



Clear Thinking newsletter from Uncommon Knowledge - Issue 69

In this month's Clear Thinking...

1. How to get more smokers to really want to quit
2. Online Course: How to stop anyone smoking – sign up now!
3. Clear Thinking – it's a bit like a golf coach for your head!

6 things to say to smokers to boost their motivation to quit

Discover how splitting the person from the problem can really help you help people stop smoking more quickly and easily

Smokers often feel deeply entwined with their smoking – “It’s who I am”. This makes any threat to their smoking (“You should stop smoking!”) *feel* like a very personal threat. To help them quit, they need to be helped to extract the smoking from their core identity.

3 ways to detach the smoking from the smoker

- “How does *that smoking* convince you to smoke, even when you’d said you wouldn’t?”
- “What messages does *the smoking* feed you about why you should keep on doing it?”
- “How did *smoking* get you to believe you need it?”

Note that none of these examples uses the words ‘your smoking’. The use of ‘your’ tends to *strengthen* the link with core identity. It’s all about ‘*the smoking*’

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or ‘*that* smoking’. Just this simple language change starts to separate the person from the smoking and lets them turn their resources against it.

3 smoke-busting metaphors to help things along

- A parasite appears to be part of the host organism but in reality undermines its very existence. Just like smoking steals away wealth, youth, looks, the very cells of the body. Even years of life.
- In abusive relationships, the abusive partner destroys confidence and self-respect, all the while convincing their victim that they couldn’t live without them.
- Smoking can disguise itself as a friend, someone you can relax with, console yourself with when times are rough, have a drink with, but... how many *real friends* eventually turn around and stab you in the back?

In fact, I might spend more time talking about the patterns of abusive relationships, only subtly or occasionally linking it to smoking. Ultimately, we don’t force people to quit smoking – we just provide the ‘climate’ within which it feels right and natural to jettison the old habit.

The person is not the problem, the problem is not the person

So, to help someone take smoking out of their image of who they are:

- keep smoking and the person separate in your own mind
- use careful language to detach the smoking from who the person is at every opportunity.

How to stop anyone smoking – Roll up! Roll up!

If you want to dramatically improve your power to help people stop smoking quickly, sign up to train with me on our new online Smoking Cessation course right now.

This key new course for therapists working to help people quit smoking launches on **Wednesday 27 May** and you can be among the first to benefit from the wealth of information, insight and sheer know-how we have put together to help smoking cessation practitioners become even better at what they do.

Here’s where to sign up for [How to stop anyone smoking](#) and get the answers to all your questions.

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Clear Thinking – fresh ideas

Hello

Well, what do you think so far? I'm lining up a whole series of short, sharp pieces like the ones you've seen here. The idea is to take a single angle on an issue that's important to therapists and focus in on highly practical ways to become more effective *from that angle*.

Of course, any issue has its complexities and subtleties, and no single angle will provide the whole answer to anyone's problems (if only that were possible!). But honing your skills in this way is like a golfer working with their coach and focusing in on a *single* aspect of their play – the stance, the swing, the grip, or whatever it may be – and making that aspect absolutely as good as it can be. That's bound to automatically improve the level of play overall. And that's my aim.

All the best

Mark Tyrrell
Creative Director
Uncommon Knowledge LLP

More Resources from **Uncommon Knowledge...**

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- [Hypnosis Downloads](#)
- [Free Self-Confidence Course](#)
- [Free Panic Attacks Course](#)
- [Depression Learning Path](#)
- [Uncommon Forum](#)

Who do you know that would benefit from this article? If this issue of Clear Thinking has been forwarded to you, you can sign up for [therapy techniques every two weeks here](#)

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