

## GLOSSARY

**EASYWAY** – Easy way to stop smoking

**Statement 1** – I don't expect you to believe me at this stage, but by the time you have finished the book, you will understand.

**Statement 2** – I don't expect you to believe me at this stage, but by the time you have finished the book, you will understand. Even the comparatively few failures that we have say something like: 'I haven't succeeded yet, but your way is better than any I know.'

**Statement 3** – If when you finish the book, you feel that you owe me a debt of gratitude, you can more than repay that debt. Not just by recommending EASYWAY to your friends, but whenever you see a TV or radio program, or read a newspaper article advocating some other method, write to them or phone them asking why they aren't advocating EASYWAY.

**Statement 4** – There is no need to feel depressed, nothing bad is happening, on the contrary, you are about to achieve something that every smoker on the planet would love to achieve : TO BE FREE!

**Statement 5** – With most smokers, on the health side, it's a question of 'I'll stop before it happens to me.' I had reached the stage where I knew it was killing me. I had a permanent headache with the pressure of the constant coughing. I could feel the continuous throbbing in the vein that runs vertically down the centre of my forehead, and I honestly believed that any moment there would be an explosion in my head and I would die from a brain hemorrhage. It bothered me, but it still didn't stop me.

**Statement 6** – I had reached the stage where I gave up even trying to stop. It was not so much that I enjoyed smoking. Some time in their lives most smokers have suffered from the illusion that they enjoy the odd cigarette, but I never suffered from that illusion. I have always detested the taste and smell, but I thought a cigarette helped me to relax. It gave me courage and confidence, and I was always miserable when I tried to stop, never being able to visualize an enjoyable life without a cigarette.

**Statement about mind** – It took me a long time to work it all out, basically because I was going about it back to front. I was trying to work out why it had been so easy to stop, whereas the real problem is trying to explain why smokers find it *difficult* to stop. Smokers talk about the terrible withdrawal pangs. But when

1 looked back and tried to remember those awful pangs, they didn't exist for me. There was no physical pain. It was all in the mind.

**Statement about elation** – The object of this book is to get you into the frame of mind in which, instead of the normal method of stopping whereby you start off with the feeling that you are climbing Mount Everest and spend the next few weeks craving a cigarette and envying other smokers, you start right away with a feeling of elation, as if you had been cured of a terrible disease. From then on, the further you go through life the more you will look at cigarettes and wonder how you ever smoked them in the first place. You will look at smokers with pity as opposed to envy.

**Statement about moments of life** – Stopping smoking is not the real problem. Every time you put a cigarette out you stop smoking. You may have powerful reasons on day one to say, 'I do not want to smoke any more' - all smokers have, every day of their lives, and the reasons are more powerful than you can possibly imagine. The real problem is day two, day ten or day ten thousand, when in a weak moment, an inebriated moment or even a strong moment you have one cigarette.

**Another fact about moments** – The health scares should stop us. Our rational minds say, 'Stop doing it. You are a fool,' but in fact they make it harder. We smoke, for example, when we are nervous. Tell smokers that it is killing them, and the first thing they will do is to light a cigarette.

**One more statement of thinking** - All reasons for stopping actually make it harder for two other reasons. *First*, they create a sense of sacrifice. We are always being forced to give up our little friend or prop or vice or pleasure, whichever way the smoker sees it. *Secondly*, they create a 'blind'. We do not smoke for the reasons we should stop.

**Nothing to give up** - In fact, you will realize that there is nothing to give up. Not only is there nothing to give up but there are marvelous, positive gains from being a non-smoker, and health and money are only two of these gains.

**Statement about 'why?'** - Eventually you light that cigarette, it tastes awful and you try to work out why you have to do it.

**Willpower mentioning** - All smokers feel that something evil has got possession of them. In the early days it is a question of 'I am going to stop, not today but tomorrow.' Eventually we get to the stage where we think either that we haven't

got the willpower or that there is something inherent in the cigarette that we must have in order to enjoy life.

**About enjoyment** - Some say cigarettes are very enjoyable. They aren't. They are filthy, disgusting objects. Ask any smoker who thinks he smokes only because he enjoys a cigarette if, when he hasn't got his own brand and can only obtain a brand he finds distasteful, he stops smoking? Smokers would rather smoke old rope than not smoke at all. Enjoyment has nothing to do with it.

## **COMPREHENSION QUESTIONS**

To be defined

## **WHAT ELSE DOES IT MEAN?**

### **Habits context**

Most smokers who think about it eventually come to the conclusion that it is just a habit. This is not really an explanation but, having discounted all the usual rational explanations, it appears to be the only remaining excuse. Unfortunately, this explanation is equally illogical. Every day of our lives we change habits, and some of them are very enjoyable. We have been brainwashed to believe that smoking is a habit and that habits are difficult to break. Are habits difficult to break? In the UK we are in the habit of driving on the left side of the road. Yet when we drive on the Continent or in the States, we immediately break that habit with hardly any aggravation whatsoever. It is clearly a fallacy that habits are hard to break. The fact is that we make and break habits every day of our lives.

### **On reason of smoking**

Let me emphasize that anybody can find it easy to stop smoking, but first we need to establish the facts. No, I do not mean the scare facts. I know *you* are already aware of them. There is already enough information on the evils of

smoking. If that was going to stop you, you would already have stopped. I mean, why do we find it difficult to stop? In order to answer this question we need to know the real reason why we are still smoking.

## **CULTURE NOTE**

### **Why Do We Carry on Smoking?**

We all start smoking for stupid reasons, usually social pressures or social occasions, but, once we feel we are becoming hooked, why do we carry on smoking?

No regular smoker knows why he or she smokes. If smokers knew the true reason, they would stop doing it. I have asked the question of thousands of smokers during my consultations. The true answer is the same for all smokers, hut the variety of replies is infinite, I find this part of the consultation the most amusing and at the same time the most pathetic.

All smokers know in their heart of hearts that they are mugs. They know that they had no need to smoke before they became hooked. Most of them can remember that their first cigarette tasted awful and that they had to work hard in order to become hooked. The most annoying part is that they sense that non-smokers are not missing anything and that they are laughing at them (it is difficult not to on Budget Day).

However, smokers are intelligent, rational human beings. They know that they are taking enormous health risks and that they spend a fortune on cigarettes in their lifetime. Therefore it is necessary for them to have a rational explanation to justify their habit.

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## COMPLETE TRANSCRIPT

Nicotine, a colorless, oily compound, is the drug contained in tobacco that addicts the smoker. It is the fastest addictive drug known to mankind, and it can take just one cigarette to become hooked.

Every puff on a cigarette delivers, via the lungs to the brain, a small dose of nicotine that acts more rapidly than the dose of heroin the addict injects into his veins.

If there are twenty puffs for you in a cigarette, you receive twenty doses of the drug with just one cigarette.

Nicotine is a quick-acting drug, and levels in the bloodstream fall quickly to about half within thirty minutes of smoking a cigarette and to a quarter within an hour of finishing a cigarette. This explains why most smokers average about twenty per day.

As soon as the smoker extinguishes the cigarette, the nicotine rapidly starts to leave the body and the smoker begins to suffer withdrawal pangs.

I must at this point dispel a common illusion that smokers have about withdrawal pangs. Smokers think that withdrawal pangs are the terrible trauma they suffer when they try or are forced to stop smoking. These are, in fact, mainly mental; the smoker is feeling deprived of his pleasure or prop. I will explain more about this later.

The actual pangs of withdrawal from nicotine are so subtle that most smokers have lived and died without even realizing they are drug addicts. When we use the term 'nicotine addict' we think we just 'got into the habit'. Most smokers have a horror of drugs, yet that's exactly what they are – drug addicts. Fortunately it is an easy drug to kick, but you need first to accept that you are addicted.

There is no physical pain in the withdrawal from nicotine. It is merely an empty, restless feeling, the feeling of something missing, which is why many smokers think it is something to do with their hands. If it is prolonged, the smoker becomes nervous, insecure, agitated, lacking in confidence and irritable. It is like hunger - for a poison, NICOTINE.

Within seven seconds of lighting a cigarette fresh nicotine is supplied and the craving ends, resulting in the feeling of relaxation and confidence that the cigarette gives to the smoker.

In the early days, when we first start smoking, the withdrawal pangs and their relief are so slight that we are not even aware that they exist. When we begin to smoke regularly we think it is because we've either come to enjoy them or got

into the 'habit'. The truth is we're already hooked; we do not realize it, but that little nicotine monster is already inside our stomach and every now and again we have to feed it.

All smokers start smoking for stupid reasons. Nobody has to. The only reason why anybody continues smoking, whether they be a casual or a heavy smoker, is to feed that little monster.

The whole business of smoking is a series of conundrums. All smokers know at heart that they are mugs and have been trapped by something evil. However, I think the most pathetic aspect about smoking is that the enjoyment that the smoker gets from a cigarette is the pleasure of trying to get back to the state of peace, tranquility and confidence that his body had before he became hooked in the first place.

You know that feeling when a neighbor's burglar alarm has been ringing all day, or there has been some other minor, persistent aggravation. Then the noise suddenly stops - that marvelous feeling of peace and tranquility is experienced. It is not really peace but the ending of the aggravation.

Before we start the nicotine chain, our bodies are complete. We then force nicotine into the body, and when we put that cigarette out and the nicotine starts to leave, we suffer withdrawal pangs – not physical pain, just an empty feeling. We are not even aware that it exists, but it is like a dripping tap inside our bodies. Our rational minds do not understand it. They do not need to. All we know is that we want a cigarette, and when we light it the craving goes, and for the moment we are content and confident again just as we were before we became addicted. However, the satisfaction is only temporary because, in order to relieve the craving, you have to put more nicotine into the body. As soon as you extinguish that cigarette the craving starts again, and so the chain goes on. It is a chain for life - **UNLESS YOU BREAK IT.**

The whole business of smoking is like wearing tight shoes just to obtain the pleasure you feel when you take them off. There are three main reasons why smokers cannot see things that way.