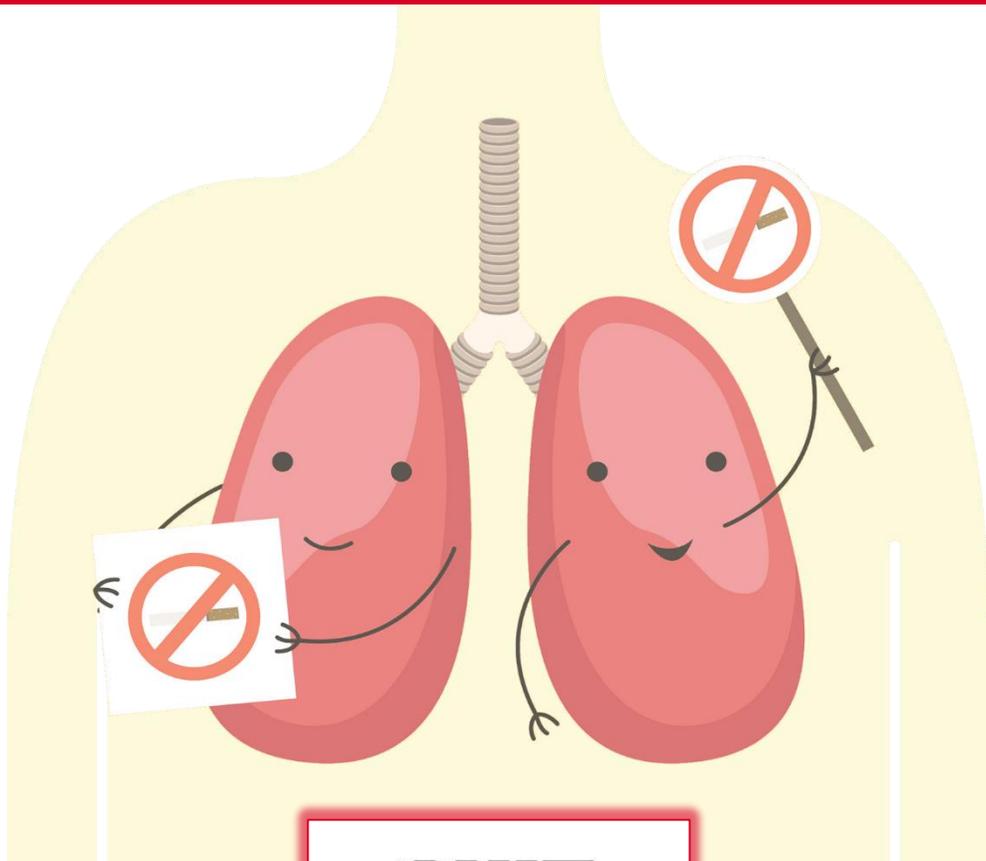


THE  SECONDS
PLAN TO

**STOP SMOKING
WITHOUT WILLPOWER**



**QUIT
SMOKING 60**



THE 60 SECONDS QUIT SMOKING PLAN:

Can you guess it?

It's hasn't been easy to summarize into a brief 60 second read the whole Quit Smoking in 60 system

But I made it! It looks like a checklist, but it's more of a series of steps you need to go through

THE 60 SECONDS PLAN:

- Don't put your quitting as hostage; instead audit all your smoking habits and build wins and momentum before you quit
- Your smoking is personal, there is no one-size-fits-all solution; quit by understanding each habit and replace it with a good habit
- You need a deep *positively* focused motivator to quit (not a 'meh' feeling)
- Don't rely on chemicals or weening methods; instead fix your psychology
- Make changes at the unconscious mind, not through willpower (See hypnosis on page 12)
- Reinforce your IDENTITY as a NON-SMOKER (not an EX-SMOKER)

That's a high level 60 second summary.

Now...

Let's deep dive quickly into how this system actually works.

This is the MOST important guide you'll ever read, so make sure you pay a ton of attention...

Let's go.

95% Smokers Fail to Quit because they...

- *Jump in blindly, “quit”, and hope for the best, and fail miserably*
- *See a doctor and get prescription medication in which there are so many side effects, like nightmares, they have to stop*
- *Read a Self-help book, but more like skim and continue smoking*
- *Think they are addicted to nicotine, slowly reduce it to realize the cravings are coming from somewhere else*
- *They don’t REALLY want to quit and just think they SHOULD with guilt*
- *Go cold turkey and OMG the willpower and cravings crush them*
- *Want to quit but have no money, then spend more money to keep smoking, now realizing they are still broke and still smoking*
- *Worried about weight gain and their anxiety if they were to quit smoking, get scared, and keep smoking*
- *Quit, get tempted, smoke again, feel guilty, quit again, craving hits, smoke again, realize that this isn’t quitting, and give up quitting and accept the inevitable until it’s too late*
- ***Get so frustrated and wished they can forget this nightmare***

That’s what 95% of smoker go through in their first year, and that’s why all of them FAIL

Here’s what’s awesome! :-)

With the 4 Steps, you’ll discover that you’ll have a step by step system to quickly quit smoking with no side effects, withdrawal symptoms and no willpower by simply relaxing.

So you don’t have to go through that nightmare.

Before we dive into the Quit Smoking in 60 Minutes Program...

Let’s talk about some of the worst mistakes and myths when it comes to quitting smoking.

Sounds good?

Also before you read the guide, make sure you join our [Facebook community](#) asap.

Ok... let’s go!



MYTH #1: **ADDICTION TO CIGARETTES IS CAUSED BY NICOTINE**

While nicotine does affect on the body's chemistry, it far from being a physical addiction.

Unlike substances like heroine, without these substances, the physical body will begin to malfunction and lead to death.

The "addiction" from cigarettes are different...

Have you ever gone for more than 5 hours without a cigarette? (hint: when you sleep)

But I wonder... **Why does this happen?**

Feel good chemicals like dopamine and adrenaline are created in your body from the nicotine, and from lifestyle choices like when you're bored, when you socialize, drive, finish a meal, get anxious to taking breaks **get associated overtime with the act of smoking.**

And it forms a habit.

The truth is... **it comes from a mental dependency.**

Can you guess what is another mental addiction? **Facebook.**

Yup, weird right?

You get a dopamine hit every time you answer a notification. It feels good! Hour by hour, over a period of time, for what seems harmless, **you build a habit and need for that feel good feeling.**

It then gets associated as a pattern to satisfy you when you might be bored, procrastinate, get lonely, feel stressed and even have a moment of extra time.

And you might freak out and go FOMO (Fear of missing out) without it.

Sound familiar?

The most effective way we treat a mental addiction is understanding your psychology. Make sense right?

The **SECOND** devastating mistake I see?

MYTH #2: STOPPING SMOKING IS THE SAME AS QUITTING SMOKING

So every time I hang out on different online quit support groups to provide encouragement, I get the...

“Been smoke free for 3 months!” “1 year” “5 years” ... etc.

And underlying that they are also saying...

“I’ve quit smoking but I still CRAVE IT SO BAD!”

And countless Ex-Smokers slide back into smoking, fill themselves with guilt and then go get temporary reassurance from their support communities.

Here’s the reality...

You haven’t “Quit Smoking” until you have **an identity shift**.

It’s just like Adulthood...

There’s a point where you take on a new role and **you don’t look back** to the days of your childhood.

And I mean haven’t we all **made stupid mistakes** when we were young?

You might look back with a smile, but you won’t be craving the need for that irresponsibility and yearning for your teddy bear every time you feel stressed or lonely right?

An “EX-SMOKER” **unconsciously thinks about smoking first**, then negates it.

It’s as if I asked you... *don’t think of a purple elephant...*

What did you think of first?

Instead you have to **work on your unconscious mind** and let it catch up with your conscious decision to quit smoking.

**Pick a method that shifts your
unconscious decisions for smoking**

We’re about to go into the **Quit Smoking in 60 Program** but hang in there for one **LAST** mistake/myth

MYTH #3: QUITTING SMOKING IS A LONG PAINFUL PROCESS

Side effects? Withdrawal symptoms? Willpower?

These are all associated to traditional smoking cessation methods. And that's because the approach is still around treating smoking as a nicotine problem.

This is how it looks like:

- Medication that gives you nightmares
- Headaches and skin irritations
- Constant cravings and fighting urges
- Quit, smoke again, quit again, lots of guilt
- Trying every method under the sun

... And months and months go by, you give up.



And sure these methods do work. In fact, I believe any method that works best for you is what you should do. But whichever method you choose, **never put your quitting as hostage.**

Dig deep and search for a powerful positive motivator so you go beyond just willpower. Consider a method that makes change quickly, can **break your unconscious patterns and install new powerful ones.**

Done properly, **change happens at the unconscious level instantaneously.**

So... quick recap:

- Treat the psychology of it, not as a nicotine problem
- CHOOSE a change process that will remove the habits and install new ones at the unconscious level such as Hypnosis
- Find a deep positive motivator to drive your quitting process, not a fear or someone else's wish

Ok... that being said...

Let's explain the **four steps** of the **Quit Smoking in 60 Process** to help you effectively quit smoking



4-STEPS TO QUIT SMOKING IN 60 MINUTES™

DISCLAIMER / WARNING:

These *four steps might seem simple* on the surface, don't get that wrong.

They aren't something that's "new" and "disruptive", this method has been running for well over 20 years, and are trained to practitioners that must be **certified by the Association of Integrative Psychology**.

➤ **This process is a proven system**

And **nothing that is proven** is a shiny, new or fancy magical lotion, potion or pill.

They're simple, fundamental, yet **getting them right** is what most people fail at.

There are only about 50 practitioners of this process in the world and we've had over a 90% success rate.

The Quit Smoking in 60 Minutes program is proven, simple, and that's why they are guaranteed to work.



QUIT
SMOKING
SPECIALIST

STEP #1: NON-SMOKER RAPID PROTOCOL

IMPORTANT: Do not ignore this step. Most people jump straight into their quitting methods without a real understanding of their habits. It's like running into a mine field as you storm through the battlefield of quitting and hope you come out alive.

When it comes to willpower based approaches, most smoking cessation methods do very little planning with a simple reason...

They target your dependency for nicotine and not **fully respecting that your habits come from your unconscious mind.** *Your psychology.*

And what that means is it takes all the responsibility away from you, when it comes to your years and years of smoking, but puts the **heaviest load of responsibility** on you to quit.

We see it differently with our approach. And it starts with the Non-Smoker Rapid Protocol. By far it's the most important piece of our program, and it has two very simple outcomes.

➤ **Ramps up your accountability and follow-through**

You've already made the decision to quit and that's the tough part.

Why most, if not all, smoking cessation methods fail is because it puts your smoking...

And the accountability for yourself to follow through as hostage.

Our rapid protocol helps you to mentally prepare yourself to follow through the quit smoking process without putting you through the ringer

➤ **Heightening your awareness around your smoking triggers and habits**

Because it's not quitting smoking that's difficult.

It's all the **dependencies, habits and nuances** that you've associated with in your life that you could have been running forever that derails you from quitting...

“QUITTING SMOKING IS NOT HIGH-STAKES POKER. DO NOT PUT YOUR QUITTING AS HOSTAGE.”

Possible EXAMPLE Triggers:

- Dealing with boredom, relaxing
- Dealing with stress and anxiety
- Waking up
- Before and after meals
- Driving
- Going to work, during breaks, after work
- Making friends, forming social bonds
- Making love, finding love
- Before bed ritual

First we **don't** put your smoking habits as hostage...

Because we know if you're learning about your smoking habits in real-time, and you can't smoke, there is a high likelihood you'll cave in.

It's like **hunting for the itch**... but you're *not able to scratch it*... *yikes!!*

And if you have **weak or little willpower and motivation** that's very likely to happen

Then struggle with the guilt that comes after it...

And guess what?

You need even more motivation, willpower or a dire situation to get you to quit the next time.

So what we do as preparation is **utilize your smoking**...

With specific exercises and instructions, we have you create pattern interrupts.

Slowing your smoking as a habit down so it becomes more of a conscious effort, because chances are, you smoke so well that you don't even need to think about it...

And as you begin to **create those interruptions** you activate the neural networks around your smoking habits, which is where we want to target and blow out all those triggers and emotional charges behind it

Chances are if you're reading this, **you've already made the decision to quit.**

Maybe this isn't even your first time. The challenge is **holding yourself accountable** to that decision.

And following through...

Otherwise you'd already have quit right?

Now here's the thing, **there IS something** that you've held yourself accountable and follow-through very well...

Can you guess it?

It's smoking.

***SO WE UTILIZE IT AND BEGIN TO DEVELOP YOUR ABILITY
TO BE ACCOUNTABLE AND FOLLOW-THROUGH. BY SMOKING.***

Ultimately you're **creating the momentum and confidence** not just to quit smoking...

By gaining speed and follow-through, when you quit, it carries through that process as well. So when you begin applying **new healthy behaviours into your life**, you can turn those into your new habits.

With our process, removing a trigger and changing a habit with our process is **instantaneous**.



Quitting is simple and fast. No cravings. No withdrawal symptoms.

Like using a sharp axe instead of a hand saw.

However, installing new habits takes time so you can do them automatically without thinking about it...

Think about the last time you learned a new skill...

You were clumsy at first, but over time, you can do it with your eyes closed right?

So now you're **building your identity as a non-smoker for life**.

Makes sense?

“DEVELOP YOUR ACCOUNTABILITY AND FOLLOW-THROUGH, NOT YOUR **WILLPOWER TO FIGHT WITHDRAWAL SYMPTOMS**”

These questions are the key to this lock.

Every time you smoke, imagine the answer to these questions are like your nuclear launch codes... (Mr./Mrs. President :-)

Write it down in a journal. In fact, secure a pen and mini-pad to your box of cigarettes with a rubber band.



1. **Why do you want to quit smoking?**
2. **What would it do for you?**
3. **How are you feeling now?**
4. **Do you always frequently feel this way just before you smoke?**
5. **What reason have you chosen to smoke now?**
6. **Is this a firm belief or rule that you must follow?**
7. **What could you possibly do instead?**

Get the full protocol at:

<https://www.quitsmokingin60.ca/non-smoking-protocol>

NOT DONE YET... LET'S MAKE IT MORE CHALLENGING

- If you smoke with your right hand, **change to ONLY using your left**, and if you use your forefinger and middle finger, **STOP and place the cigarette between your middle finger and ring finger ONLY** (of course all the while smoking with the opposite hand)
- **If you smoke in the car, STOP.** Instead get some cinnamon gum and chew that while driving.
- **If you smoke in the house, STOP.** Instead smoke outside ONLY.
- If you smoke outside only, **LIMIT how many times you go out there.**
- When feeling the urge to smoke, **PAUSE**, and think about what is driving that urge.
- When feeling the urge to smoke, **PAUSE**, write your thoughts down and then do a breathing technique for a minimum of 2 minutes. Set some sort of timer if need be. Do this EVERY time you feel the urge to smoke. Also, use this breathing technique every night before sleeping, while repeating, in your head, this phrase over and over: **“I know NOW I have the courage and strength to become a non-smoker NOW.”**
- **If you normally smoke 2 or more cigarettes in a row, STOP.** Do some breathing, go for a walk, or find a healthy snack or drink instead. **LIMIT** yourself to only one and follow the prior protocol on this sheet.

STEP #2: LEARNING AND PERSONALIZATION

HOW does learning and personalization work?

At this stage, you've **documented ALL your triggers...**

Not just intellectually or imagining it, but by actually auditing your live smoking behaviours...

The goal in this step is **all about motivation.**

And when your motivations are in conflict, or even influenced by someone else, quitting smoking is just a lie or half-truth at best.

**BE ADVISED: THERE IS NO MAGIC POTION, LOTION OR PILL.
QUITTING SMOKING IS AS UNIQUE TO YOU
AS TO HOW YOU STARTED AND ENGRAINED YOUR OWN SMOKING HABITS**

Or many times it's pain based...

Like you're afraid of something... perhaps your deteriorating health

A family member or someone you care about who has passed away because of smoking

Maybe even going broke because of your habit...

But what happens when that pain goes away?

Or even worse, when you need that pain to be in your life so you don't smoke? **Where your pain is your benefit.**

Without this step, this is what happens commonly with other smoking cessation methods.

When the pain is gone, you slide right back into smoking.

We call that secondary gain.

SMOKING PITFALL:

WHAT IS SECONDARY GAIN?

When smoking as a device acts to give you an added benefit from another deeper problem that reinforces your reason to smoke.



We all have our proverbial “skeleton’s in our closet” that we hide. And we all know that’s not a good way to live life.

Deciding to keep your skeleton’s and continue being a smoker is not the way.

You can do so much better.

Wouldn’t you rather be a non-smoker and live a healthy and vibrant life?

Having the energy to do the things you want and the freedom to do it whenever you want? That’s empowerment right?

That requires your motivations to be all forward facing and aligned. And with that, you’re ready and prepared to be a non-smoker for life.

That’s why the most successful smoking cessation programs **must include some sort of counselling component, coaching or support groups** that increase the success rate of quitting

And with that mindset, then begin planning what you’re going to do and move forward in your life.

For some people this could be, doing or having:

- The energy to fulfill their career ambitions
- Enter into a new relationship or take their relationship to the next level now with a healthy mind and body
- Getting healthy again, reversing any smoking related health problems and perhaps hitting those weight and strength goals
- Being able to go on those vacations
- Getting the things you’ve dreamed about with the money you’re saving

Whatever your goals, this process helps you to **kick start the new lifestyle you want to live...**

Now onto Step 3...

**“Your Quit Smoking Process
is Your Empowerment in Disguise...”**

STEP #3: ACTIVATING CHANGE WITH HYPNOSIS

With all the pre-work done, this is actually the easy and fast part.

Like under 60 minutes fast.

It's activating change.

This is HOW it works...

Unlike with approaches like medication, nicotine replacement therapies, cold turkey, and cognitive behavioral therapies

We don't use your willpower.

Period.

No grinding it out. No putting your smoking habit as a hostage. No side effects.

No numbing yourself to alleviate cravings, or artificially changing your biochemistry and feel good chemicals to create change.

While I appreciate that any of these methods when done right can still work...

I also know that **change happens *instantly*** at the unconscious level.

And by far, the most effective tool to communicate with the unconscious mind is...

Hypnosis.

Now if you're unfamiliar with hypnosis, or believe it is some sort of stage show magic...

And asking... "Will I quack like a duck?"

Then I suggest you check out:

www.quitsmokingin60.ca/hypnosis

And you can learn more about how we use it as a clinical method to facilitate change and new behaviors

And it's success rates with smoking cessation

Hypnosis is the most well scientifically researched, studied and documented approaches out there amongst alternative therapies

WHAT HYPNOSIS IS NOT

- NOT mind control
- NOT a state of unconsciousness
- NOT sleep
- NOT a state where you're out of control

Now...

Hypnosis can **range in effectiveness** because each hypnotherapist can have their own creative style, different levels of experience and energy they bring to the session.

All our Quit Smoking Specialists are **trained and Certified by the Association of Integrative Psychology** in Hypnosis and Hypnotherapy.

We hold ourselves to a high standard.

With Our Hypnotherapy Process:

- **We release all your triggers to smoking behaviors**
- **Set and install new supporting positive beliefs**
- **Install new triggers to activate new positive behaviors**

Online or in person as a **relaxing and comfortable experience**, catered to your *personal triggers, habits and goals*, using proprietary scripts that have been effective for **over 20 years for smoking cessation**.

Now where *our* program truly shines is when we help with creating change so rapidly and congruently

Because you make that change deep inside.

It's designed so you get an identity shift.

Your psychology changes.

And you **become a non-smoker** and hold that identity within your nervous system...

And what that means is you **don't get any withdrawal symptoms and cravings** that you get from most methods out there...

Makes sense so far?



STEP #4:

REINFORCING CUTTING EDGE NON-SMOKER HABITS

So now what? I mean this is where most if not all smoking cessation programs end.

You're on your own.

Here's the thing...

While technically at this stage you won't have any cravings or need to smoke...

It's also **created a physical void.**

Seriously, many people would stare at their hands which is used to holding something and fidget...

And now what? Because with smoking as such a deep lifestyle habit for many...

Many people use cigarettes to handle their emotions. Handle stress, boredom, anxiety...

And what we've learned is when **you haven't built new habits** in the absence of smoking

Remember, many people start smoking at a really young age, and probably have smoked for a good part of their lives...

And out of just sheer convenience...

Even given any other opportunity to do something differently...

Will smoke again.

Now I'm not saying it'll be you because at this point you are already positively motivated to quit

And have goals beyond just kicking the habit.





Disclosure: Many of our therapists and coaches may not have smoked before but we are all non-smokers and experts in the process of facilitating change

So over this period of time...

We'll be **sharing new strategies** you can use to handle poor emotional states

The same cutting edge strategies that are taught to the **peak performers of the world**, leaders...

And non smokers, like me and our team would use.

And it's not unusual that inner conflict arises at this time.

With new found freedoms also include new found opportunities to begin **exploring the world now as a non smoker**

And it can be confusing.

That's why we're here.

We're here to coach you and teach you different mindset and relaxation techniques

How to manage your energy and motivation

How to begin new routines to strengthen your physical body

And ultimately this is where we shine

Because our work was founded **around empowering people and change work**

12-Week Non-Smoker Support Program

- Dealing with Stress and Relaxation
- Weight loss, Health and Wellness
- Changing Behaviors and Habits
- Resolving Inner Conflict and Decision Making

- Relationships
- Emotional Baggage
- Purpose and Passion
- Procrastination and the 4 Requisites of Success

- Effective Communication
- Personal Growth
- Breakthrough and Mental Emotional Release
- Energy and Life Philosophy

WE ARE EXPERTS ON DEVELOPING PEOPLE TO ACHIEVE RESULTS...

To eliminate unsupportive habits, and develop ones where people can fulfill their own potential and greatness

So now that you've quit, what's next?

It's asking questions now around what it will mean for you

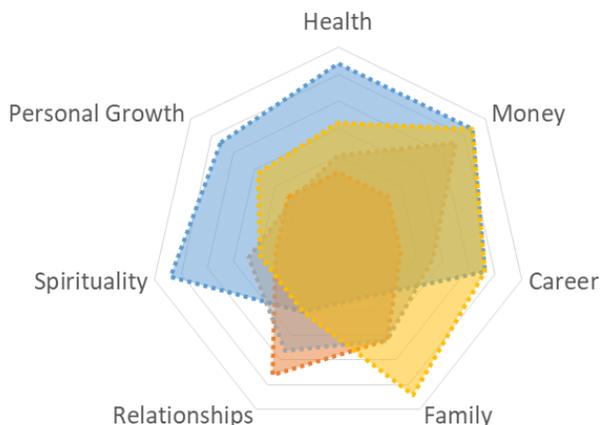
And to the important things in your life like...

Your career, health, family, growth and relationships

Continue to follow through with that momentum you've built...

And if needed, support you on a breakthrough and take any of those areas to the next level...

It just happens smoking is both a disempowering device and with our tools...



It's simple to quit smoking if you have the right tools.

No different than dealing with habits like procrastination, nail biting, twitches, nervousness, anxiety...

It's what we call empowerment in disguise.

So if you've found our process something that aligns to **HOW** you want to quit smoking...

We'd love to hear from you and support you on your quit smoking journey.



FOR NOW, HERE'S A QUICK RECAP:

- Non-Smoker Rapid Protocol
- Learning and Personalization
- Change Work: Hypnotherapy
- Reinforce Non-Smoker Behaviors

Anyways, now you have a couple of next steps.

- **Step 1:** Is go join our [“QS60 Canada” Facebook group](#)

There are plenty of free resources and community members to support your quit smoking journey, whatever method you choose.

- **Step 2:** Is go [enroll in the Getting Started Program](#), then book a call with us.

If you're tired and frustrated with quitting smoking, tried many times and with many different methods and getting overwhelmed

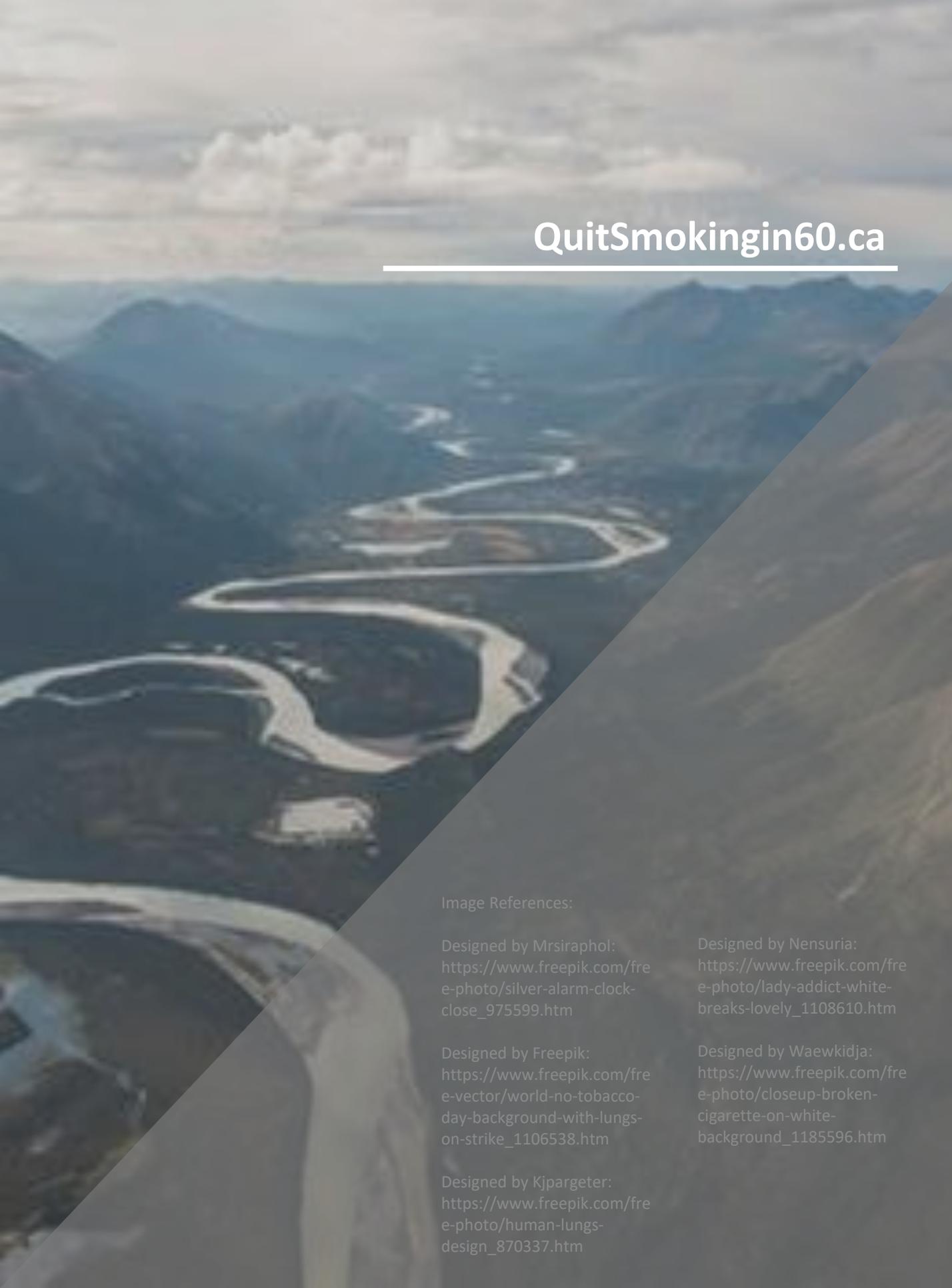
And you want to have a guide, somebody that can hold you by the hand through a step by step process to finally quit smoking

Let's talk, we may be able to help you with that

To get started and book a call, here is the link. Start with the *Non-Smoker Rapid Protocol*, and let's have a conversation, and we'll get you crystal clear with your personal quit smoking needs.

>> www.quitsmokingin60.ca <<



An aerial photograph of a winding river in a mountain valley. The river flows through a valley, creating several large, circular meanders. The surrounding landscape is hilly and forested, with mountains visible in the distance under a cloudy sky. A white horizontal line is positioned below the text.

QuitSmokingin60.ca

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