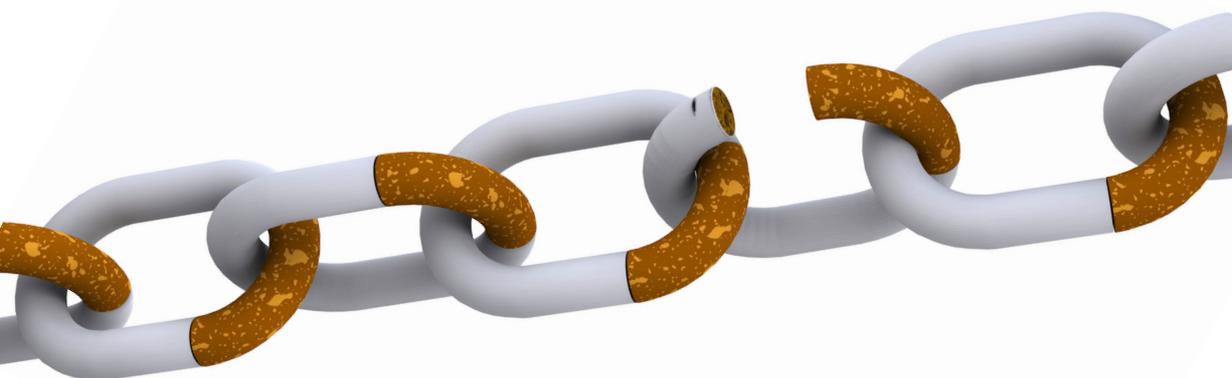


# **BREAK** the **CHAINS** of **SMOKING**



*How to Escape the  
Mental and Emotional  
Prison That Keeps  
You Addicted*

**Todd Goodwin**

## **Professional Praise for** ***Break the Chains of Smoking***

“Todd Goodwin, in his new book *Break The Chains Of Smoking*, has written a clear, concise method to help people break this deadly habit. From attitude to action, he shows the light of hope. He also gives the obstacles that stop most people. He also give tips, research and client testimonials to inspire and give more power to the change. This book is a must read for anyone wanting to change this behavior. The only problem I have with this book is I didn't write it.”

**– William D. Horton, PsyD, MCAP**

Psychologist, world's top NLP & hypnosis trainer, and author of *The Alcohol and Addiction Solution* and *Neuro-Plasticity and Addictions: New Pathways for Recovery*

“*Break the Chains of Smoking* is an informative, powerful, kick-in-the-pants kind of book that will help smokers get out of their physical and emotional prison. Todd Goodwin has tremendous depth of knowledge in this area, and shows us the emotional traps that keep people stuck, as well as how to escape those traps. His book is full of wisdom, humor, and reminds the reader that they hold the power to their success. A must read for someone who is ready to stop smoking.”

**– Judi Woolger, MD, FACP**

Board Certified Internist and Chief Medical Officer, The Agatson Center

“*Break the Chains of Smoking* is inspiration in a book. Smokers who are truly ready to quit and have failed in all other attempts will finally get the breath of fresh air they are looking for. Todd understands why people end up feeling like a slave to cigarettes and gives them a clear path to freedom.”

**– Sandra Doman, DC**

Chiropractor and founder, Miami Sports Chiropractic & Yoga Center

“I am delighted to see that hypnotist Todd Goodwin has put his ideas and experiences into a book. Smoking is a powerful addiction and so difficult to break for too many people. He provides an overview of the disease and a well thought out plan on how to help you recover. This book is a must read for anyone suffering from smoking addiction or wanting to understand more about the disease and its treatment.”

**– Eva Ritvo, MD**

Psychiatrist, author, and founder, Behindr Global Initiative

“Todd Goodwin has hit the nail on the head, as it is the mind and its beliefs that need to be dehypnotized and heal. Unless that is done, other methods are futile. He has developed a whole program to help the mind heal its old beliefs.”

– **Kirby R. Hotchner, DO**

Osteopathic Physician, practitioner of holistic and integrative medicine,  
and founder, The Wholeness Center

“I have known Todd Goodwin and have referred patients to him for many years. I have learned to pay attention to what he says and writes. *Break the Chains of Smoking* cuts to the chase and gives clear instructions and support on how to finally break the habit. By exploring the true mind-body connection and the realization that smoking is primarily an emotionally compulsive habit, Todd explains how to get to the root of the problem. His clearly defined points to address the emotional and physical elements of quitting cigarettes are relatable. In addition, Todd gives you the option to add another tool to your toolbox with the support of his online hypnosis system. If you want success in this journey, I highly recommend this book as a guide that will resonate with issues that have prevented you from breaking the chains of cigarettes in the past.”

– **Jane A. Kaufman, L.Ac**

Board Certified Acupuncture Physician

“I read *Break the Chains of Smoking* with great interest and found, not only did it benefit my approach in assisting my own patients, but also discovered some facts about any addiction or habitual practice. Todd writes with a profound ability to engage the reader and leaves one with a desire to improve in whatever may be creating an addictive habit. In essence, I found the writing to be an approach for resolving the root cause of any person’s need to use smoking for easing one’s suffering, and with compassion observe the healing that may be required so smoking is no longer a self-sabotaging practice. With humor and kindness, as well as clear facts, Todd will guide anyone to become a better person and liberate themselves of the subconscious suffering by his proven methods of successful practice. I highly recommend this wise writing for anyone and everyone, not just for quitting smoking, but any habit that binds us. With great appreciation and respect, I thank you Todd for helping me on my own path.”

– **Kamran Khan, DOM, AP, DNBHE, C.Ht.**

Doctor of Oriental Medicine and Homeopathic Diplomat

“As a Certified Hypnotist with my own practice, I work with many people attempting to quit smoking. As I have come to realize, smoking is an addiction that has very little to do with nicotine dependency. The roots and underlying causes of this harmful crutch are often deep and multilayered in the psyche and are a result of emotional dis-ease. Todd does an EXCELLENT job at explaining the nuance, difficulties, and particulars that often arise within each client attempting to quit. While practicing and seeing clients myself, this book often serves as a "manual" for many of the reminders and unique examples of the human experience with regard to smoking addiction, which aids in my knowledge and expertise. Whether you are assisting others to cease smoking or looking to quit yourself, this book is a MUST READ.”

– **Brad Plotkin, C.Ht.**  
Certified Hypnotist

“I have been around several smokers in my life including friends, family members, and patients at my holistic nutrition practice. I can confidently say that Todd’s book, “Break the Chains of Smoking,” is a clear and direct guide for reprogramming the mind and successfully breaking the terrible habit of smoking through the process of hypnosis. This book provides an easy understanding of how one may perceive the addiction and why it’s useful to apply the effective remedy of hypnotherapy. It’s a mind-opening read and I highly recommend it for anyone struggling with smoking or for anyone with loved ones who just can’t quit.”

– **Galit S. Zarco, M.S., RD, LDN**  
Registered Dietitian, holistic nutritionist, and owner, Eat Live Nutrition

# **Break the Chains of Smoking**

*How to Escape the  
Mental and Emotional  
Prison That Keeps  
You Addicted*

**Todd Goodwin**  
Board Certified Hypnotist

Laughing Coyote Publishing  
Sedona, Arizona

Break the Chains of Smoking: How to Escape the Mental and Emotional Prison That Keeps You Addicted

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*“Addiction is the only prison where the locks are on the inside.”*

– Unknown

## About the Author

### **Todd D. Goodwin, M.S., BCH, FNGH**

*Board Certified Hypnotist  
Master Practitioner of NLP  
Fellow, National Guild of Hypnotists*

Todd Goodwin is in rare company, as only one in 500 hypnotists have earned the designation of Board Certified Fellow by the National Guild of Hypnotists. He is a certified master practitioner of neurolinguistic programming (NLP) and a member of the Academy of Integrative Health & Medicine. Todd has studied human behavior since 1995, earning a bachelor's degree in Behavioral Science from Washington University in St. Louis and a master's degree in Nutrition and Health Promotion from Simmons University in Boston. Since opening Goodwin Hypnosis (formerly the Miami Hypnosis Center) in 2007, Todd has helped thousands of clients to resolve a wide range of challenges, including stress, anxiety, trauma, smoking, and other unwanted habits.



Todd has been trained by several experts in hypnotism and human behavior, including Dr. John Demartini, originator of the transformational Demartini Method. As part of his rapid change work with clients, Todd also employs an innovative, multi-sensory version of Integral Eye Movement Therapy as a faster and more powerful alternative to EMDR with broader applications, including post-traumatic stress, compulsive habits and addictions, phobias, and thought-based problems like worrying.

Currently, Todd sees private clients primarily for the rapid resolution of emotional trauma and its emotional and behavioral consequences. His strategy is to identify and resolve the underlying causes of these personal issues, instead of merely treating their symptoms. Todd's mission is to help people develop a greater awareness of the relationship between their mind, body, health, and life experiences, so they can think, feel, and do better. Todd lives with his wife, Gina, a board certified hypnotist and expert in smoking cessation and trauma resolution.

Todd can be reached at [www.GoodwinHypnosis.com](http://www.GoodwinHypnosis.com).

## Client Testimonials

“I was a pack a day smoker for 30+ years. I had unsuccessfully tried Nicorette, Chantix, etc. I quit between the first and second sessions without the usual stressed feeling of fighting constant urges to smoke. This was an amazing experience. I strongly endorse the program!”

– Laura Russo

“I was a very heavy smoker for 15 years and had tried to quit 3 times. Each time, I not only failed at quitting – I gained a lot of weight trying. When I went to Todd Goodwin for help, he assured me that he would not only help me quit smoking, but that I would enjoy the process and possibly even lose weight! And that is exactly what happened! He helped to increase my confidence, make quitting smoking fun and helped me reduce my temptations to overeat during the process. I am extremely proud to say I have been a non smoker for 9 months and have lost ten pounds!”

– Jennifer Zawadzki

“I tried so many different smoking cessation products and programs over the past years. These included gums, patches, and pills. Finally, I decided to try hypnotherapy. It changed my life. I used to smoke like a chimney and enjoyed it like anything else, and now I’m happy to finally say that I am a non-smoker.”

– Pasquale Pisana

“I never thought I'd quit and it would be so easy! Not only did I quit smoking, but I gained more confidence in myself in the process. I tried everything in order to quit help lines, gum, patches and good old cold turkey but nothing worked and hypnosis was my last hope. I have no urges to smoke and proud to say I’m a non-smoker. Todd you're amazing!”

– Michelle Hageman

“I can honestly say that hypnosis has changed my life forever. I want to thank Todd for all of his help and for the peace and clarity that he helped me achieve. Nowadays, when I hear that someone has an issue of some sort I tell them - you need hypnosis! Quite frankly, I don't know how people live without it!”

– Peggy Classe

“I can't believe I suffered for 8 years and was able to so easily solve all of my issues within weeks. I cannot thank Todd enough!”

– Amanda Taylor

“I tried absolutely everything to quit smoking but it was impossible for me. At first I was a little skeptical about the idea of what it mean to be hypnotized, but I latter found out that it's just a relax state of mind in which positive suggestion can actually help you change your behavior in a subconscious level. Todd, Thanks for helping me quit smoking and saving me for this ugly discussing deadly habit.”

– David Kohn

“After trying everything possible I came to the conclusion after a reading a book that this was my last hope. And ill forever be grateful to GOD for giving me the courage to make this choice its been 5 weeks and trust me I cant even explain whats going on in my life right now all I can say is wow, amazing, unbelievable, I can go on forever. But what I will say is thank you so much Dr. Goodwin from the button off my heart thank you, thank you, May god bless you.”

– Randall Sanz

“I had been making promises to myself about quitting since 4 years ago when I began to smoke again after 6 years. My self-esteem suffered because I couldn't keep my promises. When I went to see Todd I was very fearful. Past experiences in which I went through torture attempting to quit haunted me. I'd felt very obsessed, nervous and full of cravings. Todd felt confident that with hypnosis and his support I was going to quit easily. Even though I'm a person who is hard to convince, I trusted Todd since the first day. He is a caring and enthusiastic professional. I was amazed at how easy quitting was! I'm so happy! My self-confidence has soar. Thank you so much Todd!”

– Maria

*The above comments were made by former clients of Todd Goodwin and are true and factual. The author does not imply or claim that these comments represent typical results. Results vary depending on age, gender, lifestyle, motivation, and individual commitment to achieve a desired result. These clients voluntarily offered their written feedback and were not compensated in any way. Each comment and/or testimonial is the opinion of one person at a specific time and should only be considered in that context.*

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## Introduction

“Giving up smoking is the easiest thing to do.  
I’ve done it a thousand times.”

– Mark Twain

Millions of smokers and ex-smokers would agree with Twain’s sarcastic comment, because it is easy to quit smoking...but to remain that way is considered one of the most challenging lifestyle changes.

Billions of dollars are spent annually on smoking cessation aids that, despite consistent claims to the contrary, may not improve long-term success rates and may all be equally ineffective. Recent observational studies have found that nearly all of the real-world effectiveness that was previously attributed to nicotine replacement and prescription drugs actually resulted from the behavioral counseling that accompanied those medications.<sup>1,2</sup> The clinical trials that were designed to demonstrate the drugs’ efficacy incorporated behavioral counseling, yet less than 2% of smokers who use a pharmaceutical aid in the real world actually undergo such counseling, so the trial results cannot be generalized to the population at large. At the same time, quitting cold turkey has a dismal 3-5% success rate per attempt,<sup>3</sup> and yet the vast majority of those who have successfully quit smoking over time did so without medication.<sup>4,5</sup> This means that abruptly quitting smoking with no other help eventually works for most people, but not until many attempts that span years of disappointment, wasted effort, weight gain, health problems, and tens of thousands of dollars spent on cigarettes.

There is a good reason why mainstream medical treatments for smoking cessation, addictions, obesity, anxiety, trauma, and many other emotional and behavioral conditions fail for most people. Until very recently, the prevailing view of modern medicine has been that we are highly complex physical systems that can be modified through chemical manipulation. While I mostly agree with this assessment as it pertains to our bodies alone (my nutrition experience supports this view, as we biochemically manipulate our bodies whenever we eat), this severely limited view is responsible for the failure of such medical interventions.

I know that we are far more than mere biochemical machines to be tinkered with by physicians and biochemists who cannot see the big picture. Only in the past couple of decades has conventional medicine begun to seriously consider the now accepted concept of the mind-body connection. Your mind has tremendous potential power to influence the biochemistry and physiology of your body and brain. You can realize that power, if only you could understand the mind's role in this interconnected relationship and were given the opportunity and tools to transcend limiting beliefs based on conventional wisdom. I intend to help you harness that power, as it is essential if you want to quit smoking easily and naturally.

My professional work, which now stands at the controversial frontiers of health and wellness, may be completely mainstream some years in the future. Until then, we must entertain the incomplete perspective of the biochemical model and determine how to best direct our emotions, behaviors, and health by modifying our thoughts and beliefs. That is the true work of a hypnotist.

Everyone knows that smoking and nicotine are considered highly addictive. Few, however, realize that it is the mental and emotional prison, constructed by the limiting beliefs and emotional dependency on smoking, which causes most of the struggle with smoking cessation. As a result, quitting is usually very difficult unless it's addressed as a mind-body challenge. If you approach the process from a purely physical perspective (a chemical addiction), your chances of success are much lower than if you realize that smoking is primarily an emotionally compulsive habit.

Most smokers' challenges are caused less by nicotine itself than by the beliefs that nicotine is highly addictive, that quitting smoking is difficult, and that many attempts, relapses, and withdrawal symptoms are likely before you ultimately succeed. These disempowering beliefs have been sold to the public by uninformed physicians with good intentions and by drug companies who profit from selling minimally effective smoking cessation aids.

Assuming that you really, truly want to quit, then your mind – if it's properly prepared, focused, and managed – is fully capable of eliminating cigarettes from your life forever without relying on substitutes or suffering from withdrawal symptoms, regardless of how much or how long you have smoked.

Since 2007, I've worked closely with hundreds of clients to help them quit smoking, so I know what does and doesn't work. I offer in this book what I believe to be the most essential insights related to quitting smoking. Much of what you will read is controversial because it challenges the prevailing societal view. Remember that society and scientists also once believed that the Sun orbited the Earth, germs didn't exist because we couldn't see them, and cigarettes were safe to smoke.

I have reviewed years of files from my smoking cessation clients and have identified which factors contributed to success and failure. If I were to adjust the success rate based on these factors, I would estimate that over 90% of my clients would have achieved lasting success if they had followed my instructions and applied everything that I will share with you. In other words, nearly all of their relapses or failures came from disregarding, or being unaware of, the lessons presented in this book.

As I will reveal, there are a number of factors that can determine whether you will succeed or struggle. The more you follow my recommendations, the more likely you are to succeed.

In fact, this is the first time that all of these factors and insights have been compiled together, so you have a significant advantage over all of my past clients, since none of them had the full benefit of this material. While I cannot ethically guarantee results, it is very likely that you will quit smoking for good IF you really want to quit smoking, you take 100% responsibility for your actions and results, you make full use of this accumulated wisdom, and you use my online quit smoking hypnosis system. My confidence is enhanced by the fact that just 1% of those who purchase this system ask for a refund under my money back guarantee.

As you read this book, you will come to realize that my system will give you the greatest possible results for the smallest investment. While I have written this book with the expectation that you will take advantage of that opportunity, my recommendations will still be extremely useful even if you rely on willpower, pharmaceuticals, or other methods.

Make sure to read and re-read this book with a very open mind, so that you can break the chains of smoking, escape the mental and emotional prison, and quit smoking for the last time. You deserve it.

## More Client Testimonials

“I worked with Todd many years ago and I am living proof that it works. I had a nasty cigarette habit - I am European, that sums it all!! I would quit and even a year later slowly start again, at a party after a glass of wine it was always a perfect excuse to smoke "only one" ---- the one turned me quickly into a smoker again! The dreams, the nightmares, the anxiety, the yearning for that smoke made it all very hard for me to stay clean! Well almost 7 years ago on Valentines day, I went to see Todd and after the first session I was free of it! I have never smoked again, never had dreams, never suffered any of the withdrawal symptoms of stopping this ugly smelly harsh addiction. He taught me several other things to use in my daily life because he is very knowledgeable and helpful. He is awesome and really cares!!! Thank you Todd!!”

– Helena G.

“There are no amount of words, no amount of anything to express the gratitude I give daily for having stumbled across the expeditious and wonderful life transforming miracle that is hypnosis with Todd Goodwin.”

– Jessica Dolores

“I always smoked when drinking, hanging out with friends after work in South Beach or doing anything social. I was afraid I’d have to give all that up, but now I have more fun not feeling like I have to smoke all the time. Because of my decision to stop smoking and the support of your hypnosis services, my social life has improved a lot. It’s so much easier to meet new people and make new friends now that I don’t smoke anymore. I’m going to keep referring my smoking buddies to you so all of them can stop smoking, too.”

– Ricky Rodriguez

“I think Todd’s method is the most effective from any others I tried and what is the most important - you can feel he really cares about you and the result you are getting!”

– Anna

“As a single mom, I was under a lot of stress from work and my family life, having to juggle so many things. All I can say is WOW! You have taught me so much more than learning to relax, like how to clear my mind of worry and fear. What a transformation! Thank you so much!”

– Kathy Ramirez

“Todd Goodwin is seriously the best. Great experience, highly recommend it!”

– Evelyn Mendal

“I was skeptical and didn't really understand what it was. In ways I still don't understand because it is so unbelievable how something so easy to do could fix what seemed totally impossible. It is truly amazing how effective and well this worked. Looking back, it feels like a flick of a switch. Maybe it won't happen as fast for everyone but it really truly works. This completely changed my life and I'm so grateful for it. Its so simple and effortless it almost doesn't seem real. This is the best investment I have ever made and will recommend this to everybody. I have such gratitude Todd and his practice because I feel like I am back to the person I'm supposed to be.”

– Oscar N.

“You have a gift. How grateful I am to be able to get a taste of it. Thank you.”

– Julie Jacko

“I can tell you that Todd Goodwin really knows what he is doing. I think what impressed me the most about Todd was how he truly cares about the wellbeing and life improvement of his Client's. Thanks again Todd!!”

– Jared Shapiro

“My sessions with Todd planted seeds for self improvement that continue to grow daily and I can say that my investment in hypnotherapy was worth every penny. Todd strives to be the best at his profession and from what I can tell, he is. 5 Stars all the way!”

– Alex B.

“Todd makes this work less "painful" than most therapists I've seen, mostly because he knows when to go deep and when to make you smile and you can truly feel how much he loves what he does. Thank you for everything you offer and the authenticity with which you do your work. It shows.”

– Alison Lessard

“Thank you so much for everything that you've done! Your support and expertise have made such a tremendous impact on my life and I'm so grateful that the Universe connected us.”

– Alex Martel

## Break the Chains of Smoking

“Fantastic experience! I highly recommend Todd Goodwin. The man is a very passionate and forward thinking professional who helped me look past my deepest insecurities, and into the abundance mentality that has changed my life in all fields. A true master of self actualization!”

– Chris Reyes

“I was able to release a lot of what was holding me back. It is truly amazing how the subconscious part of our minds rules every other aspect of our lives. Todd is not only effective, but committed, caring, and most of all, extremely professional and a master of his craft.”

– Osmara Vindel

“I felt the difference in my actions and thoughts within one day. What I love about Todd the most is his ability to make you feel at ease and make you feel like you're not crazy.”

– Nikki Novo

“Todd: Quick note....I have not had the DESIRE for a cigarette since I left your office. You are a very gifted person and you continue to change my life. If there is anything I can ever do to let the world know of your incredible dedication and talent to the improvement of the quality of your clients' lives, please know that you can completely count on me. God bless you always.”

– Alina

*The above comments were made by former clients of Todd Goodwin and are true and factual. The author does not imply or claim that these comments represent typical results. Results vary depending on age, gender, lifestyle, motivation, and individual commitment to achieve a desired result. These clients voluntarily offered their written feedback and were not compensated in any way. Each comment and/or testimonial is the opinion of one person at a specific time and should only be considered in that context.*