

Why the Words “BECAUSE” and “AND” Are Important When Quitting Smoking

Almost all of us smokers, deep down, know we need and want to quit — but often, without direction, we allow our minds to override our better judgment.

The mind bargains constantly. It tries to convince us to postpone our start date until tomorrow, Monday, next month... maybe to choose vaping instead, or to just cut down.

For this reason, a large part of our method is to prepare and adopt a bulletproof commitment that we can fall back on in any debate with the “wild mind.”

BECAUSE

We need to identify rock-solid reasons for quitting and adopt a few accompanying statements, such as:

“I’m quitting smoking BECAUSE my partner wants me to.”

“I’m quitting BECAUSE I don’t want my kids to smoke.”

“I’m quitting BECAUSE I can save up to R12,000 a year.”

These are reasons we can defend, reasons that ring true.

AND

Then we link positive activities to those reasons, so the dialogue becomes:

“I’m quitting smoking AND starting gym.”

“I’m quitting smoking AND going to shed 10 kg.”

“I’m quitting smoking AND buying a bike with the savings.”

This combination builds momentum and connects quitting with self-improvement — turning it into a powerful personal mission.

The Science Behind It

The science is simple: we can train and mould our brains through repetition, affirmations, and focus — and it can happen in as little as 21 days.

Techniques like these have helped thousands of quitters push through the tough first few days of their journey.

The Time Is Now

Right now is the right time to seriously kick this limiting and dangerous habit — whether at home or in the workplace.

Beyond Nicotine is your true friend when starting this adventure.