

How To Stop Smoking



Smoke Free in 21 Days



**Breathe
Better**



**More
Energy**



**Healthier
Life**



**Stronger
Mind**



Fitness Frontline
of the health system



Hi, I'm John Miller. Thanks for downloading the How to Stop Smoking book and MP3 audio file that come with it.

The How to Stop Smoking program is an **eight step plan** for giving up smoking.

But it's more than that. The program addresses five key issues

1. Being assured of the benefits of becoming smoke free.
2. Examining why you've been smoking and what it's doing to your body in particular and your life generally.
3. Looking at the costs and benefits of not smoking.
4. Developing a strategy to become smoke free with the assistance of
 - meditation
 - inner mental training
 - exercise
 - distraction
 - autosuggestion
 - counseling
 - healthy eating
5. Putting the strategy into action.

Do that and you'll be smoke free. The only thing you'll be inhaling is fresh air..

SMOKE FREE

The starting point of this smoke free program is a presumption that

- normal healthy people don't have a need to smoke
- you know why smoking is bad for you
- you have a fair idea why you smoke, dating back to when you started
- you are aware of the costs and benefits of both smoking and being smoke free
- this program doesn't have to use shock tactics to convince you to change your behaviour
- you've made a personal commitment to giving up smoking
- this is not a program for ice cream lickers or tyre kickers.

So if you're fair dinkum about giving up smoking, confirm your intention, put your money where your mouth is.

This book is a workbook and my advice is that you spend an hour going through it and completing the written sections. Then make a point of listening to the MP3 inner mental training file every day.

John Miller

How to stop smoking: smoke free in 21 days

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Whatever you do, just don't smoke.
Yul Brynner (1920-1985)

An eight step program to be
Smoke Free
in 21 Days

Smoking is the only form of self-harm that has been glorified.
Michael J. Fox

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Smoking, a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs, and in the black, stinking fume thereof, nearest resembling the horrible Stygian smoke of the pit that is bottomless.

James 1

1. SCAREMONGERS



**Smoking kills half of
all lifetime smokers.**

**When 12 people die
from lung cancer,
11 will have been
smokers.**

2. YOU'VE BEEN SEDUCED, SUCKERED AND TAKEN FOR A RIDE

Philip Morris began a legacy of bold moves to meet market challenges by taking a virtually unknown woman's cigarette and reintroducing it with a new masculine face and filter in the midst of the first lung cancer reports. Marlboro was first introduced to the public in the 1920s behind the theme "Mild as May".

The brand originally targeted a female audience through a series of ads in 1926 showing a feminine hand reaching for a cigarette. It faced trouble in the 1930s and attempted to rejuvenate itself with a clever advertising gimmick, changing the ivory tip to red in order not to smear ladies' lipstick. During World War II, however, the brand again faltered and had to be taken off the market.

Three brands, Camel, Lucky Strike and Chesterfields surfaced with a firm hold on consumers after the war. Mass production in the late nineteenth century and the development of the corporation in the twenties had left America transformed from a culture urging self-restraint to one built on immediate gratification through the ownership of goods and pursuit of leisure time.



After the rationing of popular brands, such as Camel, and a severe shortage of tobacco during the 1939-1945 war, the fifties were an exaggerated example of this change in American culture. Cigarettes were consumed in abundance. They were considered both glamorous and beneficial at the time and were promoted by headlines that read "For Digestion's sake smoke Camels." or "Lucky Strike-A Light Smoke."

Differentials in price and make had existed for years without much shift in brand preference, indicating a marked inelasticity for certain brands. The market was not welcoming to new types of cigarettes and it was speculated that smokers could be expected to stay with the same brand for a lifetime, unless provoked to change.

Philip Morris saw its chance to reintroduce Marlboro in the early fifties when the first studies linking cigarette smoking to lung cancer were released. Consumers began feeling mislead by the established brands and dropped their old allegiances. They were willing to try other brands but were unable to break away from smoking completely, due to what would later be attributed to nicotine addiction.

Disillusioned consumers turned to Marlboros, the new "safer" filtered brand. Ross B. Millhiser, president of Philip Morris in 1968, looked back on Marlboro's window of opportunity and explained that "the filter revolution caused more switching than all the cigarette manufacturers with all their money could have induced." Unfortunately for Marlboro, formerly known to be "Mild as May", the new filters were considered effeminate. The dilemma would be to appeal to the attitudes of an old group of customers with a new concern, addicted men who feared lung cancer.

Philip Morris took the challenge to a mid-western agency, the Leo Burnett Company of Chicago, and reintroduced Marlboro to the nation in 1955 with the "Tattooed Man" campaign. Joseph Cullman, then president and chief executive officer of Philip Morris Inc., explained, "We felt that West of the Alleghenies we could secure a better understanding and feel of grass-roots America and what it wanted in a cigarette." (Esquire 8/60 146) The resulting campaign assured buyers, with television commercials and printed pages, that "You get a lot to like with Marlboro, filter, flavor, flip-top box."

The image of the "new Marlboro smoker as a lean, relaxed outdoorsman--a cattle rancher, a Navy officer, a flyer--whose tattooed wrist suggested a romantic past, a man who had once worked with his hands, who knew the score, who merited respect," (Esquire 6/60 146) proved that there was nothing sissy or feminine about these filtered cigarettes. The first advertisements spoke directly to the masculine audience suggesting in a descriptive paragraph that they try "old fashioned flavor in a new way to smoke."

They reassured men that the filter did not change Marlboro quality and the Man-sized taste of honest tobacco comes full through. Smooth-drawing filter feels right in your mouth. Works fine but doesn't get in the way. Modern Flip-top box keeps every cigarette firm and fresh until you smoke it. (Made in Richmond, Virginia, from a new Marlboro Recipe.)

Black and white full-page advertisements were divided between large blocks of information about the new filter and flip-top box and a close-up, weathered, handsome, face whose strong tattooed hand held a Marlboro cigarette. The brand name printed bold and extra-large in its own blocked-out top section of the page was mirrored on a smaller scale in a pack of Marlboro cigarettes in the bottom corner of the page. The picture of the pack also had its own detailed copy, "New Flip-Top Box. Sturdy to keep cigarettes from crushing. No tobacco in your pocket. Up to date. Popular filter price."



Filter, flavor, flip-top box

In a voice that was friendly, unpretentious and honest the Marlboro men gained the trust of millions. The "Tattooed Man" campaign was once described as virility without vulgarity, quality without snobbery. In New York after their introduction in 1955, Marlboro became the top selling filtered cigarette literally overnight, and eight months after the campaign opened, sales had increased 5,000 per cent.

The "Tattooed Man" campaign provided a diverse pool of working men as applicants for the final Marlboro representative. In the first years of advertisements public responses to the different personalities were monitored and the cowboy gradually emerged as the most popular character.

Repetition and clear, compelling imagery through the years became key factors in Marlboro's keen brand identification today. Frequent repetition is necessary to impress the sales message so deeply that it will affect buying behavior even when the logical content of the message is forgotten.

The Leo Burnett Company began building a foundation of knowledge for the consumer to be reemphasized every time the Marlboro man was seen. Thus, the first time the public met the Marlboro cowboy he was not the silent image of advertisements today; he had to explain himself and his product. Life magazine ran a three page spread in January 1957 entitled "The Marlboro Man. What's he like..." The next two pages contained an eight-frame story board with different action shots of the plump, middle-aged cowboy still donning the tattooed hand, but wearing western boots, hat and a business suit.



The top of the page reads, "The Marlboro Man speaks for himself...". He takes the reader on a tour of his ranch and describes Marlboro's filter, flavor, and flip-top box in a casual monologue. He introduces himself, "I'm a rancher. Grew up in this part of the country..." and his Western way of life, "Own my own ranch...ride from one end of it to the other every day...I like the life a man leads out here... the good feeling of being your own boss."

At the precise moment the reader begins to get jealous, the tactful Marlboro man redirects the conversation to a more familiar topic, Like to smoke, too. [He's a lot like you] My brand's MARLBORO. In my book, it's a lot of cigarette..." The connection between the West, being one's own boss and smoking Marlboros is made in four frames and then supported by the reader's new friend, the Marlboro Man, and his promise of a quality that appeals to every man, from the "easy-drawing filter" to the box which keeps loose tobacco out of a man's pocket.

Finally, he directly addresses the reader as he takes a draw of his cigarette, 'You know what they say about MARLBORO, don't you? 'You get a lot to like.' Well that's how it is living on a ranch. You'd like that, too. By spelling out the image in this first introduction, and by repeating the educational information through the years, the Marlboro Man would never again have to explicitly ask the question, "You know what they say about Marlboro?"

A narrowing process followed over the next forty years where this cowboy was recognized in a slew of campaigns. He taught the consumer about filters, promoted the flip-top box, enticed women to try "the cigarette made for men that women like", explained that long white ashes are a sign of good tobacco, and invited us to relax. Eventually he could be silent and his reputation and familiarity would beckon us without words to come with him to a place we would come to know well, Marlboro Country.

Philip Morris, with the Marlboro cowboy, has capitalized on what the cigarette advertising industry realized as a unique quality in its products. The physical characteristics of the standard brands are nearly identical and their individual demands are highly elastic, yet despite close similarity, consumers are not indifferent to the choice of brands but show enduring loyalties based upon very slight physical differences or upon irrational grounds.

The irrational appeal of the strong individual is bolstered by the strong geometric design of the red, white and black-lettered flip-top package. It was designed by Frank Gianinino in 1954 and carefully tested through consumer surveys by Elmo Roper & Associates and the Color Research Institute.

When displayed on open cigar counters consumer reaction was gauged on hidden cameras as their eyes settled on the bright packaging. Like a cowboy's holster for his favorite gun the packaging makes a statement. It is estimated that the average smoker removes his or her cigarettes 20-25 times a day. In 1987, Thirty-two years after the box was designed, Forbes magazine polled smokers and offered them Marlboro cigarettes unaltered except in a generic brown box and at half price. Only 21% were interested.

The public embraced the red box as a symbol of membership to the club that recognized the Marlboro Man as their spokes-person. A 1959 ad showed the Flip-top box as a unifying element. "From the Klondike to Key West.... Every man is a 'Marlboro Man' once he discovers that Marlboro is for real smoking. The box is a carrying card available to everyone. It is visible proof of participation in or appreciation for a certain idealized way of life that not many actually get to experience. Consumers carrying the box were now investing themselves and their reputation in the positive image of the Marlboro Man.

(From an article, The Marlboro Man Meets the Surgeon General)



David McLean, (1922-1985) who appeared in many Marlboro television and print advertisements starting in the early 1960s, died of cancer at age 73 on 12 October 1995. McLean took up smoking at age 12, began to suffer from emphysema in 1985, and had a cancerous tumor removed from his right lung in 1993. Despite the surgery, the cancer remained and spread to his brain and spine.

3. YOU KNOW SMOKING IS NO GOOD FOR YOU.

OUT OF THE MOUTH OF BABES

Let me tell you a story or how a four-year old girl got her dad to finally give up smoking.

At the age of 14 I started smoking, not much, maybe half a dozen cigarettes a week. I started off with packets of 10, Turf, red and blue Capstans and Craven A, went on to Phillip Morris (soft pack), Ascot and the new Rothmans filter tips. There was nothing quite like unwrapping the cellophane on a new box of Rothmans10's, flipping open the lid and admiring the pure white filters neatly enclosed in the cork tip. Well, not exactly cork tipped, just a faux cork tip printed on the cigarette paper.

By the end of the week the packet had collapsed, though not to the same extent as the Phillip Morris pack, stuffed into your back pocket, where, without the filter or the crush-proof box the cigarettes were squashed into an oval-shaped, tobacco pouring out both ends.

Anyway, regardless of the brand, smoking was cool, an act of rebellion, made me feel I was a big shot, tough.

From year 9 on we had a smoking club - the CDDA - which met every lunchtime in a toilet block (of all places) at the Central Whyalla Football Club near the school. It was there I learnt to do the Chinese draw back, blow rings and walk along with the cigarette buried in the back of my hand so no-one could see it.

The ultimate status symbol? lightly nicotine-stained fingers. You don't see many highly stained fingers these days. Maybe it's all in the lungs!

We had two open-air picture theatres in Whyalla so going to the pictures was a big opportunity to use the cover of darkness to smoke like trains - which in those days did actually smoke like trains. We must have smelt like chimneys by the time we got home, but you could always brush it off by saying the bloke next to you blew smoke over you all night. My parents, who didn't smoke, must have turned very blind eyes in those days!

In year 11 I remember going on a football trip to Broken Hill where I very nearly smoked myself to death; my throat was red raw. Ah, days of smoke and football!

And the things you get up to. I got caught smoking in a café one Sunday afternoon by a teacher who asked me if I had my parents permission to smoke. I said, 'Yes', of course. He said he wanted me to bring a note to school to that effect, in my diary, signed by one of my parents. Well that meant having two diaries for the best part of a term didn't it? Ah, sweet subterfuge all to feed a noxious habit.

As a PhysEd student I'd have a few smokes around exam time. I was fit, I trained.

Same thing happened when I was a PhysEd teacher; kept fit, didn't smoke until around exam time while I trying to finish off my arts degree. I'd have a couple of smokes of an evening while studying late. I was closet smoker, at the same time I was telling kids not to smoke; a hypocrite.

One morning I was in the kitchen and my elder daughter Jo, 4 years of age and in her nightie, looked up and said to me, 'Dad, you know some of those things that are no good for your lungs, there's some up there in the cupboard.'

I said, 'Are there?' And with that I went to the cupboard, opened the door, reached in, grabbed the cigarette packet, took it down to the burning tin at the bottom of the garden and burnt it.

As I write that was just over 50 years ago. I haven't had a smoke since that day, and I've never ever seen Jo with a smoke in her mouth either. She was smart then, she's been smart ever since, she's focused on whatever she does, she's the Spirit of Success.

People always come up to me and say that my smoking is bothering them....well it's killing me!
Wendy Liebman

4. YOU DON'T NEED A LECTURE



A youth stunted and wasted by cigarette smoking.

You don't need a lecture on why smoking is no good for you. Regardless of how old you are, like Jo you've known it's a bad idea since you were 4. In my day we all knew that 'smoking will stunt your growth'.

I grew up with Cole's Funny Picture book. It had a couple of pages on the evils of smoking.

Smoking soothes and comforts millions of the worried and the weary and brings much pleasure to the habitual smoker, but it always more or less injures the health of the smoker and sometimes kills him.

The following organs, fluids, functions, etc., of the body, especially of the young, are frequently more or less affected by the use of tobacco: - the blood, the heart, the nerves, the brain, the liver, the lungs, the stomach, the throat, the saliva, the taste, the voice, the eyes, the ears, the nose, the mouth, the tongue, the palate, the pancreas, the lips, the teeth, the bones, the skin.

Cole's Funny Picture book. 1905

It's time to start breathing fresh air.

Man is such a bundle of impulses and emotions that he can hardly be said to exist in any meaningful sense.

He changes from hour to hour., almost from moment to moment; he is a helpless victim of events which carry him along.

He wanders around in a kind of hypnotized state. In fact, he is, in a quite literal sense, asleep all the time. He has occasional moments of intensity, flashes when he glimpses what he could be, the freedom of which he is potentially capable. But in no time at all, his mind has gone back to sleep again, and he is again living a routine, habit-filled existence, his mind entirely occupied by trivialities to which he attaches far more significance than they deserve.

Colin Wilson

5. DO YOU WANT TO GIVE UP SMOKING?

Yes ☐

No ☐

There are five stages of **readiness to quit smoking scale**

Stage 1 -- I'm not even thinking about quitting

☐

I like smoking

Smoking doesn't affect my health

I can't quit

Stage 2 -- I'm thinking about quitting

☐

Why do I smoke?

What are the benefits if I quit?

What's holding me back?

Stage 3 -- I've decided to quit

☐

How do I quit?

Where can I find information and support to help me quit?

Where do I start?

Stage 4 -- I'm quitting smoking

☐

I'm proud of myself

It only hurts for a little while

My coping strategies are helpful

Stage 5 -- I've become a non-smoker

☐

I like being a non-smoker

I celebrate my success

I know how to deal with cravings

HOW SERIOUS ARE YOU?

A chicken and a pig were peering through the dining room window at a family having a breakfast of ham and eggs.

"Doesn't it make you feel good to know that you can make a contribution to the happiness and well being of a family like that?" the chicken asked.

Making a wry face, the pig replied, "For you it is a contribution, but for me it is total commitment."

How committed are you to giving up smoking?

Tick the appropriate box.

Not ready			Luke warn				Deadly serious		
10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
1	2	3	4	5	6	7	8	9	10

If you haven't reached level 3 on the readiness to quit smoking scale and/or you've scored less than 70 on commitment scale, you're probably not ready to give up smoking. Come back when you are. Just don't leave it too late.

6. THE REWARD

Make an investment, reap a reward.

You are about to make a huge investment in the future. You're going to do the single most influential thing you can do to improve your health.

You are going to save yourself a fortune.

Just add it up.

\$25 a day (10 cigarettes)

\$175 a week

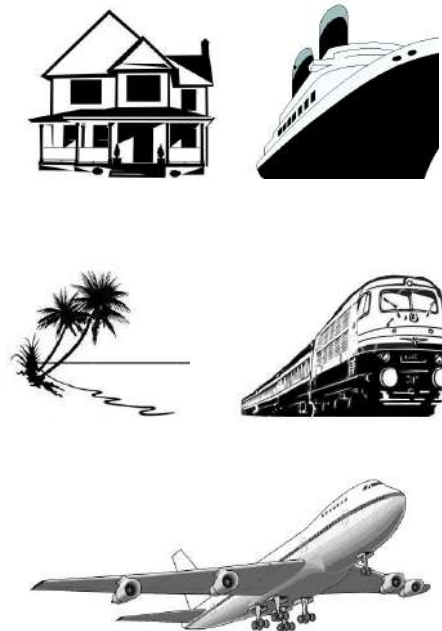
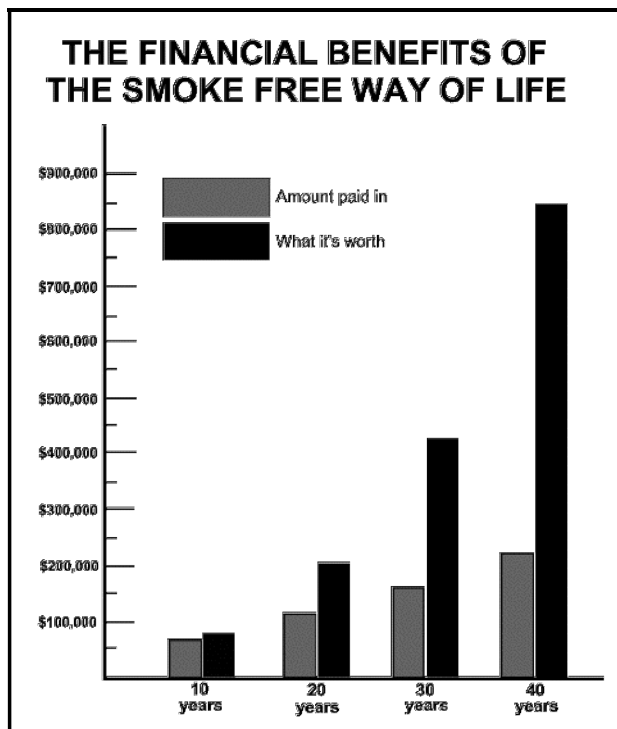
\$700 a month

\$8,400 a year



Now let's put the magic ingredient of compound interest to work. Just say you put \$175 in your retirement fund every week and earned 6%, per annum.

Here's a graph I drew up in 2012 when 10 cigarettes a day cost around \$10. You can imagine how much more money you can pour into your superannuation fund a year based on \$175 a week in 2026?



(In 2012) \$850,000 in 40 years. That's the real cost of smoking.

So now ask yourself the question. 'What reward will I give myself if I can successfully lay off smoking for 6 weeks?'

In that time you'll have saved yourself at least \$1,000. You could throw in a bit extra in anticipation!

Why not spoil yourself rotten. Take yourself and someone you love on a holiday, especially someone who's going to benefit from your being smoke free.

7. REASONS WHY I STARTED SMOKING

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8.
9.
10.



8. REASONS WHY I'M STILL SMOKING

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10.



9. THE BENEFITS OF SMOKING

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10.

THE SMOKE SCREEN

Sometimes the problem moves in a different direction and we begin to see and understand more. For example, let's assume you are trying to give up smoking and you are saying, 'I am willing to give up uncomfortable relationships? Were the cigarettes creating a smoke screen so I wouldn't see how uncomfortable these relationships are? Why am I creating these relationships?'

You notice that cigarettes are only a symptom and not a cause. Now you are developing insight and understanding that will set you free.

Louise Hay

10. THE COSTS OF SMOKING

1.
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10.

Smoke, smoke, smoke that cigarette
Puff, puff, puff and if you smoke yourself to death
Tell St. Peter at the Golden Gate
That you hate to make him wait
But you just gotta have another cigarette.

Mel Travers

11. THE COSTS OF NOT SMOKING

What will I have to give up if I stop smoking? What will be missing in my life? What will I have to face?

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Fear is inescapable If (people) are in fact to change. Courage is ... the making of action in spite of fear, the moving out against the resistance engendered by fear into the unknown and into the future.
Scott Peck

12. WATCH OUT – why is it hard to quit smoking?

WHY IS IT HARD TO QUIT SMOKING?

It's hard to quit smoking for a few reasons. First, cigarettes and other forms of tobacco contain a powerful, addictive drug – nicotine. Nicotine affects your brain and your body. It can:

- rev you up. Like coffee, it's a stimulant that makes you feel more alert.
- make you feel calmer and more focused.
- make you feel happier. It can act as an anti-depressant. Doctors have discovered that some smokers are depressed, and smoking is their way of taking a drug for their depression.
- get you addicted. It doesn't take long for your body and brain to get addicted to nicotine.
- make you feel sick and uncomfortable when you haven't had it for a while.

Smokers' bodies and brains get used to nicotine. Once you're addicted, having nicotine in your body feels "normal", and going without nicotine feels bad. If you don't get your nicotine fix, you start feeling withdrawal symptoms. You have the urge to smoke again. Smokers are experts at keeping a steady amount of nicotine in their bodies. They smoke at just the right time to keep the cravings satisfied.

When you don't have nicotine, your body and brain get upset. They tell you to keep smoking. You feel irritable and uncomfortable. It seems like the only way to feel "normal" again is to smoke. Your urge to smoke– to satisfy your nicotine craving– can be as strong as the urge to eat or to have sex. No wonder people find it hard to quit smoking! They are addicted to a powerful drug.

Nicotine withdrawal symptoms are uncomfortable, but they don't last forever. There are ways to cope with nicotine withdrawal symptoms. You can also talk with your doctor about quit smoking medications. These can reduce your withdrawal symptoms and make it easier to quit.

Another reason it's hard to quit is that smoking is part of your routine. You develop smoking rituals that become a part of every day. You may look forward to these smoke breaks, because they give you a chance to take time out and relax. Maybe you smoke in the car, as you read the paper, or when you're out with friends. The routine of smoking is another reason why it's hard to quit.

To quit smoking, you have to build new routines. If you normally sit in your armchair and smoke, sit on the sofa instead. If you normally smoke when you want to take a break from work or the kids, find an alternative way to take a break. Go for a walk, take a warm bath, or put on a music player and "zone out" for 5 minutes. Remind yourself that your new routines may feel weird at first, but in the long run they will help you be the healthy, smoke-free person you want to be.

Reproduced with permission from the website of the Canadian Lung Association



13. FOCUS ON THE INTERNAL

Ouspensky said that man is encouraged to look everywhere for the answer but inside himself.

The more we become focused on things external to us the more they dominate us.

When we focus on the external, we don't give ourselves time to get in touch with our sub-conscious - to find out what's in there that is holding us back, or to put in new ideas which become new habits, attitudes, values and beliefs and which serve us in a positive sense.

THE GREAT ICEBERG OF LIFE

The tip of the iceberg is the conscious mind. We feed it data, information, facts and knowledge. We spend the first 20 years of our life consciously feeding facts into the conscious mind, forgetting that it's what seeps into the subconscious that determines how we act and react to what life throws up at us.

If the programming of the sub-conscious is out of synch with the programming of the conscious there's a chance we could end up doing things we don't want to do, and getting things we don't want to get. This is what tends to happen in many diet, exercise and quit smoking programs. We're often not well programmed for this stuff.

THE REAL YOU

The base of the iceberg is the subconscious mind, the repository of personality and all the habits, attitudes, values and beliefs that have been stuck in there by your culture, your family, your teachers ..., all by the time you're seven. The Jesuits said something to the effect that, *'Give us the child and at seven we'll give you back the adult'*. Call it brain washing if you will!

Gurdjieff said that the real essence of yourself, the 'real you', lay at an even deeper level than the sub-conscious. The real essence is overlaid by the habits, attitudes, values and beliefs that had been programmed into your subconscious since the day you were born. Being 'born again' would be to wipe the slate clean and start again as the 'real you'. I imagine the chances of that happening would be quite remote. Nevertheless there are things you can change.

THE HOOKS AND ANCHORS OF LIFE

There are hooks and anchors in the subconscious that hold us back from living the life we'd like to live, in particular, stopping us from living a healthy life (and a wealthy life).

Whilst most people live quite successful lives, there are likely to be a few hooks and anchors - balls and chains, brick walls, insurmountable objects, the shoulds, can'ts don'ts and no's - lurking in the subconscious that hold them back in some areas. If you're a smoker, one of those hooks is the desire to smoke. You don't want to smoke; you smoke! It just doesn't add up. There's inner conflict that won't be resolved until that hook is removed, or replaced by a positive health behaviour.

Think back to the time you started smoking. Think back to why you started smoking. In a lot of cases it's to appear cool, to act tough, to rebel against authority, to fit in with a peer group, to imitate someone we look up to.

But once hooked it can take a long time to get off the hook. The same pretty much applies to all our addictions.

THE GREAT ICEBERG OF

Conscious

Data
Information
Facts
Knowledge

Understanding
Discernment
Awareness
Insight

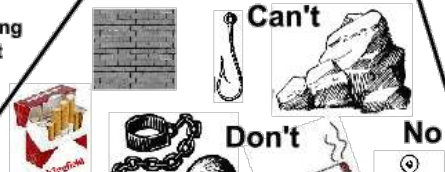
Habits
Attitudes
Values
Beliefs

THE GREAT ICEBERG OF

Conscious

Data
Information
Facts
Knowledge

Understanding
Discernment
Awareness
Insight



HOOKS, ANCHORS AND THE NEGATIVE 'STUFF' STUCK IN MY SUB-CONSCIOUS THAT HAVE ME CONTINUE TO SMOKE

1.
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THE PSYCHIC TRAP DOOR

In the quietness of relaxation and meditation the 'trap door' between conscious and sub-conscious opens.

You may gradually develop a greater awareness of some of the 'stuff' going on in the subconscious that's been holding you back from giving up smoking.

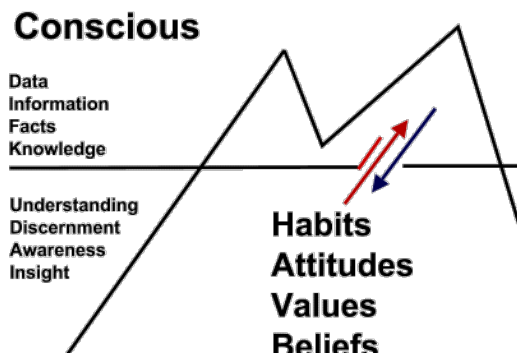
On the other hand in the quietness of meditation you'll be able to feed into the subconscious new thoughts leading to new habits, attitudes, values and beliefs that will propel you toward a smoke free life.

For instance, when sub-conscious believe you can become smoke free you're well on the way to indeed becoming smoke free.

If you can learn how to relax and meditate you'll find that you begin to become more aware about a lot of habits, attitudes, values and beliefs in your life - those that serve you well and those that serve you poorly.

Once you've come to that understanding you'll be in a better position to move forward in the direction of your dreams.

THE GREAT ICEBERG O



Go confidently in the direction of your dreams, Live the life you've imagined.
Goethe

14. PROGRAMMED FOR SUCCESS

PROGRAMMING

As human beings we're all programmed differently; we respond to the same event in different ways. We could be glass half full or glass half empty people. We could be like the two little boys who on Christmas day went in to get their presents and there under the tree was a pile of horse manure. One boy said, 'Oh no, all we got this year was horse manure.' The other little boy said, 'Gee. Father Christmas has brought us a pony!'

For most of us we get programmed in such a way that only the gentlest pull of a string sets us off in a quite predictable way. People play on this foible. It amuses them.

For smokers it may be just the gentlest pull of a string that has them reach for the next cigarette; you're tired, you're bored, you're upset, you're having a drink, you're out with friends who smoke...

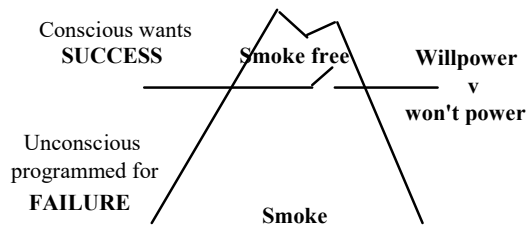


In any competition between conscious and unconscious minds, the unconscious is likely to win. Unless you're extremely disciplined and wide 'awake', will-power will eventually succumb to 'won't-power'.

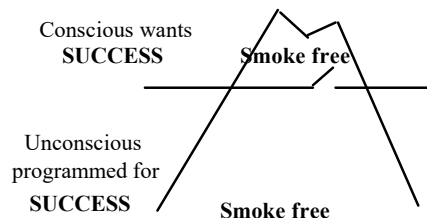
While you're intensely disciplined and wide 'awake' you can win the battle, and in this case resist the temptation to have another cigarette. But as soon as you fall 'asleep', or you are distracted from a disciplined state of mind, the unconscious mind automatically takes over and you light up again. You lose the war. This could happen when you're out with your smoking friends, or after a few drinks. (There is little doubt that willpower dissolves in alcohol.)

Through meditation, inner mental training and autosuggestion, (coupled with introspection and contemplation) you have the ability to change what's going on in your sub-conscious mind. You can, metaphorically change the program in the unconscious mind, getting rid of 'stuff' that's holding you back and putting in new 'stuff' that's congruent with what you want in conscious mind.

From failure - where there is lack of congruity between what conscious mind wants and what unconscious mind wants.



... to success - where there is congruity between what conscious mind wants and what the unconscious is prepared to give it.



With respect to smoking, once your sub-conscious mind believes that you're a smoke free person, you'll become a smoke free person.

15. COUNSELLING

What a good counselor can do is provide you with directions toward your smoke free destination.

If you get side-tracked, if you lose your way, the counselor can give you new directions and encouragement.

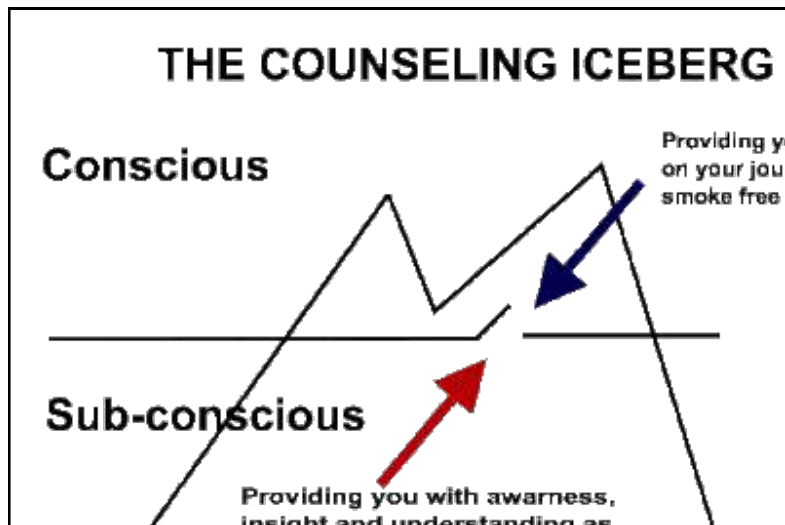
A good counselor will keep you focused on your goal of being smoke free, even when your focus becomes blurred.

If you attend counselling a couple of times a week during this program - the three week quitting program and the three week maintenance program - it could just make the difference.

A good counseling program will

1. help you chart your smoke free direction
2. provide you with signposts to guide you along your journey
3. help you stay focused on what you need to do to become smoke free.
4. help you deal with 'old stuff', the habits, attitudes, values and beliefs that are stuck in your subconscious mind that are stopping you from achieving your smoke free goal.
5. help you to dredge down into your sub-conscious mind to help you work out why you've been smoking, in contravention to what you know about the effect smoking has on your health, and what are the hooks and anchors that have been holding you back from being smoke free.

During the counseling process you'll be amazed at the 'stuff' that comes up, 'stuff' that you've not been aware of, 'stuff' that has nothing to do with the actual act of giving up smoking but which will give you greater insight into how you tick.



Know thyself better, that's a surefire way to kicking the smoking habit.

16. HEALTH CLIMATE PROFILE BENCHMARK/...../.....

To gain a feel for what it's like at the beginning and end of the program complete the Health, Climate Profile.

Circle the number appropriate to the degree to which you experience the symptoms on the left hand side of the page.

The greater the symptom, the higher the score. Total the score at the bottom of the page.

	None	Hardly any	a fair bit	A lot	
1. Headaches (including migraines)	0	1	2	3	4 5 6 7 8 9 10
2. Lack energy and vitality	0	1	2	3	4 5 6 7 8 9 10
3. Candida fungus: furry tongue, thrush, itchy skin, tinea...	0	1	2	3	4 5 6 7 8 9 10
4. Poor sleep (Score 10 if you frequently use tablets)	0	1	2	3	4 5 6 7 8 9 10
5. Snoring, sleep apnoea (Score 10 if using a gas mask)	0	1	2	3	4 5 6 7 8 9 10
6. Musculo-skeletal pain, back, neck, shoulders, hips, knees, RSI ...	0	1	2	3	4 5 6 7 8 9 10
7. Frequent colds, flu and sinus	0	1	2	3	4 5 6 7 8 9 10
8. Reflux, unsettled stomach (Score 10 on tablets)	0	1	2	3	4 5 6 7 8 9 10
9. Overweight (1 pt for every 2kg over ideal weight)	0	1	2	3	4 5 6 7 8 9 10
10. Irritable bowel, constipation, trots...	0	1	2	3	4 5 6 7 8 9 10
11. Shortness of breath from asthma	0	1	2	3	4 5 6 7 8 9 10
12. Low level of aerobic fitness	0	1	2	3	4 5 6 7 8 9 10
13. Low level of strength	0	1	2	3	4 5 6 7 8 9 10
14. Low level of flexibility	0	1	2	3	4 5 6 7 8 9 10
15. Rashes, skin outbreaks, psoriasis...	0	1	2	3	4 5 6 7 8 9 10
16. Elevated blood pressure (Score 10 if on tablets)	0	1	2	3	4 5 6 7 8 9 10
17. Elevated blood cholesterol? (10 if on tablets)	0	1	2	3	4 5 6 7 8 9 10
18. Elevated insulin level	0	1	2	3	4 5 6 7 8 9 10
19. Elevated blood glucose? (Score 10 if on tablets)	0	1	2	3	4 5 6 7 8 9 10
20. Are you a sugar addict: drinks, confectionary, biscuits ...	0	1	2	3	4 5 6 7 8 9 10
21. Alcohol intake (2 points per drink/day)	0	1	2	3	4 5 6 7 8 9 10
22. Smoking behaviour (1 point/cigarette/day)	0	1	2	3	4 5 6 7 8 9 10
23. Caffeine intake (2 points per cup)	0	1	2	3	4 5 6 7 8 9 10
24. Anxious about life, insecure, apprehensive about your future	0	1	2	3	4 5 6 7 8 9 10
25. Are you depressed? (Score 10 if on medication)	0	1	2	3	4 5 6 7 8 9 10
26. Are you in the wrong job?	0	1	2	3	4 5 6 7 8 9 10
27. Do you feel under-appreciated at work?	0	1	2	3	4 5 6 7 8 9 10
28. Do you have a poor work/life balance?	0	1	2	3	4 5 6 7 8 9 10
29. Unhappy with your family life?	0	1	2	3	4 5 6 7 8 9 10
30. Unhappy with your financial status?	0	1	2	3	4 5 6 7 8 9 10

To find out the score of a normal, fit and healthy human being, go to the next page.
Don't even think of looking until you've completed the profile.

TOTAL

THE MEANING OF YOUR SCORE ON THE HEALTH, FITNESS AND WELLBEING PROFILE

Questions 1 - 20 deal with metabolic and musculo-skeletal body system functions. These systems are affected by the amount of physical activity you do and your diet. If you scored poorly you need a physical tune up.

Questions 21-23 reveal how we relate to the culturally acceptable chemicals, to what degree you are addicted to alcohol, nicotine and caffeine and whether you are being ruled by habits that have a detrimental effect on your body.

I've seen thousands of these profiles and the fittest and healthiest people score only 2 or 3 points out 30 for these three questions.

Questions 24 - 30 are closely related to stress in your life, particularly with regard to your close personal relationships, your career and whether you have the resilience to cope with life and what it throws up at you.

WHAT THE SCORES MEAN

Less than 20

The score of a normal fit and healthy human being is less than 20. If you got less than 20 you're in good nick. Give yourself a pat on the head. You're spending time each day looking after your self.

More than 20 but less than 40

If you got more than 20 but less than 40 that's not bad, but the signs are there that certain body systems are not working as well as you'd like.

Over 40 but less than 80

Over 40 the amber light is flashing.

You're probably not as fit as you could be. You need a fitness program. You may be a little over weight, in which case you need a fitness program and a junk free diet. It's likely that you'll feel better if you cut back on foods with high fat, flour and sugar content and lay off the grog.

There's a chance you may have some sort of musculo-skeletal dysfunction, in which case you're not strong or flexible enough to keep your body in alignment. You probably need a holiday or some activities and hobbies that distract you from being busy, and feeling tired and miserable.

Over 80

Over 80 and you're in the red zone. It's definitely time to take stock. You certainly don't want things to get worse, which you will if you don't do something now. As well as the metabolic and musculo-skeletal dysfunctions there could be something going on in the top paddock that's not right and it's affecting the rest of your body.

If you don't do something now there's a good chance that pretty soon you could end up on the medical-go-round.

Over 120

Over 120 and there are high scores throughout the profile. You're putting up with a lot of 'background noise'. It's definitely time for a lifestyle make-over.

THE LIFESTYLE PRESCRIPTION

The Lifestyle Prescription stands head and shoulders over all other prescriptions for keeping yourself fit and healthy.

A lot of people brought themselves back from the brink by becoming fitter and getting 'stuff' sorted out. Embarking on a smoking cessation program is one of the most powerful statements you can make about improving your health. You are about to become healthier, and over time the scores on the Health, Fitness and wellbeing profile will show you just how much healthier you are becoming.

If you embark on a good aerobic fitness training program you can expect to halve your score in 3 months. It's a very good thing to do while you're also focused on becoming smoke free.

16. HEALTH CLIMATE PROFILE – 6 weeks after the first one/...../.....

To gain a feel for what it's like at the end of the program complete the Health, Climate Profile again.

Circle the number appropriate to the degree to which you experience the symptoms on the left hand side of the page.

The greater the symptom, the higher the score. Total the score at the bottom of the page.

	None	Hardly any	a fair bit	A lot	
1. Headaches (including migraines)	0	1	2	3	4 5 6 7 8 9 10
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30. Unhappy with your financial status?	0	1	2	3	4 5 6 7 8 9 10

TOTAL

17. PATHWAY TO A SMOKE FREE EXISTENCE

The pathway to a smoke free existence is relaxation, meditation, auto-suggestion and inner mental training, along with contemplation and introspection.

The idea is to harness the power of your subconscious mind to lead you into the smoke-free state.

Your subconscious mind can lead you along the path to being smoke free. It knows what needs to be done in order that you can be smoke free. By listening to the MP3 file you'll train your subconscious to lead you toward the smoke-free state. Harnessed properly your subconscious is more powerful than any drug. It's your best friend.



In a gathering of two or more people, when a lighted cigarette is placed in an ashtray, the smoke will waft into the face of the non-smoker.

18. RELAXATION

If you'd like to attain and then maintain a smoke free status then you'd better learn how to relax.

HOW RELAXATION WORKS

The brain operates on a range of brain-wave patterns, measured in cycles per second.

CYCLES PER SECOND	BRAIN WAVE	CHARACTERISTICS
14 - 20	Beta	Awake
7 - 14	Alpha	Daydreaming
4 - 7	Theta	Sleep
Below 4	Delta	Deep sleep

When the brain is operating at the Alpha brain wave level and you are relaxed and calm, the parasympathetic nervous system is stimulated; muscles relax, blood vessels dilate and you begin to achieve a more balanced state of health.

At the Alpha level we experience the state of deep relaxation which is very useful in managing the stress of becoming smoke free, by calming the body and re-establishing equilibrium within the nervous and endocrine systems. It's the brain-wave state where the psychic 'trap door' opens and you start to gain an deeper awareness into

- what's been holding you back from being smoke free and
- what you need to do to attain the smoke free state.

It is also the zone of suggestibility, the point at which you can feel new thoughts, ideas and programs into the sub-conscious mind. It is the zone of imagination and creative visualization.

If you are not completely familiar with meditation and deliberately getting into the Alpha state, you may have experienced it while waking up as you drifted in and out of consciousness. In those periods when you are half awake, you are in the alpha state.

GETTING INTO THE RELAXED STATE

To get into the relaxation state, follow the sequence of instructions listed below.

1. Sit down in a straight-backed chair, close your eyes, take a deep breath, hold it for a short while, then breathe out and relax.
2. Start breathing using stomach breathing, so that every time you breathe in your stomach goes out. Stomach breathing slows your breathing down dramatically, increases the amount of air you can get into your lungs, stimulates the parasympathetic nervous system so blood vessels dilate and muscles relax, stimulates alpha brain waves and produces a feeling of calm.
3. Once you are comfortably relaxed begin focusing on relaxing various parts of your body, imagining them relaxing more and more with every breath you breathe out. eg, feel your scalp relaxing, your forehead, your face and jaw, your shoulders, your back ..., all the way down through various parts of your body.

DEEP BREATHING

Once you've become relaxed, take five or ten very slow, deep breaths using stomach breathing.

Imagine breathing in a circular fashion, starting the breathing in cycle at the bottom of a large circle, deep inside your stomach. Keep breathing in until you reach the top of the circle at the top of your head. Hold the breath for a moment and then slowly breathe out, taking as long to breathe out as you did to breathe in. With practice you'll find that ten breaths take a very long time, sufficient for you to become very relaxed.

MUSCULAR RELAXATION

To get into the Alpha meditative state, listen to the 'I breathe Fresh Air' MP3 file.

The audio begins by getting you to slow down your breathing and relax the major muscle groups of your body.

VACANT MEDITATION

Once you've become relaxed, sit for a few minutes, breathing slowly, deeply and rhythmically, using stomach breathing, and thinking about nothing. If thoughts come to your mind, dismiss them.

Here's William Wordsworth's take on the matter.

For oft, when on my couch I lie
In vacant or in pensive mood,
They flash upon that inward eye
Which is the bliss of solitude.
And then my heart with pleasure fills,
And dances with the daffodils.



A cigarette is the perfect type of a perfect pleasure. It is exquisite,
and it leaves one unsatisfied. What more can one want?

Oscar Wilde

19. MEDITATION

Probably the first place to start if you want to live the smoke free life is to begin meditating. As we said earlier, meditation will directly impact on your parasympathetic nervous system, relaxing muscles and dilating blood vessels.

If giving up smoking makes you tense and anxious, then muscular relaxation and meditation will calm you down, keep you focused on your objective.

Set time aside each day to meditate.

Ainslie Meares worked for 30 years as a psychiatrist and used meditation extensively in the treatment of psychosomatic and psychoneurotic illnesses. He died in 1986, but his books are widely read and still readily available.

Here is some of what he had to say about meditation.

You may well ask: 'What is the purpose of experiencing this meditative state for a few minutes each day?' The answer is that it reduces the level of our anxiety.

The effects of meditation include inner peace, better interpersonal relationships, clearer thinking, increased work capacity, better sexual relationships due to less tension, absence of disturbing dreams, and smoother physical reactions often shown in better performances in sport.

The key to management of our stress lies in those moments when our brain runs quietly in a way that restores harmony and function.

There are quite different forms of meditation in which the brain functions in quite different ways.

In classical meditation as in yoga, in Zen Buddhism meditation and in the meditation practiced by the early Christian mystics, the thought processes of the mind are helped by will power concentrating on some object or spiritual concept. The mind is active, striving to attain and maintain this ideal.

In the meditation I would advise you to practice, there is no striving, no activity of the brain function, just quietness, a stillness of effortless tranquility.

This is not the tranquility of drowsy somnolence. The mind is clear but still.

For the type of meditation I advocate, we must start our meditation in some position of slight discomfort. Then we let our mind run quietly, with as little thought as possible, and we are soon no longer aware of any discomfort. This transcendence of slight discomfort is an essential feature of successful meditation.

It does not require long periods of meditation to obtain relief from stress. Ten minutes twice a day has produced dramatic relief in some hundreds of people who have consulted me professionally.

To get the full effect of meditation, it is important not to do it when too tired. The effect is greatest when we are alert and frisky.

Ainslie Meares *Life Without Stress*. Viking O'Neill 1991. Ainslie Meares *Relief Without Drugs*. Angus and Robertson 1995.

Suggestion only works when the more recently acquired ability
of logical thinking and logical criticism is suspended.
Ainslie Meares

20. AUTOSUGGESTION

EMILE COUE

In the early part of this Century, in a Paris suburb, Emile Coue established an autosuggestion clinic.

Coue became famous for an autosuggestion which he encouraged his patients to repeat out loud to themselves twenty times, twice each day. He described it as his general formula.

'Day by day, in every way, I'm getting better and better.'

The success of his clinic in restoring people to good health was based on the premise that

- very idea which exclusively occupies the mind is transformed into an actual physical or mental state.
- the efforts we make to conquer an idea by exerting conscious will only serve to make the idea more powerful

And healed they were.

'The first patient he addressed was a frail, middle aged man with a bad case of nervous trouble. ... Coue encouraged him with the promise of improvement. "You have been sowing bad seed in your unconscious; now you will have to sow good seed. The power by which you have produced these ill effects will in future produce equally good ones".

The next patient was an excitable, overworked woman. When Coue inquired the nature of her trouble, she broke into a flood of complaint, describing each symptom with a voluble minuteness. "Madam," he interrupted, "you think too much about your ailments, and in thinking of them you create fresh ones."

Harry Brooks 'The Practice of Autosuggestion by the Method of Emile Coue, George Allen and Unwin 1922

According to Brooks, 'The unconscious, in its character of surveyor over our mental and physical functions, knows far better than the conscious the precise failings and weaknesses which have the greatest need of attention. The general formula supplies it (the unconscious) with a fund of healing, strengthening power, and leaves it to apply this at the points where the need is most urgent.'

You are encouraged to adopt Coue's general formula and use it twice a day, preferably just on waking and just before going to sleep, until you become a confirmed non smoker.

Or, you may wish to adopt your own smoke-free autosuggestion, similar to the one immediately below.

'Day by day, in every way my body is becoming healthier and healthier.

'I breathe fresh air.'

What a weird thing smoking is and I can't stop it. I feel cosy, have a sense of well-being when I'm smoking, poisoning myself, killing myself slowly. Not so slowly maybe. I have all kinds of pains I don't want to know about and I know that's what they're from. But when I don't smoke I scarcely feel as if I'm living. I don't feel as if I'm living unless I'm killing myself.

Russell Hoban

21. INNER MENTAL TRAINING

The Alpha level can also be used as a powerful medium for tapping into your **sub-conscious mind**, where you can create and then affirm a powerful image of what it is you want from life; short, medium and long term.

In this case we want it to create a powerful movement toward being smoke free.

At the Alpha brain wave level you can begin to feed visualizations into the unconscious, the aim being to reprogram the unconscious so that it starts to work toward the achievement of your goal of being smoke free.

This means that the unconscious is working toward your objective of being smoke free, even while you are not!

To get into the Alpha state when you are awake, sit or lie comfortably, close your eyes, take a deep breath and as you breathe out count from 3 down to 1 and relax.

Imagine a large screen in front of your eyes and visualize on that screen a picture of yourself as a fit and healthy person, smoke free, living the lifestyle and doing all things a smoke free person does.

Visualize aspects of the major areas of your life and how you would like them to be.

Visualize yourself doing all the things you need to do to reach and then maintain the smoke free lifestyle.

To return from the Alpha state to the Beta state, count from 1 to 3. Before you begin counting affirm that *'when I awake I will be feeling absolutely fantastic and in perfect health.'* Start counting. When your eyes are open, affirm that you are *'wide awake, feeling absolutely fantastic and in perfect health.'*



Cigarettes are killers that travel in packs.

22. THE 'I Breathe Fresh Air' MP3

An important aspect of the Smoke Free in 21 Days program is the MP3 file based on relaxation, inner mental training and auto suggestion, designed to help you reprogram your subconscious into a smoke free state.

It is critical to your success that once you've set the day on which you'll have your last cigarette you listen to the tapes every day for the next 42 days.

At the end of 21 days you'll have your last cigarette. For the next 21 days you'll keep listening to the tape to keep you focused.

ONCE YOU'VE QUIT

Don't smoke, not even a little.

Toss out your cigarettes, other tobacco, and ashtrays.

Avoid people and situations where you will be tempted to smoke. If you usually smoke in a certain chair, don't sit in that chair. If you usually smoke at a bar, avoid that bar for a while.

Change your usual routine, so your new routine doesn't include smoking.



Sometimes I just sit in front of a mirror and watch myself inhaling that poison gas. If I was in a concentration camp and someone tried to make me do that, I'd want to kill them.

Unknown

23. EXERCISE MORE

WHY DO I FEEL BETTER WHEN I'M FITTER?

1. Exercise burns off stress chemicals

The principal reason to exercise on a regular and systematic basis is to burn off the chemicals pumped into the bloodstream at the demand of an over-stimulated sympathetic nervous system. The body reacts by feeling better.

The effect of stress is to produce adrenalin and epinephrine, chemicals which tense muscles and elevate blood pressure. When we exercise we burn these chemicals off.



2. Breaking down the emotional and physiological vicious cycle

Once you begin to exercise you break the vicious physical/emotional cycle

3. Integrity

A good deal of the feeling better comes from being in integrity with yourself. You automatically have feelings of satisfaction, pleasure and joy which come as you draw nearer to the achievement of your physical potential.

4. More oxygen to the brain

You feel more alive when your brain is receiving a good supply of oxygen.

5. Endorphin release

When you exercise with reasonable vigour for about 30 minutes or more, the release of **endorphins** (that is, naturally occurring opiates) from the brain brings about a naturally occurring **high**: - you feel better

6. Escape from reality

You experience an **elevated mood state** when you interrupt your normal daily routine with physical activity. It's like having your own little **escape from reality**.

7. When you **distract** yourself from the busyness of your own life, you feel less stressed.

8. There are a large number of **physiological benefits** that come with being more active.

- Eases joint and muscle pain
- Lower incidence of high blood pressure
- Lower incidence of adult onset diabetes
- Lower incidence of RSI
- Increased aerobic efficiency and capacity
- Reduced risk of heart attack
- Reduced cholesterol level
- More efficient food residue system
- Less headaches
- Better sleep
- Reduction in body fat
- Stronger immune system
- Increased strength & flexibility
- Controls appetite
- Better muscle tone
- Clears the respiratory tract

9. Social

One of the great benefits of physical activity is being with other people. People feel better when they are doing things co-operatively with other people.

The believing we do something when we do nothing is the first illusion of tobacco.
Ralph Waldo Emerson.

24. EAT WISELY – but not too well!

When you're feeling stressed, there are a number of compelling reasons why you'll benefit from a high fibre, low fat, high water content diet.

Giving up smoking can be a stressful time. There is always the temptation to replace cigarettes with food, particularly high energy dense food. You'll need to have fruit handy.



When you eat wisely you'll

- feel better, more energy
- feel less tired - particularly if you eat less wheat flour
- have a reduced risk of heart dysfunction
- lower your cholesterol level
- reduce the risk of adult onset diabetes through better control of insulin levels
- lower your blood pressure
- lower the incidence of bowel disease
- be less constipated and avoid piles
- force more oxygen to the brain
- improved your work performance
- have better mental acuity and concentration
- experience fewer headaches

Eat to nourish the cells of your body and not just to fill up your stomach.

CHEMICAL INTAKE

You'll also benefit from a reduced intake of caffeine, nicotine and alcohol.

... physical well-being and life span (correlates highly and positively with) adherence to 7 basic practices:

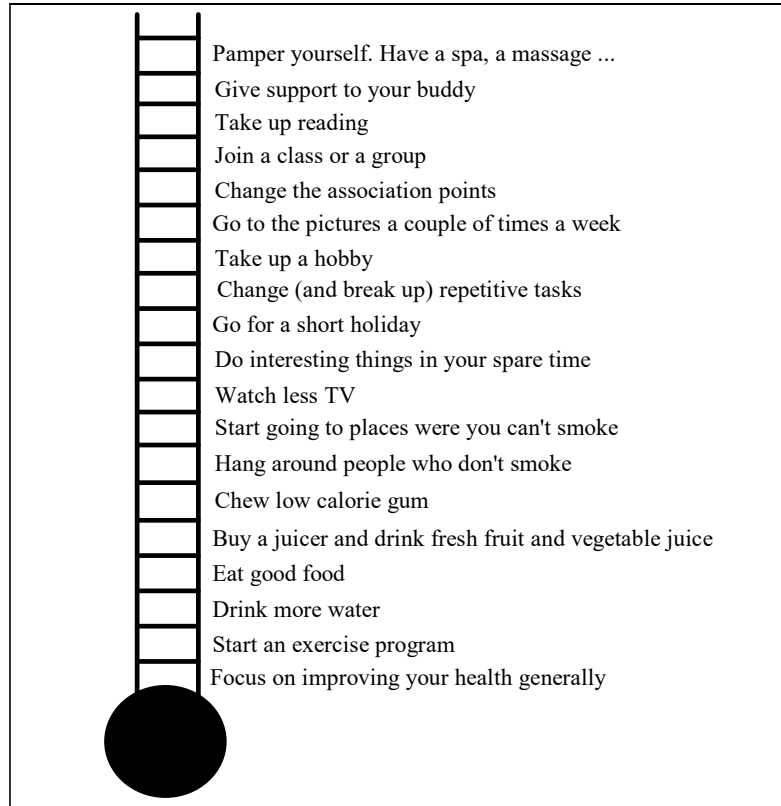
- 1. Sleeping 7 to 8 hours each night.*
- 2. Eating three meals a day, at regular hours with little snacking except for fruit.*
- 3. Eating breakfast every day.*
- 4. Maintaining optimum body weight.*
- 5. Lay off the grog.*
- 6. Regular exercise.*
- 7. Not smoking.*

Robert Giller

25. THE SMOKER'S FRIEND

Up until Freedom Day we recommend you divert your attention away from smoking. You'll then be programmed for success after Freedom Day.

As in all our rehabilitation programs we suggest you adopt the program as a full-time proposition and seek support from a wide range of modalities.



You may have habits that weaken you. The secret of change is to focus
all your energy, not on fighting the old, but on building the new.
Socrates

26. BEGIN THE 8 STEP PROGRAM



THE EIGHT STEP PROGRAM TO BECOMING **SMOKE** **FREE IN 21** DAYS

YOU'RE NOT ALONE

Nine out of 10 people don't smoke. Of those who do, 7 out of 10 want to give up.

STEP 1: CHOOSE THE DATE WHEN YOU'LL GIVE UP SMOKING

It is now time to choose a date when you will give up smoking.

The date will be sometime between 3 and 4 weeks from now. We will call the day, **Freedom Day**.

This day doesn't represent the day you stop smoking, but rather the day you start your smoke-free life.

Your program starts 21 days out from your Freedom Day.

On that day you have 21 cigarettes, (or less, depending on how many cigarettes you usually have each day.)

Day 2 you have 20 smokes.

Day 3 you have 19 smokes - and so on until your Freedom day.

It is suggested that you hold the cigarette in the opposite hand to the one you normally use.

What do you do if you don't usually smoke 20 or more cigarettes? Smoke the number you usually smoke, and when you get to the appropriate day in the cycle, start having one less cigarette each day until you have your last cigarette during Freedom Day.

My Freedom Day is 21 days from the time I make the decision to quit smoking. / /

STEP 2: LIST THE REASONS WHY GIVING UP SMOKING IS A GOOD IDEA.

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Join a support group for people trying to quit. People in quit-smoking support groups are more likely to quit for good.

STEP 3: LISTEN TO THE 'I Breathe Fresh Air' MP3 AUDIO FILE EVERY DAY.

Up until Freedom Day you should listen to the "I breathe Fresh Air audio file at least once every day. Choose any time during the day, but make sure you schedule it in advance. Do not listen to the program just at any time, but decide in advance which part of the day you will set aside for training. First thing in the morning, after tea and last thing before you go to sleep are good times.

When I'm going to listen to the tape each day. Last thing before you go to sleep sounds like a good idea.

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At the end of 21 days, after you've stopped smoking, continue to listen to the tape for a further 21 days.

STEP 4: GET SUPPORT

Frank Woolworth said, 'I never got anywhere while I tried to do everything on my own.'

I suggest you meet with a mate at a particular time each day to listen to the tape. Failing that, meet with your mate each day to review how things are going. You want your mate to help you stay focused and up to the mark.

Step 5: SET RULES

Set rules for smoking, like not smoking inside the house, not smoking in the car, not smoking before breakfast.

Start smoking half an hour later than you normally do, and finish smoking half an hour earlier than you usually do.

Ration your smokes. Have 1 smoke less each day.

At the beginning of the day place the number of smokes due to be smoked on that day in your packet.

Step 6: COUNT YOUR SMOKES

Over the period between now and your Freedom Day, keep a record of the number of cigarettes you have each day.

Step 7: PUT YOUR MONEY WHERE YOUR MOUTH IS

Make a bet with someone that you can give up smoking on your Freedom Day.

Make it a substantial wager to keep yourself focused on the job.

How much are you prepared to bet on yourself?

STEP 8: FREEDOM DAY CEREMONY

Some time in the evening of your **Freedom Day** you are going to have a small ceremony, with family and friends in attendance to watch you smoke two last cigarettes.

The ceremony requires you to smoke the first of the two cigarettes inhaling much more deeply than usual, and then, immediately after finishing it, you begin to smoke the second (and your last) cigarette.

Give yourself only two minutes to smoke as much as possible of that cigarette. After the two minutes, grind the butt into the ashtray and announce, 'That's my last cigarette.' Make sure that butt becomes a symbol of the beginning of your smoke free life. Take a photo of the occasion.

If you can quit for a day, you can quit for a lifetime.
Allan Carr

27. TEN COMMANDMENTS - for your smoke free way of life -

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