

Become a non-smoker

Heal Your Self !

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1. The beginning is the end

In the classic western story, the dénouement typically occurs at the end. **Don't! The 'normal' way is:**

- 1) **You prepare to stop.**
- 2) **2) You stop smoking.**
- 3) **You become an ex-smoker.**

Everything that precedes is a building up of tension. If you look at 'quitting smoking' as a story, then again the eventual goal lies at the end. The goal that each smoker looks forward to, is being a non-smoker who can leave the cigarettes without any form of regret, without secret jealousy of smokers and without any withdrawal symptoms.

The story described in this book has an opposite line. Therefore I begin the book itself directly with the dénouement, that can simply be summarized in one sentence: THE PREPARATION TO QUIT SMOKING IS THE QUITTING ITSELF. What occurs in the period after that, the actually not smoking anymore, is nothing but the direct and unavoidable consequence of a change that has been accomplished before that.

This way, no-more-smoking is itself the easiest thing you can do. When you actually smoke your last cigarette, the arrow has already been shot. The archer has done his job. The bow is already relaxed again. Being a non-smoker, the accomplishment of the goal, is astoundingly simple. Therefore, don't put yourself in the position of an 'ex-smoker'. Ex-smokers are a strange kind of smokers. They are smokers who momentarily do not smoke, who cannot afford themselves to smoke one cigarette. **Ex-smokers are smokers who momentarily do not smoke.** Sometimes they are people who can stop smoking only to take it up some years later. However they are and they remain 'smokers' even if they are in a period of non-smoking. You can recognize them by their certainty that they will regain their habit after only one cigarette, and by the now and again upcoming urge to smoke. Another term to denote them may be: 'non-smoking smokers'. Don't do this to yourself. Try to become a 'non-smoker' even before you actually stop smoking. **Do! Try to become a 'non-smoker' even before you actually stop smoking.** Does this sound strange to you? Then read this little book. You may prove yourself a big favour in doing so.

Even if you momentarily do not smoke, you can use the ideas from this book in order to become a non-smoker. You don't even have to restart smoking first. Therefore stop running with bow and arrow after a target that continually moves itself. Be yourself. Be an archer.



2. The trap called 'smoking'

Why do youngsters really start smoking? The first cigarette can be lit out of curiosity, or to be part of the gang, to prove oneself, or for lots of other reasons. The second cigarette can have the same goals, and the third, and the fourth... but then smoking becomes a daily habit. There is only one reason why youngsters as well as adults give way to this: smoking is a trap, an addiction that you fall into unknowingly.

Nobody has invented this trap. It has historically grown because it is a trap, for the individuals that get caught in it as well as for the society in which the trap appears. Nowadays the trap is closing itself in China and other Asian countries with a relentlessness that has never been seen before. History apparently repeats itself, with this distinction that with each movement of the pendulum the disaster becomes huger. Last time it was opium. Now it is nicotine. Is it maybe a coincidence that each time the West becomes richer from this?

In China the expected death toll by smoking attains 100 million of the male individuals who are now younger than 30 years. These are official expectations. It is a *disgrace* that purely for reasons of monetary profit, the tobacco industry invests billions of marketing money in order to let the trap close itself with the maximum of impact. Do Chinese men and women know what is happening? Only 60% of them know that smoking causes lung cancer. No more than 4% know that it can cause diseases of the heart and lungs.

What does the trap consist of? Neither youngsters nor adults

who start smoking know the true nature of the addiction they are about to enter. **Don't! Don't think that the smoking addiction is not so difficult to master.** They assume that nicotine as an addictive substance is not so difficult to master. This is right. Nicotine on itself is much less addictive than for example heroin. However, the most important factor of addiction resides in the brainwashing of smoking cigarettes. This will become very clear in the course of this book. Nicotine is no more than the leverage in this tragedy. The enormous power of the brainwashing is an example of a suggestion that is pointed in the wrong direction.

Smoking is not just an unpleasant habit that might damage your health some day. **Smoking is an addiction that with certainty damages your health.** Smoking is an *addiction* that *with certainty* damages your health and may well ruin it altogether. It is the most prevalent preventable cause of death in western culture. Within a few decades, this will also be the case in Asia if we allow it to happen.

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3. Addiction factor n° 2: suggestion

A psychological addiction is an example of the power of the subconsciousness, the power that can be attained through autosuggestion. Of course with an addiction this power is used totally the wrong way. **The power behind a psychological addiction is a negative example of autosuggestion.** The degree of psychological addiction is different for each smoker. Potentially the power is enormous, as you can acknowledge yourself if you are a chain smoker and especially if you have already tried once or more to quit with the use of pure will power. Heavily addicted smokers would do anything in order to retain their 'habit'. They spend fortunes on it. They ruin their health, knowing this will happen while wanting very badly they could stop this. Through their example they heighten the chances that the addiction touches others as well, by this indirectly ruining their health too, first and

foremost of the ones they love and the ones that look up to them. A psychological addiction changes the addicted as a person. Many smokers do not want to acknowledge this, but it is the undeniable truth. The addiction provokes a brainwashing. How else one can explain the totally irrational behaviour of a chain smoker?

The producers of cigarettes are only the intermediaries of this process, 'Lucifer's accomplices'. They do not induce the psychological addiction. They only use the phenomenon to their advantage. **Industry takes care that the possibilities for psychological addiction remain existent.** If only through the ubiquitous presence of cigarettes, they provide ever-open gates to the land of addiction. Newcomers do not have to search for long. Smokers do not need huge efforts in order to find their stuff. Ex-smokers continually live in the neighbourhood of temptation. They are continually reminded of what they are 'missing'. Of course through advertising industry plays a big role too. Happily in the west, it is more and more recognized that advertising for smoking articles really can no longer be tolerated.

Smoking can be psychologically addictive to such a degree because of the speed with which the gratification (of the diminishing of withdrawal symptoms) occurs; and because of the huge number of times this occurs. **Do! Be aware, as a smoker, of how many times you enforce your psychological addiction.** Just count: 20 puffs per cigarette, 20 cigarettes a day. That makes 400 reinforcers each day. This makes smoking one of the most reinforced human conditionings of all human behaviours.

Many smokers can wait several hours in the morning before lighting their first cigarette, or can easily remain several hours without a cigarette if needed, such as in a public building or when they are with friends at home. In other situations they are more vulnerable to their addiction. They would certainly go half-crazy if they would have to remain as long without cigarettes during the day as at night. However they do not awaken because of withdrawal symptoms. This is heavily determined by the way they think about this, their preconceptions and the social pressure.

The sheer idea to be addicted is itself an autosuggestion that makes quitting more difficult. The idea is very active, even apart from the addiction itself and apart from possible withdrawal

symptoms. **The idea to be hopelessly addicted, heightens the addiction.** The smoker hears stories from other addicts who, months after quitting, remain miserable or who even for the rest of their lifetime keep an urge to smoke that one cigarette. The idea is further perpetuated by the stories of addicted persons who have been able to stop but who, even after many years, smoke only one cigarette and immediately are hooked again. Or stories of addicted persons who in spite of severe physical symptoms stubbornly remain smoking.

The smoker searches for an explanation for his smoking behaviour. This self-brewed explanation is in many cases goal-oriented instead of truth-oriented. It has the goal to enable the individual to keep smoking. Most smokers do not or only half admit that smoking is an addiction. They view it as a habit or a small pleasure they consciously choose to have. But what other kind of 'little pleasure' with such disastrous effects would they consciously opt for? For none. **The risks of smoking 'for pleasure' would definitely not be acceptable if it concerned a pleasure with no addictive property.** The same addicts who 'smoke for pleasure' wouldn't accept a fraction of the risk if it concerned for instance some medicine against headaches.

'Rationalizations' are a symptom of psychological addiction. You have to be on the lookout for them, because they lie very close to rationality. However on crucial points they are complete distortions of rationality. **Don't! Don't confuse rationalizations with rationality.** Rationalizations have a function, a goal that has nothing to do with rationality. The goal is to take care that you do the things your subconsciousness views as pleasant or necessary. But your subconsciousness itself is fooled by the nature of cigarette smoking.

An example of rationalization about smoking concerns the dangers that are related to smoking. Everybody has an uncle Felix who used to smoke like hell and lived healthily until his eightieth birthday. Smokers see playing with their health as a kind of roulette. Most of them have started with that idea. Each cigarette that one smokes without a cancer or chronic bronchitis falling from the blue sky, is an indication that individually seen it will turn all right. But even the most blue bloating chronic bronchitis patient keeps on puffing his cigarettes because 'it will turn all right', or

because 'it is better to have your little pleasures during a short life than to live long without any pleasures. One can easily turn down these rationalizations. If it is better to have pleasure in a short life, then it certainly is better to have even more pleasure in a longer and healthier life. Moreover, cigarettes do *not* heighten pleasure in life. They form an addiction, that in a cunning way make you *think* that they heighten the pleasure.

If heavy smokers admit their addiction, then in most cases nicotine is accused of being the heavily addictive product. In fact, nicotine is a rash addictive, but not a very potent one. Nicotine is only a lever. The real addiction resides in your head. Again: nicotine has only been able to make its appearance in history because coincidentally it has some properties that make it an ideal candidate to provoke a psychological addiction through the process of (auto)suggestion. I cannot repeat this enough, because in the knowledge of this resides the key to the conquering of the affliction: Do! use the principle that caused you to get hooked to the addiction, now consciously to get rid of it. SMOKING CIGARETTES IS MAINLY A PSYCHOLOGICAL ADDICTION CAUSED BY (AUTO)SUGGESTION, AND THEREFORE IT CAN BEST BE COUNTERED THROUGH THE USE OF AUTOSUGGESTION.

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4. About anti-smoking campaigns

In using the same principles, anti-smoking campaigns try to attain an effect that is contrary to that of advertising. However, the instigators of these campaigns are faced with more difficulties from the beginning. They have to depict the 'stimulant' cigarette as something negative; in doing so they start with a deficit balance. Their task is to develop a suggestive message that runs counter to the suggestion of the psychological addiction. They have to give a 'fatherly' warning, whereas many youngsters just take up smoking as a means of rebellion against everything that is

imposed on them from above. In addition, as every politician is well aware of, it is more important that something or someone is being talked about rather than *what* is said exactly. What matters most is the fact of attracting attention. Unfortunately, anti-smoking campaigns necessarily focus the attention on cigarettes. This is a bad start, not a lost war.

Every smoker -in western countries at least- knows that smoking is bad for his health. Exploratively, a sheer repetition of this in a campaign does not have much sense. Anyway, a campaign should stay superficial, using mere slogans. There is only room for a tiny amount of information.

As part of a global campaign against smoking, all packets have carried the warning "Smoking damages your health" since a number of years. Smokers however do not seem to care much. On the contrary, people (sometimes) read the warning and continue to smoke. The subconsciousness interpretes the message (or: the rationalization afterwards) as: 'It must be very important/tasty for me, if it is worth this risk'.

In many public and other buildings a notice reads: "No smoking". This implies the suggestion: 'in here you cannot (do what? something pleasant of course); outside you can'. So during a break everyone hurries outside in order to do the thing that will again be forbidden later on.

A smoker is an expert in learning to ignore warnings. **Don't! Do not make yourself an expert in learning to ignore warnings.** This applies to the rational warning ('You can get cancer of it') as well as to physical symptoms (smoker's cough, shortness of breath when running up stairs...). The smoker learns to push this warning to the background, e.g. 'It won't happen to me'. He has no choice if he wants to keep some self-respect.

On the other hand do these warnings and all kinds of rejections make smokers feel more guilty, openly or more internally. These feelings of guilt can increase because of thoughts such as 'I am a bad example for my children' or 'I have no self-control. I am addicted'. **Do! Quit smoking for more than just feelings of guilt.** The attempts to quit out of a certain feeling of guilt have little chance of success (i.e. stop smoking and stay tobacco-free). Any feeling of

guilt (even if it is limited to a 'disturbance of piece of mind') almost always contains some kind of aggression against oneself. It is as a matter of fact the opposite of the philosophy I propagate in this and other books, namely that you should take care to go in one and the same direction with your whole being; a direction in which you set a goal in consultation with all parts of yourself. In order to do so it is important that you try to have your deeper self as an ally, certainly not as an enemy. In general a feeling of guilt is a bad motivation because it causes internal wars.

A good campaign takes into account principles of that which it mainly consists of, namely suggestion. And so it emphasizes:

- ❑ stressing positive elements: "A non-smoker is someone with a healthy body". Or why not: "Brains that do not smoke, get more oxygen". "Non-smokers have longer sex". "Non-smokers taste better".
- ❑ addressing personally. Towards youngsters a campaign could be run under the title 'Youngsters for youngsters'. The title alone involves every youngster in the campaign.
- ❑ autosuggestion 1: to liberate people from external pressure, such as advertising or pressure from a group of smokers. For instance, "Not smoking is our conscious decision". "I can say *no* because I find it important". "I do not want to quit. I do not want to start". "Living without smoke is more fun whatsoever".
- ❑ autosuggestion 2: gaining power against the suggestion of the psychological addiction. E.g. "I come. I see. I conquer the cigarette." "I do not want to be anyone's or anything's slave." "The only healthy cigarette stays in the packet." "Raping my lungs? Rather not today." "I! 'd rather stick it up my ..."



5. Do you really want to stop smoking?

The honest answer to this, when you are a smoker, definitely is: no. Otherwise you would have done so a long time ago. It may be that you even consciously don't want to stop smoking. Maybe a friend or family member has coerced you into reading this book. In any case, your subconsciousness does not want you to stop smoking. Otherwise to quit smoking would be the easiest job in the world for you.

If this causes a fight between your conscious will and your unconscious desire, then it is a bad idea to try and resolve this weapons in hand. It is a battle with unequal arms. Moreover, by going into this battle, your subconsciousness will grow stronger. It does not want to be changed just like that. In addition to this, the subconsciousness never gives up. It will remember all your life the gratifications that came with the smoking behaviour: the cosy meetings with friends, the uncountable times that lighting a cigarette made an end to withdrawal symptoms -that were caused by the cigarette itself-... So don't fool yourself into anything (because eventually it is impossible to): to quit smoking means giving up the apparent gratifications that are related to smoking. It is a much better idea to get your subconsciousness into accordance with your conscious goals. Once you have accomplished this, to quit smoking really is the easiest task on earth. If you consciously and unconsciously want to quit smoking, then you are already a non-smoker. Never in your life will you encounter something that is as easy.

It is a good idea to write down your motivations. However, it is not immediately evident to have a good view on your own motivations. If for instance an important reason for you is related to health, then why didn't you stop a long time ago? Is your health suddenly much more important to you and if so, why? This is a domain in which many people 'rationalize': the motivations they think they are governed by are not the same as the motivations that really cause them to make a decision. This has been an important finding in all kinds of scientific research about human decision making, such as when people want to buy a house or an

flat.

Therefore put your motivations on paper. In a table at the end of chapter §§ you can find a number of possible reasons to keep smoking. Likewise you can use the table at the end of the present chapter to help you list your motivations to quit. Try to be as honest as possible. Spend some time on it. For this of course you can use your will power. Take at least half an hour for the first version. Then put the paper away for some hours or even days. After that it is time for again half an hour of work on the second, more elaborated version. Repeat this until you are really satisfied with your list. Between the versions, try to think about what you have written down and try to 'live' your own motivations. Do! Write down your motivations, but be sure that the most important is to experience them. If for instance, you wrote 'health', then try to experience for yourself what it is that you need your health for. Enjoy the strength of good health and what it enables you to do with your body and mind. Maybe you want, on your own level, to do some sports. Enjoy this fully and enjoy the idea that when you will have quit smoking, you will have even more energy and oxygen and a much improved physical condition. When you then go back to your lists, likely you will have additional inspiration and self-knowledge to enhance them. 'Self-knowledge is the beginning of all wisdom'. True. However, it is even more true if this self-knowledge is felt and experienced and can be used to make your own life richer and more agreeable. Mere intellectual knowledge is not enough. From a certain viewpoint, in this lies the relative difference between a (mere intellectual) motivation and an (experienced, 'alive') suggestion. Do! Change <Know yourself> into <Do yourself>. The wisdom that you gather this way is an important part of your road toward a better health.

Working on your motivations, it is important to also take into account your own doubts too, even if this seems to weaken the persuasive power of your motivations. It is necessary however to enliven your motivations, to synchronize them with the whole person that you are. It is comparable to tuning a string so that through its vibrations it can maximally make other strings co-vibrate.

A projection into the future (a strategy that is available in AURELIS) is an important help when investigating your

motivations. How will you feel when you will have stopped smoking for a while? What will still feel as the pros and the cons or what will not move you at all? **Do! Use a projection into the future in order to investigate which motivations are really important to you.** A projection into the future is important at the same time as a communication to your subconsciousness: this is what I want, to be a non-smoker who can enjoy life as much or even more *without* a cigarette.

Maybe that health isn't a good motivation to you. Maybe you only fool yourself into believing this because you hear it repeated again and again. Maybe you think that your health is more than good enough as it is and that you can easily cope with having a bit less of breath. Maybe the risks of lung cancer or chronic bronchitis are not really relevant to you. Maybe you like the idea of a life with continuous risk on the background. Maybe you like to play Russian roulette. In that case it is better to cross out 'health' as a motivation to stop smoking. Being stubborn about a motivation that to you is not relevant, dramatically lessens your chances to stop smoking. **Don't! Don't be stubborn about a motivation that is not really relevant to you.** To the subconsciousness the 'reasoning' is simple: 1) I have to stop smoking because it is important to my health. 2) My health in reality is not that important to me after all. So: 3) To stop smoking is not important to me. The more weight you put on assertion 1), the more that assertion 3) will lighten up.

Now I can personally not conceive why people would *not* deem their health very important. But then, everything is relative, and why would so many people like to play Russian roulette with it by smoking a packet or more each day? Is there nothing more behind this than simply putting one's head in the sand?

In any case, the reasoning above is not only applicable to matters of health, but to every motivation to become a non-smoker. Therefore it is of the utmost importance to give enough attention and spend some time on each of your 'motivations'. You have to be sure that each motivation truly belongs to you. Otherwise you do more harm than good concerning your ultimate goal.

A property of insufficiently lived-through motivations is that some time after the last cigarette, the ex-smoker becomes less certain

about the reasons for having quit. If he then finds himself in a 'weak moment' such as a period of extra stress or a friendly party with other smokers, the reasons for staying off the cigarette seem further away than ever. This is the so-called 'motivation-minimum'. **In a 'motivation minimum', motivations that are not lived-through become stronger than ever.** One can see this as part of the psychic addiction. In times like these, motivations have to be strong or else they will not be sufficient to stand the case.

Even when you have already stopped smoking, it is worthwhile to go through the list of motivations regularly. Through the fact of having quit smoking, you will probably encounter some new and surprising advantages of your new status. Certainly write them down in your list and make sure that these motivations are well lived-through like the others.

To know your motivations to keep smoking is very important as well. However, it is unnecessary and probably unadvisable to try to live these through as much as the motivations to quit. Only to know them is important because then you can start looking for other ways to fulfil these needs. Try not to suppress that a cigarette has apparent advantages to you. **Don't! Try not to suppress the idea that a cigarette may have apparent advantages.** If for instance you associate the smoking of cigarettes with a sociable encounter between friends, don't try to convince yourself that the smoking has nothing to do with the cosiness. The most preferable solution would be that you can convince your friends to quit smoking together with you, by quitting in a sensible manner yourself and by then talking about this with your friends. This can only tighten the mutual friendship.

A certain sign of insufficiently felt motivations is the conditional quitting. This means saying to oneself: I will quit, but I will restart smoking when I grow fatter; or when my companion restarts smoking; or when it takes too much effort; or when I encounter a very stressful situation; or when this or that happens. Such conditions have the tendency to occur. **When the quitting is conditional, the conditions tend to happen rather sooner than later.** For instance, a stressful situation is 'coincidentally' encountered as an alibi to be able to restart smoking. Try not to emphasize this kind of conditions to yourself, but do not try to actively suppress them either. If they are important to you, they will play their part,

whether you want to be conscious of this or not. By knowing beforehand which situations are 'dangerous', you can better prepare yourself for them. You can work out an alternative for taking a cigarette.

<i>Exercise: what are your reasons to quit smoking?</i>	<i>Put a cross where applicable</i>
----------------------------------------------------------------	--------------------------------------------

<input type="checkbox"/> <i>health</i>	
<input type="checkbox"/> <i>financial</i>	
<input type="checkbox"/> <i>pressure from family, friends, doctor</i>	
<input type="checkbox"/> <i>well-meant encouragements</i>	
<input type="checkbox"/> <i>pregnancy</i>	
<input type="checkbox"/> <i>insight in the process of addiction</i>	
<input type="checkbox"/> <i>self-respect</i>	
<input type="checkbox"/> <i>lack of reason to continue</i>	
<input type="checkbox"/> <i>well-being</i>	
<input type="checkbox"/> <i>better physical condition</i>	
<input type="checkbox"/> <i>esthetic: brown fingers, teeth...</i>	
<input type="checkbox"/> <i>bad breath</i>	
<input type="checkbox"/> <i>walls, curtains get dirty</i>	
<input type="checkbox"/> <i>other reasons:</i>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

6. *Be sure*

To many smokers, trying to quit remains in the first place: waiting for the day that the trial will fail. You hope that you will succeed, but you are not certain of yourself. Do! Stop smoking only when you are really certain that you want to. In such a case, you have to ask yourself this question: 'Am I sure that I really want to quit?'

You can be sure of the following: if your motives are lived-through and if you make an appropriate use of autosuggestion in order to definitely get rid of the smoking habit, you will be able to stop spontaneously, unconditionally, and for ever. The certainty that comes with this procedure will help you even more to definitely attain your goal.

Being sure means: not only is your decision made, but you *know* that you will go through with it. Not a single doubt about this remains in your mind. This certainty is a suggestion toward your subconsciousness. Of course you cannot look into the future and from a rational viewpoint you cannot know whether you will definitely and for ever remain without the need for cigarettes. The 'certainty' that I am writing about in this chapter is not a rational certainty. The only efficient certainty is a certainty for communication purposes. It is a communication. It is a feeling that you live through. It is definitely no lie. You do not fool yourself with this feeling. You communicate to your own subconsciousness in a very intense manner: this is what I really want too. If your motives are intensely felt, then it IS what you really want. Unquestionably. If, eventually, your quitting turns out a 'failure', then this is only a sign that you have to work a bit more on your motivations. A 'failure' is not a falsification of the prior certainty. It is no reason to think: 'see that there is no use in this'. Neither is it a sign that you have to 'start all over again with the next trial'. What it means is that you have to continue on your path. Nothing is lost; nothing becomes more difficult. You have already made advancements in the right direction. Just continue and hold on to the certainty that

next time you will succeed without any difficulty.

If you really are fully convinced and have the right motives ('right' for you personally), then you are already much advanced on your way to becoming a non-smoker even before you light your last cigarette. This is a huge advantage, an enormous relief, and an excellent occasion to make use of in an autosuggestive way and become even more certain that you can say goodbye to your smoking.

However, if you are not fully convinced, if you see an uncertain future, full of fear and gravity, then you admit your psychic addiction to continue its presence inside you. Even if you can remain stopped for a long period, the addiction will always stay in the background and leap forward at the first occasion, using your own doubts to make you restart smoking. **If you are not fully convinced and certain, the addiction will very probably haunt you for the rest of your life.** To quit without full conviction is always difficult and never complete. If the 'certainty' that you are going to stop fills you with panic, then that is a clear sign that you have little chances to succeed. In fact, it is better in such a case to not even try quitting before you have sufficiently worked on becoming a non-smoker. Do this first, be completely certain of yourself without any fears, then stop smoking without any problem.



7. Rewarding oneself for giving up smoking?

To stop smoking, be it for 1, 2 or 100 days or for the rest of your life, is a success that absolutely deserves a reward. Emphasizing success is an important communication to your subconsciousness. It carries the message that you are generally satisfied with the chosen road. Do not commit the mistake to think that this is evident and that you already know it, consciously and subconsciously. The subconsciousness does not 'know' in the sense that one normally attaches to the word. It acts, reacts and

interacts. It is in many respects a child -or a very old and wise man- that is childishly satisfied with a well-meant recognition of success. So repeat in your heart the acknowledgment of success several times, e.g. by wholeheartedly enjoying that others congratulate you or by granting yourself a reward by means of the money you have saved.

But take care: do not let a reward mean something completely different from a recognition of success. **Do! Reward yourself only as a recognition of success, not because of the effort you made.** To give a reward may carry another exclusive meaning, that has to be avoided if possible: a reward can very much intensify the idea that what has been accomplished was very difficult. You then get rewarded only because you achieved something that was/is exceedingly difficult. A child that gets rewarded repeatedly and exclusively for difficult accomplishments, gets the message that to achieve something without difficulty, is not worth the reward. The same is true for the subconsciousness. Of course this does not mean that all effort is senseless. Reward a child, reward yourself for the effort, but not *exclusively* for that.

Imagine rewarding yourself for all the trouble you just did to stay away from cigarettes for one day through fighting against the addiction. Congratulations with this one-day achievement. All you have to do now is fighting the addiction for the rest of your life!

In western culture, emphasis is put on working and accomplishing things through effort. This is an ingrained cultural value on which our civilisation and material progress are based. For a western individual, making an effort is a means through which he can adjust himself to society and gain a feeling of security and respect. The huge disadvantage is that 'spontaneous' achievements and spontaneous growth are not frequently expected and promoted.

A good reward for success is *not* in the first place a reward for the effort behind that success. It is a communication and an indicator. It is a recognition of who you are. A day of non-smoking *without* effort is in this respect a much greater success than a day of non-smoking *with* effort. It means not only that you have achieved success in your very concrete goal, but also, more importantly, a true success in mastering yourself.

If you already are a non-smoker and then quit smoking while being sure that this will last, then the last cigarette is a special moment, a turning point in your life. At that very moment you know that you have accomplished a great feat. You have been very successful. You will no longer wait for the trial to fail. You go on with your life, or better: with a new life without the addiction, without endangering your own health and without the senseless expenses. Do! Regard a life without addiction as the biggest possible reward. This prospect then is the biggest reward possible.

