

THE
**Gismo
Guide**

TO **GIVING UP**
SMOKING FOR
GOOD

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This book is dedicated to those of you who have tried to give up smoking, quit smoking, stop smoking, or even get the monkey off your back; express it any way you want this book is for you. You may have tried patches, cold turkey, gum, vaping, drugs like Zyban or Campix, hypnotism and self help books, but you're still smoking. Have you asked yourself why these haven't worked? I asked myself the same question...and I tried them all too. Why with all the determination in the world are you still smoking? Why, with all the reasons you have to kick the habit do you still keep coming back for more? It's a focusing question and I set my mind to it.

I knew that nicotine replacement therapy like patches, gum, and vaping only provided my brain with the nicotine it craved. Whether it gets it from a cigarette, gum, a puff on a pipe, or a patch, my brain craved it and it'd do anything to get it. By the time you've finished this guide you will be armed with the knowledge and tools to overcome this addiction. The GiSmo method works and that's why the war is over!!! No other method has such a comprehensive approach to quitting smoking and that's why this system works and will work for you.

First things first

Your Brain

To simplify things your brain is split into two sections the upper brain and the lower brain.

The upper brain is known in scientific circles as the Neocortex and it's where you exist and is responsible for rational thought and long term thinking. Freud called this the Ego.

The lower brain is known as the Amygdala and deals with the reward centre of the brain. This is the part of the brain that is the most base, the most instinctual, the part that will do anything it can to get what it wants and now. It cares little for the future and can't even comprehend it. It's for the here and now, not tomorrow. I call it "the lizard brain". Freud called it the Id but wasn't aware of the biological differences.

You made an unfortunate error in judgment all those years ago and introduced your lizard brain to nicotine. Nicotine is a drug that affects the whole brain by releasing dopamine, and dopamine makes you feel good. By introducing your brain to nicotine you made yourself a dopamine addict; a dope addict. Your brain never craved nicotine before you introduced it to it, and it didn't take long for your lizard brain to get a taste for it. Each time you get a hit of nicotine from a cigarette your brain gets a dopamine rush and it likes it and doesn't want it to stop.

You see as a smoker you may have said to yourself that you smoke because you enjoy it. This is just not true.

You know that feeling you have when you want a cigarette and can't?

You know that feeling of anxiety you have when you've run out of cigarettes and don't know if you will be able to get hold of some?

You know the relief you feel when you have a cigarette after gasping for one after these periods. It's a real relief. The reason why? You're addicted, or rather your lizard brain is addicted. The pleasure you feel is relief not joy.

Your lizard brain, which is addicted to nicotine, sends messages to you... "I need nicotine! I need nicotine!! I need nicotine!!!" And your lizard brain relays this message to your upper brain "Have a cigarette! Have a cigarette!! Have a cigarette!!!" In the end you break down and the next thing you know you're smoking. Hey guess what? Your lizard brain shuts up....for an hour or two until the cycle begins again. You will smoke between 10 and 40 a day depending on your cycle of dependency. This is why you routinely go for a cigarette at the same times as other smokers. Their lizard brain is telling them the same thing too. When you're trying to stop smoking you will encounter this over and over again throughout the day. If you give in then you have become puppet to your lizard brain; it's telling you what to do.

Health

The biggest impact smoking has on you is how it affects your blood. Your blood carries the life giving oxygen around your body repairing damaged cells and giving life to cells that are constantly renewed. The body is a remarkable thing. However, nicotine has the result of shrinking the blood cell thereby reducing the amount of oxygen it can carry. This is why your doctor always asks you whether you smoke or not; they know that you will have about a 20% less recovery rate than a non-smoker. This can cause poor skin, high cholesterol and hardening of the arteries that can lead to heart attacks and strokes. It stops your body doing its job of keeping itself healthy, and more importantly, you alive. At worst cigarettes are carcinogenic and as such can cause malignant cell growth i.e. Cancer. Every cigarette you have takes you that step closer towards ill health. Each cigarette is a carcinogenic time bomb waiting to go off.

Why smoking cigarettes causes lung cancer

Every time you breathe in you also inhale in other molecules besides oxygen like micro particles of dust and pollen. Imagine these molecules as infinitely small billiard balls. If, on occasion, you may breathe in too many you cough and they are easily expelled because they are smooth and round. However, every time you smoke you breathe in carcinogens. Imagine a carcinogen as molecule not like a smooth billiard ball but a billiard ball with nails hammered through it and all spiky. That carcinogenetic spiky molecule enters your body and bounces around your lungs and tears at the flesh of your lungs. Eventually the sharp spikes will act like talons and sink themselves into the fleshy ventricles of your lungs and accumulate. This is why the tar (the carcinogen) builds up in your lungs over time and you find it harder and harder to breathe with the mildest of exercise. Every time a cell is repaired a mutation can occur and every time you smoke a cigarette you increase your chances of a mutation occurring. Cancer is a mutation. Cancer is a game of chance. The next cigarette you smoke could be the one that causes that mutation and then you will have lung cancer and then you will die.

You have a choice to continue down this road towards the inevitable, or say "Enough is enough!" and quit.

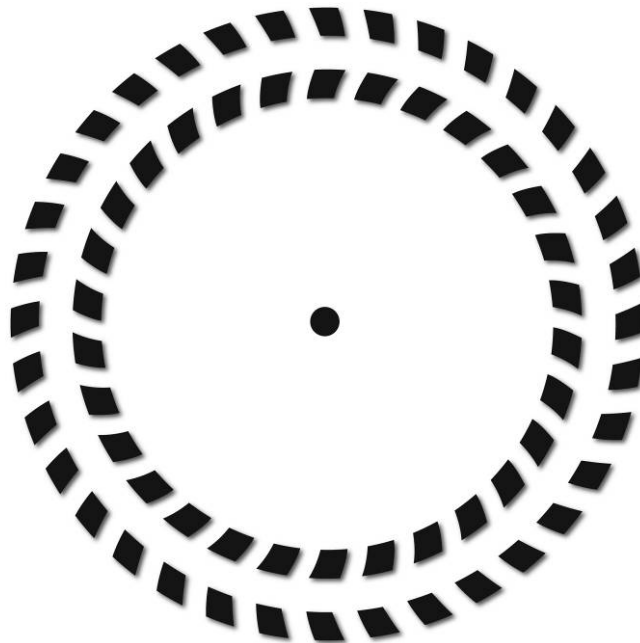
You see your lizard brain loves nicotine and uses you to get it by making you smoke. It doesn't know what cancer is. Your lizard brain doesn't realise that when it gets its nicotine fix that the body is getting a whole load of tar and other chemicals that are killing it. When the lizard brain gets its nicotine hit it is a bit like us having an orgasm. Feels pretty good right!? Well that's what your lizard brain experiences after every hour and half or so. It's a nymphomaniac for nicotine. So, you can see why it doesn't want to give it up easily.

You are not just your lizard brain

Now, we are fortunate enough to be human and blessed with the power of planning for the future. You get in a car and put a safety belt on because you know the risks involved and take precautions to limit that risk to yourself when driving. You wrap up during the winter to keep you warm and wear t-shirts in the summer to keep you cool. You may even carry an umbrella if there is a hint of rain. You have the ability to plan ahead, you make complex and reasoned decisions that ensure you are safe and comfortable. You plan for the future.

Your body and lizard brain doesn't plan for the future. It's like a child always on the want. "I want this" "I want that", "I want, I want, I want". You are an adult and you have to say to your lizard brain "Sorry, you can't have any. It's bad for you" and like a child your lizard brain will have a tantrum. You know what it's like when your lizard brain wants a cigarette and you've refused its fix. You get irritable, short tempered, you may get dizzy and get the shakes. It turns you into a child and you find yourself saying "I want, I want, I want". This isn't you; it's your lizard brain making you like that. It's your lizard brain turning you against yourself. You have to be strong of will because your lizard brain is working against you.

With regards to smoking, your lizard brain is working for itself. Your brain is awfully clever but it can be easily misled. Look at the picture below and stare at the dot in the middle and move your head back and forth.



Yes, your brain can get tricked very easily and make you think you're seeing things that aren't really happening. In the same way, your lizard brain tells you that you need to smoke and you will come to believe your lizard brain if you let it convince you. You will come up with a list of excuses for smoking:

"I like it"

You don't like it. It tastes awful and makes you smell rotten. The first cigarette you ever had tasted awful. You've probably given up smoking for a week or even a few days and you know that first cigarette you smoke tastes foul. But you puff away through the foul taste and you will keep puffing away until your lizard brain gets the nicotine fix it craves and you're back on the smoking treadmill again.

Your lizard brain won!

Have you ever missed a train or a bus because you had to have a cigarette before the journey?

Your lizard brain won!

Have you, in your younger days had a sneaky one outside your bedroom window and been caught by your parents?

Your lizard brain won!

Caught having a smoke behind the bike sheds by a teacher?

Your lizard brain won!

Maybe you've even told your girlfriend or boyfriend you've stopped smoking but had a sneaky one hoping they wouldn't find out and they did.

Your lizard brain won!

Have you ever tried to quit smoking before this and failed?

Your lizard brain won!

In those situations did you feel that you wanted a cigarette, or you needed a cigarette? You know that feeling. You know how it feels when you *have to have* a cigarette. That's called addiction my friend. These days you're not allowed to smoke anywhere and the smoker has become a social leper. More and more your lizard brain is given less and less opportunity to have its fix when it wants it and this leaves you feeling agitated, stressed and feeling uncomfortable; always worrying when you can have your next cigarette and your lizard brain can get its next fix.

"I need something to do with my hands. I don't know what to do with my hands"

Look at all those non-smokers out there. Are they walking around wondering what to do with their hands? No. Before you were a smoker were you wondering what to do with your hands? No, you weren't. If you need more proof ask your left hand how it feels when you have a cigarette in the right hand (or vice versa). Yes, it's perfectly fine doing nothing at all. Oh, your brain was clever to come up with that excuse; to get you thinking that you need a cigarette in your hand for it to have something to do: Very clever, and very devious. Don't let your lizard brain fool you.

"I have an addictive personality. If it isn't smoking it would be something else."

Personalities don't get addicted; lizard brains get addicted...have you not been listening to what I've been saying?

"I'm not ready"

You think you're not ready because you're anxious. You know what it means to stop smoking. You know you have a difficult journey ahead. This is probably the best thing you can discover about yourself. You know deep down everything that I have been telling you, you know already. If you have that fear, that trepidation, it is because you know deep down that you are addicted to nicotine, to smoking the method by which you get your nicotine, and it's going to be hard to stop. But now you know that it's your lizard brain that is addicted, not you. By the time you finish this book you will be ready and armed to give up smoking, to quit, to overcome this addiction.

"It helps me de-stress"

This is one of the more common myths about smoking. How would smoking tobacco help you de-stress? Really, what magic formula does tobacco have that relieves you of the stress you have in your daily life? No. The only stress you relieve is the stress created by your lizard brain demanding nicotine at regular intervals. This craving creates stress. As soon as your lizard brain gets its nicotine fix the stress goes away doesn't it? From smoking that cigarette to the next your lizard brain will get more stressed until it gets its next fix. You know this. That's why you have that cigarette at the bus stop, before you get on a train, plane or whatever transportation you use. You don't know when you will get your next fix so you have a cigarette at the last possible minute just in case the journey takes longer than you expected. You know this for a fact. When you start work you will start getting stressed about 1 ½ hours later...until your lizard brain gets its nicotine fix...and this is what it is like all day and every day as a smoker. You have become a slave to the stress your lizard brain inflicts on you. It is only when you quit smoking for good that this stress will go away.

I'm sure there are other excuses you may have, but that is all they are excuses. You know it is bad for you and that is why you want to quit and are reading this book.

Well it's time to reverse this and for you to start telling your lizard brain that you won't smoke, that you won't give your lizard brain the nicotine it craves so much, that you won't pollute your body with toxins, and tars, and carcinogens, that you will not be the instrument of your own destruction.

I think we are half way there.

When you stop smoking

Stress

Now, we must examine how your lizard brain is going to react when you give up smoking. It's going to be furious with you for not giving it what it wants...nicotine. It's going to create stress for you. You'll be biting your nails, maybe shouting at people, unable to concentrate, fidgety. Your lizard brain will make you suffer from stress.

Your lizard will do its best to make your life a living hell when you give up smoking, or at least it will try to. Using a few simple techniques you will be able to manage this stress quite easily.

When you feel stressed, which you will, you must come to understand that this stress is not your stress; it is your lizard brain's. This is very important because you have to distance yourself from that stress.

They call it "tough love". No matter how much your lizard brain cries out to you to smoke, to get that nicotine for it, you must resist.

Now you know that your lizard brain is addicted to nicotine, not you. That your lizard brain is making you do things you know you shouldn't. You are now aware of what is going on and this gives you a great advantage over your addiction. Before you read this book your lizard brain was able to convince you to have a cigarette. Your lizard brain would dupe you into making up reasons to smoke as we talked about before; "I like it", "It helps me de-stress", "It's a social thing". No. Now you know that these are all lies you tell to yourself. It is your lizard brain feeding you lies just to get you to get it what it wants; nicotine. Now you know this you are in a position of power over your lizard brain. With this knowledge you now know that when you are feeling anxious, irritable, and angry it is your lizard brain making you feel this way. Once you know this, and sense it, you will now be able to feel empathy for your lizard brain; you will be able to say to your lizard brain "Hang on there buddy, we're almost there. I'm going to get you to the other side". Your lizard brain is sure going to hate you for a few weeks, but guess what, your body will be happy, ecstatic, relieved. Oh yeah, your body will be joyful; your lungs will begin to clear, your skin will have a radiance about it, you'll have more energy, you'll be healthier.

“But, if I give up smoking I’ll put on weight”

There is a very simple explanation for this: When your brain is stressed it craves carbohydrates. Carbs are heavy dosage energy bricks. Yes, too much going in and not enough going out will make you put on weight. Boxers, wrestlers, and many professional athletes have high carb diets. They need those carbs to provide them with the massive amounts of energy they use. You don’t need this amount of energy.

The theory is that when we feel stress our lizard brain kicks into “Fight or Flight” mode; in survival instinct, you to stock up on as much carbohydrates you can. Whether flight or fight, your body will need a lot of energy. Now, it gets worse, all of this stress creates cortisol in your body and cortisol loves the area around your tummy. So, if you do put on weight it’s probably going to be around your middle.

Try keep to unprocessed good carbs:

- Wholemeal Bread
- Baked potatoes
- Pasta
- Beans and nuts

And avoid bad processed carbs like:

- Crisps
- Chips
- Fried food
- Pastries, Cakes and biscuits
- Savoury foods

You may also crave sweet things. Why? Sugar will give you a dopamine rush too and your lizard brain will take that as substitute. Be very careful not to trade one addiction for another!

Yes, it’s boring I know but this is the nature of the beast. I am doing my best to prepare you for the weeks ahead. I want you to be fully prepared for all that your lizard brain is going to throw at you. Together we will do this. Don’t try and take on a further battle against your lizard brain by wasting your will power on dieting. The most important battle is to stop you smoking. If you put on a little weight so be it. Losing weight is easy compared to quitting smoking.

I’d also like to mention here that some people suffer from constipation when they give up smoking, so eating lots of bran and fibre and other roughage will help ease this condition.

Your Sense of Smell

It is a common myth that when you stop smoking your sense of smell returns. Your sense of smell never went away. What happens is that your brain will put your sense of smell on overdrive. It will be trying to sniff out cigarettes to get its nicotine. You will be able to smell someone smoking at fifty paces, you will notice when work colleagues have been smoking, you will notice that familiar sent of cigarette fumes walking down the street. It will smell foul to you, and sweet to your brain. Hey, nobody told your lizard brain you were going to stop smoking. It's just going into survival mode. Your sense of smell will have never been so keen. You could probably track a smoker through the woods at this stage. This is how powerful the lizard brain is. It will tell you "Hey, I've found it, that stuff you're looking for". When you smell it and it is in range your lizard brain will increase its influence over you. It will start making you think wrong thoughts, lies, all the lies you tell yourself, and all the lies your lizard brain tells you, all the myths we have debunked. Be on guard!

Avoid areas where people are smoking. Even the whiff of a cigarette will wake up your lizard brains addiction and it will start its attack on your will power. Be on you guard at all times. When this happens be aware of why it is happening. Knowing why it is happening will help you realise that it is not you that wants a cigarette; it is your lizard brain sensing nicotine in the air and trying to convince you to smoke to get its fix.

Don't drink coffee or tea! (This is very important)

Don't drink anything with caffeine in it. Caffeine raises your stress level. You will be stressed enough as it is by quitting smoking so avoid caffeine at all costs!!! When you are stressed the lizard brain gains strength; do not give it any more power than it has already. You are guaranteed more likely to fail quitting smoking if you drink caffeine.

Don't drink alcohol (This is also very important)

Alcohol numbs the functions of higher brain. When the higher brain's defences are down it allows the lizard brain to take over. Alcohol will chip away at your will. The more you drink the more your lizard brain will gain greater control over you; you are at your weakest when you drink alcohol. Haven't you ever noticed that when you've had a drink you're more concerned with short term problems than long term ones? That's because your lizard brain is taking over. Every smoker who has tried to quit before knows that their defences are down when they drink and that this is often the time that they have given in to the craving for nicotine.

Exercise (At least 20 minutes every day)

Exercise relieves stress. Therefore, you will reduce your stress levels and in so doing reduce your cravings. Secondly, of course with exercise, any weight you may have put on because of increased calorie intake will be burned off. Exercise can be a 20 minute walk.

The GiSmo

Now that you have learned all about the lizard brain and how it influences your upper brain you will need a tool to combat its desires and demands, you will need a GiSmo.

The GiSmo is a wallet or anything you can store 10 quitting messages in. It is a place to store messages to yourself from when you were thinking straight. You can also include images but they have less power than the written word. The written word is language which sits firmly in the neo-cortex, the upper brain. However, some images may hold great power, for example pictures of your children.

You will use the GiSmo as a focusing device for all of your reasons for quitting smoking. You will search yourself for all of the reasons for quitting smoking and focus them on 10 separate phrases that you will insert inside the GiSmo. We are going to use these 10 messages to create a positive outcome for you.

How it works

For the smoker, when the craving for nicotine begins the lizard brain sends out messages that race through the brain until the message reaches the upper brain and they have a cigarette, the nicotine fix. The smoker does the bidding of the lizard brain. However, when you quit smoking with the GiSmo the messages from the lizard brain will hit obstacles in the form of your messages, your reasons for quitting. The lizard brain will attempt to get around these obstacles and whilst it is trying you will hit it with another message.

The lizard brain will bombard you with reasons to smoke and you may feel yourself starting to make excuses for giving in to its demands but you use your GiSmo like a shield and focus in on the reasons to quit and they will go away, the GiSmo will give you your strength of Will back. The GiSmo will bring to the forefront of your mind the reasons for quitting smoking and in the process the power of the lizard brain will dissolve.

Reason to quit

There are loads of reason to quit smoking and you have to find 10 reasons that are specific to you.

Here are a few to get you started:

You are quitting now because you know that it is your lizard brain that is craving nicotine not you. If you let your lizard brain gets its way it will kill you.

It costs a fortune to smoke these days and you waste a lot of money on it. Most smokers spend about £40 a week on cigarettes and that is over £2000 a year, and £10,000 every 5 years. Ask yourself how long you have been smoking and add those figures up, it's a fair chunk of cash.

Vanity. Who'd have thought that vanity would help you in your battle? Why not!? You want to look good. You want to look healthy. When you quit smoking the oxygen from your red blood cells will flow to your skin bringing new vigour to it. You

will no longer be poisoning yourself with nicotine on a regular basis. Nicotine is a poison. Nicotine shrinks the blood cells and reduces the oxygen content in your body by up to 20%.

We've all seen the images of tar filled lungs and rotten teeth, veins full of fat, and a myriad of other disgusting images that are meant to dissuade us from smoking. Why don't they? They lose their power because the lizard brain has found a way around them: They're someone else's lungs, someone else's gum disease, someone else who has breast cancer or who has lost a limb because they smoke. That someone else is you if you don't quit smoking. It's the human condition to think that maybe we will be ok. In truth the statistics are against you. Well, you have to ask yourself one question "Do you feel lucky? Well do you?" I will guarantee you this; the answer to that question will change the more your lizard brain craves that nicotine it wants so badly, your lizard brain will try and convince you to have just one more, it will work hard on you. If you have tried to quit before and failed then the lizard brain has got the better of you and the excuses it has fed you have worked. This time you have the GiSmo; the GiSmo and the images and phrases contained within it are you at your strongest, clearest, most responsible, rational, and sensible. Why would you voluntarily do something to yourself knowing that it causes harm? The next cigarette you have could be the trigger for that carcinogenic time bomb to go off and then you have cancer. How will you feel about your "smoking habit" then?

The phrases you will use to fill the GiSmo will be personal to you. This is not a "one size fits all" solution because we are all different. Your anxieties, fears, what disgusts you, what motivates you, will all be different, but the rationale will be the same: It is you versus your lizard brain!

I have made a template available on the website mygismo.com that has 10 phrases already written down which can be amended to suit your requirements. The 10 phrases include things about the lizard brain, about it not getting the better of you, that it's your lizard brain addicted to nicotine and not you.



TIP: Do a dry run.

I was shocked at my dry run. In some ways I felt like I had voluntarily committed myself to a mild form of schizophrenia; I was talking to my lizard brain like I was talking to myself and I didn't have very kind words to say to it. I was mad at it and mad at myself. After my dry run I knew what kind of messages I wanted to tell my lizard brain when the nicotine craving appeared; when my lizard brain was trying to get the better of me.

These are some of the messages I used:

If you are reading this then your LIZARD BRAIN is winning. FOCUS!

This is the way you feel because your Lizard Brain is addicted to Nicotine and it needs you to smoke to get its fix.

Your lizard brain will try and trick you into smoking. Don't let it fool you.

Do not let your Lizard Brain win!!!

You are stronger than your lizard brain.

Concentrate. Focus. Breathe. Relax.

This feeling will pass and you can get on with the rest of your day.

I also had more practical messages like:

You will save £40 a week, £2000 a year, £10,000 every five years

Each time I could feel my lizard brain taking control I would get out my GiSmo and read through the messages and it brought me back to the right way of thinking. It forced me to focus. It will for you too.

My lizard brain couldn't get the better of me because I knew what it was up to. Spending a few minutes with my GiSmo and focusing on these messages also had a calming effect on me and will on you too. They will focus your energy for the positive and it will help you relax.

It is good to change your GiSmo messages as you find some are not working as well as they used to or you've thought of better ones. As the weeks progress you can also change your GiSmo messages to include positive messages like "You've saved £200 since you quit smoking".

Stress [Revisited]

Do you remember how I said that your lizard brain is going to cause you stress when you quit smoking. Well the GiSmo and what you put inside it will combat that stress. The GiSmo will give you an opportunity to take a step back from the stress that your lizard brain is going to try and put you under. The ideas in this book and the ideas you put in the GiSmo will be real, practical, informed, and good. The GiSmo will remind you that it is your lizard brain, and not you that craves nicotine.

Meditation

Meditation is a great way to relive stress and focus the mind. There are lots of different meditation techniques and this is just one. All you need to begin is a mantra. Your mantra can be anything but it is good to use rudimentary sounds like 'aaaaaaa' or 'mmmmmm' sounds that you can be comfortably repeated over and over again. The purpose of the mantra is to provide a focal point in your mind's eye.

Try to do your meditation exercises for at least 5 minutes to a maximum of 20 minutes first thing in the morning and when you get home from work or early evening.

How to meditate

1. Get comfortable in a seated position and close your eyes. You can sit in a chair or on the floor cross legged
2. Take a few deep breaths and relax. Do this for about 1 minute.
3. Start repeating your mantra (in your head)
4. As you repeat your mantra thoughts will interrupt it and sometimes you will drift away from it. That is fine and part of the process; just return to your mantra. Don't try to stop your thoughts or clear your mind of thoughts. Simply continue repeating your mantra. Slowly but surely your thoughts will slow down and become less frequent. Don't force this, just let it happen. You will notice your whole body being gradually released of tension.
5. Eventually your mind will reach complete rest and you will no longer be repeating the mantra and you will feel a great peace come over you.

Don't worry if you don't get to step 5 straight away. Meditation takes practice and you will feel the benefits even if you only sit still for 5 minutes and take a break from the hustle and bustle of life.

Carry your GiSmo with you at all times

Once you have your messages in your GiSmo carry it with you at all times. When you feel a craving get the GiSmo out and review the messages you have put in there. Focus on the reasons to quit smoking. You will find that the first week you will be getting out the GiSmo a lot, but by the second or third week you may find that just having the GiSmo with you will help you focus your mind. The messages will become internalised and when cravings begin you will shrug them off easily. You will succeed using this method but you must keep the GiSmo with you at all times and especially for the first 3 months. Even after a few months still keep it handy - you never know when your lizard brain might strike. You will be most vulnerable at times of stress and we all now that life can be stressful at times and also when we least expect it.

Read this book again.

You will have noticed that this guide is not very long. Read it again, it doesn't take long and it will help you focus your mind. The message is clear and simple: Your lizard brain, not you, is addicted to nicotine. You want to live and have a healthy life and not be a slave to your lizard brain and nicotine anymore. You will do it. You will quit smoking. You will not be a puppet to your lizard brain. You will not give in to its demands. You will not continue to smoke. You will not smoke. You will not smoke again.

Good Luck!