

**5 MYTHS ABOUT
QUITTING
SMOKING**

THAT KEEP YOU SMOKING



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5 Myths About Quitting Smoking That Keep You Smoking!!!!

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NOTE: The author is NOT a medical practitioner of any kind 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.

Myths/Lies Keep You Hooked!!!

Welcome to this brief e-book! In this book we're going to introduce you to some very common misconceptions - myths - that are holding you back and actually preventing you from your goal of ending your relationship with cigarettes.

Ever had a romantic relationship that went on too damn long?

You knew you should get the hell out of it, but there was always some reason you didn't. Some lie you told yourself or "myth" you created helped you stay in the relationship. By the time you break free, you actually end up realizing how much bulls**t you were telling yourself! And when you're out, you actually feel so much better.

Cigs - That Crazy, Needy, Psycho Partner

Your relationship with cigarettes is that toxic, crazy boyfriend/girlfriend you haven't been able to dump. Sure, they're exciting at times and you feel a thrill when you hang out with them at parties. But, then you wake up the next day feeling like sh*t, you turn over, and think to yourself, "Oh God, you're still here!" But, after a "kiss," you give it another day.

Just like that crazy lover, you need to dump this relationship as soon as you can! Because this “lover” is going to kill you.

So, let's do something about it! Let's expose some of the myths and show you how they directly or indirectly hold you down!

5 Myths?

I believe there are 5 predominant myths that prevent people from stopping smoking. But, first, I'll give you one that isn't a myth.

FACT - Smoking will kill you!

Everyone knows this. No mystery here and I'm not going to belabor this point. Unless you live in a cave or are stuck in the early 20th century, you know the dangers of smoking.

But, people still smoke. Can you believe that 70% of current smokers say they want to stop? You're not alone! Yet, studies show **only 2-3% will actually fulfill the dream of stopping!** If we know it's going to cause us misery and pain, why do the other 97% remain captive?

The Pain/Pleasure Principle

Human beings, by design, are “hard-wired” to avoid pain. I'm a big fan of Tony Robbins. In his research, he has found that our nature is hard-wired to avoid pain and gain pleasure. And, we will do more to avoid pain than we'll ever do to gain happiness. It's why we all don't go for our dreams or go after that special person we really want in our life. It's why we don't get in shape and why we don't stop smoking.

Most of us attach JOY to smoking!

How many of us think that smoking helps with stress? Stress is pain in the moment! If we're hard wired to avoid pain, we will do what we can in the moment to get out of it! We innately are driven to avoid that situation.

Conversely, if we believe something is going to help reduce stress, then our brains are going to be *drawn* to that solution! We believe that smoking helps us deal with stress (joy) and avoid the pain of stress.

Even though we know that smoking will kill us in the long term, we are driven to handle the current fear and pain (that is, stress) in the short term. We believe smoking helps so we do it! This leads us to our first myth!

Myth 1: “Quitting Is Hard!”

Do you believe quitting is hard to do? Have you ever met a person who stopped cold turkey and doesn't smoke to this day? Sure, they probably had moments of weakness and almost went back, but they did it. You know how - THEY DECIDED!

**The truth is that stopping smoking is not hard -
if you know how to leverage yourself.**

All you need to do is reassess how you view smoking. If you change the reasons you smoke and create a feeling of great pain TOWARD smoking, you will stop! That may sound hard, but it's not. I'll give you an example....

Making The Choice

I was a 1/2 to a full pack a day smoker. One day, I was at work and went outside for a smoke. It was a cold winter day in New England and I was heading out for my fix. My boss's boss would have given me a hard time if she saw me going out for a smoke, so I learned to avoid the obvious which means I was outside in 10-20 degree weather having a cigarette without a coat - just a dress shirt.

As I'm "enjoying" freezing my a\$\$ off, I watched a guy in a truck drive by me. He glanced my way - no look, just a passing glance. At that moment, I felt I knew what he was thinking and it disturbed me - deeply. I imagined

that he looked at me standing in the cold sucking a cigarette and thought, “wow, that guy is just stupid!”

I never want to be perceived as stupid. Yet, at that moment, I had to admit that the truck driver’s perception of me as an idiot was indisputable. I had no defense. That was the first day that I determined that my relationship with smoking needed to come to an end! It wasn’t long before I was free.

All it took was taking something that was more painful (the thought of people thinking I’m a moron) to move me away from my “love” of smoking. Having a cigarette began to cause more discomfort than any comfort it was providing.

After making that decision, all I needed to do was find a strategy. When I found my vehicle, I was done in 4 days - because I decided enough was enough!

Change what you feel about smoking and you WILL do it!

Those around me had no idea I had stopped. Almost 2 months later, my boss asked me if I was going to have a cigarette, and I told him I no longer smoked. I hadn’t been irritable, annoying, or a pain in the a\$\$ in any way. I was just done.

How Do You Make It Easy?

I already gave you the first way - decide that enough is enough! Other ways to strengthen your resolve are:

- **Find strong emotional reasons to stop.** My decision wasn’t enough. It was my emotional connection to the decision that made the difference. I found something that was truly painful for me that I attribute to smoking.
- **Know what moves and motivates you.** Everyone is different. For me, it was being perceived as stupid. For others, it’s pity. For some, it’s the guilt of not being there for your loved ones. Find what motivates you and USE it!
- **You must be at a point of critical mass!** 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! Your friends and family can't help. Some people think they can quit for their kids. The truth is that you stop because of the feeling you associate with your kids (love, guilt, the overwhelming desire to not hurt them, etc). Your family can motivate you, but I have found that motivation often times doesn't lead to activation.

Motivation Doesn't Lead to Activation

There are techniques to help you connect consistently with the desire to stop. So, if you have had moments when you have felt the desperate desire to stop smoking, but tend to lose connection to it, there are ways to keep you connected.

Eliminate the Negatives

There are ways to help reduce the discomfort of stopping. Remember when I said, "no one knew I had stopped?" That's because I didn't have the side effects! I knew how to help my body manage the physical effects of withdrawal. My new strong desire to be a non-smoker along with other strategies and "brain checks" helped me reduce the psychological effects.

Trust me, stopping smoking is EASY— if you know some simple skills and techniques to help you leverage your connection to smoking! But, you must put yourself through what I call a ***Dynamic Mindset Reset!***

Myth 2: Quitting Equals Success

This one belief that you must "quit" sabotages more people in their effort to stop smoking than any other thing! If you start with the goal of "quitting," you will NEVER succeed!

Many believe that there's a formula to doing anything in life. Whatever you want to achieve and whatever you have achieved comes down to one simple formula - one that Mr. Robbins teaches his many students -

80% is psychology - 20% is strategy

Ever see siblings that went in completely different directions in life? One is successful, responsible and respected. The other is always in trouble, a tortured soul and thought of as a loser. They both had the same upbringing. So what's the difference? Usually, the difference is in what they believe - about themselves, about the world and about others - their psychology.

I've run marathons. If you don't think you could ever run a marathon, go watch one. Get close to the finish line and look at the people who do it. If this is a goal of yours, you will get inspired! You literally see people WILL themselves to the finish line! Why? Because they believed they could.

The same is true with smoking. 80% is psychology, and **the word "quit" goes against our belief system and sabotages you from your goal!**

What do we usually associate with "quitting" or "being a quitter?" When you hear someone referred to as a "quitter" or that someone "quit" something, do you have instant respect for this person or do you have disgust? In the US, value is placed on the virtue of never quitting and never giving up! "Quitters" are thought of as those who gave up - Losers!

Even when someone says they quit their job, we withhold judgement. If the person then tells us that it's because they got a better offer or have decided to live their dream, then we are happy for them. If they just quit with no plan for the future, we look on them less enthusiastically.

It's because your brain is wired to be against the very concept of quitting. When you tell yourself, "I'm going to quit," everything inside of your subconscious is screaming, "NOOOO!!!! Don't do it!!!"

No one want to be known as a quitter!

It's just who we are. Quitting equals failure - not success. Failure equals pain, and we will go to extremes to avoid pain. So, when you say to yourself and others, "I'm trying to quit," you are immediately identifying with

loss and pain, and you are already giving your brain something that it automatically rejects!

Want more proof? Talk to someone who “tried quitting” and fell off the wagon. What happens? Someone will say, “Hey, I thought you quit?” What does that smoker say? “Yea, I did, but nobody likes a quitter!” That is how we truly feel about quitting.

But take a look around at the programs that exist to help you stop. Almost every one of them uses this impotent word. The truth is that you don’t want to quit!

You want Freedom! You want Escape!

Imagine if you started saying to yourself that you aren’t quitting. You are escaping the prison of smoking. What’s more motivating? What do you think would entice you? Would you rather quit something or escape it?

There’s great power in language. What you say makes a significant impact on your results. Which of these is worse?

- You hurt me
- You betrayed me

They both mean very similar things. But one is much more intense. Adding a curse word to a sentence gives a stronger meaning, doesn’t it? There’s a big difference between, “You hurt me” and “You f***ing hurt me,” isn’t there?

Words have power. The words we tell ourselves affect our psychology. I believe the words we use either engage and activate our brains toward success OR they actively engage our brains toward avoidance. Quitting is something we want to avoid. Escape, by it’s very nature, implies we are in a painful place. It motivates and activates you.

Start telling yourself you’re escaping cigarettes and see if it changes your attitude!

Myth 3: You Need Drugs to Succeed

Nonsense! There's not one study proving drugs succeed any better than good ole "cold turkey." If there was any evidence, don't you think that the major pharmaceutical companies would be plastering us with the evidence? Even the ads for meds you currently see and hear tap dance in their wording. You hear, "use of this med along with counseling..." That's not a glowing endorsement of their product.

Additionally, most of the meds focus on handling the physical addiction. **Get this...the physical addiction to smoking only lasts 72 hours!** In 3 days, your physical "tie" to smoking is GONE! That's it—3 days! Most people can easily stop for 3 days. They return to smoking weeks or months later. The psychological connection to smoking brings them back! Until you addressed and change your psychology - that is, how you view smoking - you will continue to return to smoking! And there are no meds that deal with the problem - WHY you smoke.

There's the argument that because nicotine affects the brain there is a psychological withdrawal managed by these meds. Ultimately, the drugs are still managing the physical effects. They are not managing or addressing the underlying reasons why you smoke, therefore...

The meds do nothing for you long term!

But, don't worry because modern medicine has a "cure" for the long term! Unfortunately, the majority of these drugs fall into the "anti-depressants" category. You're not depressed - you just smoke, right! The same type of meds designed to keep you from feeling sad are given to help you. **They do not address the reasons you smoke!**

Meds also have a crap-load of side effects!!! Ever listen to the commercials? They spend 2 minutes telling you how wonderful their product is. Then they spend 3 minutes telling you the potential side effects! Some of those side effects include fun stuff like agitation, irritability and restlessness (and yes, those are some potential side effects related to

nicotine withdrawal) all the way to thoughts of suicide, problems with vision, blood in your urine, chest pain, nausea and vomiting. It's freakin scary!!!!

So why do people still take the meds?

We have become a society that is almost drug dependent. There's a drug for everything! Too fat? Take a pill. Heartburn? Here's a pill. Can't sleep? Pill. People want the quick fix solution, and meds walk them right down that yellow brick road of deception. "Take this and you'll be free of smoking without any discomfort!" is the promise. **The truth is they only ease the discomfort of withdrawal, have lots of side effects, and, in the end, don't work.**

The major pharmaceuticals are also in business to make money - not necessarily to solve your problem. Think about it - there hasn't been a cure to anything since polio. Why? Did doctors and scientists get dumber? Or technology weaker? Call me jaded, but I believe there's more money to be made creating products that help you cope with a problem than there is solving the problem. Smoking cessation drugs are no different.

The drug companies aren't about creating cures They exist to create customers.

I saw a variation of this quote recently and it's the sad truth.

Don't get me wrong - I believe in the potential of modern medicine and believe there are well meaning people in the industry. I also know that these companies have employees and shareholders that demand a profit. Unfortunately, the drive to create profit can undermine the altruistic goal of eradicating disease.

There's more money creating the need for daily dose than there is in a one-time cure. That's why these smoking meds are here to help you cope with the 3 day withdrawal....Only they turn that process into months.

There are studies showing that the greatest success comes from going "cold turkey." It's still the best method because, knowingly or unknowingly,

the person who stops cold turkey has done something to engage his/her psychology. 80% of the success formula is something they've addressed. Because of it, they will succeed. And so can you!

Myth 4: You Won't Be Able to Handle the Side Effects

We already talked about some of them; irritability, restlessness and agitation. But those are usually gone in 3 days. The other side effects that freak people out are related to things like handling stress, dealing with cravings, and metabolic changes that can result in weight gain.

Ever run into an attractive, thin person who smokes and says (s)he doesn't want to stop because they don't want to get fat? It's true that smoking messes with your metabolism and can help keep you thin. One problem with this weight loss program is that it doesn't stop. I've seen smokers who are dying. Almost without exception, they are emaciated. They reach their goal of thin - then die.

But even though your metabolism is bound to change and there's a chance you'll add weight, there are ways to mitigate it. Very often, people substitute food for cigarettes. So, it isn't the metabolic change that causes the weight increase. It's the caloric intake! But there are methods to help with this process!

There are also techniques and methods available to help you with coping with stress and with the potential cravings you'll get. If you know how to handle these side effects, you put yourself in a position to defeat them, and not become a prisoner to the side effects.

Remember, your goal is freedom and escape!

You aren't willing to become a prisoner to crappy food or some other addiction. This is about creating a healthy you. Again, if you can manage your psychology, you will get it done! There will be no stopping you. Once you have the psychology, you just need a good strategy!

Myth 5: The Newest One; E-Cigs Will Save Me

The e-cigarette industry has experienced huge gains over recent years. One of the marketing methods they are using is leveraging their product as a way to stop smoking.

It's fair to say that e-cigarettes, in theory, are less dangerous than cigarettes. The sheer number of chemicals entering your system through vapor is less than an actual cigarette. But, is it a method to stop smoking?

There's no evidence that e-cigs will help you stop smoking.

There is some evidence that shows people may switch from smoking to e-cigs, but that's not stopping, is it? You are still addicted to the nicotine, and whatever else is contained in the vapor. Hey, if you want to move your addiction to the (potentially) less damaging e-cigarette, that's your business. But don't delude yourself into thinking your kicking the habit.

Research is still being conducted on these little gems. Some research is showing that they are more addictive than cigarettes and that they are a gateway to cigs. Teens are taking up "vaping" like crazy. Kids who would never consider smoking are trying e-cigarettes because of the belief that they aren't harmful.

We aren't going to know the true dangers from e-cigarettes for a number of years. Part of that research will be delayed and argued because of the major players who are backing e-cigarettes - the big tobacco companies.

The Marlboro Man Now Vapes!

Many of the e-cigarette producers are either owned or backed by big tobacco companies. Big Tobacco is well known for lobbying efforts throughout the years. Now, they are in full support of the e-cigarette industry. Why would an industry known for surviving on addiction get behind a product that would undermine their profit? If you think it's because they want to diversify, that's naive.

The truth is that they know this new product has the ability to make them a boat load of money. Just like the pharmaceutical drugs, there's more money in the daily use of something than there is in something you only use once. If e-cigs were something that people would likely use only occasionally, Big Tobacco wouldn't be behind it. If it was a pathway to freedom from cigarettes, Big Tobacco would be trying to bury them.

When the research is finally revealed, we may find that the dangers of vaping are just as bad as smoking. Again, if your goal is to switch addictions, by all means, go for it. If you think that they are going to help end your dependency on smoking and nicotine, think again.

Is This The Beginning Or The End?

Part of the point of this e-book was to share some insight and thoughts you normally don't get. But most of you have a larger goal-to stop smoking.

Instead of these myths, what's the real reason you smoke?

Success comes by addressing the reasons you smoke, and changing those reasons. Most strategies in the market today rely on costly medications and working with a psychologist.

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 a 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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