

HOW YOU CAN STOP SMOKING WITH HYPNOSIS

According to *New Scientist Magazine* Hypnotherapy enjoys a greater success rate than any other method in helping people stop smoking. However, like anything else it is dependant on you truly wanting to stop. If your partner wants you to stop or if your doctor has advised you to give up for health reasons no method in the world will help you quit if you have no real desire to do so yourself.

So, ask yourself this: do you *want* to stop or have you *got* to stop? There is a huge difference. **If you definitely want to become a non-smoker I can help you no matter how many cigarettes you smoke a day or for how many years you have been smoking.**

The reason hypnosis works so well is easy to understand. **Smoking, like all habits, is controlled by the unconscious mind.** Whilst in the hypnotic state your unconscious is open to new ideas and suggestions and it will be reminded of the reality that smoking poses to your health. (Most smokers push the reality to the back of their minds with one excuse after another (more on this later) but smoking does exactly what it says on the packet). Once your unconscious mind fully realises this you'll no longer have any desire to smoke, anymore than you would want to drink water mixed with mustard! (For more on hypnosis and the unconscious mind please read the FAQ page at www.stow-hypno.co.uk)

Up until now, your unconscious mind has believed that smoking has done something positive for you. Yes, that's right. There is a positive intention to your smoking habit. You might smoke to relieve stress or boredom, help you feel more confident in social situations, help you concentrate, help control your weight etc. **The unconscious has been programmed, through repetition, to believe that by smoking a cigarette you can remove an uncomfortable feeling or achieve a better feeling and you have reiterated this idea so often that it has become a habit.** The good news is that, through hypnosis, your unconscious can generate healthy alternatives to smoking which you will carry out automatically. In effect, your stop smoking hypnosis sessions will re-programme your unconscious mind to produce the same positive feelings that you *believe* cigarettes give you, but in healthier ways.

"I have not picked up a fag since I came to see you and the thought of it makes me feel really sick...I just wish I'd have come to see you earlier..."

R. W. Stowmarket

Physical addiction or psychological habit?

Whatever your reasons for wanting to become a non-smoker, your hypnosis sessions will enable you to know and understand yourself better. You probably already know that if you smoke 20 cigarettes a day, you only 'enjoy' three or four of them. Perhaps it is the first one of the day you 'enjoy' the most? Perhaps the one after a meal? The one before bedtime? The one after sex? Most of the other cigarettes are smoked purely through habit or conditioned response to certain stimuli. Maybe you habitually light a cigarette before making a phone call? Or perhaps you light a cigarette every time you put the kettle on or light up in the car, maybe on the way to work with thoughts of another stressful day ahead or on the way home to an unhappy relationship. I bet most of your cigarettes are consumed without you even stopping to consider whether or not you really want to smoke. Sometimes, you won't even realise that you are smoking until you are halfway through one. **The truth is, most of your cigarettes are smoked while you are in a trance state.** You go onto auto-pilot and light up without thinking because the habit has become an automatic response to certain triggers, most of which are psychological or emotional.

With this knowledge we need to reconsider what message the media portrays – that nicotine is highly addictive and that it is difficult to 'kick the habit'. *This is exactly what the tobacco companies want you to believe.* If you believe it is hard to quit you are less likely to even try.

Ask yourself these questions.

- 1) If nicotine is so physically addictive how come you don't wake up in the night needing a cigarette (like a heroin addict needs his/her 'fix')?
- 2) If nicotine is so physically addictive how is it that when you are in an environment where you cannot smoke, you often don't even think about having one?
- 3) If nicotine is so physically addictive how come some people only smoke occasionally when socialising and not even think about it at other times? How come they don't get addicted?
- 4) If nicotine is so physically addictive how come most people who leave after their hypnosis sessions never have any cravings?

The answers are simple when you understand that within just 3 to 4 days after stopping smoking all the nicotine will have left your body. At this point the physical 'addiction' is over. Any cravings you *might* experience are then psychological, triggered by places, times, people, certain thoughts or feelings etc.

THE BOTTOM LINE IS THAT SMOKING IS A PSYCHOLOGICAL/EMOTIONAL HABIT TRIGGERED BY CERTAIN STIMULI, NOT A PHYSICAL ADDICTION TO NICOTINE.

What it boils down to is this: when you stop smoking your unconscious mind obviously doesn't want you to feel panicky, edgy, irritable, angry, insecure etc. (all the symptoms of withdrawal from nicotine). It's main objective is to ensure your survival and when you experience any of these withdrawal symptoms the unconscious triggers the 'fight or flight response', mistakenly assuming that there must be something frightening in the environment, adding even more adrenaline to your system, preparing you to either fight or run away from danger. Thus, in order to avoid those feelings **the unconscious mind continually 'makes' you smoke because it believes that smoking is the quickest, best or least bad way to remove them.**

"I am so pleased to be a non-smoker...I feel great and it's like I have never smoked...I can confidently state that I shall never smoke again...many, many thanks." *W.M. Haughley, Stowmarket*

So, after you stop smoking at **stow-hypno** what is the worst that could happen? You may be a bit irritable, grumpy or snappy but what's the big deal? *These feelings don't last forever!* The good news is that stopping smoking with hypnosis virtually eliminates any such 'withdrawal symptoms'. Once the reality of smoking is embedded in your unconscious mind, smoking is the last thing you would want to do. With the desire removed and new, healthy behaviours in its place, you will remain a non-smoker for the rest of your life – *if you want to!*

Be absolutely clear about this – hypnosis doesn't make it impossible for you to smoke (it is not a magic wand) but it makes it easier than any other method for you to stop and choose to stay stopped. The key word is choice. You still have the freedom to smoke if that is what you want to do but, like most people who visit stow-hypno, it's easy to choose not to.

"It has been 7 months now since I came to see you for help with giving up smoking and I can report that I have not had 1 single cigarette in that time, despite working with and socialising with smokers! I have smoked on and off (mostly on!) for nearly 30 years and although I have stopped smoking 3 times, I always went back to it and never really believed that I could kick the habit completely. I tried most forms of NRT - gum, patches and tablets and although they helped with the physical cravings it was the emotional side that I needed help with - I needed my brain to be "programmed" to forget that I smoke and that is exactly how I felt after my hypnotherapy session. Despite some fairly stressful times recently when I would traditionally have started smoking again, I could draw on some of the information and scenarios that I received from you and that certainly convinced me not to start again! ... Thank you for giving me my life back and no longer to be "ruled" by smoking, I certainly feel much healthier and never give nicotine any thought, other than being relieved that finally I no longer need it - there is life after smoking!"

Why other methods fail

Those who seek help from me to become a non-smoker usually do so as a last resort. They have already tried every other method available and have, in the process, made even stronger the mistaken belief that stopping smoking is difficult to do. Visiting **stow-hypno** in the first place might have saved them hundreds, if not thousands of pounds and years of feeling like a failure!

Some of the methods almost certainly doomed to fail include:

Willpower: on its own, willpower very rarely helps anyone quit smoking on a permanent basis. The reasons are quite obvious. If you 'enjoy' smoking and then force yourself to stop you are setting up an internal conflict of self denial. That conflict causes more tension and stress and of course, the more stress you feel the more urgent is your need to smoke (because you mistakenly believe that smoking helps you to relax). Eventually the day will come when you can't take the stress any longer and you find yourself reaching for the comfort of a cigarette. Or, you might be out with friends and are offered a cigarette and, without even thinking, the old habit kicks in once again. **Will-power only makes use of the conscious mind whereas smoking is controlled by the unconscious mind.** The real problem with will-power is that in order to *not* think about something (i.e. a cigarette) you first have to think about it so that you can think about something else that isn't it! Did you get that? For example – *don't* think of a black cat. What did you just think about? And of course, the more you try *not* to think about a black cat, the more you do actually think about one because the words 'think about a black cat' are embedded in the sentence. It's the same with cigarettes; the more you use willpower and tell yourself *not* to think about smoking a cigarette, the more you are actually thinking about it, increasing the chances of you lighting up. So unless the unconscious is utilised – as it is in hypnosis - the use of willpower alone to quit smoking is almost always guaranteed to fail - and usually sooner rather than later.

The research in *New Scientist* magazine found that hypnosis was 5 times more effective than using will-power alone.

Cutting Down: cutting down the number of cigarettes you smoke each day is extremely unlikely to help you to quit altogether. There are two main reasons for this. Firstly, by merely cutting down your intake you are not actually ridding your body of nicotine. The other reason is, again, psychological in that, when you cut down the amount you smoke you tend to count the hours – if not the minutes – between each cigarette. It produces a constant state of withdrawal. Your mind will literally play tricks on you by imagining all the illusory 'pleasures' that smoking has given you in the past and how the denial of it has always made you feel. This fills your mind with thoughts of either smoking or depriving yourself, neither of which you really want!

Nicotine Gum, Patches and Medication: these methods are often suggested by doctors and the NHS but unfortunately deal only with the physical addiction in the hope that you can be weaned off the drug. It really is a rather strange way to go about things. "Stop breathing in nicotine and absorb it through your skin instead!" This type of treatment can take up to 12 weeks to complete and may produce unpleasant side effects such as nausea. It doesn't even consider emotional and psychological aspects, which, as we know are the real reasons why you continue to smoke. Therefore, the cravings and the habit will still exist in your subconscious mind even at the end of your treatment. I've lost count of the number of people who have come to me after a 12-week course of patches, only to revert to smoking soon after.

Consumer magazine *Which?* found that stopping smoking with hypnosis was 3 times more successful than using nicotine replacement products.

Now, I don't want to drone on about the dangers of cigarettes so if you want to scroll down and skip the following statistics then please do.

- Each cigarette contains a mixture of 4000 chemicals, 69 of which can cause cancer.
- 300 people in the UK die every day through smoking.
- Smokers under 40 are 5 times more likely to have a heart attack than non-smokers.
- Smoking is known to speed up the appearance of wrinkles. A woman who smokes 20 cigarettes a day can expect by the age of 35 to have the complexion of a 45 year-old.
- Studies which examined the saliva in children's mouths found that in a home where both parents regularly smoke, a child receives the equivalent of 80 cigarettes a year. They are also twice as likely to develop asthma and 30% more likely to develop glue ear, the commonest cause of childhood deafness.
- A baby's risk of cot death is 3 – 4 times higher if its mother smokes and 5 times higher if both parents smoke.
- One in four smokers who starts in his or her teens will lose around 25 years of life.
- 95% of men with lung cancer are smokers. And by the time most cases are diagnosed, the chances of a cure are only 1 in 50. Nearly all die within 5 years.
- Nicotine is so poisonous it can be used in the garden as an insecticide. It is more poisonous than arsenic and strychnine. A thimble-full is enough to kill a horse.
- In 1990 Perrier withdrew millions of bottles of their spring water because some batches accidentally contained a suspected cancer-promoting substance called benzene at a level of 4.7 micrograms. A single cigarette contains 190 micrograms.
- Tobacco is the only legally available drug that kills people when used exactly as intended.
- Smoking 20 cigarettes a day costs around £2000 per year. Over an average lifetime, allowing for inflation and higher insurance premiums this will cost you more than £100,000.

So, let's spend a moment and work out how much you are spending on your smoking habit. And there is an easy way to do this: the formula is –

$$\begin{aligned} & \text{AVERAGE NUMBER OF CIGARETTES SMOKED PER DAY} \\ & \quad \times 100 \\ & = \text{ANNUAL COST} \end{aligned}$$

Thus, if you smoke just 1 cigarette a day it will cost you £100 a year
10 cigarettes a day costs you £1000 a year
20 a day costs you £2000 a year
30 a day costs you £3000
And so on.

Ask yourself this. If you had to pay for a year's supply of cigarettes in advance, would you really hand over hundreds or even thousands of pounds simply to poison yourself for the next 12 months? Surely you would rather spend that money on something more worthwhile?

I am always amazed when people enquire about my stop smoking programme and then say they can't afford it. **IF YOU CAN AFFORD TO SMOKE YOU CAN AFFORD TO QUIT!** The average smoker gets through 20 a day; that's £2000 a year - every year! Your stop smoking sessions will cost a tiny fraction of that.

But of course, the cost is just one of many excuses that smokers come up with. This is how the psychological addiction gets you; it tricks you into believing that you can't live without it. Here are several other excuses or myths that might apply to you:

MYTH 1 – withdrawal is agony. It is only when our imagination takes over and we become highly emotionally aroused that withdrawal becomes horrendous. High arousal means that we can't think straight (the logical part of the brain is by-passed) and in this state you might start imagining all the so-called 'pleasures' that smoking has given you in the past and how miserable you've always felt when you tried to quit previously. At **stow-hypno**, I will explain the 'addiction circuit' in the brain and give you the tools to step back and see the bigger picture. In so doing you avoid slipping into the grip of an addictive/craving trance.

MYTH 2 - I'll never manage to stop because I have failed every time before. Contrary to popular belief, the more times you try to stop, the more likely it is that you will stop eventually. You probably haven't tried to quit with hypnosis before, which is, as we know, the most successful way to do it because it re-programmes your unconscious beliefs about smoking.

MYTH 3 – If I decide to stop then I'll just stop. People who suddenly stop are those who have reached a point where they *truly feel* that smoking is doing them more harm than good. It is never purely a matter of making a conscious decision because smoking – like all addictions – isn't logical. You have to engage the instinctive/unconscious part of the brain to make the changes permanent.

MYTH 4 – I will need lots of willpower. The motivation to stop smoking has to come from within you. You know the real reasons why you want to stop smoking and I will use these reasons to boost your motivation during your stop smoking sessions. When you are able to view smoking from a different perspective and *truly feel* the impact it is having on your health, how much it is controlling you, how it might be affecting your loved ones/your relationships and the future you envisaged for yourself, you will begin to see the smoking habit for what it is. At this point you will realise, at a deep level that freedom from cigarettes is what you really want. This is what causes willpower to emerge. **Willpower is a consequence of the realisation that smoking cheats you and devastates your life, combined with the belief that you can stop it, reclaim your freedom and live a fulfilling, happy life as a healthy non-smoker.** When you recognise this, you *will* want to use your power.

SO, NO MORE EXCUSES!

FREEDOM AWAITS! TAKE ACTION NOW!

You have already decided that you want to stop smoking, otherwise you wouldn't have read this far. It's more than likely that up to this moment you simply hadn't found the best way to go about doing it. *But you have now.*

When you pick up the phone and book your stop smoking hypnosis sessions you are taking a massive step toward freedom. This is what you truly want.

Your stop smoking programme at **stow-hypno** is spread over two sessions, usually about a week apart. Each session lasts 90 minutes, the first being a 'primer' session. We go through a stop-smoking questionnaire and do the first hypnosis session to increase belief in yourself and motivation. You can still smoke after this first session if you so choose but many people report a loss of desire to do so and some stop smoking entirely. The second session is your 'quit day' – the day you *regain your freedom*. During this session your unconscious mind will be re-programmed so that you have a different set of beliefs and expectations about smoking. When the unconscious beliefs are changed *your desire to smoke will simply vanish and you will never want to smoke again!* You are given a 'guide to freedom' manual to take away that covers everything in the sessions so that *you will stay smoke-free for good.*

The cost of your stop smoking sessions is £175. That's probably just a fraction of what you have been spending on cigarettes each and every year. (Not to mention the fact that by becoming a non-smoker it could 'buy' you an extra 16 years of life.) Throughout January I am offering 10% off and if you book with your friend or partner I will knock another £50 off the total cost of your sessions. (2 people @

£175 each = £350 - £50 – another 10% = £270 divided by 2 means it'll cost you just £135 to regain your freedom!

At stow-hypno I also offer a FREE FOLLOW-UP SESSION (should you need it) which you can have anytime up to 6 months from the date of your quit-day-session and I also provide on-going email support.

Unlike the NHS who deem their smoking cessation courses a success if you stay quit for 30 days, my aim is to help you stop and stay stopped for good!

As you reflect on all of this – and I hope you are - spend a moment now and **imagine the benefits from stopping smoking** and get a real sense of how these benefits will make you feel...

- You no longer feel stressed or worried about the dangers of smoking.
- You no longer feel guilty about damaging your health and the health of the people you love.
- You look healthier because your skin is better oxygenated.
- Your fingers and teeth have lost any nicotine staining.
- Your hair smells fresh.
- Your clothes smell fresh and clean.
- Your breath does not carry the smell of stale smoke so you'll have much more confidence around people (especially when it comes to kissing!).
- Your home and car now smell clean..
- You feel better about yourself and proud of your accomplishment.
- You give a better impression of yourself, especially if you want to get ahead in business
- You feel fitter and have lots more energy for all your activities. Yes, *all* your activities!
- You can actually taste your favourite foods.
- You are healthier and you will live longer.
- You have far more money.
- You gain independence and freedom.
- You take back control of your life

But don't just take my word for it. As you have seen throughout this report, there are several genuine testimonials from clients who have visited me over the years. People who had tried all manner of things to help them quit, all to no avail. Until now...

"Just a quick note to thank you for all you have helped me achieve in the last 3 months. I first came to see you at the start of October 06. I had been a smoker (25-30) a day for nearly 20 years. I had tried all manner of ways to give up but never really got past the first few days. After 1 session with you I haven't touched a cigarette since; the craving for a smoke left me the day I saw you. I still feel so pleased that I am a non-smoker. Without a doubt it is the best money I have ever spent in my life. It's 3 months now since I stopped smoking and the treatment has paid for itself 4 times over. I know I will never smoke again. It's very strange but I cannot remember what it was like to smoke, let alone crave a cigarette." *L. T. Stowmarket*

FREEDOM IS JUST A PHONE CALL AWAY!
I welcome any questions you might have.
Call me on 0845 450 2326