The trick to quitting smoking (or to changing any habit) is to recognize that your identity—that elaborate mental framework you devised in your mind and labeled “me”—doesn’t actually exist. It is arbitrary（任意的；武断的；专制的）. It is a façade（正面；表面；外观）. And it can be raised or dropped at will.

戒烟或者改变其他习惯的诀窍在于要弄清楚这一点，那就是你大脑中对自己精心设计的“人物设定”和自我标签实际上并不存在。那是虚假的表象，可以随意地加上，也可以随时丢掉。

You are not a smoker. You are a person who chooses to smoke. You are not a night person. You are a person who chooses to be active at night and sleep through the morning. You are not unproductive. You are a person who currently chooses to do things that do not feel useful. You are not unloveable. You are a person who currently feels unloved.

你不是吸烟者，你只是选择了吸烟。你不是夜猫子，你只是选择在夜里活跃，并在早上睡一大觉。你并非无用之人，你只是选择了做那些没用的事情。你也不是不招人喜欢，你只是现在觉得没人喜欢你。

And changing these actions is as simple as changing your actions. One action at a time. Forget labeling it. Forget social accountability. In fact, research has found that sharing goals with others can often backfire. Forget making a big hoo-ha-ha about who you are or what you are or what the fucking pope thinks about you.

做出改变吧，这就跟改变你的行为一样简单。一次只改变一个习惯。忘记掉那些标签。也不用理会他人的看法，事实上，研究已经表明，与他人分享目标往往事与愿违。不要怀疑你是谁，也不要因为别人如何看你而大呼小叫。

1.**the trick to doing sth.**

 做某事的诀窍；

2.**elaborate mental framework**

  复杂的心理；

3.**arbitrary**['ɑːbɪt(rə)rɪ]

  随意的；武断的；

4.**facade**[fə'sɑːd]

  表面；外观；

5.**at will**

  随意；任意；

6.**night person**

  夜猫子（熬夜的人）；

7.**sleep through the morning**

  整个早上都在睡觉；

8.**unproductive**

  徒劳的；没有效果的；

9.**social accountability**

  社会责任；

10.**research has found that**

  研究已经表明；

11.**backfire**

  产生事与愿违的结果；

12.**making a big hoo-ha-ha about**

  大吵大闹；

13.**pope**[pəʊp]

  权威，大师；教皇；