

# **Discover The Power Stop Smoking Now & Forever Guide**

Congratulations on your decision to take the first step by ordering The Stop Smoking Now & Forever CD. So you're ready to stopping smoking? You know it is a bad habit, it is costing you a lot of money, putting your health at risk, making you smell and you're the last of your friends to stop the habit. This is probably not the first time you have thought about stop smoking or even tried it, most people quit 4-5 times before they actually succeed.

## **So What Makes This Time Different?**

First you have made the decision to become a non-smoker. It really is all up to you. No one can make you stop smoking no matter how much you love and respect them, not your spouse, your children or even your friends. Not even this program will make you stop. It's your choice. But now that you have decided to become a non-smoker this guide along with the "Stop Smoking Now & Forever" CD will give you all you need to accomplish your goal.

Smoking is more than a bad habit. It is also a physical and psychological addiction. You are fighting three battles at once. This guide will take you through each one of the battles and help you create a plan to win each one.

First let's talk about the physical addiction.

## **The Physical Addiction**

Nicotine is one of the most addictive drugs on the planet; it is said to be as addictive as heroin, cocaine and alcohol. It is naturally found in the tobacco plant. One of the reasons nicotine is so addictive is that it is both a stimulant and a relaxer. For example, when you take a small puff it can stimulate you and when you take a deep breath it can relax you.

Once nicotine enters your bloodstream, it only takes 7 seconds to hit your brain creating that instant buzz or stimulation. Over time, your body becomes used to you having the nicotine in your blood. When your nicotine levels drop the cravings start. Some of the symptoms of nicotine withdrawal are irritability, anxiety and loss of concentration.

The good news is that once you stop smoking the nicotine is 80% out of your body in 4 days and 100% in 9 days. After that it is habit and psychological addiction that can get you.

## **The Habit**

If you go back and remember the first time you ever smoked. What do you remember? My guess is that it probably wasn't an enjoyable one. There are a few people who loved it right from the start. For most of us it tasted horrible and made us sick. Over time you have associated smoking with pleasurable experiences such as eating a good meal, going

on break at work, driving to work and going out with friends and having fun. All these situations are examples of how you've trained your subconscious mind to make a connection between smoking a cigarette and doing a specific activity. You have formed a habit that is hard to break.

One of the first steps in breaking the habit is to write down all the times you smoke, where you are and what you are doing:

For example: First thing in the morning while I'm drinking a cup of coffee.

### **The Psychological Dependency**

Do you ever light up when you are bored, angry, frustrated or lonely? If you said yes, then you are using nicotine as a way to cope with feelings and/or emotions. Not only have you trained yourself to use nicotine when you are doing pleasurable activities, it is also used to calm yourself down. Remember I said nicotine can stimulate and relax you. When you are angry smoking a cigarette can be a way to release the stress you are feeling by inhaling the smoke deeply. You have learned to use nicotine as an artificial mood moderator. This is the psychological dependency.

### **Facts about Nicotine**

#### **Health Facts**

- Tobacco is number one cause of preventable deaths in US and Canada
- Worldwide 3 million people die each year from tobacco which causes heart disease, strokes, and many types of cancer, emphysema and chronic bronchitis.

#### **What Chemicals are in Your Cigarette?**

- Tobacco smoke contains over 4000 chemicals of which at least 63 are proven to cause cancer in people
- Nicotine is also an insecticide to kill pests
- Carbon monoxide (the same odorless gas that comes out of your car)
- Tar (very similar to the tar they use to pave roads)
- Hydrogen cyanide (also known as gas chamber poison)
- Arsenic (a poison used to kill unwanted rodents & people)
- Methane (a gas also known as cutting the cheese)

### **Specifically How These Chemicals Effect Your Body**

#### **Nicotine**

After taking a puff from a cigarette your blood vessels squeeze tight to push the chemical into your brain in only 7 seconds. This makes your blood pressure to rise increasing your chances of strokes and heart attacks.

## Carbon Monoxide

As you breathe in the cigarette smoke your lungs fill with air that contains a high concentration of carbon monoxide and your red blood cells absorb it instead of the oxygen resulting in less oxygen getting to your vital organs. The lack of oxygen increases your chance of a heart attack or stroke.

## Tar

Your lungs have their own filters called cilia. They are tiny hair-like structures. In healthy lungs they clean out all the germs and dust we breathe in. The tar from your cigarettes gets into the lungs, stick to the cilia and make them unable to clean out your lungs. This is the cause of the "smokers cough." Your airways become clogged with mucus. Over time this can develop into chronic bronchitis and emphysema.

## **So What Happens to Your Body Once You Stop Smoking? You'll Be Amazed**

No matter how long you've been smoking, five years or fifty, your body has incredible healing powers. Your body starts recovering in as little as 20 minutes of your last cigarette.

### **Health Benefits**

Time After Your Last Cigarette Benefits:

- 20 minutes Blood pressure and pulse rate decrease to normal
- 8 hours Carbon monoxide levels in blood drop and oxygen levels increase
- 24 hours Chance of heart attack decreases
- 48 hours Food tastes and smells better
- Nerve endings begin to regrow
- 72 hours Bronchial tubes relax and breathing becomes easier
- 2 weeks to 3 months Coughing, congestion, tiredness and shortness of breath decreases
- 1 to 9 months Cilia regrow in your lungs
- Shortness of breath decreases
- Risk of heart disease is half that of a smoker
- 1 year Chance of lung cancer decreased by almost a half
- 5 years Pre-cancerous cells are replaced
- 10 to 15 years Risk of dying is similar to that of someone who has never smoked

### **Other Benefits of Stop Smoking**

Besides the health benefits there are a lot of other reasons to stop smoking such as putting more money into your pocket, regaining control of your life and setting a good example

for your children. You will have the recognition of knowing you quit when others have failed, having more energy, being more attractive, having fresh breath and white teeth, cleaner clothing and better sex life.

### **So how much is your habit costing you?**

Let's figure it out:

\_\_\_\_\_ packs/tins per day x 7 = \_\_\_\_\_ (packs/tins per week)

\_\_\_\_\_ packs/tins per week x \_\_\_\_\_ (cost per pack/tin) = \_\_\_\_\_ (cost per week)

\_\_\_\_\_ (cost per week) x 52 = \_\_\_\_\_ (cost per year)

So what are three things you could do with the money you spend each year on tobacco?

- 1.
- 2.
- 3.

Why do you want to stop?

We know you are thinking about stopping smoking, why? What are your specific reasons? List 5 reasons why you bought this program, not why others say you should stop, but why you want to.

- 1.
- 2.
- 3.
- 4.
- 5.

### **The Stop Smoking Now & Forever CD**

Hypnosis can empower your decision to quit smoking but it can't make you want to quit. In fact, no method can make you want to quit. You have to make that decision for yourself.

So why do you need to listen to the "Stop Smoking Now & Forever" program? Like I said before you have trained your brain to associate smoking with pleasurable activities and/or to relieve stress. You need to recondition your mind so you have a clear perception of smoking and what it is really doing to your body and your life. That is what this program will help you do. First let's talk about hypnosis.

## **What is Hypnosis?**

Hypnosis guides you to modify the way your brain interprets experiences. Hypnosis can change your perceptions, your thoughts, your behaviors and your feelings.

A hypnotic state is a deep level of concentration. You will be extremely focused and pay attention to everything the self hypnosis program says while being able to tune out everything else going on around you. Don't worry, you will still be able to hear and see everything so if the phone rings or someone comes to the door you will instantly react. It only takes a light level for therapeutic work.

Once you are relaxed and able to focus in on the program you become extremely suggestible. It is at this point that the program introduces new ideas and commands to you. Those ideas or commands are absorbed by your subconscious mind. While your conscious mind might ordinarily object to, it is easily transmitted into your subconscious mind. Now your subconscious mind accepts the suggestions and/or ideas. Your conscious mind is where you analyze and criticize. You also can judge and reject ideas. But under hypnosis your subconscious mind is in control and your conscious mind is out to lunch so you absorb the information being presented to you without questioning it. That is why the people on stage do what the hypnotist tells them and why hypnosis is so effective with stop smoking, losing weight, pain management etc.

I suggest listening to the program for 28 days in a row because it takes 28 days to break a habit and create new habits. The best time to listen to the program is first thing in the morning when you are out of bed if this is not convenient for you then just make sure you listen to it when you are alert, not while sleeping.

Also, before listening to the program read the goal you are going to write in the next section to yourself each time. While reading it, visualize how you will feel as a nonsmoker, what others will say about you, how much money you will save, how healthy you will feel and how much more romantically attractive you will be.

## **Prepare for Quitting Day**

Pick the Date

I'm sure you have set a date a million times; I'll quit the beginning of the year, when this pack is gone, before I turn 30. Well now it's time to set the date that you will become a nonsmoker. Figure out when you feel it is best for you but make sure it's not too far in the future so you can't talk yourself out of it. Try to pick a date when you know you won't be under a lot of stress (if such a time exists). Now commit to that date. Write it down.

## **Importance of Writing Down Your Goal**

Motivation and commitment are necessary for you to be successful. Motivation has to do with how much you want to accomplish your goal of becoming a non-smoker.

Commitment is about your dedication to accomplishing your goal. When writing your goal out make sure you use the correct words. Saying you'll try gives you an out, allowing yourself to fail. When you have both motivation and commitment you can accomplish anything you set your mind to. For example: I will stop smoking today and make the same decision tomorrow morning and each morning for the rest of my life.

It's your turn - Write down your specific goal. Be detailed, set a date and make sure it's exactly what you want to accomplish.

Now that you have set the date it's time create your support team. You will want to involve others who care and can help you get through this tough time. Think about the people you come in contact with everyday, people you work with, family members, neighbors, doctors, internet buddies, etc.

Write down the names of up to five people who you think will be there to support you.

- 1.
- 2.
- 3.
- 4.
- 5.

Make sure and share with them your goal and let them know how they can help you.

## **Quitting Day**

The day has finally arrived. Here are a few hints to help you on your road to becoming a nonsmoker.

1. Wake up and get out of bed and listen to the "Stop Smoking Now & Forever" Program & do it every day for 28 days in a row
2. Do not smoke - not even a puff
3. Keep active - exercise, go for a walk, keep yourself busy
4. Drink lots of water and juice
5. Change your habits around. Get your list out of where and when you smoked and avoid those situations or turn them around to create new ones
6. Eat 3-5 oranges a day to keep up your vitamin C
7. Have some Tums on hand for any heartburn you might experience
8. Reduce or avoid alcohol

## **Dealing with Withdrawals**

There are two types of withdrawals - physical and mental. Remember 80% of the nicotine is out of your body in the first 4 days and 100% in 9 days so after that the hard part is the mental addiction.

Smoking becomes so intertwined in our lives it's hard to change. If you have been smoking for any length of time you have developed some consistent habits like smoking when you get up in the morning, going on break, after a good meal, when going out with your friends, when you are bored or stressed out. Make sure and change your routines so your brain doesn't automatically expect the nicotine. Try to stay out of situations that tempt you back into having just that one cigarette.

## **Change Your Habits**

- Listen to the "Stop Smoking Now & Forever" CD
- Switch to water or juice instead of alcohol or coffee
- Have something available for the oral habit like hard candy, gum, carrot sticks
- Keep your hands busy - exercise, participate in an activity such as needlepoint, facebook or read a book
- Take a Deep Breathe Break - image your lungs healing themselves with good clean air
- One Day at a Time - when you have the urge to smoke remind yourself you can do anything for just one day and today you have made the decision to become a nonsmoker.
- Stress - Stress is part of everyone's life so now you have to learn to deal with it in a new way. Make sure and get enough sleep, exercise or look into a support group.

## **Reward Yourself**

Take the money you would have spent on tobacco and put it into a jar. At the end of the week go out and treat yourself with something special. You deserve it.

## **What Happens If I Slip Up?**

Mark Twain said "Stop smoking is easy. I've done it a thousand times." Don't use a slip up as an excuse to go back to smoking. If it happens go back and reaffirm your commitment to become a nonsmoking and stick with your plan. Don't let guilt get the best of you. Stop smoking is one of the most important things you'll do for yourself. You have the power to take back control of your life.

## **For More Support You Can Contact**

email: [Rich@richguzzi.com](mailto:Rich@richguzzi.com)

Phone Number: 310-740-4667

Community Forum Support Group: [www.richguzzi.com](http://www.richguzzi.com)

## **National Organizations & Websites**

American Cancer Society

Toll-free number: 1-800-ACS-2345

Web site: [www.cancer.org](http://www.cancer.org)

American Heart Association & American Stroke Association

Toll-free number: 1-800-242-8721 (1-800-AHA-USA-1)

Web site: [www.americanheart.org](http://www.americanheart.org)

Toll-free number: 1-888-478-7653 (1-888-4-STROKE)

Web site: [www.strokeassociation.org](http://www.strokeassociation.org)

Quitting tips and advice can be found at [everydaychoices.org](http://everydaychoices.org) or by calling 1-866-399-6789

American Lung Association

Toll-free number: 1-800-548-8252

Web site: [www.lungusa.org](http://www.lungusa.org)

Printed quit materials are available, some in Spanish. Also offers the tobacco cessation program "Freedom from Smoking Online" at [www.ffsonline.org](http://www.ffsonline.org)

Centers for Disease Control and Prevention

Office on Smoking and Health

Toll-free number: 1-800-232-4636 (1-800-CDC-INFO)

Web site: [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

Free quit support line: 1-800-784-8669 (1-800-QUIT-NOW)

TTY: 1-800-332-8615

## **References**

American Cancer Society. Guide to Quit Smoking. November 2009. Accessed at [www.cancer.org](http://www.cancer.org) on January 5, 2009.

Lowell Kleinman, M.D. & Deborah Messina-Kleinman, M.P.H. (2000). The Complete Idiot's Guide to Quitting Smoking. Penguin Books