

## **Stub Out The Habit Twenty Questions**

[www.stuboutthehabit.com](http://www.stuboutthehabit.com)

[info@stuboutthehabit.com](mailto:info@stuboutthehabit.com)

+44 (0) 7786 402 396

### **1. What do you mean by “Quit Smoking Without Cravings Or Regrets”?**

Smokers coming into my clinic had two great fears – what to do if they had a craving, and how to redefine themselves as non-smokers when that habit had been such a big part of their lives until then.

I give people tools to combat the temporary cravings, if they occur. And in working through the exercises, it becomes easier and easier for people to change their mindset about smoking and being a smoker.

### **2. Who is the book written for?**

The book is designed primarily for women, as their rates of heart disease and cancer due to smoking are on the rise. But many men have enjoyed the book as well.

### **3. Why are men and women different in their approach to quitting smoking?**

Men and women think differently about problems.

I found in my clinical practice that when men had decided to quit, it was a simple matter of finding their ‘on/off’ switch and activating it under hypnosis.

Women, however, created a relationship with their cigarettes – some even calling them their best friend. It’s critical to unhook that relationship so that women can be successful.

### **4. How have you used that in the book?**

Since women are apt to create relationships, I’ve written the book as the personal journey of a fictional character, Maya, and her ups and downs of becoming a non-smoker. Readers create a relationship with her, and in the process take on her shifts in mindset, helping them become non-smokers, too.

The book combines traditional personal development writing with 'chick lit'.

## 5. **Why is the book written the way it is?**

Women learn when there is a relationship or connection to themselves. And all people learn best when they are laughing and happy, so the book is quite funny in places.

I've also used my NLP and hypnotic language skills to subtly and positively work on the reader's unconscious mind throughout the book.

## 6. **Will people quit smoking after reading this?**

If a reader is ready to quit, follows the steps and does all the exercises with 100% commitment, absolutely. However, they must be engaged with the process, not just skimming through it and hoping it will sink in.

As Yoda says in Star Wars, "Do or do not. There is no 'try'."

## 7. **What if they don't?**

Statistically it takes four attempts for smokers to fully quit. Each failure brings someone closer to success. If a reader doesn't quit immediately, they simply need to go back through and revisit all the exercises and do them to the best of their ability, with 100% commitment.

## 8. **Can I read a sample?**

Sure! Just visit [www.stuboutthehabit.com](http://www.stuboutthehabit.com) and fill out the red box on the right-hand side. I'll send you ten free chapters to give you a good idea of the book before you buy.

Here's the first chapter:

Dear Diary –

My name is Maya Veronica Churchill Fitzwilliams, and I am disgusting.

I have yellowing teeth, I smell, I have no self-control or willpower and I'm a weak pathetic excuse for a human being.

Because I'm a smoker.

I'm writing this diary because I hope to be able to make sense of this whole smoking habit – and GET OVER IT ONCE AND FOR ALL!!!

There. I said it! I think part of me is really ready this time.

(Are you wondering about my name? It's a mouthful! Maya because my mum read a book while she was pregnant and liked the character's name. Veronica after my grandmother. Churchill because my Dad said I looked like the old Prime Minister when I was born, and Fitzwilliams because that's our family's name.)

Unfortunately our family has a long-standing tradition. We're all smokers. Mum did it, Dad did it, all my aunties and uncles and cousins smoked.

Everyone.

Grampie died of emphysema before I was born, Grandma Lulu died of lung cancer and Uncle Weston had such bad circulation problems they amputated him bit by bit.

I really don't want to die.

Mum quit when she found out she was pregnant with me. Dad stopped when Grandma Lulu died, and one of the cousins bought a hypnosis cassette tape that helped him quit. The rest of us still smoke.

When I think of dying I imagine going to sleep, tucking the sheets up to my chin and passing softly in the night. Not choking and gasping and wheezing in a hospital, attached to pumps and wires like Grandma Lulu or chopped up toe by toe like Uncle Weston.

I have got to do something about this disgusting habit RIGHT NOW.

This has been the worst year of my life so far, and I am smoking more than ever. I blame The Weevil. I didn't really smoke that much – just on the weekends if I was out with friends and a couple here or there throughout the week – less than a pack a day - until I got involved with him. Since he smoked, I did it more. We shared some nice times out on the deck, just smoking and chatting.

Before I knew it I was a pack-a-day smoker and it's been the same ever since.

Things seemed to be going along fine in the relationship – we were even talking around the M word, although he hadn't formally proposed. Yet.

I feel like such an idiot now. I thought I knew exactly how my life was going to turn out. I had the dress picked, the flowers decided on, the guest list mapped out – even the cake! I had a big file all prepared to help with planning THE BIG DAY. As soon as he actually asked me, I was ready to hit the ground running with the preparations!

So when he started working longer hours I assumed it was to make the money to pay for the ring. And when he wanted to spend more weekend time with his friends I was fine about it – after all, these were his last bachelor days!

I should have gotten suspicious when he joined the gym, started drinking protein shakes and spent more time in front of the mirror than I did. I thought he was doing it all for the wedding photos. Or the honeymoon. Silly me!

He even went to a hypnotherapist to quit smoking. One session, and he was done. But it turned him into an anti-smoking crusader – he was always commenting on my yellow fingers or the smell in my hair and asking me to go brush my teeth whenever I came near him.

He even stopped wanting to sleep with me unless I'd been pretty much boiled in essential oils.

I put it all down to pre-proposal jitters. I figured he was just waiting to pop the question until everything was absolutely perfect.

But every conversation seemed to roll around to the topic of my smoking. He couldn't understand why I didn't just quit the way he had. He had the nerve to tell me that I was weak-willed! That made me determined to quit and prove him wrong, but it's been so difficult...

I even went to see his hypnotherapist, but it was too weird for me. I didn't like the way she looked at me. And she asked a lot of really personal questions about me and my relationship with The Weevil. She said it was important to know my background as a smoker so she could help me be successful, but I thought she was way too nosy.

I didn't trust her, so the hypnosis didn't work very well. I heard every word, I didn't feel hypnotised, and when she said I'd be a non-smoker for the rest of my life my first thought was 'yeah, right'.

And I lit up as soon as I left her office.

I didn't have the heart to tell The Weevil it hadn't worked. He put so much faith in that woman! So I hid my cigarettes away and bought another purse-sized perfume spray and more breath mints so I'd be able to cover my tracks.

Not that it helped – he has a nose like a bloodhound. Before long he caught me smoking, and we argued yet again. This time he told me I was spineless because I'd rather be addicted to cigarettes than be in control of my own life.

Ouch!

## **9. Did you have personal experience with smoking?**

Oh yes – I smoked 20-a-day for over 20 years. I quit twice in my life – once with hypnosis and the second time by following the process I outline in the book.

(I stupidly picked the habit up once I'd quit for years with hypnosis after I got divorced. In the book I address what to do under stress so that doesn't happen!)

#### **10. What percentage of women smoke?**

In the UK, 20% of women smoke – about 5 million of them. In the US, 18% of women smoke – about 21 million.

#### **11. How many actually want to quit?**

Statistically, 80% of smokers would like to quit.

#### **12. Smokers seem to use cigarettes to combat stress. Does that work?**

If it did, there would be books on the market teaching non-smokers to smoke for their stress levels!

Smoking actually ADDS to the mental stress level, so smokers are more prone to anxiety, depression and other related disorders. And smoking creates a lot of physical stress for the body, making it difficult to think clearly, contributing again to stress.

Many new non-smokers are amazed at how easy they find life once they get rid of the habit.

#### **13. What about weight gain?**

What about it? There's no need to substitute one bad habit for another. The craving processes taught in the book work equally well for food.

Smokers often crave more food when they first quit, as the body tries to rebalance itself. Smokers are often starving for nutrients, so the body can appear to be more hungry initially. Simply feeding it highly nutritious food and drinking plenty of water is the best solution.

Overall it is better to be slightly overweight, fit and active, than an underweight smoker.

#### **14. I only smoke a few here and there. Is that an issue?**

Only if you'd like to live longer. Even a few cigarettes a day limit your breathing capacity, and the same carcinogens, heavy metals and other toxins are going in the body.

More importantly, smoking is a slippery slope. For many people those few cigarettes turn into a few more, and a few more, until they realise they're full-time smokers.

**15. You mention NLP (Neuro Linguistic Programming). What is it, and how have you used it in the book?**

NLP is a series of processes that help people change their minds by addressing their self-talk and the way they perceive the world.

We have two minds – a conscious 'thinking' mind and a deeper 'feeling' mind. The conscious mind is only about 5%, so much more happens on an unconscious level. NLP helps shift those unconscious ways of thinking, making it easy to effect change.

Throughout the book there are exercises and examples that utilise those skills.

**16. What is the optional self-hypnosis upgrade?**

Self-hypnosis works by addressing that unconscious mind directly, without the interference of the conscious mind.

Some readers want more assistance, so the self-hypnosis upgrade contains two separate MP3s – one to use before setting their quit date, and one to reinforce the decision once they've quit.

There is also a bonus MP3 around confidence, as many women could use a boost in that area.

**17. Will the book work without the hypnosis?**

Absolutely! The book is designed to lead the reader step-by-step to the decision to become a non-smoker. Once that decision is firmly taken, everything realigns in the mind so they become a non-smoker.

The self-hypnosis program is beneficial to help make and keep that decision with ease.

**18. Do you still have a smoking cessation clinic?**

I practiced for many years in Melbourne, Australia, but since moving to the UK I am focused on getting this work out to more people than I can possibly see in a day in a clinic.

**19. Do you teach your smoking hypnotherapy methods to other practitioners?**

Yes, I do. In a three-day course I can teach NLP practitioners and hypnotherapists EXACTLY what I did and said with clients to make it easy to help people quit in just one session.

People can contact me directly at [info@stuboutthehabit.com](mailto:info@stuboutthehabit.com) for more information.

**20. How can people buy the book?**

Just go to [www.stuboutthehabit.com](http://www.stuboutthehabit.com) and follow the links. It's available in both paperback and e-book formats, with or without the optional self-hypnosis MP3s.

More questions?

Simply email Jennifer at [info@stuboutthehabit.com](mailto:info@stuboutthehabit.com), or call her on +44 (0)7786 402 396