

# Finally Quit for Good!

## 4 Tips to Becoming a Non-Smoker



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Have you tried over and over to quit smoking, and just haven't been able to make it stick? Do you dread the thought of nicotine withdrawal... the stress, the jitteriness, and wanting to rip everyone's face off? Does it feel like cigarettes have taken control, and you're helpless to get rid of them?

Maybe you find yourself standing outside in the cold or stuck in the garage because your family doesn't want you smoking in the house. Maybe you're sick of leaving your table of friends behind, while you move twenty feet away from the entrance so you can smoke after dinner. Maybe you're tired of being told your clothes smell bad because they reek of smoke. Maybe you can't understand why someone like you, who knows how to get things done, who sets goals and accomplishes them, *can't seem to make this one change stick*.

Smoking may be taking a toll on your relationships, your health, and even your self-esteem. Do you wish you could *stop feeling controlled by cravings* and live a healthy, happy life without cigarettes?

## **If You're Struggling to Quit, You're Not Alone**

You might be discouraged after several unsuccessful attempts to quit smoking. Lingering cravings, increased stress, and fear of weight gain can all make it hard to stay committed to living without nicotine. But you are not alone. The truth is that most smokers make multiple attempts at quitting before they're able to quit for good.

One of the hardest parts about quitting smoking through typical cessation methods—like Nicotine Replacement Therapy (NRT) or going “cold turkey”—is learning to cope with cravings and stressors without the use of nicotine. And the longer your journey to smoking cessation takes, the more likely you are to return to the habit.

The good news is, Drake Eastburn has been successfully helping smokers quit for over 35 years. Hundreds of people have quit with his help. He's put together these simple tips that can help you finally be successful.



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## **Tip #1 - Do things to break up your normal smoking routines.**

Break up your normal routines. Habits are based on *trigger – routine – reward*. By changing the trigger, it's easier to change the habit. Anytime your normal routine has been changed is a great time to quit smoking.

Here's some other ideas for changing things up:

- ✓ If you've been buying cigarettes by the carton, switch to buying only a pack at a time.
- ✓ Each time you purchase a pack of cigarettes, buy a different brand each time. We tend to become attached to a particular brand.
- ✓ If you have been using a lighter, switch to using matches only, preferably stick matches.



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## Tip # 2 – Identify what’s going on.

When you find yourself desiring a cigarette *notice what is going on* in the moment.

Is this a *want, need, or habit* cigarette?

*Need* cigarettes are cigarettes we desire when it’s been awhile since our last cigarette, and the nicotine level in the body has diminished which causes cravings.

*Habit* cigarettes are desires for cigarettes which are triggered by something else, such as “*every time I get in the car I light up, or whenever I have a cup of coffee, talk on the phone, have a cocktail...*”

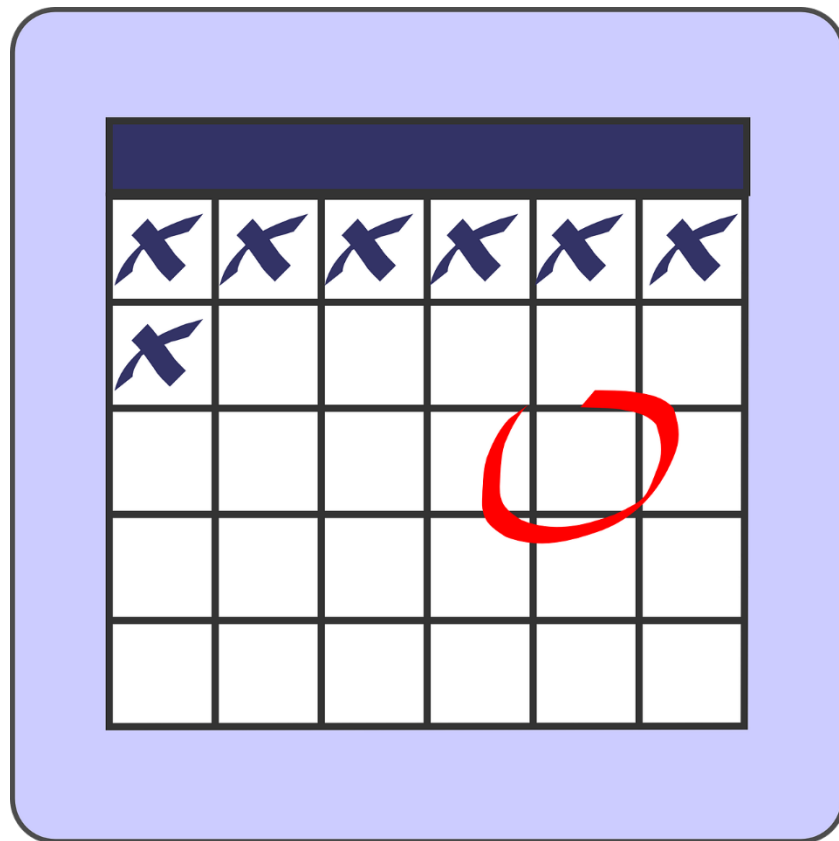
*Want* cigarettes are those you light up for no apparent reason. Maybe you’re bored or stressed and don’t know what else to do.



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## Tip # 3 – Schedule it!

Set a *done-by date* and clearly mark it on the calendar. Mark off each day with a big X until you reach your done-by date. If you are planning on going on a vacation that would be a good done-by date. It is easier not to smoke when you're outside your normal routines and stressors.



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## Tip #4 – Rewire Your Brain to Being a Non-Smoker

Unlike other quitting methods, hypnosis can eliminate cravings and *works in as little as two hours*, greatly reducing the likelihood you'll relapse and begin smoking again. [Studies](#) have shown that people who participate in a single smoking cessation hypnotherapy session are *more likely to be non-smokers after six months* than individuals who use other methods.

Hypnosis not only works faster than other techniques, it also provides a *more complete approach* to recovery. While patches, gum, and other nicotine replacements can help address the body's dependence on nicotine, they don't address the mental and emotional factors that may have contributed to your smoking habit, and that can leave you more vulnerable to relapse. Hypnosis approaches smoking cessation from a *more holistic* standpoint: instead of "giving up" cigarettes and living with cravings, *it can feel like you never smoked at all.*

When we get addicted, the neurotransmitters in our brain start to act differently. When we stop giving our body that substance, the neurons can't fire properly. This physical change in the brain—and the time it takes for the body to adapt to a life without nicotine—is one of the reasons it's so hard to quit smoking without professional assistance. During hypnosis, *a physiological change occurs in the brain* that enables the rapid and effective establishment of new neural pathways.

In just one hypnotherapy session, *you can find relief from cravings* and take back control from your smoking habit. We'll start by discussing what is triggering you to smoke, how it's affecting you, and what you want to gain from our work together. Instead of trying to fit you into a preset program, we tailor our work to your unique needs, so you can get



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the personalized guidance and support you need to find lasting recovery. Then, the rest is easy. ***You just sit back, close your eyes, and relax.***

In addition to addressing physical addiction, we'll address concerns you might have around quitting (such as the fear of weight gain or the inability to relax). With hypnosis, there need not be any weight gain; you can even lose a bit of weight if you so desire. And while hypnosis won't remove all stressors from your life, it helps address cravings that add to feelings of stress. We'll also provide a free stress-reduction hypnosis recording and other resources you can use to manage stress long after our work together is finished.

***Take control of this once and for all! Give us a call today to schedule your session or free consultation.***

Drake Eastburn has been in the field of hypnosis since the 1990s. He has been in private practice with several offices in the Denver area for over 15 years. He is a pioneer in single session smoking cessation and has trained hundreds of hypnotherapists worldwide in his stop smoking methods.



Our practice is approximately 50% referrals and we have the oldest and largest practice in town. We have found over nearly two decades in full-time practice that one session is all it takes for most people.



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