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Intro

My name is Dr. Frank aka Frank aka @docfrankhere, and I want to start by thanking you for picking up this book or giving it a listen. You don't realize it yet, but you my friend, yes you, are an amazing person. I know you all too well, hell I bet I know you better than you know yourself. How is that possible? Me and you are not that different from one and other. You and I got one big thing in common, addiction.

I spent years of my high school, college and early adult life addicted to nicotine, THC, binge drinking, energy drinks, and media content. Two monster energy drinks a day keeps the doctor away. I spent years smoking cigars, chewing tobacco, vaping, smoking dry herb, using oils, and drinking heavily 3-4 nights a week. We are two paragraphs into the book, and I bet I have already identified some things we may have in common.

Now before you cast judgment, I had a 3.6 GPA, obtained a doctoral degree in chiropractic and started my own company throughout my active addiction. I have also obtained a certification in functional medicine, addiction recovery coaching, and launched a podcast on cannabis! I have no doubts that you are probably a brilliant student, employee, athlete, entrepreneur, or other. Most people who struggle with addiction are exceptionally talented human beings! **They tend to do things to the max**, including drugs.

I think most of us will agree that addiction to opioids, heroine, or alcohol makes it pretty hard to live a prosperous life. I think it's safe to say we don't know many heroin addicts that have achieved mass amounts of success *during* active addiction. Emphasis on the word's active addiction. Some of the world's most successful people are recovered heroin addicts and crack addicts. But when it comes to nicotine and THC many people live "successful" lives during active use. It is for this reason we view these drug addictions as less harmful than other more "hardcore" addictions.

Also, for this reason, myself, my colleges, family, and even personal doctors never acknowledged my habits as a problem. The reality of the situation was I had a huge problem, that problem was addiction. To be clear my loving mother did try her best to help, but I refused to accept that nicotine, THC, and energy drinks could be the root of my life problems.



I was 100% fully convinced that THC, nicotine, and energy drinks were “curing me” of the depression and anxiety. That’s what we are told right? Weed helps with anxiety and depression, right? People smoke because they are stressed right? Smoking nicotine or THC calms people down right?

The side effects and consequences of addiction can be problematic no matter the substance. Just because society does not view nicotine, THC, or energy drinks as “hardcore” addictions does not mean they don’t carry the same consequences of addiction as other drugs. PS, the same can go for pornography addiction.

You may be asking yourself, what is addiction? How is addiction defined and am I actually addicted? Over the next few pages we are going to take a closer look at addiction, what it is, and how it relates to you.

How to Use This PDF

Before I explain what addiction is, I want to explain the purpose of this PDF and how to use it. This PDF is meant to help you develop a mindset that is bulletproof when it comes to quitting a substance addiction. Quitting most substances including nicotine, THC, caffeine, and media addictions has very little to do with the physical addiction. I would argue that 90% of addiction to nicotine and THC is mental. Why then is so much time spent addressing the physical aspects of addiction? Why do they sell Nicorette gum and patches? Should we not be more focused on the mindset surrounding addiction?

The goal of this PDF is to forever change how you view addiction. You have a superpower; you just don’t know it yet. This PDF is going to help you discover that superpower.

You will notice after each section of this PDF there are sections titled ACTIVITY #1-15. For each of these sections you will find activity sheets. The activity sheets **MUST BE COMPLETED**. This PDF is nothing without the completion of these sheets. For each of the activity sheets **WRITE OUT YOUR ANSWERS**. Do not rush any of the activity sheets.

The activity sheets are designed to change the way you think about addiction. Brainstorming the sheets will not work, **be sure to fill each one out.**

Each activity sheet also has a brief VIDEO to go along with it! Watch the videos prior to doing each activity sheet for bonus information and motivation! Be sure to check out the bonus videos as well! If you **see bonus video at** the end of a paragraph, be sure to look for the correlated video.

The Addictive Voice

We both have something unique about us. We have what I call an “AddictionMindset.” Before I explain what an “AddictionMindset” (AM), means we first must understand the concept of something called the “addictive voice”.

For a full understanding of the addictive voice I highly recommend the book Rational Recovery by Jack Trimpey, the father of the “addictive voice (AV).” This was the first book that ever-made sense to me about overcoming addictions.

The addictive voice or AV is the voice in your head that has you convinced you to drink, smoke, or use substances for other reasons beyond satisfying the addiction. The AV is the voice in your head that has you convinced you need the substance to deal with everyday life. The AV is the voice that has you convinced that nicotine makes a “bad day” at school or work, less of a bad day. For example, failing an exam or getting fired sucks, nicotine does not change those circumstances. Nicotine only makes bad things worse. I will explain how in the upcoming pages.

The addictive voice in your head requires constant attention and energy. Think of the addictive voice as being in a relationship with someone that is both toxic and high maintenance. This is the voice that tells you, “its ok, you are stressed, go take a hit.” This is the voice that drives your addiction. The AV always justifies your actions, even though you know better. Although the AV is destroying you both mentally and physically, it brings you comfort. In many of the same ways people find comfort in toxic relationships.

For the past several days, months, or years it’s the only voice you have been willing to listen to. The addictive voice has consumed you. The AV has taken priority over almost all other aspects of your life. Your goals, ambitions, hobbies, friends, relationships, finances, are all on the backburner as long as the AV is able to keep you under its grips.

Even worse, life appears to be going well for you. You work full time, make a good living, have a healthy relationship and the AV has justified your addictions as a reward.

What’s the reward in doing something that gives you nothing in return? What is the reward in doing something that not only gives you nothing in return, but something that is destroying you? Do not be fooled, the buzz is not a reward, the buzz is the worst thing about addictions. I will explain more on the dangers of “the buzz” shortly.

This AV has reframed your entire mindset. You have become obsessed with satisfying the AV and in turn you have become obsessed with the addiction. You now have developed what I call the “AddictionMindset” or AM. It’s no longer a voice in your head, it’s a new mentality, enter the “AddictionMindset.”



An “AddictionMindset” is the idea that you will obsess and stop at nothing to get what you want. No matter the consequences you will stop at nothing to “feed” and strengthen the addiction.

It’s a primal mindset similar to that of an animal (think of a pack of hyena’s looking for their next meal). All your energy, all your efforts, all your resources are focused on feeding and maintaining this AddictionMindset. It’s the “all-in” mentality.

Unfortunately, your AM has become obsessed with a drug addiction, PERIOD. Oh yeah, I did not mention this yet, but nicotine is a drug, if someone is addicted to nicotine that qualifies as a drug addiction. I was a nicotine addict, I was a drug addict, period.

The AM has made you obsessed. Sadly, your obsession is with something that only takes, and never gives you anything worthwhile in return. Would you ever invest in a stock that only promises a loss? Let me give you an example.

Addiction Is The Investment Of a Lifetime! Any Takers?

Someone who smokes for 20 years will spend an average of 30-40 thousand dollars (not including health expenses, missed work, and other). Addiction to any drug is an investment. If I asked you for 30-40k and promised that I would use that money to destroy your life... mentally, physically, emotionally, all the relationships you care about, and fully prevent you from accomplishing anything that you value; would you make that investment?

Not only do I want your money, but I am also going to require your time and energy. I want everything you have to offer. *Your time is the most valuable thing you have in life, and I want all of your time.* The moment you have nothing left to give me I will be done with you. That is assuming your family has nothing left to offer me. Don’t think for one second I am not going to drag them through the mud too. Their money, their support, their undeniable want to help you, their time, their energy, I am going to take all that as well.

Addiction is an investment that you make, but like many other investments it has the ability to impact everyone around you. Unlike other investments you will have nothing to show for this investment, absolutely nothing. You will be drained emotionally, physically, psychologically, financially, and mentally.

BONUS VIDEO: ADDICTION IS AN INVESTMENT

Enter AddictionMindset!

What if you could use you AM as a superpower? What if you could use your AM as a way to accomplish amazing things in life? What if the AM is the key to your success, the key to your true happiness?



You don't know this about yourself yet, but you are actually the world's best kept secret. You are full of untapped potential, willpower, focus, energy, drive, obsession, passion, determination, and any other motivational jargon terms you can think of. You have WILLPOWER, you have PASSION, you have DRIVE. YOU heard me right!!

But there is a big problem.....

You are focusing all the above positive assets into something, that at the end of the day, offers you nothing in return.

You are obsessed with something that will always keep you coming up short.

You are obsessed with something that will demand everything of you, until you have nothing left to give.

Not only does this something offer you nothing, but its distracting you from the success that you are capable of. The success that you crave.

If you disagree with me and want to call BS, go ahead, but keep reading.

Wait what!? Aren't you reading this book because you have an addiction? Don't you have a problem with willpower, self-control, and determination? Haven't you been told that you are "broken" and that's why you have an addiction? Aren't you addicted because of your past, because of your genetics, because of your upbringing, because of stress, because of unhappiness, because of.....? Go ahead fill in the blank. I will wait.

What are the "recordings" and subconscious thoughts that play in your head over and over? Do you even know what the thoughts are, or have they become automatic? What if every reason you use to justify your addiction is a lie? Have you been brainwashed?

A Story About Addiction

Let's say you are planning a road trip. You are going to visit some friends and family out of town. You are beyond excited for this trip, you have planned out every aspect of this trip to your exact liking. In fact, you can't recall the last time you were this psyched to do something! But there is one minor problem. It's a long drive, and your car is not the best of vehicles. It's not super clean, a few things are broken, and your just not thrilled about the commute. Deep down you know the drive is worth it though!

About 6 hours into your drive you become a bit bored. You become a bit frustrated, traffic is moving slow, you're A/C is running at 50% and some stress sets in. While sitting at a red light you notice a hitchhiker. Against your better judgment you choose to pull over and ask him where he is going and what his name is. He tells you his name is Nicotine or Nic for short. Before telling you where he is headed, he asks you the same question, you reply, and he says, "perfect I was looking to that way myself." You find the situation a bit fishy but figure he seems

like fun and decide to give him a ride. Plus, now you have company. You are smart so you ask him to remain in the back seat. He states that it is no problem, and he is more than happy to get out of the car any time you like. At first things are going great, you have company, and all of the sudden this ride does not seem so boring.

After a few hours of driving he asks you if you would mind picking up one of his buddies along the way. Immediately you are offended and say that you are sticking to your planned route. Plus, why would you go out of your way for this stranger, he has not even offered you gas money yet. He simply responds with, "I think I will get out here than." You pause and decide that you really want to keep his company, plus it's only a minor inconvenience. You agree to pick up his friend. Upon picking up his friend you determine that the friend is a bit of an odd character. The friend goes by the name of THC short for Thomas Henry Castille. You are a bit uncomfortable but the friend, THC also agreed to sit in the backseat of the car and that he would exit the vehicle any time you ask.

As you continue to drive the two strangers ask you to pull over and get them food. You know that you are on a tight budget, plus they are not paying for the food, nor are they paying you for gas. Plus, the nearest food stop is 10 miles out of your way, EACH WAY! You say no, and they respond with "I think we will get out here then." You pause and once again against your better judgment, even with a bit of resentment agree to get them food, again you do seem to be enjoying their company.

After you eat THC and NIC ask if you would mind picking up yet another buddy of theirs, his name is Alcohol. You become immediately frustrated at the mere thought of picking up another hitch hiker!! DO they have NO RESPECT for you time, money, and plans to see your friends and family? You become mad with them, and firmly say no. Plus you are already way behind schedule because of them. THC and NIC simply say "I think we will get out here then." Once again you pause and decide that you will pick up their friend Alcohol. Even though these hitchhikers are beginning to cause you some problems you still feel the ride is better with them than without them.

Alcohol looks like trouble; this individual makes you extremely uncomfortable, yet you agree that as long as he crams in the backseat with NIC and THC you will give him a ride. Like the other two alcohol agrees that he will exit the vehicle at any time, all you have to do is ask.

This detour is way longer than you expected. Not only are you off schedule but you are lost! You are beginning to question the direction that these hitchhikers have led you in. You ask them the best way to get back on route, and their response terrifies you.

NIC simply replies with, "it's getting cramped back here in the back seat, I would like to sit upfront, plus I can help you navigate if I sit upfront." You know this is a bad idea, the mood in the car has changed, you are no longer are having fun, you have gone from "good company" to "bad company." TCH and Alcohol pitch in saying they too would prefer NIC to sit upfront or else they will "get out here than."

Yet again you give in, at this point you would have rather had them all get out of the car but for some reason you allow NIC to sit upfront. Instead of helping you navigate the vehicle, NIC simply sits in silence, he even turned off the radio.

You have been driving for hours now in sheer silence. The only chatter is the growing fears in your head that you may be in some real danger.

After hours of thinking you decide you are going to kick everyone out of the car. Just before you break the silence NIC blurts out “I would like to drive.” THC and Alcohol immediately agree that NIC should drive. You are so thrown off guard you don’t know what to say next. Instead of speaking up and kicking everyone out of the car you allow NIC to drive. WTF are you doing? A question that even you can no longer answer.

Someone else is now in control of your trip, someone else is now in control of what happens next, all you had you had to do was ask them to get out of the car, and somehow now they are driving.

That is addiction..... that is how addiction works.

Bonus Video: The Ride of A Lifetime

Addiction

According to the American Society of Addiction Medicine:

Addiction is a primary, chronic disease of brain reward, motivation, memory and related circuitry. Dysfunction in these circuits leads to characteristic biological, psychological, social and spiritual manifestations. This is reflected in an individual pathologically pursuing reward and or relief by substance use and other behaviors.

Addiction is characterized by inability to consistently abstain, impairment in behavioral control, craving, diminished recognition of significant problems with one’s behaviors and interpersonal relationships, and a dysfunctional emotional response. Like other chronic diseases, addiction often involves cycles of relapse and remission. Without treatment or recovery addiction is progressive and can result in disability or premature death.

In short, addiction hijacks your brain. It takes over the hormones and chemicals that make you “feel good.” Addiction is always hungry and never satisfied. Addiction creates a chemical imbalance that makes you *fiend* for whatever substance it is your addiction seeks. Physically, mentally, and emotionally you will stop at nothing. Why is it so easy for people to get addicted to substances such as nicotine (especially), pills, alcohol, and even THC?

Think about that question, why do people get addicted to things that may harm them? As a disclaimer I am well aware of the medical benefits of THC, but those are not the focus of this book. Let’s take a deeper look at that question.

Let's face it, we all like easy. If I give you two tasks both with the same reward and one task is hard while the other is easy, which one will you choose?

Most people will choose the path of least resistance. The human brain is wired to choose the path of least resistance. What is the reward you may ask? Dopamine!

Dopamine is a feel-good neurotransmitter that our brain releases when we eat food, have sex, or complete a task that makes us feel accomplished, such as winning a sporting event, or landing that new job offer. Dopamine contributes to our feelings of pleasure and satisfaction. Dopamine is what makes us human, its essential for our survival.

If an activity, or behavior leads to a release of dopamine our brain is inclined to seek out that activity or behavior. The dopamine release from nicotine, alcohol, THC, pills, and other drugs "teaches" the brain to repeat the same behavior. The more you do the drug the more dopamine your brain releases, the more dopamine your brain releases the more reinforced the behavior becomes.

Your brain begins to place nicotine and other drugs on the same level of importance as food, water, sex, valuable relationships, and other things that are necessary for your very existence.

To be clear addiction only creates lower lows, never higher highs. Tolerance develops when the brain adjusts to the excessive amounts of dopamine, which reduces the high the person feels compared to the high they felt when first taking the drug. This leads to an increased consumption of the drug without being able to achieve that initial high.

The First Problem With Dopamine!

This artificial release of dopamine is very damaging. Have you ever wondered why vaping, or smoking or using pills or drinking strips people of motivation to accomplish things? Your drive to succeed, your drive to build relationships, depends on that dopamine release. Going after your life goals takes work, building relationships takes work, getting high, or hitting a vape is relatively easy. Your brain enjoys easy, in the case of drugs your brain begins to prefer them over life accomplishments.

It is also because of the dopamine cycle that we become disinterested in things that once brought us joy. Have you noticed that since you began smoking THC or nicotine that you no longer care about things in life that once brought you joy? Addictions impact on dopamine is to blame.

Once you begin to quit your substance or substances of choice getting back to things in life you once enjoyed is paramount. Just be aware that since you have developed this addiction your brain has changed, and it's going to take some time to change it back. I would argue that once you quit the addiction, your brain bounces back even stronger than it was before. Your drive, motivation and ambition skyrocket! Just keep in mind this takes time and work. You cannot expect to instantly feel better.

Above I describe getting “high” or using drugs as the easy way out. Although your brain sees drugs as the “easy option”, This is far from reality. I want you to consider just how hard you are working for this “high.” This is some of the costliest dopamine you will ever acquire in your life.

Think about how hard you work for the money you are spending on the drug, if you are stealing think about all the guilt you are living with, if you are lying think about all the shame and fear you are facing daily. Think about all the time, energy, and focus you have dedicated towards getting this drug, and for what? You are putting in a serious level of hard work, in expectation for a “high” for a reward. You are not lazy, you are on the grind 24/7, seven days a week. You drag yourself through the mud every day and keep coming back for more. There is nothing “easy” about addiction.

Think about that goal you wanted to accomplish? How much work would it require? What if you put in the level of focus, dedication, ambition and drive you have invested into drugs into your goals? What if you chased a high that gives you something in return versus a high that tears you down?

Use your addictive voice, use your AddictionMindset, and make it work for you not against you!

The Second Problem With Dopamine!

The instant surge of dopamine from vaping, smoking, or taking drugs creates an expectation of instant gratification. Instant gratification is the exact opposite of delayed gratification. Delayed gratification is the principle that you must accomplish A before you accomplish B. Delayed gratification is the opposite of impulsive behavior. Delayed gratification is being patient while pursuing the reward.

Studies have been done on people who have achieved mass amounts of success in life. Each of these people demonstrate the ability to accept delayed gratification.

Addictions can be draining things. Imagine trying to feed a beast that never gets full?

Pause, chances are you are saying to yourself but it’s just nicotine, but it’s JUST THC, but it’s JUST.... were you lying to yourself there? Do you need to add that to your list in the last chapter?

Let’s put it out there shall we? Nicotine is an addictive substance PERIOD, the risks and withdrawals involved with nicotine use are the same as any other addiction, premature death being the ultimate consequence.

I Know, I know, death and health consequences don’t scare you, hey they never scared me when I was younger either (I was invincible).

Pro Tip: Did you know nicotine is at least as addictive as heroin and cocaine?

Ask yourself this: Are you doing something that you no longer enjoy or like doing but you're doing it all the time? Is this something consuming a lot of your time and money? Are you coming up feeling empty at the end of the day? Is this something costing you your relationships with yourself, your friends, and your family? This is addiction my friends.

Let's take a deeper look into what addiction looks and feels like

Let's play a game. We are going to look at three different categories of addiction. The psychological, social, and physical aspects of addiction. The instructions for each category are listed below.

Put up six fingers, for each question you answer yes to put a finger down. Or simply right a Y or N next to each of the questions.

Psychological Symptoms:

- An inability to stop using the substance: Have you ever made at least one attempt to quit but failed? And by quit, I mean never use it again.
- Use of the substance continues despite health problems: Are you suffering from lung problems, stomach issues, insomnia, fatigue, depression, anxiety (yes mental health counts too)?
- Do you use the substance to deal with problems: Do you feel you need to consume the substance to help deal with stress, anxiety, anger, depression, or your daily problems?
- Obsession: Are you obsessed with the substance? Are you spending time energy and money trying to figure out how to get more? Are you obsessed with the wrong things? IF YES ADDICTION MINDSET WANTS YOU ON OUR TEAM!!
- Taking risk: do you take risk to obtain the substance or engage in the behavior? If you are suspended the answer to this is an automatic yes. This could also include stealing or trading sexual favors in hopes of obtaining the substance.

- Your dose has increased: Do you still get a high? Do you need to take more and more to achieve the same high? Do you even know why you keep doing it if you are no longer getting zooted?

If you were anything like me there is a chance all six fingers went down.

Put up 9 fingers for this next round. Put a finger down for each question you answer yes to.

Social Symptoms:

- Sacrifices: Have you given up on activities that used to bring you joy? Do you avoid friend groups or situations in which you cannot use the substance?
- Dropping Hobbies and activities: Have you dropped or lost interest in hobbies, life goals or things you used to enjoy doing? This could include sports, arts, reading, writing, making social media content, the list is endless?
This is one of the worst impacts of addiction. Anhedonia- aka a loss of joy. Addictions rob us of joy.
- Maintaining a good stash: Are you always worried about how much of the substance you have?
- Secrecy and solitude: Are you using the substance alone or in hiding? Have you become more isolated with the substance? Do you lie to people about your use?
- Denial: Are you denying the idea that you might have a problem as you read this? Do you think you can quit anytime you want?
- Legal and disciplinary issues: Have you faced legal or disciplinary actions due to this habit? If you are suspended put a finger down.
- Financial Troubles: Have you been spending money on this habit? Is this habit or addiction leading to a greater financial demand?

Physical symptoms:

- Withdrawal symptoms: Have you ever experienced cravings, constipation, diarrhea, trembling, seizures, sweating, or uncharacteristic and impulsive behavior such as violence and anger?
- Appetite changes: Have you noticed a change in appetite? Either a decrease or increase?

- Damage or disease from the substance: Have you been facing recent health challenges due to the use of this substance? Are you in denial about possible health challenges you are facing?
- Insomnia: This is a common symptom of withdrawal. Do you experience insomnia as a withdrawal symptom when quitting or during active use of the substance?
- A change in appearance: Have you become more disheveled, tired or haggard since using the substance? Are key parts of your day such as washing clothes or attending personal hygiene impacted?
- Increased tolerance: Has your tolerance increased? Do you require more of the substance to get a buzz??

How did that game go? If you had more fingers down, then up or more Y's than N's you may start to consider that you might have a problem and may require some help to overcome it.

For me personally I grew to hate addiction itself. I hated the idea of being a slave to something that was not good for me.

Addiction made me feel weak.
Addiction made me feel anxious.
Addiction made me depressed.

Addiction robbed me of money, friends, relationships, motivation, and drive to succeed.

On the other hand...

Addiction gave me energy
Addiction took me out of my comfort zone
Addiction made me ignore certain emotions, even ones that made me uncomfortable
Addiction made me obsessed.....

I did not understand how I had "disease." I had energy, and lots of it.

I was craving something to feed that energy, I simply choose the wrong things.

Was I really "sick "because I was seeking things that released more feel-good chemicals in my brain?

OR was I was making bad choices on what to feed my brain?



As I began to learn more about addiction, I had an epiphany. I had a breakthrough moment. What if I could take that obsessive, compulsive, addiction driven, energy and put it towards something productive. What if I can take that “ADDICTION MINDSET” and redirect it towards something amazing.

I had that endless energy. It was time to put it to good use.

An addiction mindset is stopping at nothing to accomplish your goals. It's going above and beyond to achieve something positive in your life. It's becoming obsessed with something new, something great, something that may just change the world (:

What things are you addicted to? What things do you compulsively think about? Identify all of the “obvious bad” addictions. Some common examples are below.

- Nicotine
- DABS/ THC
- Energy Drinks
- Excessive caffeine
- Alcohol (may require medical attention, alcohol withdrawal can cause death as can cocaine withdrawal)
- Sugar and unhealthy food
- Social media / adult media
- Pharmaceutical drugs

Please fill out activity sheet #1 and watch video “IDENTIFY YOUR ADDICTIONS”

Addiction Is a Lie

I am here to confirm for you that your current mindset/ beliefs surrounding addiction is all part of the big lie crafted by addiction, media, and other people who are addicted. It's a lie that addiction wants you to believe is true. It's a lie that you and I both were brainwashed into thinking is a reality. It's a lie that you tell yourself every day. It's a lie that others who struggle with addiction want you to believe. This PDF is meant to help you see past the lies, past the negative self-talk, and past all the BS that addiction has created. At the end of this introduction I am going to ask you to identify all of the lie's addiction has you convinced are truths.

In order to accept the truth about your situation and the amazing things that your future holds you need to understand and accept the following truths.

Let me be clear on one thing, **the only reason you have an addiction is because you are addicted to a substance.** It's that simple. Before you keep reading make sure you can accept this simple truth. **The only reason you use nicotine, or any substance, is because you are addicted to it. It serves no other purpose aside from feeding an addiction.**

I could tell you countless recordings that ran through my head on a daily basis that were used to justify my addiction. We have lots of reasons why we think we *need* a substance in our lives. We have lots of reasons why we think we could never live without the substance, all of which are lies crafted by addiction.

I have one other thing I want you to keep in mind while reading this book. **You and only you are accountable for your actions from this point forward.**

It's up to you, and only you, what you want to do with this information. If you are reading this book for any reasons outside of your own, I want you to stop reading now. I want you to return the PDF and ask for a full refund. I can't do this for you. Let me repeat, I can't do this for you. **This is on you, PERIOD.** This has nothing to do with your friends, family, or life situation, only you can control what happens next.

Do you accept the following three mindsets?

- 1) You are full of drive, passion, obsession, potential, willpower, energy, determination, and self-discipline? I will explain each of these in detail in later chapters.
- 2) Can you accept the mindset that the only reason you seek to use the substance of choice is to feed an addiction, an addiction that offers you nothing in return?
- 3) Can you accept the mindset that addiction is one big lie, and you like many others (including myself) fell for it?
- 4) Can you accept the mindset that you and only you are accountable for your actions from this moment on?

I am going to explain the importance of accountability in the upcoming chapter.

Please fill out activity sheet #2 and watch video #2 "Addiction is a Lie"

Chapter 1: Accountability and Control

As you may be aware my primary areas of focus are on nicotine, THC, and energy drink/caffeine addiction. You may be asking yourself, but Dr. Frank why do you only focus on those addictions? I was addicted to the above three substances for a long portion of my life, about 9-10 years. Sadly, no one really knew the degree of damage that I was putting myself through. Even medical professionals were a bit clueless.

I call the marijuana, energy drinks, and nicotine the tirade of addictions. These addictions often go overlooked and are viewed as “just a phase.” Not only are these addictions overlooked but they are often justified, especially by those in active recovery. “Well I smoke nicotine and THC and drink energy drinks to start my day, but at least I am not addicted to opioids anymore.”

Before I get roasted here, please hear me out! If you are in recovery from “a more hardcore drug” (I hate that phrase and will address it soon), and you enjoy one or all of the above three substances, and are living your life to your full potential, and you have no interest in improving upon it, please by all means keep using the above substances.

I fully understand the idea of “do less harm,” aka smoking cigarettes instead of heroine. If smoking and getting high with weed are what you choose to do, (YOU not addiction), don’t stop, smoke your heart out. Harm reduction is real and has tons of value.

About “hardcore” drugs. There is no such thing as a hardcore drug. The end result of any drug use is addiction. There may be varying degrees of addiction but everyone with substance use issues suffers. I would argue that nicotine is one of the most hardcore substances of them all. It claims more lives a year than any other drug, and its legal! Nicotine is not only legal, but it has made itself socially acceptable. The consequences of nicotine addiction are a slow bleed, but do not be fooled for one second, nicotine is dangerous.

ACCOUNTABILITY

I will strive to live in the present, resolve the past, and create my ideal future.

Unknown

Before you continue, I want you to accept one simple fact. This is imperative. You are always 100% responsible for your actions. No other circumstances, no other person, no other situation. You must accept full responsibility for your actions. No excuses. Be accountable to yourself and those around you.

Accepting full accountability for your actions is the only way a long-term transition into sobriety will occur.

One of the most dangerous side effects of addiction is the mindset it creates. It creates a mindset that we have no control over our behaviors or over the things that impact our

decisions in life. This mentality can be very damaging, and often creeps into other areas of our lives.

Accountability is defined as accepting full responsibility of your actions and the resulting consequences. Substance addiction, creates and justifies, a complete lack of self-accountability. People who suffer from an addiction always have someone or something to blame. "I relapsed because of stress. I relapsed because I got fired from work, I relapsed because...."

What If the only reason you relapsed or continued to use the substance is because you told yourself it was ok? This is in fact the only reason. When we justify not being accountable to ourselves, we are ultimately handing over the ability to control what happens to us in life. We start to view life as a matter of *things happening to us, instead of because of us*. This is one of the worst mindsets created by addiction. Giving up our control in life is both depressing and exhausting.

If a person goes through life forfeiting their ability to control their actions and the outcomes of those actions, depression is a guarantee. No wonder why depression is on the rise. If you have an addiction, and suffer from depression, ask yourself, is addiction really helping?

No one, and I mean no one, wants to go through life being told what to do or how to do it. Why is it then we allow our AV to control our actions? We are not ok with our boss or teacher telling us what to do, but we are ok with the AV telling us? It makes no sense. For example, you wanted to go to your friend's house, but instead you stayed home and got high. You wanted to get that raise at work but instead you spent your time focused on getting a buzz. Those choices are on you. You allowed the AV to tell you what to do. When you allow the AV to run your life you forfeit control. *If you are going to accept a life of addiction you must accept a life without control.*

Life is much more optimistic when we control our decisions and our actions. Being accountable for your actions is a great thing and leads to long term happiness. Let me give you an example.

You are at home and there is a horrible storm going on outside. You're sitting at home and the power goes out. You just got a notification on your phone the power will be out for several days. You begin to panic worrying about the sump pump, the food in the fridge and the power supply to your work computer. Clearly you have no control over mother nature or the fact that the power has gone out, right? If you suffer from an addiction your gut reaction is going to be to bury your emotions and fears in substance use. What if I told you that you do have control in this situation, or that you could have prepared better. Storms and power outages are nothing new, so why is this a surprise? How could have you taken control of this situation? The solution in this scenario would have been getting a generator. If you had a generator you would still have power, and all of your worries would be irrelevant. What if instead of spending your money on addictions over the last several years you had gotten a generator? What if instead of getting high or drunk every time the power went out you had been preparing for when it

happens again? What if instead of focusing on how this situation controls you, you had been focused on finding a solution?

Who's happier in the above scenario, the person with the addiction or the person that prepared for events like this? Who's happier, the person who has no control or the person who has complete control?

Addiction loves a good opportunity. *Addiction will always increase in the presence of a scenario where you perceive a lack of control.* When you perceive a lack of control the AV will ramp up its volume, driving your next actions. Again, we can draw the comparison between addiction and a toxic controlling relationship.

You are a control freak. Admit it, you are a control freak. You hate being told to quit. The more people try and force you to quit, the more you use. You love being in control. The sad thing is you may have failed to realize you are not in control, the AV is. You don't want to be spending your money, time, efforts, and energy on this addiction, yet here we are.

You have an AM and are obsessed with maintaining control *of your choice* to use the substance. I can't help but wonder, what if you refocused your obsession for control, into something positive, like your income, or improving that relationship you have been working on, or getting out of that dead-end job, or growing your own brand/ business?

If you quit because someone is telling you to quit, relapse is inevitable. You are a control freak, and to be frank, I don't blame you.

How can you become more accountable in your life? I want you to think of situations in your life that appear to be "out of your control", what can you do today to improve those situations? How can you start to become more accountable? I have listed several areas in my life where I had "lost control." I have also listed my solutions to each.

1) My relationships

I began to focus on improving myself mentally, and physically. I began to focus on the other person and not my own needs and desires. A great relationship requires constant attention. It is impossible to have a good relationship while focused on an addiction. Addiction requires 100% of your attention.

2) My finances

When you're not spending money on substances it's much easier to save your money. Addiction also creates issues with impulse control. Many people who struggle with addictions tend to impulse buy things. Addiction itself is very impulsive. You want it, and you want it now. I began to analyze all the things in my life that I was spending money on. Many of these things were useless

impulse purchases. I now focus on making investments in my business, retirement, and stocks.

3) My job

I was not happy with the cashflow of my business. I began to focus on things I could do to improve my income.

4) My energy levels

5) My willpower

6) My focus

7) My spending

8) My living situation

Please fill out activity #3 and watch video# on accountability

Before you continue please make sure you complete the above exercise. One thing I must emphasize about this book is that you must complete each activity before continuing. A crucial aspect of addiction coaching is that you arrive at your own conclusions and solutions.

You have to do this for yourself. I can't quit for you. You already have the answers and the solutions. You already have the AddictionMindset, I am simply trying to help you harness your superpower.

Below I have listed some tips to help you become more accountable. By becoming accountable for your actions, you regain control. These tips will not apply to everyone. Incorporate what works best for you.

1) Write everything down

Write down your daily to do list. Write down your daily to do list including both short term goals and long-term goals. Setting goals is a great way to keep oneself accountable. Here is the catch, you must write these goals down. Just thinking them aloud means nothing. After you write out your long- and short-term goals take into consideration how addiction may impact those goals.

2) Identify your mantra

Who are you, and why do you get out of bed every morning? What things in life drive you? Is it sports, work, relationships, hobbies? Your mantra should fuel your goals. Your mission statement should create a high just thinking about it.

3) Have small goals

These goals can be as simple as making your bed or keeping your car clean. When you quit an addiction, it is imperative you begin to organize your clutter. This includes both mental and physical clutter. When you first quit your brain is going to crave simplicity and a clear path of direction. Set micro goals that will eventually lead to the accomplishment of big picture goals.

4) Don't make excuses

Don't blame your choices, actions, decisions or lack of on other people. You must be accountable for inaction and missteps. Face problems as they arise, and never allow outside influences to excuse poor choices or lack of action. No more using peer pressure as an excuse. We will address peer pressure more later on in this book.

Think Positive: You Are Not Quitting

Addiction and the AV love to focus on the negative aspects our lives. Addiction is a very sneaky disease. How many times have you told yourself you had a bad day and you deserve a drink or smoke? How many times have you been through a breakup or a trauma and justified the use of a substance as a result of some traumatic event? Does getting stuck in traffic or the loss of a loved one really have anything to do with substance use? Rather are these negative situations vehicles in which addiction can further hijack your brain to justify its use?

Addiction not only loves to take advantage of negative situations, but it also enjoys beating you down. This is the "I am not good enough," or "I don't deserve better", and "I will never be a success," mentality. Again, I can compare this to someone who is being gaslighted in an abusive relationship. Nicotine addiction often has a psychological hold on a person and when that person considers quitting, they often feel as if they may go insane.

TIPS: Only if you can't think of anything positive.

- 1) Did you immediately say "there is nothing" or something negative about yourself?
- 2) Ask a family member, brother, sister, cousin, parent, grandparent, or any relative.
- 3) Ask your friends (don't have many, that's ok!!)
- 4) Ask a teacher or someone who is a positive influence in your life. We all have that one teacher we click with.
- 5) Ask a person who brings you joy and happiness.

Take a look at that list every day. In fact, I would encourage you to add to that list daily.

Personally, I re-write a few things each morning and evening just to keep my mindset in the right place.

Pro tip: Addiction is one of the few diseases that tricks the person into not knowing whether or not they have the disease. For example, if you have a tumor or cancer you are told with certainty that you have it, and you know it. It's one thing to admit you have an addiction, but it's impossible without knowing.

Please fill out activity sheet #4 and watch video #4 positive self.

Before You Quit Brainstorm

When it comes to quitting an addiction, especially nicotine, it is important to understand that “quitting” has nothing to do with giving something up. When people quit something, they often view it as giving that something up.

If you want to be successful for the long term you have to be willing to accept the FACT that you are not giving up anything. Nicotine addiction offers you NOTHING, absolutely nothing.

Instead of focusing on quitting I want you to focus “gaining.” What are you going to gain back by quitting this addiction to nicotine, weed, energy drinks, booze, pills, porn or other? What things in your life has this addiction robbed you of?

Quitting an addiction has much more to do with the things in life you are going to gain back not give up. Below I listed a series of things that all people who suffer from addiction stand to gain back in life.

Things all people overcoming addictions stand to gain back in life:

TIME

I want you to consider the absurd amount of time you put into this addiction. If you vape, smoke, take pills, or drink in excess, I want you to ask yourself how much of your valuable time you are giving to this addiction.

First think about the amount of time you spend hustling to afford your habit. How many hours a week do you grind or scheme to make sure you have enough funds to keep this addiction satisfied? All of your hard work, is it worth it?

How much time do you spend going to purchase or seeking out your substance of choice? How many times have you driven out late at night, or early in the morning, or stepped out of an event just to go get a vape, smoke, or dip? How many times have you desperately sat around waiting on “the plug.”

Next, think about the amount of time you spend “being high”, how much time do you spend smoking? How much time do you spend thinking about your next nicotine hit? The amount of time you spend thinking about nicotine in and of itself is probably absurd. After a meal, after



sex, before bed, when you first wake up, when driving in your car, the list goes on. What if you spent that time thinking about your goals, hobbies, ambitions, or career?

Time is the most valuable thing you have in life. How you spend your time matters. Addiction has no regard for your time, it does not value you or your time. There is not enough time in the world to satisfy addiction. Addiction does not want some of your time, it wants all of your time.

Addiction is not only robbing you of time currently available to you, but also your future time. Think about all the time you spend thinking about the future. How much time do you spend thinking to yourself “if I don’t quit...x, y and z might happen to me.”

Even worse, is if that “something” does happen to you.

Have you had to spend any time at a doctor appointment recently or in a hospital due to health complications resulting from this addiction? The hours people spend in and out of doctor offices by their mid 20’s and early 30’s due to addiction is astronomical. Where would you rather spend your time at the doctor’s office, at work, or with friends and family.

Stop giving addiction the time of day. Starve addiction of your time by focusing your time into things that build you up instead of tear you down.

I can guarantee you one thing. If you do not value your time, no one else will either. How you treat your time is a snapshot of how you are going to allow others to treat your time as well.

People who do well in life, people who are truly happy in life, highly value how they spend their time. These people make sure not to let anyone or anything stand between them and how they use their time. *If you don’t value your time no one else will either.*

Happy and successful people may be focused on work, relationships, selfcare or other things that bring them joy. People who are highly successful in life view their time as a top priority.

What could you be doing with your time?

Do you value your time?

How much time are you currently investing into addiction?

What would that time look like if you were investing it into your life goals, hobbies, relationships and work?

Energy

How are your energy levels doing these days? Addiction tends to be an exhausting process. Especially nicotine addiction. Are you tired often, looking to nap during the day? Addiction may be to blame.

Nicotine addiction is a draining addiction for two primary reasons.

Reason #1)

Every time you inhale or consume nicotine your body releases a burst of adrenaline. Adrenaline puts your body in a state of “fight or flight” response mode. Your blood pressure rises, your heart rate increases, and your senses sharpen, (for a brief moment). If you are in danger this is a good thing. When you are threatened you want that release of adrenaline. But what happens if you are putting your body into a state of “fight or flight” multiple times a day? Imagine driving a car and slamming on the gas till you redline the car after each stoplight, in a busy city, with lots of lights. Eventually you will burn the engine out. This is exactly what you are doing to your body’s internal engine, you are burning it out. This can eventually result in something called adrenal fatigue.

Symptoms of adrenal burnout include:

- Fatigue
- Body aches and pains
- Weight loss
- Low blood pressure
- Lightheadedness
- Loss of hair
- Skin discoloration
- Tiredness
- Trouble sleeping and waking up
- Reliance on stimulants such as caffeine/ energy drinks
- Digestive issues

Reason #2)

Every time you inhale or consume nicotine your body releases dopamine. We discussed dopamine in detail earlier in the book. One of the most feared things about quitting nicotine is the withdrawal. Withdrawal is also a common cause of fatigue. You may be shocked to hear this, but you are going through withdrawal on a daily basis, maybe even an hourly basis. Every time you consume nicotine after about 30-60 minutes your body begins to crave it again. As the nicotine exits your body you start to experience physical symptoms of withdrawal. Symptoms can include headache, dizziness, stomachache, lightheadedness, and fatigue.

Withdrawal kicks in every 30-60 minutes between hits!! Pause and think about a time in your life when you managed to quit for a period of time. Do you recall experiencing withdrawal? If you remember it was probably exhausting both physically and mentally.

You experience withdrawal daily, and you don't even realize it. You only have so much energy, stop draining it on daily withdrawal episodes. In the upcoming chapters I am going to share some tips with you to lessen the withdrawal. Tip number one, withdrawal is mostly mental, even the physical aspects are caused mostly by perceived mental anguish.

Ambition, Drive, and THE BUZZ

Be honest with yourself, have you noticed a change in your ambition or drive since beginning this addiction? If so in what ways has your ambition levels changed? Do you still have that same amount of drive?

If you are finding yourself less motivated and having less drive, you can blame "the buzz." The buzz/ high feeling you get from drugs. That one thing that you may perceive as a benefit, is the most dangerous aspect of addiction, especially the morning buzz.

Every time you get a "buzz" your brain is rewarded with dopamine. The release of dopamine makes a person feel good for a very brief moment. This release of dopamine trains your brain to seek the behavior over and over again. Like a well-trained rat... hitting a leveler over and over again for a reward, nicotine companies watch addicts "hit" vapes, and cigs, puff after puff.

The brain begins to prefer getting its dopamine fix from drugs versus from other things in life like exercise, sex, being around friends, winning a sporting event, landing a new job, graduating school, a new relationship, accomplishing a goal, eating good food, and the list goes on. This is why so many people that suffer from addictions have lost that flare of excitement in life. The brain begins to perceive nicotine as the easiest way to get more dopamine, sadly the brain has been manipulated by addiction. As you and I both know there is nothing easy about a life of active addiction.

One of the most important things to do when quitting an addiction is refocusing on activities, hobbies and people that bring you joy. At first things may not seem as exciting without the nicotine, this is normal and will pass after a few days or weeks.

From this point forward I want you to take a positive approach on quitting and a positive approach on how you view yourself. I am going to help you out a bit with this one. First let's begin to change how you view quitting nicotine or any substance you are addicted to. Instead of viewing the quitting process as "giving something up" I want you to consider all of the positive things you will be gaining back in life. These things can include your time, money, energy, relationships, motivation, drive, hobbies, passions, mental and physical health.



There is nothing negative about quitting nicotine or any substance addiction for that matter. What are you giving up? A life dedicated to spending your money, time, energy, motivation and efforts for what, nicotine?

Secondly, I want you to view yourself in a positive light. If you can't think of anything positive about yourself refer back to the beginning pages of this PDF. You have willpower, drive, hustle, and grit! Everyone with a drug addiction has these traits, you are simply using them to your disadvantage.

In the text box below write down as many positive things about yourself as you are old. So, if you are 11 write down 11 positive things. If you are 20 write down 20 positive things. You might need some help, lots of people tend to be down on themselves these days. The number of people suffering from depression and anxiety is very high, so if this is you, you're not alone.

I am going to give you a few tips before you get started. Take notice of what your first thought was? Was it a good thought or a bad one? What's your current mindset?

AddictionMindset Quitting 101

Congratulations on finally deciding to make this decision for yourself, friends, and family. Please realize this may be one of the most important decisions you have ever made. For many, this is also one of the most challenging decisions. This is not an easy decision to make, I am fully aware of that. Just know you have my full support.

*Only make decisions that support your self-image, self-esteem, and self-worth.
-Oprah Winfrey*

The Basics:

You are going to have to take a few steps before you begin to quit.

Before you do anything get a physical journal and a physical calendar. These are very important supplies you will need to purchase. I use the high-performance planner

The high-performance planner acts as a calendar and a journal all in one.



Journaling and tracking your progress (or mishaps) each day you quit is crucial for your success. If you skip this step you are not ready to quit.

This planner also allows for you to maximize your goals and time. When you quit an addiction *time and energy will come in abundance*. You will have to be prepared to manage this time and energy. The high-performance planner allows you to book your days in 30 minute time blocks.

Any type of journal or planner works. You can even write out your day on a legal pad of paper if you are on a budget.

I would also highly recommend downloading the Quit Vaping app on your phone. This is an excellent app designed to monitor your progress and help keep you accountable along the way.

I would also recommend reading or downloading the audio book by Allen Carr, Stop Smoking "The Easyway"

Why Did You Start

Step Number one is determining why you began to use nicotine/THC/ drugs in the first place. If it was just "because it was cool" or "for fun" or "peer pressure." Upon reflection, people often find their reasons for beginning to use nicotine silly and pointless

In the event you began to use these products to escape anxiety, depression, relationships, or as a coping mechanism, working with a professional therapist is highly advised. But I should mention that these emotions can and should be viewed separate from the addiction. Addiction is nothing more than a craving, and that's that.

There is a strong correlation between addiction and trauma, that is an undeniable fact. Many people who suffer from mental health diseases also suffer from addiction. For the sake of this PDF I want you to imagine that addiction and mental health have nothing to do with one and other. I want you to view them as two separate issues. Addiction loves to justify itself under the guise of a coping mechanism for mental health or trauma issues. Don't give addiction those experiences!

None the less write out all the perceived reasons you have chosen to use currently or in the past.

Please complete activity #5 and Video #5 Why use?

Why Quit



This may be one of the most important steps to quitting. Step number two is determining why you want to quit. What is your reason for wanting to quit? More energy, more time with family, more time to work on your life goals, more time to focus on school or your job?

Addiction robs you of time and energy. What could you be doing with that extra time and energy? THINK BIG.

Everyone always says they want to quit because they don't want to "get sick." DO NOT USE THIS AS YOUR REASON.

Let me explain. Saying I don't want to get sick is not enough. If health is a reason think about the actual consequences of getting sick. What does being sick actually mean. For example, I had a client who "got sick", yes this is a real-life scenario.

A kid was away in a hotel shower, and all of the sudden he could not breath. He was getting ready to meet his friends in the lobby of the hotel. He had been vaping both a Juul and THC products. His friends were in the lobby of the hotel waiting for him to come down, but he never came down. Noticing that it was taking too long one of the friends went upstairs to check on him and found him unconscious in the shower. He was just shy of not breathing at all. His lungs had collapsed. Quickly his friend called the emergency services. Upon arrival they determined he had to be taken by Mercy Flight (helicopter) to the nearest hospital. Once in the hospital he spent the next twelve days there. After leaving the hospital he had to go to a rehab center before he was cleared to fly back home for about two weeks.

Here is the problem, minus all of the time he missed from work, minus all of the complications he now faces, his family did not have out of network health insurance. His parents were left with a bill of 400,000 thousand dollars. They were forced to declare bankruptcy due to the situation.

Think about all the ways in which the above situation cost this individual. What did being sick actually look like for him and his family?

Unsure what you are good at? Has addiction robbed you of the ability to see your own potential? No worries we can work on figuring that out.

*Addiction is always stronger than fear
@docfrankhere*

You must begin to think deeply about why you want to quit. If you get sick, what things will you miss out on in life? What is the real cost of "getting sick?"

Right now, write down the top seven reasons you want to quit. What is this addiction costing you at this very moment?

Please complete activity #6 and video #6 why quit.

Top 7 Goals in Life

In order to change your mindset about quitting we need to begin refocusing this addictive energy or this obsession of yours.

I want you to begin by picturing your perfect future. If you could draw your perfect future what does that look like? Do you want to travel, have money, have kids? What type of job do you want? Do you want to start your own business? Do you want to be an influencer? Do you want to be a famous sports figure or musician? What does your mental and physical health look like in your perfect future? Are you married? Did you go to college or jump right into your career?

I want you to picture your future in excruciating detail. Don't leave out any aspects of it, no matter how outrageous those goals may seem to you.

Pro tip: People who suffer from addictions tend to be big dreamers. They have big goals for themselves. Something happens though, when they tell others about their goals and dreams people tend to tell them how absurd they sound. I firmly believe that people with addictions turn to bad habits to “drown” out their own potential because of the opinions of their peers. Is this happening to you? Are you turning to an addiction to quiet your potential? Begin the all-in obsessed person you are, you start focus your obsessions on addictions to bad things instead of your dreams.

What are your hobbies, what are your goals? Think big! This can include financial goals, mental, and emotional goals, spiritual goals, relationship goals, and much more.

Please complete activity #7 and video #7

After you write out your goals look at them daily. Heck re-write them daily in a journal or on a legal pad. These goals are what is going to keep you in the right mindset for quitting. If your goals are louder than your cravings when quitting you will succeed. In my opinion, one of the major reasons people relapse, is because they did not set high enough goals for themselves.

Think about this. If your only goal is to quit and be done, honestly, you're a quitter. What is exciting about that? You are about to undertake what may be one of the hardest things you ever have to do, take advantage of this!

Now before you get ahead of yourself, I want you to make another list. I know, I know how many lists do you have to make right? Why am I having you make so many lists? The reason is simple you already know how to quit, and why. I am simply helping you organize your thoughts.

Look at your goals, and ask yourself, *what do you need to do in life to achieve those goals?* For example, if you want to make it big on social media you will need to buy a camera, microphone, ring light, you will need to have free time to post multiple times a day, you will need to have time to make content, you will need to have time to edit, you may even need editing software right?

Please complete activity #8 and video #8. Please complete activity #9 and video #9

An Action Plan For Quitting

You must develop a plan of action. Develop this today, not tomorrow, not next week, not after the weekend, do it right now.

Are you thinking about going cold turkey or are you going to ween off slowly? Are you going to use gum, patches, medications? I am going to save you some time when comes to developing an action plan.

The biggest lie anyone has ever told you about nicotine is that you need nicotine to quit nicotine. You 100% do not need nicotine to quit nicotine. This lie has been repackaged countless times by all involved in the bunnies of nicotine addiction. Nicotine gum, nicotine patches, vapes, nicotine toothpicks, nicotine mints, all of these products were produced with nicotine and sold as products to help people quit nicotine. It makes no sense!!

I have some shocking news for you, nicotine withdrawals are minor for most people. Nicotine will exit the body within 3-5 days of stopping use. After 3-5 days all physical withdrawal symptoms of nicotine will be mostly gone. Why in the heck is there a billion-dollar industry built around nicotine withdrawal, something so minor some people barely notice any symptoms at all? It is because we have been lied to, and big tobacco fully supports this lie. There is nothing a vaper or smoker fears more than a few days of minor withdrawals, because they have been told to feel this way. Nicotine addiction is a well-designed addiction and many companies have a hand in keeping you hooked.

A person who consumes nicotine has billions more nicotine receptors in their brain than someone who does not smoke, vape or dip. The moment you begin to starve the brain of nicotine the receptors begin to return to normal levels. After about 90 days the receptors have normalized. The more you provide the body with nicotine the more your brain will crave it. Rip off the band aid, you have been suffering the slow bleed of nicotine addiction long enough.

For the above reasons I will always recommend quitting cold turkey. This means no nicotine replacement therapy, no decreasing the amount of nicotine, no nicotine pouches, no medications, no trading of addictions such as drinking vs vaping or smoking THC vs drinking and vaping.

The more you use, the more you reinforce a bad habit. Don't weaken your mindset, every day you say no your willpower and mental grit strengthens.

As a disclaimer, how you quit should be 100% your choice. Everyone's recovery road to sobriety will look different. My recommendations are based on science, statistics and personal experience. The number one-way people quit is solo.

Cold turkey method advantages: My favorite way to quit.

- 1) Detox starts day one
- 2) You experience some minor withdrawals, but this may not be a bad thing. Why is that? When I went through 3-5 days of withdrawals from nicotine, THC, and energy drinks I felt every ounce of discomfort, in fact I embraced it.

I used these feelings and emotions as reminders that I NEVER WANTED TO PUT MYSELF THROUGH THIS AGAIN. I also viewed this challenge as a huge opportunity to rebuild my SELF CONTROL, WILLPOWER, PERSISTENCE, AND GRIT!! The following are all qualities/ traits/ habits that I needed to achieve my goals, qualities that addiction hijacked, qualities that I will never risk losing again.

- 3) Did you know your brain has nicotine receptors in it? Did you know that someone who consumes nicotine has billions more receptors than someone who does not use? It takes 12 weeks for the nicotine receptors in your brain to decrease and return to normal levels. The sooner you are nicotine free the sooner these receptor levels will return to normal levels.
- 4) Going cold turkey reinforces the mindset that you are capable of anything!!

Weaning off slowly advantages: although I prefer cold turkey.

- 1) If you choose to ween off slowly that's ok too. Just make sure you have a clearly defined end date. I advise a period of about 2-3 weeks.
- 2) Weaning off slowly may result in less withdrawal symptoms discussed later in the PDF.
- 3) If you are weaning off slowly, I would not advise using a nicotine alternative. The last thing you want to do is get hooked on nicotine gum, patches, or pouches.
- 4) AS a disclaimer, yes people do quit nicotine with these alternatives. I would advise working with someone if this is your chosen approach.

- 5) Start to limit the PEOPLE, PLACES, AND TIMES YOU use nicotine or the substance. Start to limit your use at school, work, in the car. Start to pay attention to how often you use the substance. How many hits a day do you take? How often? Start to limit these things. Start to break common places that you associate with use. This is a great way to ween off slowly.

DISCLAIMER: If you choose to go cold turkey please be sure you can handle the mental aspects of this. If you find you are slipping into a depression or irregular behavioral tendencies including violence and anger seek PSYCHOLOGICAL CONSULT IMMEDIATELY. You do not have to do this alone.

Part of your plan to quit should include whether or not you are going to tell the people closest to you. The reason for this, is because these are the people who will be taking the blunt of your mood swings, anger, depression, and behavioral changes. **Consider telling a parent, loved one, or friend, 99.99% of the time these people would be happy to help you!!** These people can also help to keep you accountable in your quitting journey.

In most cases those closest to you will offer their support. Take it!!

For some people this may be one of the hardest things they ever do.

For others quitting nicotine is as easy as 1,2,3...

RECAP: Journal the main reasons you want to quit and why you began in the first place. Identify and journal all your addictions that do not serve you well. Identify the “triggers” for your addictions. Develop a plan of action, write it down (by hand).

If you are suffering severe anxiety, depression, or behavioral changes seek therapy immediately.

The Basics of Withdrawal

Once you have decided to quit, you must be prepared for the withdrawal. For some this will be worse than others. Withdrawal is an addiction's way of getting into your head.

Remember nicotine/ THC/ substance of choice have embedded themselves into your blood, and brain for up to a full 90 days and beyond. This is what makes withdrawal from these substances both physical and emotional. Don't let these feelings suck you back in. Let's start by understanding what withdrawal is.

Remember the first 48 hours will be the hardest, most withdrawal peaks at 72 hours days 3-4 for nicotine and THC.

It is very important to understand that withdrawal symptoms from nicotine and THC are minor. These symptoms are so minor most people don't even realize they are experiencing them. You have my word that withdrawal from nicotine cannot kill you.

The greatest discovery of all time is that a person can change his or her future by merely changing his or her attitude.
Oprah Winfrey

What is withdrawal, why does it happen, and how can you manage it?

In order to understand what you're up against you must first understand what creates withdrawal.

Every time "you take a hit" your body releases dopamine, adrenaline and serotonin. These things make us feel good, they make us feel alive, these things are what put humans at the top of the food chain.

Here is the problem, if you begin to rely on nicotine or substances for the release of these hormones and neurotransmitters eventually your brain will crave the substance more and more. Eventually you will become dependent on these substances for this release of feel good chemicals. What happens when you don't have the substance to release these? You start to experience withdrawal symptoms.

Doing things that make you feel good naturally should be what releases dopamine, adrenaline, and serotonin. Exercise, a joyful relationship, getting a good grade, a bonus at work, and winning a sports event, are all healthy ways to release more dopamine.

Sadly, when an addiction develops the good things in life just don't seem to bring you the amount of joy they naturally should. Your brain can't get excited without the substance. This is extremely damaging to your mental health. No wonder depression and anxiety are on such a rise.

Pro tip: Nicotine is at least as addictive as heroin and cocaine according to the American Medical Association.

Withdrawal will begin day one. The physical and emotional withdrawal symptoms will intensify over the next 24-48 hours. By the time you are four days into quitting nicotine and THC the physical withdrawal symptoms will lessen.

When dopamine levels drop after quitting nicotine you experience a dopamine deficiency. This will lead to many common withdrawal symptoms:

- Fatigue
- Cravings

- Emptiness
- Anxiety
- Depression
- Moodiness
- Irritability
- Difficulty focusing
- Sweating
- Shakes
- Nausea/ vomiting
- Insomnia
- Night Terrors
- Numbness and tingling
- Appetite changes

When THC withdrawal sets in common symptoms include:

- Decreased appetite
- Mood changes
- Irritability
- Insomnia
- Headache
- Loss of focus
- Sweating/ cold sweats
- Chills
- Depression
- Stomach/ bowel discomfort

Cravings will set in day one. Your body has receptors for both nicotine and THC. When nicotine and THC bind the receptors your body releases dopamine, “a feel-good neurotransmitter.”

Your body is craving this hormone so be sure to provide your body with it. **You can naturally increase dopamine by:**

- Going for a short walk
- Light exercise
- Sleeping
- Meditation
- Eating protein/ a protein shake
- Massage
- Eating foods rich in tyrosine, almonds, bananas, eggs, beans, fish and chicken
- Keeping busy with people that bring you joy



Keep in mind most cravings will pass after a period of 10 minutes. Mentally you can overcome these with constant training of your brain. Always resort back to your main focus of why you are quitting.

Remember a craving is only as powerful as you allow it to be. Cravings are often one of the most challenging withdrawal symptoms to navigate. Nicotine cravings (mental) can result in physical withdrawal symptoms. Remember most physical withdrawal is the result of the perceived mental anguish regarding quitting.

There are several ways to help avoid nicotine cravings. If you truly can acknowledge that you are not giving anything up, you will no longer crave the substance. You don't have cravings for something you don't want!

Weight changes and appetite change. Nicotine releases sugar from your muscles which causes a change in a hormone insulin. When you stop using nicotine your blood sugar levels drop, which leads to hunger. Fight weight gain by eating healthy foods that satisfy your hunger. Focus on the following foods:

- Oatmeal
- Eggs
- Boiled potatoes
- Fish
- Soup
- Meat
- Vegetables
- Legumes
- Quinoa

Sleep disturbances will begin day one. You may begin to notice wild dreams, that are not only scary but very real. This usually occurs with excessive nighttime sweatiness. When you are too hot you will be unable to fall asleep. I would recommend a fan and or AC unit near your bed when you first quit.

REM sleep is negatively impacted when you first quit. This is quite normal and should fix itself after a few days or weeks of sobriety.

My best tip when it comes to insomnia when you quit is this. Don't let it bother you. Not sleeping is not fun, but this is the bed you made, now you have to lay in it. Give up your resistance to the withdrawal symptoms and this process will become much easier.

Remember nicotine is a stimulant. If you have been using nicotine prior to bed your body is accustomed to being wired not tired. It is time to reverse this process.

Keep in mind decreased sleep leads to decreased willpower. You will need to focus on things that strengthen your willpower as you quit. Check out my YouTube videos on this topic. Do not

let this wicked side effect set you back. It's truly a mind game. I have listed some sleep tips below.

- Stay off social media
- Read
- Yoga
- Meditation
- No Booze (this ruins deep sleep)
- No caffeine. I mean none. Quit all caffeine when trying to quit nicotine and THC
- Avoid sugar before bed
- Exercise, exercise, exercise

You may develop an ongoing cough. In many cases this is nothing to be alarmed about. This cough is a sign that your lungs are pushing out toxins. This is a symptom of a healthy detox much like sweating.

Flu like symptoms may occur. This is a common immune system response after quitting nicotine and THC. Fatigue, cough, body aches, sinus issues, and other harmless, but annoying symptoms may occur.

Mood Changes often occur with both THC and Nicotine withdrawal. For many this is one of the worst symptoms. Nicotine and THC/ DAB's both cause extreme changes in the endocrine and central nervous system.

Mood changes can include anger, agitation, crying, depression, anxiety, and mania. If you have experienced THC toxicity or "greening out" you may have symptoms of psychosis (more on this later).

Physically mood changes may result in a central nervous system overdrive. Mood changes may lead to an increase in blood pressure, dizziness, numbness/tingling, and other physical symptoms.

Although withdrawal may sound scary don't let this part scare you. I tell people all the time, what's worse 3-5 days of withdrawal or a lifetime of addiction and the consequences that go along with it?

Please complete activity #10 and video #10 withdrawal

Disclaimer: If you are suffering severe anxiety, depression, or behavioral changes seek therapy immediately.

The Importance Of Your Community/ Pack/ Tribe

A note from Dr. Frank,

First, I want to congratulate you on this next phase of your life. You are reading this because you have chosen to quit using nicotine, high concentration THC products, and or caffeinated energy drinks. I want to welcome you to the #AddictionMindset “pack.”

I am currently in the process of growing a community of people who are willing to support, encourage, and help one and another quit these useless addictions. You are now part of that community.

I am going to encourage you to keep coming back no matter what your situation, failures, and successes. I will be continually growing this community, adding new content, and doing my best to assure your long-term success.

Thank you for your support! I would not be able to help without people like you- people who were smart enough to take the first step towards breaking their addictions.

Can a Social Community Help You Quit?

I am not going to sugar coat this for you. The number one way people quit an addiction is solo. That's right, the person wakes up one day and decides that they are done, finished, and never going to use the substance again. How they choose to see that through is up to them.

Having support can be a huge help. In fact, I have proven this time and time again on social media. I have built a social community of people wanting more for themselves.

The Rat Park Study

The rat park study was carried out by Dr. Bruce Alexander. Dr. Alexander proved that animals or persons substance/drug usage depends deeply on their environment and social interaction with other animals or persons.



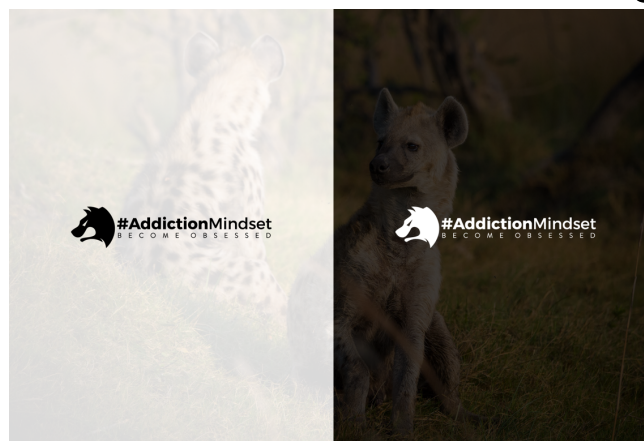
It had been proven in years prior that when rats were placed in cages alone with no community or other rats and given a choice between drug-laced bottles of liquid (heroin/ cocaine) or water the rats always choose the drug-laced bottles until they overdosed and died.

Dr. Alexander wondered was this about the drug or about the setting the rat was in? Dr. Alexander designed “rat parks.” Imagine an amusement park with no rules, the rats had activities, play time, socialization with other rats, and the ability to mate. Dr. Alexander placed the same two bottles in the “rat parks” one with water and one with cocaine/ heroin.

The results of the study showed that when rats were placed in “rat parks”, with the ability to socialize, they preferred plain water! Even when they dabbled with the drugs, the rats did not overdose. Did a social community beat the drug addiction?

Think about this. Why do most people use high concentration THC products or nicotine? For many, these drugs are a reprieve from isolation and loneliness. Of course, this does not apply to everyone, and there are holes in this hypothesis. Just something to consider!

The AddictionMindset Logo



This brings me to my next point. I want to take a pause and explain the AddictionMindset logo to you.

Why in the heck did I choose a Hyena for the #AddictionMindset logo? First off, these are my favorite animals!

I swear on my life Hyenas always have been my absolute favorite animal! I always rooted for the “underdog.”

All kidding aside, when you think of a hyena, what are your first thoughts? Most people believe hyenas are the “bad guys,” the “low lives,” just an unintelligent group of mutts or cats or whatever they are.

The reality is hyenas are the opposite of what most perceive them to be. They are smart, they are predators, not scavengers.

Ladies, did you know the Hyena pack leader is always a female.

There is one thing that most animal experts agree on about hyenas. The success of the hyena in the wild is due to **their active social circles**.

Some more facts about the hyena are listed below:

- Did you know hyenas are unique to a species of their own, called Hyaenidae? They are not cats or dogs. There is a total of four members of this Hyaenidae family.
- Hyenas hunt in packs, individually they are not all that tough. But when part of a pack, they are quite strong. A typical pack of Hyenas is capable of bringing down a water buffalo (an aggressive animal much larger than a hyena)!
- People don't know it, but hyenas play offense. They are fierce predators! Field studies have shown lions steal more kills from hyenas than vice versa.
- Their hunting style is based on endurance. They focus on patience and strategy. Hyenas also "test their prey" to mitigate their own risk of injury. Hyenas are highly intelligent animals.
- Traditionally Hyenas are the "underdogs." Historically hyenas are judged by individuals who know very little about them. They are the definition of "judging a book by its cover."
- Why are these animals so successful? The Hyena's rich social life and sociability are believed to be the reason for their success and superior intellect! (If you are unaware of the "rat park study" involving drug addiction, please google it)
- Ultimately, the hyena's extraordinary success at bringing down large prey, intimidating lions and raising their cubs in a hostile environment depends on their capacity for teamwork.

We can learn four critical points from the above information.

1. The success of quitting an addiction may depend on your social environment and interactions with others. **Although quitting solo is the most common way.**
2. The success of quitting addiction depends on your ability to stay busy, aka you must interact with your social environment.
3. Belonging to a community is of utmost importance. This creates accountability and improved chances of long-term success.
4. Never judge a book by its cover, hyenas are sort of badass.

Pro tip: Addiction is a beast, but together I am 100% sure we can beat it.

Peer Pressure

You may have to consider the community of people you are hanging out with. Take a look at your top seven goals and the things you need to do accomplish those goals. Now consider the people you hang out with. Do these people have the same goals and ambitions you do?

What if your community is a bad influence? What if the reason you began to use nicotine/ other substances was because you wanted to fit in with this social community? Does that mean you have to walk away from all your friends, many of whom are probably great people?

Answer: OF COURSE, NOT

You probably thought I was going to say leave all your friends and get new ones, right? Nope that's not the case. Plus, what if your family environment is focused around nicotine and substance use?

Want to know something sneaky about addiction that it damages? It damages our centers of self-control. Of course, we lose self-control over our actions and cravings but that's not the control that I am talking about.

Think about this "I use nicotine every time I am around my friends because they do." How often do you find yourself using this excuse? I know personally I used it all the time.

Here is my response to you:

Who is in control of your actions you or your friends, do you really want to go through life letting what other people do and don't do control you? This type of mentality eventually may lead to others taking advantage of you. This was a side effect of addiction I never expected. I would also ask you to look at the people you are surrounding yourself with. Do these people have the same goals and ambitions you do? Are they doing all the things necessary to achieve these goals? Do these people fully understand the risk they are putting themselves and their future goals at with their actions?

When you quit you will experience four types of people in your life.

- 1) This is the person that is going to support you and help you in any way you need their help. Above all else this is the person that is going to listen to you. They will always be willing to lend an ear offering support. They are NOT going to tell you what to do or how to do it. These people will be very valuable to you.
- 2) The person who wants to help but is unsure how. They will most likely try telling you what to do and how to do it. This may help, but this may also drive you to use the substance more in defiance. Don't blame these people, they want what's best for you. Just be on guard of your emotions during your interactions with them.
- 3) The third person will be the hater. This will be the person that tries to pull you back in time and time again. This person may mock you; they may insult you; they may even try to get you NOT to quit. If your friends are anything like you're going to catch some shade. Keep one thing in mind. The only reason someone will mock or hate on you is because they are unable to achieve success themselves. This is jealousy at its finest. These are the people that need the most help. Nothing drowns out the haters like your continued success.
- 4) The fourth person is your friend. But this is a special friend because they got addiction problems too. They sort of want to quit but are confused by your quitting. Now that you are on a roll quitting you suddenly want to help them. How can you help your friends quit? The best and only thing you can do is be strong for them. They will start to feed off of your success, just me.

You are in control. Peer pressure, although very real, is never an excuse for messing up. This goes back to being accountable for your actions.

Activity

Start to think about ways in which you can play some defense when it comes to peer pressure. When you are around your friends and they are mocking you, pressuring you, or challenging you how will you handle the situation?

Start to play some defense, picture the scenario before it happens. Picture your response before you have to provide it. Play some defense. Visualizing the situation before it happens goes a long way.

Please complete activity #12 and video #12 on peer pressure
Please complete bonus activity and video on social groups

Building Willpower & Discipline

DISCLAIMER: YOU Don't Need Willpower to Quit! You are not "giving up" anything! You are gaining your life back; you don't need willpower to quit something you truly no longer want!

Do you know what I hate most about addiction? Addiction robs you of five primary things in life.

- 1) Discipline: Developing a behavior by instruction and practice; especially to teach one self-control.
- 2) Willpower: Control exerted to do something or restrain impulses
- 3) Delayed gratification: Resisting the temptation of an immediate reward in preference for a later reward. This is the ability to understand that you can't do B until you complete A.
- 4) Persistence: Firm continuance in a course of action in spite of difficulty or opposition.
- 5) Grit: Courage and resolve; strength of character

These five things are some of the most important things you will need to be happy and achieve long-term life goals. It took me years to realize how much addiction damaged my mental health. Remember, I never cared much about the physical side effects.

Although addiction damages each of the above traits, as I mentioned earlier you already use each of them daily! Every person who struggles with addiction has discipline, willpower, persistence, and grit. Even to a minor extent delayed gratification. They are simply using these traits to fuel addiction instead of life goals and achievements. Let me elaborate a bit.

Willpower and addiction

Every person who struggles with addiction has willpower and lots of it! Think about how much willpower you exert when maintain an active addiction. Think of all the things you want to be doing in life (no one wants to spend life stuck in active addiction). In order to maintain addictions, you have to be willing to sacrifice other life goals. It takes willpower to stay at home and get high vs work on your business, schooling or relationships. It takes willpower to say no to all the great things you want out of life.

Delayed gratification and addiction

Delayed gratification goes hand in hand with willpower. Think of all the positive things you want out of life. What positive things in life have you put on hold to maintain this addiction? What rewards and accomplishments lie ahead of you that you are “delaying?” I promise you that with sobriety amazing experiences lie ahead, are you tired of delaying them another day, month or year?

Persistence, Grit and addiction

Think of all the difficulty in your life this addiction has caused. Consider the challenges you have faced because of addiction. Yet you persist! You keep beating yourself up day in and day out. This addiction drags you through the mud and you keep coming back for more! Very few people would be willing to put themselves through this amount of torture.

You face tremendous difficulty daily, yet you won’t quit. Now imagine if you could take that level of persistence and put it towards accomplishing something more!

No matter what it is you want to be good at in life many of the above qualities will be necessary. Go back and look at the goals you wrote down. Now look at the things you need to do to accomplish those goals. Do you see how important these qualities are? If the answer is no start to reassess your goals, you are not thinking to your full potential.

*****If you are suffering severe anxiety, depression, or behavioral changes seek therapy immediately.**

Habit

I want to make something crystal clear, smoking or vaping is not a habit, it is a drug addiction. Now a few words on “habits.”

Before continuing this PDF, you should have finished all the activities. This is extremely important for your success.

Quitting nicotine can be easier if we understand our habits. **A habit** is a routine or behavior that is repeated regularly and occurs subconsciously without thinking.

Addictions are habits. Smoking, vaping, gambling are all habits. Biting one's nails is a habit. Working out is a habit. Habits can be good or bad.

Willpower is a habit. Let me repeat. Willpower is a habit. The ability to resist impulsive behavior is a habit.

Willpower has been defined as the single most important keystone habit when it comes to creating success in life. Self-discipline determines success more than anything.

Do you think it's safe to say that substance addiction has ruined your willpower? Addictions tend to destroy people's willpower. Addictions rob people of self-discipline and willpower.

Remember that list of your top seven goals? If not, look at it again real fast.

If you want to be successful in accomplishing those top seven goals, you are going to need lots of willpower. Not only will you need lots of willpower, but willpower will have to be automatic (without thinking about it).

If you're not feeling so good about your willpower right now that's ok. I have good news; you can train and rebuild willpower!

Simple Activities That Increase Willpower

- Making your bed every day. This rebuilds discipline and provides you with a sense of accomplishment.
- Going to the gym routinely and not making any excuses. Exercise requires discipline, especially on the days you don't want to go! Exercise also provides you with a dopamine release. This should make you feel good. Exercise is another crucial keystone habit among those who do well in life.
- Go to sleep and wake up around the same time every day. Ample sleep increases willpower. Sleep-deprived people have far less willpower than those who regularly obtain a good night's sleep.
- Eat a healthy diet that is not focused on instant gratification from sugar and other snack foods.

The #1 Way to Build Willpower!!

1. Turn willpower into a habit by journaling your goals, and "plan of attack" for situations that will challenge your willpower.
2. Start to journal every detail in your plan for sobriety.
3. Journal regularly about how you are going to handle a specific moment of anticipated pain, withdrawal, peer pressure, and triggers. See it and manage it before it happens.

When it comes to quitting a bad habit, we always hear the word “triggers.” Triggers in theory, challenge our willpower.

The word “triggers” often references people, places and things that may cause you to “relapse.” Let’s be honest though, if you are anything like me you have a bunch of triggers.

My triggers included, driving, a big meal, after a kiss, on a rainy day, on a sunny day, at school, stress, family issues, relationship issues, after a big win, after a loss, when I am happy, when I am sad, in the car, when I am doing work, when I am bored and just about every other emotion or activity of daily living.

Triggers are a lie, nothing more nothing less. I am **not** going to tell you that you have to stop doing something because it “triggers” a nicotine craving. But you do have to understand that nicotine does nothing to enhance an experience or cure boredom.

Nicotine does not make a good meal taste better; in fact, it ruins the taste of foods. Nicotine does not make sex better; sex is good with or without nicotine. Nicotine does not make music sound more enhanced or make the big win after a sporting event any more celebratory. These things are natural sources of dopamine. Before nicotine these activities or foods or events were fun and brought you joy, you never needed nicotine to make them any better.

Please complete activity #13 and video #13 on willpower

What is the next situation that will tempt you to relapse??

- A party
- A stressful event
- A breakup
- After a meal
- While driving in the car
- At your friend’s house

What will you do to avoid or plan around the situation?

For now, consider this: “An addiction is nothing more than a craving, that’s all it is, nothing more nothing less, cravings only have as much control over you as you allow them to have.”

List some of your triggers and solutions in the box below.

Journal, Journal, Journal.....

Visualize, visualize, visualize.....see your future self-quitting.

Once you know a habit exists, you have the responsibility to change it.

I promise you can change it.

I guarantee you can change it.

You have what it takes to succeed; now do it.

Get help if you need it. Change your habits. It's up to you, no one else.

Rational Recovery (Jack Trimpey)

Let's Cut to The Chase (the non-sugar-coated version)

Are you addicted:

In short, if you are reading my material, the chances of you being addicted are highly likely. I speak to so many people that say, "I only use it with my friends," or "I could stop whenever I want," or "I just use it casually." In each of these cases, you are addicted.

Addictions are sneaky little things; they not only make you lie to those you love but also yourself. Imagine letting go of all of that "guilt," lying to your parents, lying to your siblings, lying to your friends, lying to those you love.

Lies are a draining thing, physically and mentally; they wear you down. No wonder the fatigue, depression, and anxiety can get so bad?

If you have problems related to your use of nicotine, THC, energy drinks, booze, or other drugs, and you continue to use these things against your own better judgment, you have an addiction.

How did this addiction happen: ADDICTION IS A BEAST!!

As I have mentioned before, addictions make you feel good (for a moment), especially nicotine and THC. They cause your brain to release dopamine. Dopamine is a chemical in your brain that makes you feel momentarily good!

I can't judge you for wanting to feel good, that's human nature. Nothing is wrong with you! Yes, I said that nothing is wrong with you! It's normal to want to want to feel good.

Want to hear something even more shocking?

Your desire to get intoxicated has nothing to do with your "diseased brain," an inherited defect or genetic issue, emotional stress, nutritional deficiencies, or the effects of peer pressure, your plug, and enablers? But how could this be?



You fell in love with the effects of nicotine/THC/ Energy drinks/ substances, and your desire for the pleasure created by these substances has robbed you of all your other TRUE loves and interests.

This addiction has activated the “beast or animal” part of your brain. It is called this because this “beast” part of the brain is ruthless in its intent that you will use, use, use, for the rest of your life.

Someone once said in my live chat, "Addiction is a BEAST," and they were right. Addiction is quite literally a beast!

The Beast within:

The beast that is addiction speaks to you in a unique way. This is called the addictive voice. This is the ONLY cause of your addiction.

You only use NIC or THC for sheer pleasure. Nothing else.

This addictive voice is tricky; it tries to convince you that you use nicotine or weed for other reasons such as stress, poor genetics, sadness, as a coping mechanism, or as a reward.... The list goes on.

If this voice has you convinced that you use nicotine or THC to deal with other issues you will always be likely to have relapses, your struggle to feed your cravings will increase with each day as long you think you need nicotine/THC for some reason other than sheer pleasure.

I want to use Nic with my friends now and then:

Nicotine is as addictive as heroin and cocaine; did you know that? Do you think someone can “do” heroine every now and then?

Your brain won't allow you to use nicotine in moderation; that is why you are reading this. If you have nicotine, you are going to want more, "just one more," right? How many times have you said that before?

How many times have you tried to quit before?

Jack Trimpy said it best; I believe in abstinence. Sobriety is a term used between relapse episodes.

Respect is earned. Respect is not a given in the AddictionMindset Family: As is true in life.

By breaking the addiction, not only are you showing respect for those you love, but you are regaining all the "self" respect addiction has robbed you of.

Commit to lifetime abstinence, not one-day-at-a-time sobriety. BECAUSE YOU CAN!

How Do You Quit For Good? Cravings

It is quite simple. When you start to get a craving realize it's nothing more than a craving, because that is all it is. This craving only has as much power as you give it. This craving, this animal voice, only has as much control as you allow it to have. You are in control, not your animal brain.

You are willingly going to take the obsessive voice for the "addiction," and feed it with something good, something productive, something positive.

Activity: next time you get a craving imagine yourself sitting on the edge of a slow-moving stream watching all your thoughts pass by you in the stream below.

You may start to think/feel some of the following things, things that will make you want nicotine/substances:

- Anxiety
- Depression
- PTSD
- Sadness
- Loneliness
- Boredom
- Cravings
- Urges
- Family genetics
- Remorse
- Guilt

Remember, you are just watching these thoughts! You are not acting on them. Simply watch them pass by.

These thoughts have no power of you. The addictive voice makes you think they do, but they do not, it's a trick addiction plays on your brain.

Next, reassure yourself, you are in control and that you do not have to act on these thoughts, because addiction is only a craving created by your animal brain — nothing more, nothing less.

Just like that, the craving will pass, and you will go on with your life. Once you master this, your addiction will cease to exist, don't just read this, know deep down this true.

If this does not work imagine surfing a wave. In many therapy methods used when it comes to addiction, they tell you, "just ride out the wave."



The wave represents your feelings, emotions, and cravings. The problem is when we get tied up in a wave of emotions, and sad feelings, it's easy to find an excuse to use our addictions.

What if you did not have to "ride the wave?" What if you could simply watch the wave from shore? Watch your feelings, emotions, and cravings roll on by

Don't give any power to these emotions entangled in the wave. Observe the wave from the shore, knowing you don't have to surf this wave, eventually it will collapse itself.

Please complete the bonus activity and video on managing cravings

Disclaimer: If you are suffering severe anxiety, depression, or behavioral changes seek therapy immediately.

One Last Thing:

As the founder of the AddictionMindset, I would like to offer one last piece of advice. I have explained to you how addictions activate the "animal voice" in the "animal" part of the brain.

As you learned above, this part of the brain is impulsive, obsessive, and will stop at nothing to get what "it" wants, but it CAN be controlled.

In the AddictionMindset family, we believe the animal brain should be used to your benefit not just ignored. What do I mean by this?

When you quit an addiction, you are forever changed. Your brain is a bit different from that of someone who was never suffered addiction. What if you could use this part of the brain for something better?

What if quitting gave you a new superpower only a few people have access too?

As per the AddictionMindset tag line, "Become Obsessed," I recommend taking your obsession, your stop and nothing attitude, your "addiction energy," and putting it towards your life goals.

- Become obsessed with your business
- Become the best at your sport or hobby
- Build incredible, loving, kind, and joyful relationships with your family/ friends
- Stop at nothing to give your family, friends, and significant other the most love possible.
- Use your impulsive behavior to get out of your comfort zone and do something good for yourself and others.
- Stop at nothing and put in 100X the work of your peers to become the best version of you.



For many of you, **boredom will be your biggest enemy**. For those that have an "addictionmindset" free time can be very dangerous. Be sure to use your time to be as productive as possible.

Please complete the bonus activity and sheet on finding your superpower.

Make sense?

I mean it when I say it those who overcome addictions have more potential than anyone, not only have they unlocked their "animal brain," but they have learned how to control it for a higher purpose, a purpose far beyond that of seeking self-pleasure through addiction.

Addiction only creates lower lows; you now have the tools to create higher highs!!

Welcome to the AddictionMindset Family!

Sincerely, @DocFrankHere

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