

Become a happy non-smoker within a month!

Do you want the following?

- ✓ More money in your pocket?
- ✓ A more youthful appearance – shiny hair, clear skin, whiter teeth, fewer wrinkles?
- ✓ Better sense of taste & smell?
- ✓ Improved circulation & breathing?
- ✓ More energy?
- ✓ To relax & socialise without having to go outside repeatedly?
- ✓ To know that you smell fresh & pleasant?
- ✓ Be free from annoying 'anti-smoking' jibes?
- ✓ To look & feel great for a lot more years?

If you have answered 'YES!' to any of the above, read on for;

An inspirational, **SIMPLE 3 STEP** approach

You will feel truly **EXCITED** about being free of the smoking addiction & habit – forever

- ✗ No 'scare stories'
- ✗ No gimmicks
- ✗ No 'death statistics'
- ✗ No 'preaching'
- ✗ No misery or feeling deprived!

... and it works...

How do I know it works?

Because after 15 years and several failed attempts, I went overnight from smoking 40 cigarettes per day to ZERO - without any aids, and unbelievably, without much difficulty. On 18th May 1987, I stubbed out my last ever cigarette, and I knew that this time, I'd never smoke again – and I haven't. What's more, I NEVER miss it!

I'm going to tell you exactly how I did that!

First allow me to introduce myself...



My name is Margaret Brown. As well as being a happy, healthy non-smoker I'm an organisational development coach. I've been lucky enough to work all over the world, with thousands of people, in the fields of Leadership and Motivation.

Why do I tell you this?

When I founded my consultancy business over 20 years ago, I was motivated by the realisation that I was able to inspire people to positively improve their lives and to fulfill their potential – in many different areas of both their personal and professional lives. (For professional background, please visit www.mbconsultingltd.com)

Much of this self-belief and confidence came from conquering a heavy addiction to nicotine, something I thought I'd never achieve. I felt liberated, in control and unbelievably positive and I knew that if I could achieve this, then anything was possible.

This may sound over-dramatic, but I literally went from being a tired, miserable ‘victim’, blaming all my misfortune on my up-bringing, ‘the way I was made’, bad relationships... anything except myself! Miraculously, once I changed my attitude, my ‘luck’ and my life changed. Quitting smoking without feeling miserable and deprived played a huge part in starting that transformation.



Me (right) at aged 24. Compare this to the photo of me on the previous page (at aged 50+) ...

I don't like showing this photo, but my body language and manner in this picture compared to that in the top picture provide some ‘evidence’ that we **can** change our outlooks and attitudes completely

Here's how to do it;

As I said earlier, I had several failed attempts at quitting smoking. Each time, I set a date (as most health professionals will advise you to do) and then spent the run-up to that date dreading the HUGE sacrifice I was going to make, worried that I'd fail, scared I'd put on tons of weight... and then being completely miserable and feeling deprived for the days or weeks that I managed to ‘resist’ smoking – but here is the key ...

Attitude is everything!

**“Whether you think that you can, or that you can't,
you are usually right”**

(Henry Ford)

Pause, and think about that quote again – carefully. There is absolutely no physical reason in this world why anyone can't stop smoking! No-one is tying you down, holding a gun to your head, forcing a lit cigarette into your mouth and making you inhale! So, it is ALL about your mind-set. Believe you can - and you are right!

Say out loud, right now;

“I am going to be a healthy non-smoker – very soon.”

Say it again - with conviction. Keep saying it out loud, in your head, write it down... Don't worry about any niggling worries or fears at this stage, we'll deal with that in a moment. Just keep reinforcing to yourself that you **CAN** and **WILL** become a non-smoker – just like millions of other people have been able to do. If they can do it, if I can do it, then you can do it. Just make that decision (it's the most important part), then read on for my **simple 3 step plan!**

Step 1: Get Angry!

This was my green light. This is what made the **BIG** difference when I finally quit smoking for the last time. I made a deliberate and conscious decision to become really furious with the hold that smoking had on my life and what it was doing to my health and my wealth (i.e. robbing me of both!)

I want you to literally start 'obsessing' about this now. Decide right now to push aside any arguments or excuses that pop into your head and concentrate on programming your mind with anything that makes you angry about smoking. Make it personal, make it real to you and think about it all the time. Some possible examples;

- ⊗ Think about how smoking is making you smell (Once you are a non-smoker, you will realise just how foul that really is!)
- ⊗ Work out how much smoking is costing you per week, per month, per year – with **NOTHING** to show for it?!
- ⊗ Does the massive profiteering of the government and the tobacco industry make you mad? A huge 90% of the cost of your pack of cigarettes is made up of government taxes (UK)
- ⊗ Do you resent the fact that your skin looks sallow, that your hair and eyes are looking dull – or that you have deeper lines than you should?



- ⊗ Do you get frustrated that you cough and get out of breath when you exert yourself, or that your voice sounds 'croaky' and damaged?
- ⊗ Are your teeth discoloured, or becoming slacked by gum disease?
- ⊗ Do your children get upset and say things like 'Mummy / Daddy, I don't want you to die!'?
- ⊗ Maybe you feel guilty because your children have asthma but yet you can't help yourself from smoking around them?
- ⊗ Do you feel 'weak' that you have to stand out in the cold and rain to feed your addiction? (And, are you really 'enjoying' that?!)

Think very hard and carefully now about what cigarettes are doing to your quality of life – or will do in years to come, because remember... you will become MORE addicted over time, not LESS!

Your must start to build up a genuine resentment towards smoking and what it is doing to you.

Start watching other people smoking. Really concentrate. Visualise the smoke swirling about in their soft tissues as they breathe it in. Ask yourself, 'what is the point? Why do we do that?' Look at ashtrays full of filth. Smell how disgusting they are. Really concentrate on these negative aspects of smoking. These thoughts cannot be occasional, fleeting thoughts whilst you puff absent-mindedly on a cigarette. They must be conscious and all-consuming from now on. With every drag you take, of every single cigarette – THINK about it – think about the reality of what you are doing to yourself and how your life will become as the effect of tar and nicotine takes over more and more of your body, clogging up the tiny blood vessels that supply energy and oxygen to your skin..., your hair follicles..., your gums... Think about the tar clogging your lungs and arteries – picture that internal degenerating process as clearly as you possibly can. Make it REAL – because it is – **this is not hypothetical, or about 'someone else'. This is about YOU!**



This bag contains the equivalent of one year's worth of cigarette ends, based on smoking 20 cigarettes per day. (Kindly supplied by a local business that agreed to empty all the ashtrays from their smoking shelter and save them for me!)

Ok yes, I'm sad. I counted them all out - and the stench was horrendous!

This is literally what you have to show for spending almost £2500 per year. **Good value for money...???**

Step 2: Set THE Date!

If you are following Step 1 with true commitment, you should feel ready to set your date. This should be sometime **within the next four weeks**. It could be the day after you return from a holiday, or as I did, on your next birthday, or perhaps it will be the 1st of the next month... Whichever date you choose, write the following in BIG letters in every calendar and diary that you use;

“I DON’T SMOKE!”

Note that you are writing this in the present tense. It’s essential that you start programming your mind now with the language of a non-smoker. Once you have chosen your date, **YOU MUST STICK TO IT!** Even if you feel ready to stop before then, you must not risk having a mental fall-back plan. If you decide to quit ahead of your chosen date and then find yourself (as you will!) in a situation where you would normally smoke a cigarette, a little inner voice will say; “Well, it’s not really my stop date yet, so it won’t do any harm to have the odd cigarette until that date, then I’ll stop on my chosen date”. This is a HUGE mistake, because now you have created a little seed of self-doubt which is going to chatter away in the back of your mind saying “Well I felt ready, but I caved in, so maybe that will happen again”. You have already greatly diluted the effectiveness of this proven approach if you fall into this trap.

When the day arrives, you will be making a fresh start as a non-smoker! In fact, if you decide to download the ‘**Enhanced Set Free System**’ from www.setfreefromsmoking.com you will see that it asks you to write...

“I don’t smoke”

...and your chosen date on the front of the programme booklet so that you see it every time you pick it up. All this is designed to positively affirm in both your conscious and sub-conscious mind that you are a non-smoker, rather than just ‘trying to stop’. Those very words imply the possibility of not succeeding, and you must put words like ‘trying’ out of your mind completely.



Step 3: Get Excited!

If you have been committed to this approach, it's possible that Step 3 is naturally evolving now!

It was important to become angry in order to accept the need to change for the better, so now we can talk in much more positive language about your life as a non-smoker, because that's what you are going to be soon, just like me and MILLIONS of other happy people who don't need cigarettes in order to 'enjoy' themselves. Just like YOU - when you were a carefree young person who didn't need nicotine or the ritual of lighting up to enjoy yourself. Think about that! You are quite simply going back to how you used to be!

The evening before your **"I don't smoke"** date, go round your home, car and anywhere else that you currently smoke, transforming them into those of a non-smoker. Get rid of ashtrays, lighters – and of course any cigarettes! Open windows, light scented candles and do all it takes to make your home and car smell fresh. In a couple of days, you will start to notice the smell of stale smoke on other people – and possibly on your own jackets and bedding etc, so perhaps you will need to do some laundry! All these actions are positively purging your life of a revolting, dirty intruder. Say 'good riddance' to this as you carry out these positive acts.



Live the good life!

This woman is aged 46 and a non-smoker!

Note her clear skin, bright eyes and overall healthy, vibrant appearance.

Here's a really good tip that I got from one of my successful setfreefromsmoking.com workshop attendees; She was so affected by the stench from the bag of cigarette ends pictured earlier, that in the run-up to her "I don't smoke" date, she put her used cigarette ends in a clear screw-top glass jar with a tiny bit of water in the bottom. Just looking at it reminded her of how disgusting the reality of smoking is, and also if she had any fleeting thoughts such as; 'A cigarette would be nice just now', she just unscrewed the jar and the disgusting, dirty stench reminded her very quickly and extremely effectively that actually, a cigarette would not be 'nice' at all!

If you have been committed to **Step 1** throughout the run-up, you will be feeling very positive about your new **fresh, healthier, wealthier** life – where you are confident and in control of yourself. You can look forward to your sense of taste and smell improving, your skin and hair looking more vibrant and youthful, lots more money in your pocket – and all kinds of treats you can, and should reward yourself with. Think how carefree you will feel when you can enjoy a coffee and a chat without craving a lungful of poisonous fumes. Think **in detail** about what you can do with almost £2500 one year from now (if you smoke around 20 per day).

Whilst I asked you to look at smokers and really concentrate on how futile and filthy the habit looks, please do exactly the same with non-smokers. Watch how chilled they are. Observe how they can happily go about their day without some external factor interrupting pleasurable and important activities. Is there any reason why you can't be like that?! **No!** None at all! Remember Henry Ford's quote?

... if you believe you can, then you are right!!



Having fun!

You too can enjoy a better, healthier life without the urge to smoke!



So, the day has come...!

You have woken up and here's the first thing that comes into your head; "I've promised myself that from today, I am a non-smoker!" Does this mean you will never think about it ever again...? **NO!** You have probably been lighting up many more times a day than you eat, and it's a deeply ingrained behaviour, so of course you will think about it, especially in the early days - only **now** you will be thinking about it differently – with focus, determination, confidence and the certain knowledge that now, **YOU** are in charge – **YOU** are **in control**.

Nonetheless, from your first day, there will be many routine situations where normally you would reach for a cigarette on auto-pilot. It's very important that you have a positive coping strategy in place to cover these situations while



your body adjusts to the sudden withdrawal of nicotine and the removal of an inbuilt habit.



The great news is that nicotine leaves the body within only 48 hours of smoking your last cigarette. If you have been a heavy smoker (say 30+ per day), it is normal to experience some withdrawal symptoms such as sleep disturbance, irritability and possibly even some palpitations. Don't be alarmed by this. Breathe deeply and slowly through any of these physical symptoms and remind yourself

that these are evidence that your body is changing for the better. Such symptoms are **VERY TEMPORARY** and you will cope with them fairly easily if you have followed this approach properly. The key to these first few days is completely about being in the right frame of mind, and you **WILL** be if you follow this advice with true commitment. Remember! These symptoms - if you experience them, (and you may not) - are very short term and temporary and you are strong now – you will get through this very short period of discomfort in your life. If you are concerned, have a chat with your doctor who should be able to put your mind at rest - and will also be very encouraging and supportive. All doctors will tell you that giving up smoking is by far the best thing you can do to benefit your health.

Generally I don't recommend nicotine substitutes, but if you are worried that nicotine withdrawal might ruin your efforts, then by all means, chew some nicotine gum or slap on a nicotine patch and just get on with adjusting to not lighting up as a habit. Please do not under any circumstances replace smoking with nicotine inhalators (except in the run-up to your "I don't smoke" date if you want to start cutting down before that day arrives). Okay, they are far less harmful than cigarettes, but you are not separating yourself from the action of smoking, and getting rid of this habitual action is 100% critical to your success in remaining a non-smoker! Non-smokers don't puff on 'pretend' cigarettes and you are starting the rest of your life **NOW** as a healthy non-smoker...

You don't smoke... period!



Practical tips while you adjust to your new life!

FIRST, Memorise the following 3 rules, and NEVER forget them;

Rule No. 1; You can never have 'just one' cigarette – ever!

Rule No. 2; You can never have 'just one' cigarette – ever!

Rule No. 3; You can never have 'just one' cigarette – ever!

I learned many times that you cannot break this rule! Even if some people can smoke occasionally, they are a tiny minority (just as a tiny minority of people can somehow smoke until they are 90 without it affecting them). It's almost certain that you are not one of that tiny minority – just as I'm not. Please don't even think about trying it out – the slope is very slippery. Trust me – I went down it often – don't even risk a single puff on a cigarette!

The following are some typical 'routine' smoking times, so be prepared to divert your attention using some of these tips whilst you get used to becoming a relaxed non-smoker.

**A habit cannot be tossed out the window;
It must be coaxed down the stairs a step at a time."**

Mark Twain (American Author & Humorist)

First thing in the morning



☺ When you wake up, stretch and take some long, slow deep breaths

☺ If coffee and cigarettes were your 'breakfast', switch to tea and / or fruit juice and eat something instead. (A piece of toast and peanut butter or a boiled egg or cereal bar...) In time, you'll feel much better for it!

☺ Congratulate yourself – the first one is behind you now – and it will get easier!

After a Meal

- ☺ Get up immediately and wash up
- ☺ Brush your teeth – a cigarette loses its appeal when your mouth tastes fresh and clean
- ☺ Go for a walk to boost your metabolism and feel more positive
- ☺ Above all, remember the craving is **SHORT** and **WILL** pass!



On the Telephone



☺ Concentrate fully on the conversation and take a real interest in what the other person is saying

☺ Keep a doodle pad and pen by the phone to keep your hands busy

When You are Out for a Drink / Coffee / Socialising

☺ Observe how 'chilled' other non-smokers are and be proud of yourself. You are in control and your confidence will grow!

☺ Remind yourself that the pangs will pass and it will get easier day by day...



On Holiday



☺ Remember, you will enjoy holidays more and more when you feel fresh, clean and full of deep-breathing energy!

☺ You **MUST** ignore any fleeting pangs – that's all they are, and you don't want to arrive home from your holiday with an extra souvenir - that poisonous bad habit again, do you?

Driving

☺ Listen to a comedy CD or good radio programme

☺ Breathe deeply and slowly

☺ Chat to your passenger(s)

☺ Remember how dangerous and distracting lighting up at the wheel can be – or when a lit cigarette end blows back in through the window!



After Sex



☺ Replace a cigarette with lots of nice tasting kissing

☺ Don't forget the benefits of improved blood-flow - to all of your body's extremities! Yes – it makes a **BIG** difference!

☺ Treat yourselves to a glass of chilled champagne (if you enjoy that, and if the time of day is suitable)

If you are Worried / Stressed / Upset

- ☺ Remind yourself that the stressful situation **WILL** eventually pass (or at least lessen) and you'll still be free of a poisonous, destructive addiction – a double high!
- ☺ Observe non-smokers. They also have stress in their lives but they don't need nicotine to cope with it – and neither will you
- ☺ Above all, remember the craving is **SHORT-LIVED** and **WILL PASS!** Very soon you will be completely free of nicotine
- ☺ Reward yourself (with some of the money you have saved) when the stressful situation has eased or passed – which it **WILL**



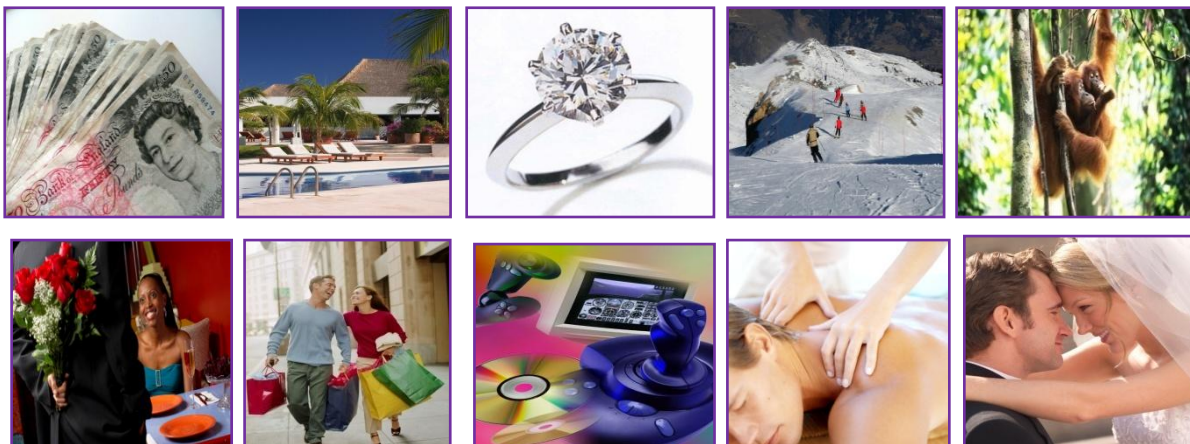
When you are Bored



- ☺ Do some stretching, with music (there are some excellent workout DVDs to suit all fitness levels and style preferences)
- ☺ Go for a walk to distract yourself and feel more energised
- ☺ Watch a DVD or go to the cinema
- ☺ Make a list of all the things you have been 'meaning' to do. For example, sort out photographs, tidy out cupboards, plan a party etc

And for tangible motivation to keep you going...

Put up pictures of all the things you will do with that extra time, money and energy you are going to have! If you smoke 20 cigarettes a day, you will save almost £2500 in a year! Think of all the things you could do with that;



The list is endless – and the choices are all yours to make – now!

So go for it...

If this article has inspired you,

please read it every day!!!

You are at the start of a new and much better stage of your life, but 'un-learning' a long-term habit isn't going to magically happen after reading over an article just once, no matter how good it is!

If you believe this approach can work for you but feel you need something more intense, the downloadable **film & audio** products within my '**Enhanced Set Free System**' could be just what you need to give you that final boost of determination to become **Set Free from Smoking** forever!



TESTIMONIALS

1. About the approach...

“This is it! I’ve tried everything and this is the one - the NHS should use this programme – it really works! You are very motivational. I feel confident about moving forward”

F. Ross, Graduate/student

“A fresh idea about stopping smoking. It changed my perspective and it’s not all gloom and doom - anyone can do it. Margaret’s workshop made me feel relaxed as she knows what we are going through”.

W. Gibb, Secretary

“Thank you for this opportunity! I needed a kick up the backside and I found it very beneficial. Cigarettes suddenly taste awful!”

F. Cox, Paramedic

“I felt comfortable all the way through and the interaction with the group was very good. I’m ready to stop now”

K. Keir, IT coordinator

“The strength of the conviction of Margaret will stick in my head - friendly, believable and encouraging. It was a relief to listen to her understanding and utter belief that if she could stop, anyone can”

L. Trykowski, Administrator

“Very powerful, hard-hitting and true to life. It was non-patronising and delivered by an ex-smoker”

J. Barnett, Support worker

2. And their follow-up stories!

“Thank you for following up on my progress personally. I was successful becoming set free from smoking on the 11th November... Brilliant! Honestly, it was far from easy for a week... but today I can say I feel in a much stronger mind set and believe I can confidently say that I am a non-smoker. Thank you for your assistance in doing so!!!”

F. Ross, Graduate/student

“I walked up the road behind a smoker yesterday and couldn’t believe how awful it smelt. Was that really me too?!”

W. Gibb, Secretary

“I've been "performing" all week at a conference for work and managed without a cigarette despite speaking to audiences of up to 900 people! So feeling quite chuffed with myself. I have more time to myself too and have thought about smoking a lot less than I thought I would. I’m visiting the supermarket and bank a lot less too, so many thanks for all your help!”

F. Cox, Paramedic

“I set my ‘I don’t smoke’ date and have never looked back – no problems at all, even over Christmas and New Year! I had put on weight before my stopping date by eating too much curry when I was based temporarily in London – now I am attending the gym, losing the weight and finding it so much easier because I’m not coughing and wheezing. I feel great!”

K. Keir, I.T Coordinator

“After 30 years of smoking, I never believed I could stop but it’s been easier than I thought. I’m just SO angry now about how much the government has profiteered from me over the years in taxes on my cigarettes”

L. Trykowski, Administrator

“Since I stopped, I’ve been to a funeral, been out drinking – and it hasn’t been a problem. I’m going to the gym regularly now and feeling great. The “Get Angry!” part really helped! My wife is delighted as I’ve been trying to stop for years”

J. Barnett, Support worker

They did it!

You can do it!

Good luck, and thanks for downloading this proven method

More tips & products at www.setfreefromsmoking.com