

ALLEN CARR

with John Dicey

SMART PHONE



DUMB PHONE

Free yourself from
digital addiction

Allen Carr's
Easyway[®]

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To Jackie, Emily, & Harry and to Tim Glynne-Jones & Nigel Matheson for their amazing contribution in making this book happen

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ALLEN CARR

Allen Carr was a chain-smoker for over 30 years. In 1983, after countless failed attempts to quit, he went from 60–100 cigarettes a day to zero without suffering withdrawal pangs, without using willpower, and without putting on weight. He realised that he had discovered what the world had been waiting for – the easy way to stop smoking – and embarked on a mission to help cure the world’s smokers.

As a result of the phenomenal success of his method, he gained an international reputation as the world’s leading expert on stopping smoking and his network of centres now spans the globe. His first book, *Allen Carr’s Easy Way to Stop Smoking*, has sold over 12 million copies, remains a global bestseller, and has been published in more than 40 different languages. Hundreds of thousands of smokers have successfully quit at Allen Carr’s Easyway centres where, with a success rate of over 90 per cent, it’s guaranteed you’ll find it easy to stop or your money back.

Allen Carr’s brilliant Easyway method has been successfully applied to weight control, alcohol, debt, refined sugar, and a host of other addictions and issues.

For more information about Allen Carr's Easyway, please
visit **www.allencarr.com**

INTRODUCTION

BY JOHN DICEY, CO-AUTHOR

- Do you find it impossible to sit on a train, in a bar with friends, or even watch TV without repeatedly checking your phone?
- Do you take some form of comfort from unlocking your phone, even if it's for no specific purpose?
- Do you spend hours each day gaming online?
- Do you fear that you'll miss out if you don't check your social media every few minutes and start feeling upset or uncomfortable if you can't "check in"?

These are all indications of digital addiction or tech addiction. It's a condition that is becoming increasingly common, yet society has been slow in recognising the threat it poses. With our ever-increasing, all-encompassing dependence on digital devices have come unprecedented levels of stress, isolation, procrastination, sleep issues and inertia.

Smartphones have been deliberately designed to addict us. That's not to say that the brains behind them set out to cause us harm. The elements that make smartphones

addictive are exactly the same elements that make them easy and enjoyable to use, intuitive, and extremely useful. Used efficiently, they can help us control and enhance our lives, assisting us in an endless number of ways in such a significant and effective way; it would have been the stuff of science fiction at the start of the millennium.

Yet, when misused, they control us rather than us controlling them. They nag and disturb us, and demand our attention when we are doing something else. As a result, we gradually fall into the trap of giving in to them and end up doing what they want, when they want. It's all about brain chemistry. Phones are deliberately set up so we keep coming back to them. They alert us, nudge us, and interrupt us no matter what else we might be attempting to focus on or who we might be trying to engage with. They constantly demand our attention.

The average adult spends nearly ten hours a day looking at digital screens: phones, tablets, laptops, desktops, televisions. We have come to regard this as normal, but for many people the digital world they are living in has become obsessive and compulsive, taking over real life and posing serious health risks. Not just in terms of mental health and the destruction of relationships, but issues such as obesity, sleep deprivation and serious eye strain have all been linked to excessive screen use. Of course, you know all this already, that's why you're reading this book, so rest

assured we have no intention of boring you with endless details of the harm that digital addiction has caused you and the fate that will befall you if you fail to escape the “tech trap”.

The fact is, you know that digital technology is remoulding our brains and turning us into addicts, with the same tell-tale symptoms as more established addictions:

- inability to control use
- interference with other aspects of life (work and relationships)
- loss of interest in other activities (sport, sex, socialising in person)
- secrecy and deceit
- impatience, irritation and misery when use is interrupted or curtailed
- inability to concentrate
- realisation that all is not well but a devastating inability to change behaviour

That last point encapsulates the misery of addiction. Even when we know it’s ruining our life and would love to be free of it, escape can seem impossible. Why? Because we think there is only one way out: the hard way.

Whether you're simply concerned about your tech use, struggling to limit it, or in deep despair as a result of digital addiction, this book is for you. The common belief is that addictions cannot be conquered without tremendous willpower, suffering and deprivation. But this book will show you the beautiful truth: there is another way.

MY STORY

I discovered this for myself 20 years ago, when I went to Allen Carr's centre in London, just to satisfy my wife's increasingly desperate requests for me to quit smoking. I had no faith in Allen Carr being able to help me. I smoked 80 a day and had given up all hope of ever being able to quit. I wasn't happy that I smoked, but I believed it was my fate and all attempts to convince me otherwise were pointless.

No one was more surprised than me, or perhaps my wife, that I walked out of that seminar convinced that I would never smoke again. What I experienced was completely different from my previous attempts to quit by using willpower, substitutes like nicotine gum, and pretty much every quit-smoking method or gimmick known to humanity. By the time I finished Allen Carr's programme, I knew I no longer had any desire to smoke, and so I didn't need willpower.

I realised that my fears about life without cigarettes were unfounded: I started enjoying social occasions more and handling stress better than I had as a smoker; there was no feeling of deprivation or missing out; on the contrary, I felt hugely relieved and elated that I was finally free. I felt like I'd been cured of the worst disease I could possibly have.

For a third of a century, Allen had also been a chain-smoker, puffing his way through 60 to 100 cigarettes a day. With the exception of acupuncture, he had tried all the conventional and unconventional methods to quit. Eventually, like me, he gave up even trying to quit, believing “once a smoker, always a smoker”, and resigned himself to a premature death. Then he made a discovery that inspired him to try again.

As he described it, “I went overnight from 100 cigarettes a day to zero – without any bad temper or sense of loss, void or depression. On the contrary, I actually enjoyed the process. I knew I was already a non-smoker even before I had extinguished my final cigarette and I've never had the slightest urge to smoke since.”

This is the outstanding feature of Easyway. Unlike the willpower method, it enables you to conquer your addiction:

- **EASILY, IMMEDIATELY AND PAINLESSLY**

- WITHOUT USING WILLPOWER, AIDS, SUBSTITUTES OR GIMMICKS
- WITHOUT SUFFERING DEPRESSION OR WITHDRAWAL SYMPTOMS
- WITHOUT TURNING TO ALTERNATIVE OBSESSIONS LIKE OVEREATING

So successful has Easyway been that there are now Allen Carr's Easyway centres in more than 150 cities in 50 countries worldwide. Bestselling books based on his method are translated into over 40 languages, with more being added each year. The method has now helped tens of millions of people to quit smoking, alcohol and other drug addictions, as well as sugar addiction, gambling, overeating, overspending and fear of flying.

I was so inspired by Allen and what I saw as his miraculous method that I hassled and harangued him and Robin Hayley (now chairman of Allen Carr's Easyway) to let me get involved in their quest to cure the world of smoking. To my good fortune, I succeeded in convincing them. Being trained by Allen and Robin was one of the most rewarding experiences of my life. To be able to count Allen as not only my coach and mentor but also my friend was an amazing honour and privilege.

SHARING THE TRUTH

Over the past 20 years, I have gone on to treat more than 30,000 smokers myself at Allen's original London centre and lead the team that has taken his method from Berlin to Bogota, New Zealand to New York, Sydney to Santiago. Tasked by Allen with ensuring that his legacy achieves its full potential, we've taken Allen Carr's Easyway from videos to DVD, from seminars to apps, from computer games to audio books, to Online Video Programmes and beyond.

Behind this phenomenal success lies one simple truth – a truth that Allen discovered by chance and passed on to tens of millions of people like me. What connects us all is that none of us expected to be changed in the way we were. We were all sceptical, all labouring under the same illusions.

The truth about addictions and compulsive behaviours like smoking and digital addiction is kept hidden from most of us by a carefully orchestrated campaign of cover-ups and falsehoods. The fact is we are all at the mercy of organisations with a vested interest in keeping us hooked, whether it's to a drug, a device, a game, or an app. They have studied the science of addiction and they use it callously to keep us hooked.

Driven by fear of regulation, the tech, gaming, and social media giants have recently engaged in efforts that appear to assist users to be more aware of, and limit,

screen time, yet this is akin to a mismatched boxing bout – with a hundred-pound weakling thrown into the ring against a heavyweight champion.

When our use of technology – be it in the form of smartphones, tablets, social media, or gaming – becomes a problem, we attempt to cut down, so we draw on our willpower to hold ourselves back and fight the urge.

Even if our willpower holds out, we still go on feeling a sense of loss, of missing out, and actually crave something we're depriving ourselves of. We never shake off the belief that we are making a sacrifice, “giving up” something that provides us with pleasure or a comfort, or keeps us in the social loop.

Understanding the simple truth and recognising how it applies to you is the key to escaping the trap of digital addiction and staying permanently free from it.

With straightforward drug addiction, such as nicotine, cocaine, or heroin, Easyway's objective is not only to create a situation whereby complete abstinence is achieved, but also to ensure that the former addict enjoys a sense of freedom, release, and joy rather than any sense of loss or deprivation. It is the method's effectiveness in achieving that state of mind that has led to it becoming a global phenomenon.

With digital addiction, unless you're planning to completely reject technology for the rest of your life (which

even if you planned to go entirely off-grid would present almost insurmountable challenges), our objective is to enable you to eliminate unnecessary, negative, dysfunctional and inappropriate use of technology and replace that with useful, positive, functional and appropriate levels of use.

In other words, we want you no longer to be enslaved, controlled, and used by technology but instead to simply USE IT!

***DIGITAL ADDICTION = INAPPROPRIATE
OR DYSFUNCTIONAL USE OF
TECHNOLOGY***

You're quitting inappropriate, dysfunctional use – you're not quitting technology per se (unless you really want to, of course).

This book, like all Easyway books, will help you to see the simple truth. It doesn't rely on guilt, bullying or scare tactics – as you will learn, all those techniques actually make it harder to quit. Instead, it gives you a structured, easy-to-follow method for overcoming your digital addiction quickly, painlessly and permanently.

ALLEN'S VOICE

The responsibility for ensuring our books are faithful to Allen Carr's original method is mine. It has been suggested

to me that I describe myself as the author of the books we've published since Allen passed away. In my view that would be quite wrong.

That's because every new book is written strictly in accordance with Allen Carr's brilliant Easyway method. In our new books, we have updated the method to ensure it remains relevant and effective as addiction mechanisms develop and addiction evolves. A good example of this is the necessity for us to include advice and guidance about e-cigarettes and vaping in our stop-smoking books. Of course, we've also developed the method to allow it to be applied to a whole host of other addictions and issues such as alcohol, cocaine, cannabis, debt, sugar addiction, weight issues, fear of flying, and new emerging addictions such as digital addiction. I'm eternally grateful for the huge support provided by our publishers, Arcturus Publishing, in particular by Tim Glynne-Jones and Nigel Matheson.

There is not a word in our books that Allen didn't write or wouldn't have written if he was still with us and, for that reason, the updates, anecdotes and analogies that are not his own work or his own experiences – that were contemporised or added by me – are written clearly in Allen's voice to seamlessly complement the original text and method.

I consider myself privileged to have worked closely with Allen on so many Easyway books while he was alive,

gaining insight into how the method could be applied and exploring, and mapping out its future evolution and applicability to other issues and drugs.

I was more than happy to have the responsibility for continuing this vital mission placed on my shoulders by Allen himself. It's a responsibility I accepted with humility and one I take extremely seriously.

The method is as pure, as bright, as adaptable and as effective as it's ever been, allowing us to apply it to a whole host of addictions and guide those who need help in a simple, relatable, plain-speaking way. I know from happy experience that the benefits of following this method can be life-changing. And now let me pass you into the safest of hands, Allen Carr and his amazing Easyway method.

John Dicey

Global CEO & Senior Therapist, Allen Carr's Easyway

Chapter 1

THE KEY

IN THIS CHAPTER

- “LET ME JUST...” • WHAT ARE YOU DOING?
 - THE “A”-WORD • THE SIMPLE TRUTH • IN CONFIDENCE • A METHOD THAT WORKS
 - WHAT THIS BOOK WILL DO FOR YOU • THE INSTRUCTIONS
-

The rapid development of digital technology and the pressure on us all to keep up has produced a new form of suffering: an unhealthy attachment to digital devices and powerlessness to detach. Behind this lies a very familiar scenario – a carefully planned campaign of brainwashing, designed to trap its victims and control them. We’ve seen it all before and in Easyway we have the key. Prepare to free yourself from the tyranny of digital addiction.

You’re sitting at a table in a favourite restaurant. Around you are friends, who you’ve been looking forward to catching up with all day. As you all settle in, the phones

come out – laid on the table like guns at a Wild West poker game. There’s a buzz. You reach for your phone. It’s not yours buzzing, but there’s a message on the screen that catches your eye.

“Let me just...” you say, and start tapping.

The friends you’ve looked forward to catching up with fade into the background. You thought it would just take a second to check your messages, but three minutes later you’re still scrolling. Your life is inside the device. The real world around you can wait. Checking your messages has become more important. And then you look up from the screen. Your friends are looking at you and shaking their heads.

WHAT ARE YOU DOING?

Embarrassed, you close the phone sheepishly and slip it into your bag. But for the rest of the meal, a little voice is calling you from your bag, dragging your attention away from your friends, nagging at you like a spoilt child, stopping you from relaxing and enjoying their company. And you know that you’ll be slipping off to the toilet at the first opportunity for a secret liaison with your phone.

Everybody knows that real-life relationships and face-to-face conversations are more healthy and rewarding than the things we do on our phones, tablets or whatever other digital devices we use. We know it – but we don’t