**Workshop Smoking Cessation**

Average smoker spends £3,500 per year on cigarettes which will give them:

stroke, heart attack, heart condition, cancer or malignant growth.

In order to stop them from doing that I charge £500 with a one year guarantee

These stats are taken from July 2015 drfrtt6667to August 2018

Idt8 had 218 smoking cessation clients with 2 KNOWN failures (both BROUGHT by family members) = 99.08% success rate

SMOKING is the ONLY thing I do not consult for in the therapy room. (ie I have no pre-chat or warm up. I get straight to the therapy)

In the consultancy there must be NO question that I cannot be successful

In other words I DO put forward the concept that; ‘There is no way this can fail’, which in psychology is called: lies to children”

\*\*\* Hopefully I am talking to the educated who understand the context this is being presented in,  and that I am not advocating that we should be: lying to our children J

Lets get to it........

Said to the client:

(normally on the phone consultation)

1) “The cost of the smoking package is £500 and for that money I will attempt to stop you on the very first session like the vast majority of my clients. But if it needs more work I'll be there for you... for a whole year. Should you ever fall off the wagon I’ll be there for you. So if for some strange reason you started smoking again in 6 months time, hey it can happen (smile), I’ll be there for you."

2).  "In stopping you from smoking: first year I'll save your life and £3,000 (£500 below what they spend) and then every year after that I'll place £3,500 in your pocket. Does that sound like a good deal? When would you like to come along and stop smoking?

3) This is the Information I then give ‘to the client’ from ASHE (action on smoking & health). Remember their subconscious is ALWAYS listening:

There are about 10 million adults who smoke cigarettes in Great Britain (22% of adult men and 17% of adult women)

Smoking rates have more than halved in the last 40 years.

1976..... when 51% of men and 41% of women smoked

 Smoking prevalence today is highest in the 25-34 age group (25%) and lowest amongst those aged 60 and over (11%).

 Smoking rates are much higher among poorer people!!!

The last census (2013) revealed 12% of adults in managerial and professional occupations smoked compared with 29% in routine and manual occupations (150% more).

Page 2

Quitting smoking

Over half of all regular cigarette smokers will eventually be killed by their addiction.

Every year, around 100,000 smokers in the UK die from smoking related causes.

 Young people

Two-thirds of smokers start before age 18.

Of those who try smoking between one-third and one- half will become regular smokers.

Government revenue and expenditure

I think it's important that you should KNOW that:

In 2012-13 the Government spent £87.7m on services to help people stop smoking and a further £58.1m on stop smoking medication= £145 million!!!

That's what our government were willing to do for us.......... £145 million to HELP us.

But.... The same government (2014-15) RECEIVED in revenue from tobacco tax (excluding VAT): £9.5 BILLION!!!!!!

So after spending ALL those monies trying to heal you.... Because they WANT to heal you.... Yeah?

They made a profit of well over: £9.4 Billion pounds

**Tobacco smoke:**

Contains over **7,000 chemical compounds**.... Which include: benzene, which is a flammable liquid present in coal, tar and petrol formed from natural processes such as volcanoes and forest fires

Also: carbon monoxide and, wait for it........ **arsenic and cyanide!!!!!**

“That's what I'm going STOP you taking into your body, is that okay?!!!!!!”

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The Work:

1) We go right into the Swan and/or Response Tests

2) Induction

3) Do the work

3) Wake Up

(after induction)

Relax the hell outta' them  (John Grinder)

Deepen (if that is your way)

Anxiety, Worries, Guilt and shame....... All gone

Then do YOUR favourite 'GO TO method.

For me, I chat to the SC ('Going with The Flow, but based on the notes I have taken) about:

WHEN they started

WHAT started them.

WHY it's now time to stop...

HOW we are going to do the business

and

WHERE they will see themselves afterwards.

Page 3

Then I talk to the client cementing the chat I have just had with their SC.

\*\*\* I have a throwaway line in closing:

"..... and much to your surprise"

I use this because IF I have that TYPE of client who still has very little expectancy this line takes us into the realms of 'Witchdoctoring'!!!

Then insert the: Impregnable bubble

Then insert: The Blow away technique

 And when it doesn’t work:...........

**THE DEATHBED SCENE** ( I normally use this on the second session… IF NEEDED!)

No need to USE a script however here is MINE for those who wish to use it.

This is where you get to become Tom Cruise or Meryl Streep! In other words, you pantomime your presentation. You act!

*“..... and it's at this point in time that I want you now to use that truly fantastic imagination that I KNOW you have and I want you to envisage two possible futures.*

*The first one is not a nice future. Indeed it' a vision of you... lying... In a hospital bed. You can both FEEL and SEE tubes coming from machines all around the room and entering your body at various points.*

*And sitting around the bed you see your ( the following names are the know loved ones and/or family members) husband, David, your son Mark and your daughter Jill and her husband Michael. In Michael's arms is your granddaughter Kara who is silently crying as she holds onto Michael while her eyes meet yours. Yes, she IS only 4 years old. But they have ears, 4 year olds. and no matter how we try to protect them... they know what’s going on!*

*And what I want you to do now is, I want you to explain to them, all of them, because I simply cannot do it. So I need you... to tell them why... your about to die, depriving them of a wife, mother and grandmother. I need you now to tell them why you DECIDED not to stop smoking cigarettes, despite them begging you to.....*

*And as you feebly attempt to do that, you can see THEIR tears and you can feel THEIR fear, all caused through this crazy decision that you made....but...*

*(WAIT...........)*

*But wait a moment. I did say there were two scenarios did I not? For now we get to look at the other scenario. The one you really CHOSE to make! For in reality you did make the right choice, You DID decide to stop smoking.....*

*... and now you see and FEEL yourself walking (a favourite place they had already mentioned) down on the sea front this Summer. You and David are on either side of Kara as you walk together, swinging her in the air and as she laughs out loud you both join her in her laughter, along with Mark, Jill and Michael who are walking behind you, taking photographs.*

*And you look around at this scene and you simply BREATHE, feeling your lungs fill up effortlessly with cool, rich, wonderful sea air and your feel so proud. Proud of yourself in what you did in stopping smoking and knowing that they too, the whole family are so happy, happy to have you alive, healthy, fit and fully clean of all nicotine.*

*Page 4*

*Smelling fantastic and having no thoughts or cravings of any kind, and looking back being aware that in reality...... finally kicking this filthy habit was actually one of the easiest things you ever did.*

*So... FEEL that pride NOW.......... And as you do you can find yourself now back in that lovely chair. The most hypnotic chair in the world...” etc*