength to commit and face your demons! You also have the character not to give up and to be an inspiration for your true self and to others! (I bet you hadn't thought about yourself in these terms in a long time, huh?) You may have tried cold turkey in the past and failed. You may have tried meds but found they let you down.

If you want to be free from smoking, there's a better way than your pharmacy!

One of the fastest ways to accomplish anything you want is to **find someone who DID what you want to do then do what they did!**

Most people who successfully stopped, though, can't explain the process they used. "I just did it," doesn't help you.

I stopped smoking over 12 years ago. Once I figured out how to stop smoking, I was done in 4 days!

You only need 3 things to succeed:

1. An overwhelming desire to be free from smoking
2. A good vehicle or strategy you can follow
3. Someone who can help guide you and coach you to success.

Step 1: If you aren't at the point where you are fed up with smoking and don't want to do it any longer, nothing will work for you!

You have to start with the deep desire to NEVER want to smoke again. If you have moments when you feel that way, there are ways to intensify it so you stay consistently connected- without effort! If you just feel like you should stop but don't really want to stop, it will never happen. **Without commitment, you will never succeed.**

Only you can create the need to stop smoking! You cannot stop for someone else. Someone else can help motivate you, but motivation often times doesn't lead to activation. You must turn the feelings into "overwhelming desires!"

There are ways to intensify these motivating feelings!

Change how you feel about smoking and you will NEVER return! It's literally that easy, but getting to that point can be challenging! There aren't any programs in the market today to get you connected consistently with these motivating feelings with the exception of (likely) long and intense therapy!

Some people need the attention and added care of those with psychological training. But, unless your attachment to smoking is because of some dark psychological issue, you probably don't need this type of intense psychotherapy. If you aren't sure, go see a psychologist to see if they can help.

If you are at a point where you are truly fed up and have a conviction to stop, but it's not consistent, you must find a program that will give you the extra edge you need to create lasting results!

Step 2: Find a method or system that will help you handle the LONG term!

Getting over the physical withdrawals of smoking is easy! Hanging in for the long term is where most "quitters" fail. Almost every "stop smoking" program available today, with the exception of long-term counseling, focuses on a strategy to help you handle the physical addiction.

Most strategies in the market today rely on costly medications and working with a psychologist. Unfortunately, the success rate is poor. Most people won't do the work or take the time psychologists require of them. They lose patience and get frustrated.

Long term success relies on understanding and dealing with the reasons you smoke, changing or replacing those reasons, and staying connected to your new purpose! And, trust me, it's not hard to do once you learn.

You must find a system that gives you strategies to cope with cravings and deal with the metabolic changes that are likely to occur after the physical addiction is gone. Half the battle is knowing you may face setbacks like a craving and understand that your body's metabolism may adjust due to the reduction of nicotine that occurs once you stop smoking! If these moments occur, you're ready to face them and conquer them!

Those physical and mental manifestations are speed bumps! If you don't change your underlying reasons for smoking, you will return to the "comfort" you have in smoking.

Until you understand and change your reasons for smoking, you won't succeed - It's the SECRET to long term success!

Step 3: Find a coach that keeps you connected to your goals, and helps you cope with those moments of weakness!

I used to be the person who would go long periods of time without a cigarette, and then I'd fall off the wagon and have one. After having that one cigarette, I thought, "Oh well, I blew it!" and I'd have a new pack before the day was through and be back at square one!

I had to rely on myself as my own coach and it was a difficult journey. A guide or coach can help speed up the process and get you to the point of success while avoiding the pitfalls you might encounter.

Coaches are different than psychologists and psychiatrists. The standards that govern each differ. It's good that the rules are in place. The expectation when going to a psychologist is to handle a medical issue. Coaches, by design, are not medical professionals (though they often refer clients to medical pros). They push you out of your comfort zone and get you to discover what you're capable of achieving. It's why you hire them!

It only takes one time to succeed!

You may not knock it out of the park on your first round! But, if you have a program and a coach who can get you excited, get you connected to what's important, and push you to reach your goals you can jump back and succeed! And with a coach, you're not doing it all on your own. You have someone in your corner to support and help you.

Try This Quick Exercise!

Think about who you were when you were younger - before cigarettes. Did you have dreams? Did they include being a cigarette addict? What would your younger self say to you today? Would your younger you be proud or ashamed?

Now, let's fast forward 6 months from now and see you free from cigarettes! Imagine yourself completely free and being able to tell people, "I don't smoke!" Would your younger self be proud of you?

Whatever system you choose, understand that freedom from smoking is something you can do! I believe there are simple steps you can take to get there without the need for any drugs.

Finally, consider this question——

When do you think will be a good time for you to stop smoking?

Do you think life will ever become less stressful? Do you think things will get easier or there will be a day when that big event or holiday or special day or upcoming crisis isn't going to occur?

If you wait for the “right” moment to stop smoking, you will never stop smoking.

There's always going to be stress. You know there will never come a day when life is stress-free. In fact, the very thought of stopping smoking probably creates stress for you. That's because you've determined that

stopping smoking is difficult, or has a lot of side effects that you don't want to face.

But what if there was an easier way? If someone could show you the shortcuts you would need to take to stop smoking, do you think that would make it easier for you to finally escape the chains of smoking?

Exciting possibilities, huh?

If you're not a little intrigued about ending your captivity to smoking, then get honest and own that you have no interest in stopping smoking and want to remain a prisoner.

But, you already know how that road ends. Anyone over the age of 7 knows that smoking leads to a life of physical misery and torture. Anyone who has ever choked on food or water knows the pain of trying to catch your breath through a nonstop coughing fit. That's the path of the lifetime smoker unless they "get lucky" and die from a painful heart attack or cancer.

I know - I watched my mother struggle for breath for about 8 years until finally she succumbed and died. I watched her body deteriorate, and watched her spirit disappear through clouds of smoke.

This future doesn't have to be yours - if you take the steps you need to get free.

Thank you for taking the time to read this ebook! **Remember, that this information is solely the opinion of the author and not medical advice. It presents an alternative to traditional medical solutions.**

I look forward to seeing you again and encourage you to keep going! Good luck and don't give up!

Stay strong, stay inspired and transform yourself back into a non-smoker!!!

Seann

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