



Freedom from Cigarettes

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Quit Smoking Strategy Guide

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Introduction

Thank you for making this important decision. I'm not going to fluff this up and go over the benefits of quitting smoking. You've heard them all before. Most of us already know that **quitting smoking is the single most important thing that you can do for your health**. If you do exactly what I tell you in this eBook, you are guaranteed to succeed in quitting. In order to achieve freedom, you need to do 3 things:

- 1) Read and understand the 6 key concepts in this eBook.
- 2) Construct a personalized quitting strategy.
- 3) Follow the quitting strategy using a **zero-tolerance policy** for yourself.

A Word about Motivation

Since you are reading this eBook, I'm going to assume that you already have a high level of willingness to quit smoking. If you don't, you need to get motivated right away. We call this high level of motivation "the gift of desperation." If you can become desperate to quit, then your chances of success will greatly increase.

1. First, realize the mortality rates involved and how quitting affects them. A very large and thorough 50 year study involving over ten thousand smokers revealed that it's never too late to quit. The study demonstrated that people who smoke until they die typically lived about 15 to 20 years less than their non-smoking counterparts. Quitting by age 50 cuts that time in half! And quitting by age 40 knocks it down about 75 percent. Quitting before age 30 showed the same mortality rates as non-smokers. Those are very encouraging statistics! Even if you are a senior citizen, quitting smoking will add several years to your life. Quitting at a younger age adds even more longevity and benefits.

2. Next, realize the immediate physical benefits of quitting: food will start tasting better almost immediately as your taste buds grow back. Your oxygen levels will skyrocket and you'll have significantly more energy throughout the day. Your circulation will improve and your smokers cough will disappear...no more hacking. Almost all of these benefits start happening immediately upon quitting, and your body will continue to repair itself further during your first few months of non-smoking.

3. Visualize the freedom you'll gain by quitting smoking. The key word here is freedom. Realize that a pack a day smoker spends *over a full month* out of each year puffing on cigarettes. A full month of smoking each year! So not only are you killing yourself slowly, you're also wasting a great deal of time...time that could be spent doing other things, like enjoying your life. Don't fall into the trap here of thinking that you actually enjoy smoking—you don't. What you "enjoy" is the relief you get when you light another cigarette in order to avoid the onset of nicotine withdrawal. It's all just one nicotine feeding after another so that you don't feel the discomfort of withdrawal. Stop living like a zombie, go through the withdrawal once and for all, and start living a life of freedom. Not only will you have more energy and live longer as a result, but you'll also have about an extra month out of each year that you used to spend sucking down cancer sticks.

6 Critical Concepts that You Must Understand

Concept # 1: Smoking is EXTREMELY expensive - therefore we can justify spending lots of money in order to help us quit.

Since the cost of smoking is so high, you can afford to spend a LOT of money on quitting. This is important, because you're probably going to spend a lot of money when you first quit smoking. You need to **justify** these extra purchases by realizing it is MUCH cheaper than continuing to smoke. Smoking costs you a fortune, and in more than one way. It's not just the couple bucks you slap down for each pack of smokes. In order to appreciate this and fully grasp this concept, we need to pause for a moment and determine just how much our smoking is costing us.

1) The money you pay at the gas station for each pack of smokes. Cigarette prices continue to rise. A typical smoker spends around \$2,000 each year, just on cigarettes. Obviously, this depends on how much you smoke and what you pay per pack. But there are other costs associated with smoking that don't really depend on how much or how often you smoke.

2) The lost productivity from extra sick days averages several thousand dollars per smoker per year. This is not just a guess; studies have been done that prove this lost productivity and increase in sick days is a real occurrence among smokers.

3) Years of Potential Life Lost - If you continue to smoke, you're going to die an average of 15 years early. How much are 15 years of YOUR life worth to you? Would you pay someone 20 bucks to extend your life for 15 years? Would you pay 100 bucks for that extra 15 years? (Do you see that 15 years of YOUR life has an infinite value?)

So when it comes time to develop our quitting strategy, we don't want any excuses associated with costs. Hopefully you can see that there isn't any room for these excuses. You should be able to easily justify spending \$2000 or more on quitting smoking, because smoking is costing you at least that much every single year. And if you don't quit, those costs are just going to keep piling up as you keep puffing away, until you die approximately 15 years early. You're probably wondering where you are going to get all this extra money I keep talking about. Don't worry about it--any extra money you might need is built right into the quitting strategy.

Recap: Here's what you need to learn from concept #1 - "I am going to quit smoking cigarettes for good, and that will save me a TON of money in the long run. Therefore, I will not hesitate to spend big money in order

to help myself quit. Now that I've made the decision to quit, cost is no object."

Concept # 2: How to COMPLETELY avoid the **worst part** of your physical withdrawal - a brilliant strategy that worked perfectly for me

The hardest part of quitting smoking for most people are the physical withdrawals. It took me several quit attempts before I realized that I could not consciously make it through these wretched withdrawals. I just could not do it. They were so uncomfortable, and they tended to last for a couple of days (days 2 through 4 were severe) right up to about two weeks (up until the two week point I still had mild withdrawal symptoms).

So for me, getting through that initial withdrawal was critical. I'm talking about days 2 through 4. The really nasty part. Here is the big secret to get you through that time frame:

You are going to sleep through it.

That's right. That's the big secret. I figured it out by accident, really, and ***it worked perfectly***. Here is how it all went down.

First of all, this strategy required some vacation time at work, but we'll get to that later. Just know that I had about 5 days off to get me started on my quit smoking journey. So let's see how this technique plays out:

Normally, a person who quits smoking will have all traces of nicotine leave their bloodstream right around the 72 hour mark. **That is when the withdrawal symptoms will peak.** That is when you will feel the worst. So my idea was to gut it out--cold turkey--through the first two days, and then to sleep right through the worst part of my withdrawal. How did I manage to do this? Well, I smoked my last cigarette at 10 o'clock at night. I went to sleep, got up the next day, and declared myself a non smoker. I went through my day (this actually happened to be my last day at work before taking a short vacation), and by that evening I was starting to feel the withdrawal kick in. I had made it almost 24 hours without a cigarette or any nicotine at all. Now here is the critical part that you're going to think is crazy: **I did not go to sleep that night.** At all. I stayed up all night long, distracting myself with a couple of computer projects and video games that I had prepared for myself in advance. My withdrawal symptoms were getting worse and worse through the night, but I stayed up all night long--as long as I could, because that was part of my idea. Then, at about 9 o'clock the following morning, I was really starting to get into the nasty withdrawal symptoms. Plus I was dead tired...tired beyond belief, actually. I ate a full meal and went to bed.... **and then stayed asleep for over 12 hours straight.** When I woke up, I knew I had

it licked. I was completely amazed, and I could feel the lingering effects of Nicotine withdrawal, but I knew I had it licked. I had finally conquered my cigarette addiction, by sleeping through the really nasty part. That was over 2 years ago, and I have not smoked a cigarette or used any nicotine whatsoever since then.

There are 3 things to note here that are vitally important:

- 1) The idea of sleeping through your withdrawal (this makes it so easy it is practically "cheating!")
- 2) Using timing so that you are extra tired when you know your withdrawal symptoms will peak
- 3) Planning a strategy out so that you can make this all happen, without having to worry about work, other obligations, etc.

Concept # 3: Dealing with Psychological Triggers and Cravings

Even after you get through the first week of physical withdrawal, there are going to be triggers and urges for the first couple of weeks. Luckily, you will no longer be going through a massive physical withdrawal, but these psychological triggers can be very compelling. You need a specific strategy to deal with them. What is an example of a psychological trigger? Walking out of a movie at the movie theater for the first time after you have quit smoking. What did you used to do in this situation? You lit a cigarette. And your subconscious mind is going to be prompting you to take action. That is a trigger. Now here is the key: if you continue going to the movies, that psychological trigger will lose some of its power each time you make it through without smoking.

But it is amazing to notice how many triggers there are in the midst of quitting smoking; everything you did throughout your day seemed to be somehow linked to smoking. Take any random activity—such as eating a meal or riding in a car—and chances are good that you either smoked before, during, or after that activity....**every single time**. Smoking wasn't just a generalized habit; it was a specific set of rituals ingrained into your daily routine. The psychological triggers when you quit smoking are going to be linked to these activities. **You have to make it through each activity a couple of times**—like riding in the car, for example—before you can finally start making it through without craving a cigarette. Use this information to your advantage, and took note of when get a massive urge to smoke. Pay attention to these psychological triggers as they happen and they will start losing power over you.

In the first few weeks of quitting, there is a fine line between obsessing over the fact that you are not smoking, and consciously raising your awareness of triggers so that you can lessen their impact. The key is all in

your attitude towards it—you are going to have triggers....lots of them. Let them come, take note of them, and see that they have no power over you. Conquer your triggers and feel positive when you make it through your urges without smoking. Say to yourself, "See, I just made it through another meal without smoking afterwards. It's getting easier each time." Remind yourself: each activity you make it through without smoking is another victory. Give yourself credit. **It takes time to reprogram your mind.** Remember not to get angry and emotional when you get an urge to smoke. At first, everything seems to be a trigger. Breathe deep and make it through to the next one. Very soon the urges will get less and less frequent, and you will realize that it is in fact getting better. Remember that the urges are necessary to go through, and that they are temporary. Freedom is just around the corner. Breathe deep and let the urge wash over you.

Here is another excellent tip for conquering your triggers: Get a stopwatch and put it in your pocket. When you get an urge, take the stopwatch out and start the timer. Let the stopwatch run and try to go back to what you were doing. At some point you will notice that the urge to smoke has temporarily ceased. Look at the stopwatch. You will absolutely be amazed at how short your urges are by doing this. **Time distortion** is a real symptom of nicotine withdrawal, and it makes it seem like our urges go on forever and ever. The stopwatch trick can help put this into perspective. Try it!

Concept #4: The Myth of Smoking Enjoyment

As soon as you finish smoking a cigarette, the clock starts ticking. Your body is quickly going into nicotine withdrawal, usually within about half an hour. The only way to avoid the withdrawal is to light another cigarette....

For starters, you need to correct the idea that you actually enjoy smoking. Many people will stop here and say "but wait! I actually do enjoy smoking!" This is half true at best. Contrary to popular belief, there actually are some benefits to smoking. There is a social element, for example, amongst smokers—that can be viewed as a benefit to smoking. Some people genuinely like the taste of the smoke in their mouths—again, this could be viewed as a "benefit" of smoking, and thus give some enjoyment.

But when people say that they enjoy smoking, they are referring to the physical reaction that their body gets from the nicotine. They are referring to that quick rush to the head followed by a wash down through their body as they take that first big drag in the morning. This is what people are referring to when they say that they "enjoy smoking."

Of course, this is not really true—smokers have fooled themselves into thinking that relief from withdrawal symptoms is enjoyable. It's not. Anyone who is addicted to cigarettes is only avoiding the onset of withdrawal with each new cigarette that they light. The only real "rush of pleasure" that they might get from smoking totals less than five minutes each week, usually just the first hit on the first cigarette of the day. All of the smoking that follows that is just to maintain a comfortable level of nicotine. Keep in mind that a pack-a-day smoker spends over a month out of each year puffing on cigarettes. They aren't enjoying all of this smoking—they are forced to do it to avoid feeling miserable. There is a distinct difference there, and when you engage in mental self-talk about your smoking, you need to be aware of it. Recognize that your repeat "feedings" on nicotine throughout the day are not for your "enjoyment," but rather to simply avoid an unpleasant withdrawal. Admit it: there have been times when you've smoked too much, too quickly, and you look down at the cigarette in your hand and think "why am I doing this? This is disgusting!" Don't allow yourself to believe the lie that smoking is enjoyable. Instead, see the addiction for what it really is: a series of zombie-like nicotine feedings throughout the day just to make you feel "normal."

Another eye-opener: Boredom

Increase your awareness of what happens when you get bored. Most smokers usually smoke a cigarette every hour or so. Notice how your level of smoking increases if you become bored or suddenly have too much idle time. Your body is not craving the next nicotine fix just yet, but because you are bored, your mind is anticipating the withdrawal symptoms. When you get bored, notice how your mind gently reminds you that "yep, you're going to have to smoke again in a little while here in order to feel normal...might just as well do it now." Be honest with yourself about what you are truly doing: not enjoying even more cigarettes because you have extra time, instead you are simply keeping your body well fed with nicotine so that you don't go into withdrawal at all.

Anticipating smoke-free zones

Here is another big clue about the physical nature of your nicotine addiction: anticipating the withdrawal when you know you are going into a smoke-free situation. Let's say that you are going into a smoke free restaurant for a fairly long evening dinner. First, take note of the fact that you resent the situation itself, because you know it prevents you from smoking and you already know that your body is going to be uncomfortable and craving nicotine later on. Take note of this resentment and realize that this feeling of resentment is one of the things that you will be free of when you quit smoking. Second, take note of the way that you

attempt to "top off" your nicotine level right before entering the restaurant. This type of behavior comes as second nature to a smoker, this attempt to avoid the inevitable withdrawal for as long as possible. Increase your awareness of these types of behaviors and see them for what they really are: the smoker trying to jump through all sorts of hoops in order to simply feel normal by avoiding nicotine withdrawal.

Concept # 5: Complete Abstinence from ALL Nicotine is Critical

This is an absolutely critical concept for you to understand. Once you have officially quit, and ground out that last cigarette butt, you must not put **any nicotine** into your body at all. Ever. Period. Perhaps you will be on day three of your quit, and the withdrawal symptoms will be unbearable for you, and your mind will start telling you to just take a couple of puffs. Just for some quick relief. Then you can go back to quitting. **This is insanity.** A single puff on a cigarette at that point will completely reset your body to where you started at three days ago. A single puff is a full blown relapse during this critical time frame. A single puff from a cigarette will bring you right back to square one, leaving your body craving more nicotine just as badly as the moment you ground out that final cigarette. **You must never ingest any more nicotine!**

What about the Nicotine Patches, Gum, and Lozenges?

Very few people have actually had long term success with these products. The studies that show how they help smokers to quit are absolutely rigged in favor of the pharmaceutical companies that make money from these products. Most people can stay off of cigarettes while using a nicotine replacement product, but **the agony of withdrawal is just as bad** when you finally peel off that final nicotine patch. Everyone quits cold turkey eventually, because eventually you have to stop putting Nicotine into your body. The withdrawal from the patches or the gum is just as severe, and that is why people relapse in the long run when using Nicotine Replacement Therapies. I do not recommend them. These products put nicotine into your body and keep you addicted. All they do is prolong the agony of withdrawal. Do not use them.

What about sidestream smoke? Will that cause me to relapse?

No, it will not. Sidestream smoke does not contain Nicotine, as the Nicotine chemical is only activated in the split second after the fire from the cigarette ignites it. So a smoke filled room, although it is bad for you and might make you cough, does not contain Nicotine, and will not cause you to physically relapse by breathing it in. A single puff from a cigarette, however, will start you all over again at square one.

Concept # 6: Use a Zero-Tolerance Relapse Policy

You have probably used a zero-tolerance policy with yourself in the past without naming it as such. For example, perhaps you have been at a buffet and just finished a large dinner. You might decide that you are absolutely stuffed, and that you are not going to have any dessert under any circumstances. Then the waiter comes back and asks if you would like any dessert, and also mentions what enticing dessert specials they have that day. Even though the desserts sound good to you, you politely decline, because you had already made the decision. You made a deal with yourself, out of concern for your own health and well-being, that you would not indulge yourself any further. And then you stood by that decision when you were tested.

Quitting smoking is no different. The only thing to keep in mind is that your zero-tolerance mindset has to be about a thousand times stronger than it is over the desserts at the restaurant. The key words that you want to focus on are this: No matter what. You are not going to smoke no matter what. Use it as a mantra. Repeat it in your mind. And associate it with all the rewards of quitting smoking: the saved money, the extra 15 years of lifespan, and so on. Focusing on the positive benefits really is the best technique with the zero-tolerance policy and making it work for you. You must associate it with the benefits of quitting. You're not going to punish yourself if you fail; that doesn't make any sense. When you get that urge to smoke, invoke your zero-tolerance policy with yourself, and remind yourself of why you are quitting. ***No excuses!***



Formulating a Quitting Strategy

Planning Strategy #1 - Your Quit Date

Because a large part of your strategy is going to be to sleep through your withdrawals, it makes sense to plan your quit date to occur when you have at least a couple of completely free days. No work, no school, and no family engagements. Most people will have to take time off work in order to make this happen (I had to). Students will have to time this so that they are not in school at the time, such as when they are in between semesters on a break (I did that as well). Since most of us have busy lives, you might have to plan a month or two in advance in order to free up this time. That's perfectly alright, as the alternative is to keep on smoking forever until you die! Ideally, you want to free up about 5 to 7 days at some point in the future. Some people might only be able to do about 3 or 4 days, and that's fine too. Whatever works for your schedule. The idea is to eliminate stressful situations, as well as to block out enough time so that you can sleep through the initial withdrawal symptoms.

Planning Strategy #2 - Rewarding Yourself (This is NOT OPTIONAL)

This is another idea that I used when I successfully quit smoking and it really helped me a lot. It does absolutely no good to punish yourself for failure. What does help for quitting smoking, however, is to reward yourself with positive things. This is going to take some brainstorming on your part. What would you do if you had a million dollars? What would you buy? Where would you go for vacation? What would you eat? Steak, lobster, shrimp? The idea is to find some ways to reward yourself during your first week of quitting. Get extravagant. Remember how much money you are saving by quitting smoking. You can afford to splurge on yourself. For some people, this might mean traveling, or a vacation of some sort. Other people might be content to treat themselves to a luxury spa visit--every single day for the first week of quitting. **Don't say you can't afford this stuff.** Don't think that for a second. You are spending thousands each year on cigarettes and possibly more on lost time and lost productivity. You can afford any of these extravagances through careful planning.

Do not brush this off. The reward strategy is absolutely critical to get you through the first week or two of quitting. Keep in mind the power of distraction and consider things like family vacations, camping adventures, and so on. Get creative. And go BIG. You are celebrating a whole new life of freedom from nicotine.

Planning Strategy #3 - Oral Replacement and Fidgeting

One big challenge you will have when you first quit: Finding something to do with both your mouth and your hands now that you are not smoking.

For the oral part, I recommend two things: toothpicks to chew on, and sugar free candy and gum. If you can, go to a health food store and buy "Tea Tree Flavored Chewing Sticks" instead of regular toothpicks. They come in cinnamon and peppermint, and they are softer than regular toothpicks. Find sugar free gum and candy that you really like. In addition, find a pen that you like that has a "clicker" on the end of it (the button that retracts the ball point part). Carry the pen around and click the button when you get urges to smoke. Shop around and find suitable toothpicks, gum, candy, and pens that you like. ***Then go buy this stuff in bulk.*** No excuses. Be prepared with tons of supplies—in your coat pockets, in your home, at work, and in your car.

To recap: You are going to figure out **your own personal time line for quitting**. To do this, pick a quit date in the future, preferably within the next couple months, that will allow you to:

- 1) Take time off from work. If applicable, time off of school as well. You have to free up at least 3 to 5 days so that you can get through the initial withdrawal. A full week is preferable.
- 2) Have EXTRA money saved up and set aside to reward yourself with. Justify these rewards by remembering how much you are saving in the long run by quitting.

I realize that many people will need a month or two in order to get the time off from work, and also to save up some extra reward money for themselves. That's fine, and it worked for me. I actually planned about a month and a half in advance for my quit.

One last tip: quickly review the 6 concepts in this book each day during your first week of quitting. It will only take a moment or two to refresh the concepts in your mind, thus keeping you fully prepared for your quitting journey each day.

When will I achieve Freedom from Nicotine and start feeling better?

Two weeks is really the magic number. As far as cravings go, by the end of week two, you are pretty much out of the woods. Just two weeks, and you will be in a position where you are no longer craving cigarettes. When your withdrawal peaks on day 3, you will probably think about wanting to smoke about once every ten seconds. I remember reading a bunch of tips on how to get through a cigarette craving during these times. How ridiculous. All of day 3 will be one big massive craving. (That is why I honestly recommend sleeping through it). However, at the end of the first week, you can expect to go for five or ten minutes without having the thought of a cigarette. And by the end of two weeks, you will go entire hours without thinking of smoking, and the occasional urge will be nothing more than a mere nuisance. After two months, you will go for a whole day without thinking about a cigarette. A whole day!

Consider that for a moment. You can be nicotine free, enjoying all the benefits of not smoking, all the money saved, all the rewards of a life lived in a healthier manner. You will think of cigarettes less and less as time goes on, and eventually you will have entire days, weeks, months—where you don't even think about smoking. Not once! You will be free from nicotine. Nobody really needs a reason to quit smoking anymore—**not smoking is its own reward**. It means tens of thousands of dollars saved, an extra fifteen to twenty years of lifespan, and freedom from the constant nicotine feedings that now dominate your existence. Make a decision, right now, for a new and better life.

I would wish you luck, but I am absolutely convinced that you do not need it. You have the ultimate strategy, and are well on your way to becoming a non-smoker. Congratulations!

