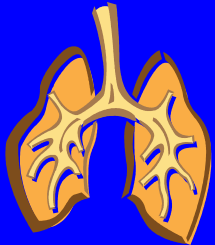


Quit Smoking Through SNAP Today!

Smoking & Neural Association Program™ – a breakthrough discovery on the real reason why smoking is so hard to quit, and it's not what you think. Nicotine is NOT an addictive substance.

Learn how the brain links smoking to daily activities through complex neural networks, how the cravings to smoke are triggered, and how to stop those cravings in seconds.

You can easily be a non-smoker forever at the end of this program. Quitting smoking is a SNAP.



Breathe easier. Schedule a SNAP workshop for your employees or patients today!

Smoking & Neural Association Program™

A One Day, On-site Workshop for Employees or Patients

Designed for Immediate & Permanent Smoking Cessation!

For more information, contact
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830-837-5940

Email: anna@annamanning.com
www.annamanning.com



SNAP

Smoking &
Neural
Association
Program™



*A ONE-DAY
WORKSHOP
DESIGNED
FOR
IMMEDIATE
SMOKING
CESSATION*

Anna Manning, MBA, MS
AMM & Associates
830-837-5940

What is SNAP?

SNAP is a smoking and neural association program designed for smoking cessation. It is based on two premises:

1. First and foremost, nicotine is not an addictive substance. It has a half-life of about two hours, most of it is out of the blood within eight hours, and it is completely out of the system in 72 hours. It is, however, a highly reinforcing substance, in that it crosses the blood-brain barrier by way of acetylcholine, a neurotransmitter responsible for learning and memory.
2. Smoking becomes a habit through Hebbian learning: neurons that fire together ultimately get wired together. The process can be "reversed" by "rewiring" the habit, which is what the SNAP program does.

How is SNAP different than other smoking cessation programs?

It does NOT require the purchase of largely ineffective products. Through this program, I show that the success rate for smoking cessation is dismal when dependent upon an outside influencer, such as herbs, patches, or drugs.

This program uses the latest research in brain neuroscience that clearly shows that nicotine is NOT an addictive substance. This program explains how to immediately counteract the "wiring" effect of nicotine through an understanding of the working mem-

ory, and it strengthens the commitment to quit smoking with emotional anchors.

Kevin Ochsner, Ph.D. , one of the founders of the social neuroscience field and head of the Social Cognitive Neuroscience lab at Columbia University, says that feedback [didactic therapies] is designed exclusively for the thought system and is largely ineffective in treating "habit" problems, because our habit systems are responsible for guiding our behavior most of the time. He states: "This system [habit] changes slowly but responds to immediate feedback..."

My program teaches immediate cognitive behavioral change feedback that the smoker can use at any time to stop the automatic behavior that has been "wired" through the use of nicotine.

It is a science-based, user-friendly, program designed for immediate results.

What does this program include?

1. Discussion on statistics (which does little to change anyone's mind about smoking, but it does help strengthen the resolve to quit).
2. Discussion on the more popular smoking cessation techniques used and their lack of efficacy in long-term results.
3. Discussion on the facts about nicotine and acetylcholine.
4. Discussion on how the brain works - an explanation of how acetylcholine creates spurs on the dendrite of a neuron, which ultimately creates a neural pathway for automatic behaviors (is why habits are hard to break - they are "hard-wired").

5. Discussion on values - creates a values-based reason for quitting smoking by establishing emotional anchors. Using values assessment tools that I designed, each participant determines his or her core values, which are then anchored to being a non-smoker (inspires and motivates).

6. A discussion on the working memory - how a craving must first appear in working memory and how to stop the craving immediately.

7. A presentation on the monetary cost of smoking and the compound value of quitting smoking, using a Roth IRA and a 529 plan as examples.

8. A discussion on imagination; how a person's imagination is 100x more powerful than willpower.

9. The final presentation explores and strengthens commitment.

Call me today!

830-837-5940

Smoking & Neural Association Program™

Anna Manning, MBA, MS
SNAP Facilitator

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