

Defeat addiction and gain wisdom and awareness

Wisdom To Quit



The Intelligent Way to Stop Smoking

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Please note that much of this publication is based on personal experience. The author of this publication is not a scientist or a doctor; ideas and methods suggested here helped the author quit smoking and are only valid insofar as they help you do the same.

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Introduction

According to a Gallup poll conducted in 2005, 76 percent of U.S. smokers want to quit – but continue to smoke¹. This means millions of people wake up *every morning* hoping to stop smoking – only to have a cigarette after breakfast.

Do you see anything wrong with this picture?

Actually, I should not be surprised. For almost twenty years I was among these millions.

Yet I never bothered to analyze *what* made me smoke, seemingly against my will, that half-pack of cigarettes every day. I kept trying to quit, but I was doing it “in the blind” – relying exclusively on my resolve and willpower. Predictably, I failed miserably.

A lot of smokers have the same lack of focus about smoking, even those who really want to quit. Many hope for it to magically happen one day. Once in a while they muster the courage and try to quit.

Inevitably, something stressful happens and their resolve breaks. Even those who say they have quit for good struggle to maintain a smoke-free lifestyle. Nostalgic thoughts of a cigarette's pleasure chip away at their determination.

A big part of this problem is trying to quit for all the logical reasons – to avoid health problems, to set the right example for children, to make loved ones happy. While those reasons are admirable, they are ineffective because smoking is not logical. Smoking is deeply linked to emotional well-being – and smokers are often not aware of this.

To solve this problem and defeat the addiction, a smoker's psyche needs to be reshaped. This can be done by analyzing how emotions and logic interact, and then making them cooperate instead of fighting each other.

Note that instead of paying attention to just one aspect of your life – smoking – *Wisdom To Quit* is based on a comprehensive approach. The way you make *all* decisions is important, and determines your ability to quit smoking successfully.

The reality is that smoking can be completely eliminated from your life after a few weeks — without even a hint of craving. And if a craving does sneak back, it will seem insignificant because you will be prepared to deal with it.

As a matter of fact, you will actually *enjoy* getting over a craving. You will feel pleasure at how powerful you have become, and it will remind you of the positive progress in your life.

However, it takes awareness to get to that point.

To help you achieve awareness, this book has three main parts:

Part One considers a question that is both simple and complicated: How *do* people make decisions? It seems anyone should know the answer to that question, since all people make countless decisions

every day. Yet there is little information publicly available on the subject of decision making; and some of the ideas may surprise you.

Part One introduces a concept of the “triune brain,” developed by Paul D. MacLean, an American physician². This concept postulates that the human brain is in fact composed of three brains, each one having its own evolutionary purpose: a reptilian brain, an emotional brain and a logical brain. It is fascinating to look at everyday life through the prism of this theory.

Part One demonstrates *why* many decisions people make are based on emotions, not logic. It shows that our older and more primitive brains – reptilian and emotional – have the ability to override the logical brain.

Part Two takes concepts learned in Part One and applies them to smoking. What made you smoke in the first place? Why do you continue to smoke today – is that an emotional or logical decision?

Part Two shows how smoking invokes your powerful emotional brain and takes advantage of how it is wired. Smoking literally *fools* the

emotional brain to considering nicotine as important as food or mating – which explains why quitting can be so hard³.

It is this part of the smoking puzzle that often goes unnoticed and unrecognized. Smokers tend to blame physical cravings for their relapses. However, the emotional component of smoking, wired into the emotional brain, is just as powerful – if not more so.

Part Three puts together everything learned from Part One and Part Two. It shows how to influence the emotional brain so that nicotine is no longer perceived as needed or important. There is no direct control over the emotional and reptilian brains because they are not logical. These primitive brains operate in the realm of feelings and fears. “Feeling” a certain way cannot be forced. Yet there are ways to influence a mental state – something of paramount importance in quitting smoking.

As a matter of fact, these “older” brains, which enable addiction in the first place, can be turned into powerful allies in quitting smoking. They become your guardians against relapses!

By the end of this book you will have all the knowledge to ensure that your emotions serve your logic – not vice versa. The ability to do so has implications far beyond smoking, as I have personally discovered.

Quitting smoking using the *Wisdom To Quit* method is a gift that keeps on giving – providing you with the opportunity to enrich all other aspects of your life.

Part One: How Decisions Are Made

Chapter 1: The War on Smoking?

Before anything else, let's discuss the issue of the "War on Smoking" – a war that has been going on for a number of years now in the West.

It is impossible to turn on TV without seeing politicians voting to raise taxes on cigarettes, or a documentary about lies told by tobacco companies. Smokers are being ostracized for smoking and warned about the deadly effects of smoking from billboards to magazine pages. The anti-smoking pharmaceutical industry – think patches and pills – is booming.

Now, I am far from trying to protect the tobacco industry. Yet it is this "war" mentality that often prevents smokers from quitting successfully. There is no question that smoking is addictive and dangerous. Yet in order to fight addiction, we need to understand how it works.