

# The Smoke-Free Key Stop Smoking Program©

## Now You Can Do It!™

### Prologue

### Background

Hello. I'm Scot Fetherston, Founder and Program Director of the Stop Smoking *For Good* Company. Since 2003, we've provided free, or affordable-to-all, proven help to stop smoking.

But there's a big problem with the help – because the world's #1 stop smoking method, *the one with the highest success rate*, is rarely ever used.

It's true. No smoking cessation method is *nearly* as effective as the intensive, full-length, classroom program. Unfortunately, only a tiny percentage of smokers ever use them. That's understandable, when you consider factors such as high costs, low availability and the inconvenience of sitting in a classroom for an hour or so, for 5 or 6 weeks in a row.

We've developed a practical solution to get more people using this overlooked, highly-effective tool, with a full-length, intensive, stop smoking program – *only minus the classroom*. Because the majority of smokers who stand to benefit from an intensive cessation program, are adults, sure to appreciate the convenience of an e-Book or Audio-Book delivery, over the alternative of sitting in a classroom, week after week.

Our 2019/2020 Smoke-Free Key© is an up-to-date, full-length, digital program, with files instantly available and affordably priced, for all popular devices.

Free of conjecture, stories, opinions and untested theories, the “Key” adheres to all

leading world health authorities content guidelines for structured, full-length, classroom smoking cessation programs.

The Smoke-Free Key© is suitable for all smokers and ex-smokers who still crave. It's doctor recommended and guaranteed complete and accurate - and effective, when used correctly.

For complete details and program downloads for all major devices, visit our newly-updated, ad-free website, [StopSmokingForGood.com](http://StopSmokingForGood.com)

## What's New in 2019/2020

This year we say goodbye to our program's paper-based "Carry-Along Support Tools" and introduce our exciting new mobile app, "1st-Response-to-Craving". When craving strikes, grab your device and tap the app icon to open 2 options:

Option #1. The "Cravers' Code" and within it, the "Insist on the List" - Powerful, one-two punch, craving-killer introduced in the final Module of the program.

Option #2. The "Trigger Tracker" and within it, the "Calendar Records" & "Trigger Trends" - Ever-building precise records with colored graphs of what's pushing your light-up buttons - all stored offline, within the program, for instant retrieval.

The "1st-Response-to-Craving" is free to download for all devices.

For iPhones and iPads, it's on The Apple App Store: <https://apple.co/2RSThqp>

For Android, it's on The Google Play Store: <https://bit.ly/2RfLseo>

There's more information at our website: <https://StopSmokingForGood.com>

## Special Note

Studies show you can boost your chances for long-term success with some human contact follow-up, once you've freshly stopped smoking. So, we've listed all the major, free, North American quit-lines, on our website.

You can further multiply your chances for successful, long-term smoking cessation simply by combining 2 or more proven methods. So, at our website we also maintain a

Mega-List of 100% All-Free, Proven Help to Stop Smoking.