

*Kick addiction in 30 days and take back control of your life!*

# I Know You Like to Smoke

FREE  
MOBILE APP  
plus  
INTERACTIVE  
ONLINE  
PROGRAM

# *But You Can Quit— Now*

*The most successful  
strategies for quitting*

*Safely free yourself from  
the nicotine trap*

*How to stop smoking  
without gaining weight*



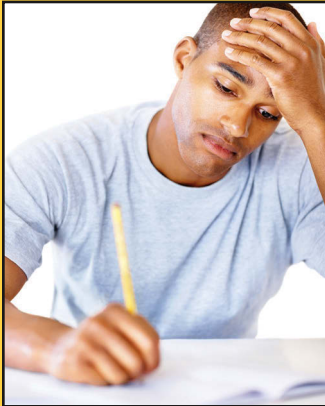
**ANDREAS JOPP**

*A preview of what you'll discover in this book:*



### ► **Do you "like" smoking?**

- Why do you "like" smoking?
- Why do you feel better when you smoke?
- How does nicotine change your brain and your feeling of satisfaction?
- How do additives make smoking even more addictive?
- Are "Lights" more dangerous than normal cigarettes? What about e-cigarettes?



### ► **Smoking and the mind**

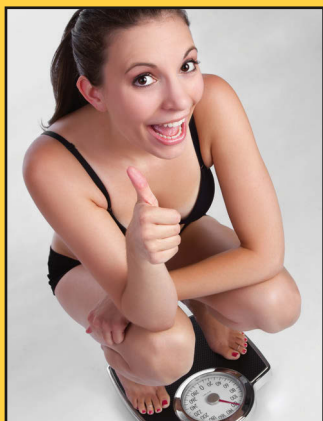
- Why do smokers have more frequent mood and concentration swings?
- Why do you smoke more when you're stressed?
- Why do you think smoking relaxes you?
- Does smoking really make you more alert and concentrated?
- Why do you smoke automatically in certain situations?
- Are ex-smokers less happy than smokers?



### ► **The most successful strategies for quitting**

- How can you best manage withdrawal symptoms?
- How successful are nicotine patches, really?
- Can medication help heavy smokers?
- Does hypnosis help smokers to quit? What about acupuncture?
- How can you avoid relapses and slips?
- How online quit smoking programs improve your chances to quit successfully.

*A preview of what you'll discover in this book:*



► **Become a nonsmoker without gaining weight**

- Are smokers really thinner than non-smokers? Here are the facts.
- Why does the nicotine addiction persist if you eat a lot of sweets?
- How can you readily maintain your normal weight once you have quit smoking?
- How can you better manage weight, hunger, and mood with protein shakes?
- Practical shopping lists and quick and easy nutrition tips.



► **... and things do get better!**

- Discover how your breathing and fitness will improve.
- Benefit from the reduced risk of cancer.
- Appreciate the prompt reduction in your risk of a heart attack.
- See how your mood and stress resistance improve.
- Enjoy more energy and improved concentration.



► **Become smoke-free with the additional help of an interactive internet program, and free mobile app!**

- Learn how to profit from your previous quit attempts.
- Free access to the first 10 days of an interactive online program where you can set personal goals.
- Learn more about your smoking habits and the things that have thus far kept you from quitting.
- Eliminate the thoughts that hold you back.
- With a premium account you'll get additional support on success strategies.

# You Really Can Quit—Now

Of course you like smoking—otherwise, it wouldn't be so hard to quit. Only when you truly understand why you smoke is it possible to stop without feeling like you're giving up something.

Exactly  
the insights  
and guidance you  
need now, to kick  
the addiction  
for good

- Smoking is permitted: Please continue to smoke as you read this book. Author Andreas Jopp—an ex-smoker himself—uses the most up-to-date scientific research to explain the thought patterns that are keeping you from quitting and how nicotine reprograms your brain to make you more restless and stressed. This understanding will then help you to quit, easily—and permanently.
- It's easier than you think to maintain your weight: Diet and nutrition guidance and tips, so you can eat more without gaining weight.
- 30 chapters, each focused on one key idea, are ideal if you choose to embark on a 30-day plan for giving up smoking—plus each ends with a “Bottom Line” takeaway. But you can also read this book at your own pace.
- A free mobile app and an interactive online program to help you succeed: For extra support, an interactive online program will prompt you to set personal goals and consider the things that have kept you from quitting—until now, and a free mobile app will help you remain smoke-free.

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**ANDREAS JOPP** is a medical journalist and health coach. He has published 7 internationally bestselling books, which have been translated into 15 languages. Mr. Jopp is also a former smoker and since quitting himself has coached smokers for the last ten years. *I Know You Like to Smoke, But You Can Quit—Now* has been translated into 10 languages and has helped countless smokers worldwide to quit cigarettes for good. For more information visit him at [Jopp-online.com](http://Jopp-online.com) or [facebook.com/AndreasJopp/en](https://facebook.com/AndreasJopp/en)

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I Know  

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You Like  

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to Smoke  

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*But You  
Can Quit—  
Now*

Andreas Jopp



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# Introduction

**HOW OFTEN HAVE YOU SAID TO** yourself, “I like smoking” and “I can quit whenever I want.” Like most smokers, I’ve often used both statements in various forms. Whenever someone thought he had to draw me into a sort of smoker’s interrogation, with an all-inclusive, subsequent debate, I used to cut him short with these 2 sentences and be at peace. But, of course, all smokers know that these 2 statements are both true and false at the same time.

If it weren’t true that 1 out of 4 smokers dies from the consequences of “liking” to smoke, then we would never think about quitting—because with a cigarette, for a brief moment, you just feel good. You’re more relaxed, less stressed, and calmer. For a moment, you can just unwind. Unfortunately, after 45 minutes, the nicotine level drops so much that you feel like having another. The fact that I was ruining my health repeatedly brought me into the typical “smoker’s conflict”: I would quickly skim over information about the supposed damage to one’s health, refute it



x internally with a few spurious arguments, and then repress it so I could keep on smoking. Think about it—have you ever offered your children a cigarette? Probably not. Even the most passionate smoker wouldn't do that. So, maybe we don't enjoy smoking so wholeheartedly after all. How would you react if your daughter began to smoke? Would you say, "That's wonderful. I've always liked smoking myself"? That doesn't seem to sound right, either. So it becomes clear just how ambivalent "liking" to smoke really is. Most smokers would prefer to quit, if only they knew a simple and reliable method.

The second statement, "I can quit whenever I want," is true, too. Of course, you *could* quit whenever you wanted. But after my own umpteenth spontaneous attempts, it was clear to me that this must be something that applied to smokers with stronger willpower. And I had absolutely no desire to spill the beans about this to a nonsmoker, who would draw me once again into a long interrogation from which I would emerge frustrated and with lower self-esteem. Even though I didn't manage to quit, I invented this excuse for myself: "I smoke of my own volition and apparently I just don't really want to quit yet. Of course, I can quit at any time . . ."

And so, for 20 years, I guiltily "liked" to smoke and "could have quit" if only I'd "really wanted to." But all during those 20 years, *now* was just never the right time.

## How Many Cigarettes Do You Smoke?

Adding up the cigarettes I was actually smoking, I tended to round the numbers down. I had everything under control. Like all smokers, "I didn't smoke a lot"—"just 5 to 10 cigarettes a day"—if anyone asked me. That never harmed anyone. I "never smoked at home" . . . except when I watched television (frequently) or was on the phone (even more frequently). Anyway, "I never smoked when I was working on the computer" . . . except when I was stressed out

(daily) or had to write a difficult text and concentrate (pretty often, as an author). When something got on my nerves (now and again) or my mood wasn't the best (happens to us all), then I really enjoyed a cigarette. When I was waiting for a train or sitting in a traffic jam, I often . . . well . . . (as an exception) had a cigarette. Having a cigarette while waiting gave me something to do (though we all know trains are usually punctual . . . and traffic jams are virtually unknown). Sometimes I smoked a few more, such as when I was going out (but that was only 2 or 3 times a week). That would add maybe 5 or 6 cigarettes to the tally. And, maybe a pack on the weekends, occasionally. But, of course, only to be social. And I was smoking, above all, for enjoyment. By that I mean I *always* had one with a cup of coffee, after eating, with a beer, in the pub, after sex, to relax, to perk up, after breakfast, during breaks . . . but just to enjoy. Actually, I should have been completely happy, having had so much enjoyment. Okay, there were a few—and I mean just a few—cigarettes that I smoked on autopilot, without thinking. When others lit up, or for no particular reason at all. I guess if you were to add it all up, it couldn't have been more than 5 or 10 of those. Let's say 15, at the most. On rare occasions, perhaps 20 to 25. But only now and again, of course. All right, so it was more often than that. But I was never addicted! I had smoked for the pleasure of it since I was 16. I smoked because I enjoyed it, and liked it—most of the time.

I think a lot of smokers go through the same thing. In the evening, you're appalled when the pack is empty. "Damn, only one left," so you step out quickly: "Better get another pack . . . just to be on the safe side. But I'm not addicted; I *like* smoking."

## **Do You Always Like Smoking?**

Probably not, otherwise you wouldn't have bought this book. Maybe you already have 3 or 4 failed attempts to quit under your belt. You may hate smoking, now and again, and as time passes,

ever more frequently: When you “have to” smoke and there are no cigarettes in the house. When you find yourself driving to the nearest gas station at the most impossible times to go get them. When you wake up in the morning with a throbbing headache, the typical smoker’s hangover, after a smoke-filled night of partying. When you cough up sticky phlegm in the morning. When you stand outside the office or your own home, smoking in the cold once again. When there is an irritating nonsmoker beside you. When you have the feeling you need a cigarette *now* but you can’t and—worse yet—can’t get your mind off it. When you don’t have the courage to quit and this eats away at your self-confidence. It’s then that you find that you actually hate smoking. As time passed, I, like all other smokers, just started “liking to smoke” less and less. The only thing I couldn’t fathom was how to get a grip on my “needing to smoke.” Naturally, you keep such doubts to yourself. The mental to-and-fro is your own affair and nobody else’s business.

In fact, you would prefer not to smoke if you didn’t have that vague feeling that it would be unbelievably frustrating to not smoke in certain situations. And life would surely become less enjoyable. Certainly you would miss smoking. And, in any case, it would be really difficult to quit forever. Most smokers are forever torn between the wish to quit and the wish to enjoy. So they just continue to smoke until such times as when perhaps some revelation dawns on them that the time to quit has come. That is the hope. Most smokers will wait decades for such a revelation. Perhaps 10 years later, \$30,000 poorer, and with a chronic smoker’s cough, you might be ready.

Only few smokers are so indecisive in other areas of their lives. Most smokers know exactly what they don’t want, at the very least, and also see things through that are important to them, in both their professional and private lives. But smoking is a different matter: Why do so many smokers want to quit and yet continue to

smoke? What is it that makes smoking so enjoyable? Why do we lose control over smoking? Why are we so afraid to quit?

How can *you* break away from cigarettes in the best way, *if* you decide to make that break? I say intentionally “*if you decide*” because I assume you want to first browse through this book, and that you’re still not positive whether you really want to quit. At least, that’s what I’ve kept in mind while writing this book. Be critical. Don’t believe anything I’ve written until I’ve proven it to you. As a start, I think it’s great you’ve decided to have a closer look at quitting. Congratulations.

## **Most Smokers Quit Sooner or Later**

Let’s step outside the United States for a moment: In Germany, there are exactly as many ex-smokers as there are smokers—30% are ex-smokers and 30% are smokers. All of these ex-smokers have managed to get off nicotine! “Well, okay,” you may say, “1 in 2 managed to quit. So my chances are 50–50.” Wrong. Many more were able to quit! We need to factor in that tobacco companies are continuously recruiting children and youth, increasing the total number of smokers. But over time most smokers stop. In the 1970s (the generation that is now in its 60s), 60% of German men smoked. Of this generation, however, only 13% continue to smoke. Many more than half managed to quit! In fact, 79% of smokers manage to quit during their lifetime—nearly 8 out of 10 smokers. This shows very different statistics—and you could be one of them!

In the United States, Australia, or Great Britain, even more smokers are successful at quitting. In the United States, only 19% of the population smokes; in California, only 12%. Aggressive antismoking legislation and tobacco taxes have made smoking unattractive, and support programs help smokers when they are ready to quit. The important message is: Quit now. Anybody can make it.

## Are Ex-smokers Unhappier?

You may say, “Those ex-smokers are missing out on something, for sure . . . I never want to go without a cigarette after a meal.” But such smokers haven’t only managed to quit—they don’t even feel as if they are missing out on something. Otherwise, with nearly a third of the German population being ex-smokers, you would expect to constantly hear how much they miss the pleasure of a cigarette and what a permanent loss not smoking is. But this is not the case. Take my experience from talking to ex-smokers who have been off of cigarettes for a year or two: 99% waste so little thought on cigarettes that they don’t even find the need to mention that they had ever smoked.

Major surveys of ex-smokers show that they rate their lives as happy or even happier, but by no means do they rate it as less happy or less satisfying.<sup>1</sup> But you don’t have to take my word for this. Unlike other authors, I won’t try to talk you into believing that you will be happier without cigarettes only because that happened to be the case with me. I will continually show you studies of thousands of smokers and ex-smokers to rid you of the uncertainty and fear of quitting. You can learn so much from ex-smokers! How did these smokers feel when they quit? What preconceptions did they have about quitting?

“Are my fears justified that I might always feel I am missing something?” You should know this precisely before you decide to quit. And like most smokers after a short period, you very likely will discover that you do not regret quitting and that you won’t miss anything. You can read more about this in chapter 9.

## Nicotine—Your Physical Dependence

Of course, you are convinced that this is going to be completely different for you and that it will be awfully difficult to get

unhooked from nicotine. Nearly every smoker who wants to quit feels like this. However, “It wasn’t easy but much easier than I imagined” is a very typical experience of many smokers who quit. Uncertainty and fear stop us from risking the first step. With regard to most of these concerns, the expectations and fears of smokers are very similar. This is due to the way nicotine affects the brain. As soon as nicotine is broken down and leaves the brain, it creates a diffuse feeling of restlessness. In extreme cases, it can even cause fear and panic when the nicotine level in the bloodstream falls substantially. Your brain’s biochemistry recovers quickly after quitting and panic and fear subside completely.

Many people smoke to relieve stress, to concentrate, to relax, or to enhance their mood. But do cigarettes really help reduce stress? Does smoking make you more focused or more stimulated; does it improve your mood? If so, then smoking would have its benefits, and logically, quitting would then mean missing out on these. Smokers are totally convinced of this. Of course you smoke because of these benefits—why else? The bottom line is that your brain’s dependence on nicotine *causes* more stress, restlessness, and changes in mood and energy levels. That means that smoking has no benefit. A few weeks after quitting, once your brain has recovered from its addiction, you will feel more resistant to stress, more relaxed, and overall in better form. Reputable scientists have looked into precisely this issue in many studies of smokers and ex-smokers. And the results are really amazing! Read more about this in chapter 8.

## **Conditioning—Your Psychological Dependence**

Nicotine causes not only physical dependence by modifying the biochemistry of the brain, but under the influence of nicotine, we closely connect in our mind certain situations with smoking.

These triggers—known in psychology as conditioning—make us automatically grab a cigarette; for example, while having a cup of coffee, when others are smoking, with alcohol, after eating . . . And then we reach for a cigarette, “just like that,” for no apparent reason at all. These conditioned responses are totally independent of the nicotine level in our body. Take a close, conscious look at other smokers. You will be amazed at how automatic and unconscious these smoking triggers are, which cause a smoker to light up. Conditioned triggers are much more than a habit. They are a fixed behavior and it takes time to get rid of them.

Emotional situations can have exactly the same effect in triggering the desire for a cigarette. If you are stressed or in a bad mood—you know exactly how a cigarette can rid you of this feeling. And taking 70,000 puffs a year enforces this conditioning again and again. Many smokers have asked themselves, even across a lifetime, why they feel like another cigarette immediately after they have just put one out. It is only recently that we have discovered how this conditioning works in triggering the desire to smoke. This is the main reason that we continue to smoke and why nicotine makes us so dependent. Chapter 11 is a real eye-opener on this topic.

## **Having the Patience to Relearn**

When you are physically clean of nicotine—and this occurs only a few days after quitting—the smoking cues that you have learned must be unlearned one by one, or deconditioned. Now for the good news: Once you’ve overcome this brainwashing, you will also lose the urge to smoke: A good meal will not be enhanced with a cigarette afterward and the coffee is just as stimulating without smoking. You won’t waste a thought on desiring cigarettes. Millions of ex-smokers can testify to this—just as, before you started smoking, you never thought for a

second to improve the taste of ice cream or a piece of cake or a side of French fries by inhaling smoke!

## The Conjuring Tricks of Nicotine

A prerequisite for quitting is to understand the conjuring tricks of nicotine. It is nicotine that makes you believe that cigarettes taste good or make you feel better. These sensations are completely real. However, in actuality, you are smoking to counter the restlessness and emptiness of the nicotine withdrawal symptoms. You smoke to feel better . . . from the low state that nicotine, itself, has placed you in.

You don't need to agree with this now! But once you have figured out the mechanism, then it will be that much easier to decide to get out of this vicious cycle—to no longer let nicotine control you. Just read the book with an open mind and be ready for new things.

## Please Continue Smoking!

I'm not here to persuade you to do anything! Nor should you let yourself be put under pressure by your partner or anyone else. This is only about you! And you *may and you should* continue smoking while reading this book. It is important to me that you feel totally relaxed when reading.

Please do not reduce the number of cigarettes you smoke. That just puts you under unnecessary pressure and makes each cigarette seem more important than the previous one.

There is another reason that I would like you to continue smoking. This is the only way you can take a close look at your smoking behavior and that of other smokers, without being sidetracked by craving a cigarette. The more you know about when you smoke, what typical emotional triggers make you smoke, what you personally enjoy about smoking, what you detest about



smoking, why you might think of quitting, and what your fears are about quitting, the easier quitting will become.

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## **Use the Internet Program**

The accompanying interactive online learning program, with which you can create your own smoking profile, will help you choose to quit and follow through (see page xxiv for more about the interactive program). I can pose important questions and give you a lot of food for thought, but only you alone can give the right answers. Please, make use of the learning program. Make time for this. It is nothing less than your *life* we are talking about. It could be one of the most far-reaching decisions you make. One of your most important projects. Should you then decide to smoke your last cigarette, the answers you have provided will help you enormously. Why? In the course of the first weeks after quitting, you really must remind yourself exactly what you wanted to attain—regardless of the whispers coming from your addicted brain. That is how you will succeed.

## **An Additional Motivation: Health**

In this book, I will not be confronting you with horror stories about your health. This wouldn't help. On the contrary, it would only build up resistance. You can read for yourself on cigarette packs that smoking damages your health. And has this made you quit? No, it only gets on your nerves. Only a tiny part of this book deals with the health aspect. Maybe about 5 pages. There, I do address how smokers fall into a dewy-eyed comparison of risks and start to make up their homemade personal observations so as to continue smoking ("Well, pollution is just as dangerous as smoking" . . . "Nothing is going to happen to me" . . . "My uncle smokes and he is 85" . . . followed, of course, by the classic "You have to die of

something”; the question is only when and how?). I present to you the real risks to you as a smoker. Here, we have a lot of precise figures. For any other decision you would make that would have a major impact on your future, wouldn't you first seek out relevant information? So, why not here? Of course, as a smoker, you would prefer to avoid this information so as to happily continue smoking. But suppressing your fears about your own health takes up a lot of your energy. In your unconscious, the fears remain very much alive and require constant effort to keep them at bay. And even worse, they gnaw away at your self-esteem, because you know exactly what you are doing to yourself.

Nonsmokers in particular always believe you could quit smoking by endless discussion of the reasons it would be better not to smoke. But, of course, this is not the way things work. Obviously, you don't smoke for the reasons you shouldn't, but for the reasons that you “like” smoking. Which means that you really have to take a closer look at the reasons you do smoke. Without getting to the roots of the “I like to smoke” issue, you will always defend the advantages of smoking, instead of quitting once and for all, without regrets. So, this book is about taking a deep look inward at your own motivations: Does smoking really enhance your quality of life? Does it truly make you feel better? Only when you've found the answers to such questions will I give you a little motivational nudge about your health. Simply because, like everyone else, you want to live longer and feel younger. Yes, your addicted brain will quietly whisper in your ear that you should “enjoy the here and now” and that “we all have to die of something.” But buried deep in your unconscious mind, your survival instinct is stronger. You cannot trick your unconscious. You have always known: Living longer is more important than smoking longer! But perhaps you just haven't known how you could actually go about achieving this.

Looking at the consequences of smoking initially triggers

stress and fear. Some people even need to smoke a couple of more cigarettes to suppress the stress they feel with additional nicotine. That is perfectly okay. But then this knowledge begins to form a larger picture, and a hard look at reality can motivate you even more to quit.

## Quitting Without Gaining Weight

One of the main reasons that many people are hesitant to quit smoking is the fear of putting on weight. But does smoking really keep you slim? Or do we gain weight because we previously smoked? Do the statistics show that smokers are slimmer than nonsmokers? The actual findings are amazing!

Why do you feel hungry after quitting? Why do sweets reinforce addictive behaviors and make you more prone to relapse? What is the real story behind relapse and weight gain? How do you manage not to put on weight after you quit?

Not gaining weight is easy and can be done with little extra effort. Trust me: I have been writing about nutrition for over 20 years. My books are translated into 14 languages. I do *not* intend to change your eating habits. It is simply a matter of maintaining your current weight, which will for several reasons also make it easier for you to quit. My methods to maintain weight are convenient and practical (see chapters 18 through 22). Yet in all the antismoking books I have read, not a single one of them really looks at how to avoid putting on weight after quitting.

## Your Perception of Smoking

What would it take for you to take a cold, hard look at your views on yourself as a smoker and the smoking culture in general? Doing so is extremely important; otherwise, in the future you will always have a feeling of nostalgia over the time when you smoked. We are

talking about the social aspects of smoking. For me personally, smoking and socializing were one and the same thing. I wanted to be part of the club. For me, it was a perfectly natural part of my culture. I always identified with other smokers: “Smokers are cooler and nicer people.” Every smoker believes in his or her own “smoker’s personality” and has a certain image of how he or she is seen as a smoker. However, the older you get, the more independent you become of group identity and advertising slogans, which are more fitting to youngsters that have just started to smoke. That is why most smokers quit between the ages of 40 and 50.

With the maturity you possess today, look back again at when you started to smoke. How was your perspective of smoking influenced by years of exposure to advertising, film, or television? How did the cigarette industry lure you into smoking as a child or adolescent? How were smokers lied to for decades about nicotine’s not being addictive? How does the nicotine industry manipulate the addiction through additives? How did the industry rig the research findings on the health risks, through biased and subsidized research (so the nicotine dealers could claim that there are “differing, controversial expert opinions”)? How has the tobacco lobby bribed politicians and scientists?

All this information, taken together, can bring you to the point where you say, “Enough is enough. I quit” or “I won’t allow myself to be manipulated any longer.” This awakening to how you have been lied to and manipulated is a small but important part of your decision to kick cigarettes forever. Smoking has played an important part in your life. Now, nicotine-free, you can open a new and exciting chapter in your life.

## **You Have Nothing to Lose; You Can Only Gain**

“The slower I read, the later I have to stop.” You are not forced to do anything. You alone decide if you want to continue

smoking or not. Maybe at the end of the book you simply want to quit. One piece of advice: Read through this book quickly. This is the best way to condense all the information you want to have to make the decision that is right for you. Now you are just gathering information. That is a positive action. In one go, you can take a look at all the jigsaw pieces and see how they fit together. Nothing more, nothing less.

Of course, we would all prefer to leave things the way they are, for changes in life are accompanied by fears. But fear of the unknown is what is setting the limits to your life. Moreover, remind yourself that you are not giving up something, but are starting something new. That is a completely different feeling. Instead of leaving something behind, you can look forward to new things. Within a short period of time, you have a life where you can cope better with stress and become more emotionally stable. Look forward to becoming more fit and having more energy every day. Fears you may have about your health disappear and unleash new energy. Your self-esteem increases because you have managed to quit. Because you have conquered your fear. Because you have escaped the smoker's trap and reclaimed your freedom.

This could be the most important decision of your life. You have nothing to lose. In the worst-case scenario, you will continue to smoke just as you do now. The best case is that you could increase your life span by 14 years. As many as that? Yes, on average, smokers' lives are shortened by 14 years by continuing to smoke just 20 cigarettes a day until they die.

Every day, you do things that show that you plan for the future and really expect to be around for a long time to come. You put on your seat belt in the car, you sign insurance contracts, you pay your mortgage, and you look forward to having grandchildren. So, you are not in the slightest indifferent to your future. Take the chance to use this book and the website to look at things

from a different perspective. With an open mind. Then you can make the decision whether you would “like” to continue smoking or to try something new. Millions of ex-smokers have quit and will confirm: You will enjoy your life at least as much or even more without nicotine. You won’t miss out on anything.

*Nothing in life is to be feared, it is only to be understood.*

—Marie Curie

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## About the Author

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**ANDREAS JOPP** is a medical journalist and health coach. He has published 7 internationally bestselling books, which have been translated into 15 languages. Mr. Jopp is also a former smoker and since quitting himself has coached smokers for the last ten years. *I Know You Like to Smoke, But You Can Quit—Now* has been translated into 10 languages and has helped countless smokers worldwide to quit cigarettes for good. For more information visit him at [Jopp-online.com](http://Jopp-online.com) or [facebook.com/AndreasJopp/en](https://facebook.com/AndreasJopp/en)

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