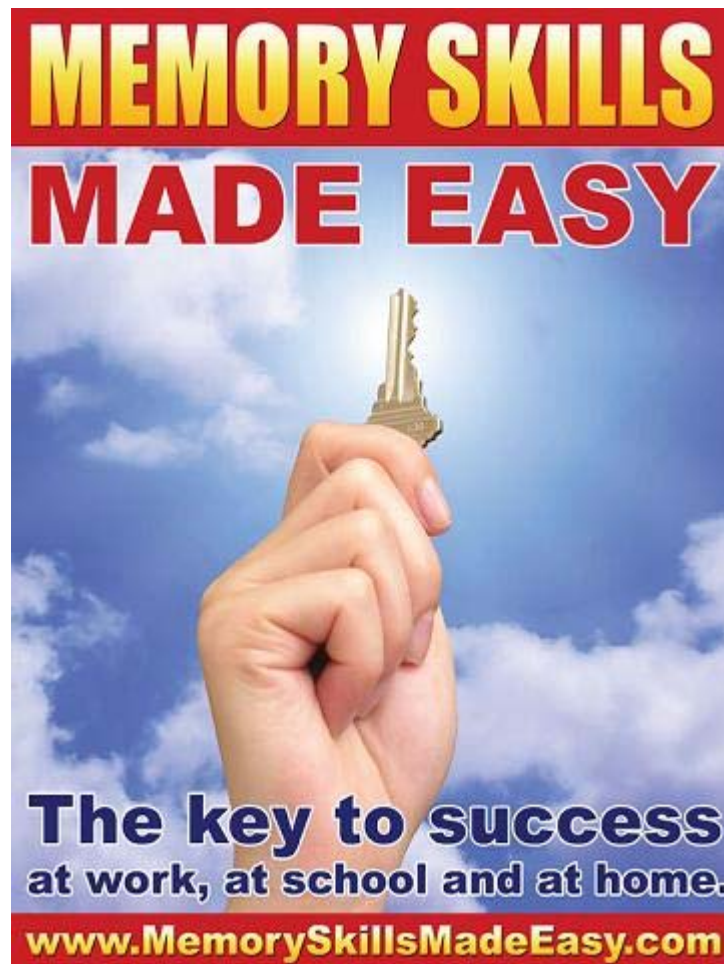


# Memory Skills Made Easy



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## **Introduction**

Welcome to Memory Skills Made Easy. I'm so glad you've taken the step to look at this program and learn how to easily improve your memory almost overnight.

Did you know that nine out of ten people say they want to improve their memory? And that six in ten people say they walk into rooms frequently and forget why?

Well, you're about to turn things around forever because I'm going to show you some simple, yet effective ways to not only boost your memory in the short term but strengthen it for the long term.

Naturally, I have my own stories of forgetting things. Like the time I locked the car and forgot I had the keys in the ignition...with the car running!

Now, if you were looking for a program that would make you a "Memory Whiz", you've come to the wrong place. I am going to give you practical advice and know-how that you can use today to take care of any memory task you'll need. And if you decide you want to memorize the phone book or 99 digits, then you can expand on these same methods and have a blast.

Get ready to improve the quality of your life simply by improving the quality of your memory.

## **The Rules Of The Game**

The rules of the game if you want to improve your memory for real!

### **Rule #1** – PAY ATTENTION!

Follow this rule and you will improve your memory 25% without doing anything else. It is that simple. Get a quick 25% boost just by paying attention to the new information at hand, the person you are meeting, the words someone is saying, etc.

Decide not to pay attention and no matter how much you enjoy these techniques, you will be in the same spot a month from now. No better than you are right now.

Got it?

Good.

**Rule #2** – You must get in the habit of engaging the material you are trying to remember. By engaging, I mean you have to make an effort to connect with the material so that it can grab onto something in your brain.

It could be through pictures, it could be through funny phrases, it could be through movement.

Regardless of your method, make sure it fits your learning style. If you're a person who says, "Listen, you need to hear the other side of the story," then you are probably an auditory learner.

If you usually say, "Look, you need to hear the other side of the story," then you are probably a visual learner.

Don't go the way of your friends or companions. Part of what I want to teach you in this course is to trust the way your own brain takes in and processes information. The goal is retention and recall.

**Rule #3** – Have fun and stay positive. Really, it's important that you enjoy learning and see it as an opportunity to improve, to grow and to stay alive.

People that stop learning, stop growing.

Just think of a person that doesn't exercise compared to one that does. The person who doesn't exercise has a harder time moving around because the bones and muscles aren't used to the activity. The person who does exercise has more bounce in their step and more energy.

Your brain is the same way when you don't use it. Make the commitment to work your brain daily and you'll see a difference guaranteed.

### **How the brain works**

What happens when you first hear a song on the radio you like?

Since it's the first time, you have an idea of how the song goes. The next time you hear it you listen a little closer and start to get the words. By the third time, you have the melody and the words down and the song is in your head. You can hear it even when it's not playing on the radio.

What happens with songs is what happens anytime you try to remember anything.

First, you have to take in the data, in this case, hear the song. Naturally, you are paying attention to the song and so the data enter easily. When it comes to information for a test or a list of things to do or the name of a new business associate, the same principle applies.

You must be paying attention for the information to get in. Once it gets in, then you decide how important it is. If it is something you want to remember long term, then, just like singing the song again and again, you can enter it into long term memory with rehearsal.

If it's something you only need for a short time, like a phone number, you forget it almost instantly.

### **Visual or Auditory Learner**

It is very important to know how you learn.

Visual learners like to look at maps when they are trying to locate an address. They also will read directions and picture in their minds the rights and the lefts.

Auditory learners like to read instructions out loud. They need someone to say it to them so they can make their pictures that way.

What are you?

Once you find out, stay in that mode.

If you're studying for exams and you're a visual learner, draw diagrams of wars, of the plot of the book you need to remember, of the steps of a science project.

If you're an auditory learner, say the steps of the procedure out loud (and then imagine them in your head). Say the parts of the plot out loud and see them in your head.

You see, our brains use pictures to store information. You just have to find the best way for you to create an image and then it's stored.

### **The role of anxiety and stress**

Believe it or not, anxiety and stress are causing many of your memory problems.

When you are overcome with worry about not remembering, your brain literally freezes up and can't function. It is virtually impossible to recall what you need when you are stressed out.

And of course, you become more stressed out when you can't remember. We'll go into stress reducers later in the course.

### **Your inner dialogue**

Listen to yourself the next time you sit down to study for a test. Or the next time you look for your keys. Or the next time you forget a person's name and have to hide.

Chances are you're killing yourself mentally.

"I can't do this"

"I have a terrible memory"

"I can't remember anything"

“I’m worthless when it comes to remembering”

...and so on.

You are taking yourself into a dark alley every time you have trouble remembering something and giving yourself a beating.

**THAT MUST STOP NOW!**

And here’s why.

You will never improve your memory if you don’t believe it’s possible. Self-talk is very important to self-confidence and success.

Now, I know what you’re thinking. You can’t talk about success until you have some.

Well, believe it or not...**THAT’S WRONG!**

You read that right...**YOU’RE WRONG!**

You need to imagine success before you can experience it. This is the secret behind all the great Olympic and professional athletes. They can spend almost as much time imagining their success as they do training.

And they haven’t run the race yet.

Champions in all walks of life understand this and use it every day to achieve success others don’t.

So here is what I want you to do if you are serious about improving your memory.

Read the next chapter on visualization and follow the instructions for 21 days. I guarantee you improve not only your memory but your self-esteem as well.

## **Visualization**

There may be nothing more important to your success than visualization.

I would read every word in this section carefully because it has the power to change your life in many ways.

You need to understand one thing...

**If you don't believe you can have a strong memory, you won't ever have a strong memory**

Starting today, you MUST take time out, even if it's only for a few minutes, and see yourself as a person who can remember whatever it is you want to remember.

Your mind must become accustomed to feeling successful and you do that by creating images of success in your mind. In this case, success at remembering things.

There have been many experiments done over the years that show that the mind does not distinguish between a real event and an imagined one.

Decide what you want to improve and picture yourself going through your day doing that thing perfectly. PERFECTLY.

Believe me when I tell you that you will become convinced that you remember things very well and the days of anger and frustration will be over.

Here's how you do it:

- 1) Find a comfortable place to sit.
- 2) Make sure there are no distractions
- 3) Set your alarm on your watch for 2 minutes (you can make it longer as time goes on)



4) Close your eyes and start your movie.

See yourself doing the thing you want...PERFECTLY! Use all your senses as you imagine. Feel the chair you're sitting on in class, smell the air in the room, touch the desk and your pen, hear the teacher give the instructions, taste the saliva in your mouth as you calmly wait for the test to be handed out.

It works! Believe me.

### **How to improve your memory starting today**

Here is what you need to do before you decide what area of memory improvement is most important.

But it has to be the first step for any area you choose.

**Number one** – Decide how you want to improve your memory.

Do you want to do better on tests?

Do you want to remember where your car keys are?

Do you want to remember appointments? names? faces?

Decide now what you want to improve. You can only do one thing at a time so make sure you choose the most important one.

**Number two** – Write it down.

Once you decide what you want to improve, write it down in a journal. Write down how your life is going to look once you are better at what you have chosen. How is your day going to be? What is it going to feel like to master this one area of your life.

**Number three** – Imagine yourself doing what you've chosen to improve.

This part is very important. You have to take a few minutes everyday (in the beginning) and imagine yourself doing exactly what you want to improve. Imagine the moments that now cause you stress with this area. You're going to picture these moments in a different way now.

You're going to see positive results and feel positive energy as you imagine these same moments.

You see, your thoughts can control how things turn out. If you are positive and can see positive results, then you will get them. If you picture only negative results, then you'll get them.

Let's see how this applies to small things.

Ex. Remembering where you put your keys

You've decided to conquer your frustration with putting your keys down and not finding them.

Step 1. Defining what you are going to improve.

You are going to remember where you put your keys.

Step 2: Writing down how things will look once you conquer this frustration.

Your entry will look something like this:

"I wake up in the morning, get dressed and see my car keys in the same place everyday. They are next to the coffee cups. I leave them next to the coffee cups as soon as I walk in the door and they are there waiting for me when I need them. I'm calm each morning because I know when I need to get my keys they are right where they need to be. It feels great knowing I can find them every time."

Step 3: Imagining life remembering where you put things.

Let's continue with remembering the car keys.

You see yourself in the morning, you're dressed, you've finished your coffee, you see the clock and realize you have to leave, and they keys are right next to the coffee cups. You calmly grab them and walk out the door.

When you return, you go right to the coffee cups and leave the keys next to them, confident that they are safe and will be waiting for you when you return.

That is the first step to improving your memory in any area.

### Important points

- Have a memory spot – the coffee cups become your memory spot. Put the things there each time until it becomes a habit. Have as many memory spots as possible.
- Remember that changes take time. You have to develop new habits. I've always heard that you need to do something for 21 days before you do it automatically. For example, if you always put on your right shoe first, and you wanted to start putting on your left shoe, you would need to do it for 21 days before it became something you did automatically, without thinking.

### **Strategy # 1 - Acrostics**

One method that works very well is called acrostics. It takes the first letter of a series of words and makes a sentence out of it. Some times the sentence is funny but sometimes not.

It is ideal for the auditory learner. If you like sounds and like to hear things spoken in order to remember them, you are in luck. This is the method for you.

Here is a famous example:

- **My Very Educated Mother Just Served Us Nuggets**
  - **(Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune)**

My very educated mother just served us nuggets, which is the acrostic to remember the order of the planets from Mercury to Neptune.

All someone did a long, long time ago was take the first letter of each item and make a sentence out of them.

### **Acrostics and How They Work**

Let's go ahead and create a sentence on our own. We'll keep it simple at first.

Let's memorize the order of bones in the spinal column. They are:

**Cervical, Thoracic, Lumbar, Sacrum, Coccyx**

The first letters of each one are:

**CTLSC**

What we are going to do is take the first letter of each name and create a sentence that we like and can easily remember.

For this example, I'm going to create a sentence so you can see how it works.

Once you start to do this on your own, you'll get very good at coming up with sentences that you like.

Here are some attempts I made before I decided on one I liked:

**Cervical, Thoracic, Lumbar, Sacrum, Coccyx**  
**CTLSC**

- **Can Turtles Leave School Calmly?** – so-so
- **Charlie Touches Larry's Spinal Column** – not bad
- **Charlie Takes Larry's Spinal Column** – I like this one.

**Here are some tips:**

- 1) **Try a couple of combinations** - Keep playing with it until you come up with one you like and can remember.
- 2) **Check to see if order is important** – If the words need to be in a certain order, then memorize them as is. If you are memorizing a group, then move the letters around and create an even better mnemonic.
- 3) **Be familiar with the material** - You will always remember easier if you have seen the material in your studies. In this case, if you didn't already know the names of the bones it would be difficult to remember them just by looking at a letter.
- 4) **Tie the sentence to an image** – It's real important to connect the sentence to a picture that reminds you of the topic. In this case it's the bones of the spinal column.

This is what I mean. Your brain always remembers better when there's a picture or visual attached.

So, this is pretty simple. Let's imagine Charlie running away from Larry with the spinal column in his hands. We see Larry's back with no spinal column. He's screaming, "Hey, give me back my spinal column!"

Sound crazy? That's fine. You're giving your brain what it likes.

Alright, now let's see how this can help us later on.

Let's imagine we need to remember the bones of the spinal column. Well, once we say spinal column, the image of Charlie taking Larry's spinal column comes to our minds and we say, oh yeah, "Charlie – Cervical, takes – thoracic," etc...



Charlie Takes Larry's Spinal Column

See how it works? Ok, now you're going to come up with one on your own.

### Creating Your Own Acrostic

Let's say you want to remember the functions of blood (I told you these techniques could be used for anything!).

They are: **O**xxygen, **C**arbon **D**ioxide, **F**ood, **H**eat, **W**aste,  
**H**ormones, **D**isease, **C**lotting. And the letters are – **OCFHWDC**

Now, here's the deal...DON'T STARE AT THE LETTERS AS YOU  
CREATE YOUR MNEMONIC!

OCFHWDC

**Stare at the words...**in particular, the first letter of each word.

**O**xygen, **C**arbon Dioxide, **F**ood, **H**eat, **W**aste,  
**H**ormones, **D**isease, **C**lotting

This helps you learn the list even better as you create your mnemonic.

Here's my sentence:

- **Old Charlie Fights Heavy Women Holding Dirty Clothes**

Not bad if I do say so myself!

Take a look at the possibilities below and expand your use of acrostics NOW!

Biology

- To remember the classification of living things – **K**ingdom, **P**hylum, **C**lass, **O**rders, **F**amily, **G**enus, **S**pecies, **V**ariety – **KPCOFGSV**
  - Kings Play Cards On Fairly Good Soft Velvet
- To remember the functions of blood – **O**xygen, **C**arbon Dioxide, **F**ood, **H**eat, **W**aste, **H**ormones, **D**isease, **C**lotting – **OCFHWDC**
  - Old Charlie Fights Heavy Women Holding Dirty Clothes

Music

- To remember the order of notes on the bass clef – **GBDFA**
  - Golf Balls Don't Fly Away
- To remember the circle of fifths – **FCGDAEB**
  - Fat Cats Go Down Alleys Eating Birds

Geology

- To remember Moh's hardness scale – from softest to hardest – **T**alc, **G**ypsum, **C**alcite, **F**luorite, **A**patite, **O**rtoclase, **Q**uartz, **T**opaz, **C**orundum, **D**iamond
  - Tall girls can fly and only quit to catch diamonds

Chemistry

## Memory Skills Made Easy

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- To remember the diatomic elements in the periodic table besides the noble gases (Group 18). They are: **B**romine, **I**odine, **N**itrogen, **C**hlorine, **H**ydrogen, **O**xygen, and **F**luorine
  - Boys In Night Class Have Odd Friends

### History

- To remember the Paleozoic period – **C**ambrian, **O**rdovician, **S**ilurian, **D**evonian, **C**arboniferous, **P**ermian.
  - Cats Often Sit Down, Carefully Purring

### Math

- To remember the basic trigonometric functions – Sine (**o**pposite/**h**ypotenuse), Cosine (**a**djacent/**h**ypotenuse), Tangent (**o**pposite/**a**djacent)
  - Old Houses Are Houses Of Age (Sine, cosine and Tangent are always addressed in the same order)

### Physics

- To remember the alkali metal group - Lithium (**Li**), Sodium (**Na**), Potassium (**K**), Rubidium (**Rb**), Caesium (**Cs**), Francium (**Fr**).
  - Little Nancy Kept Rubies in Caesar's Front-pocket

### Spanish

- To remember irregular verbs in the past tense that change their stem and have no accents – **P**oner, **P**oder, **Q**uerer, **V**enir, **T**ener, **S**aber, **H**acer, **C**onducir, **E**star, **D**ecir, **T**raer.
  - Peter Pan Quit Volleyball Training So He Could Eat Dinner Tonight

## Applying Acrostics to the real world

Let's think for a minute how we can apply this technique to the real world.

Here are some of the areas that come to mind:

- To-do lists
- Grocery lists
- People to buy presents for
- People to invite to a party

..the list could be endless. Just make sure you come up with a phrase that you like and is memorable.

## Other ways of handling short lists



**Acronyms** – Use the first letter of each item and create a word. If you need to buy Christmas presents for your friends Peter, Pedro, Angela, Eric, Robert, you have the letters “PPAER”. Change them around and you have “PAPER”. Now, you remember Paper and you’re on your way.

**Rhymes** – Try buying ham, cheese, pizza, orange juice and strawberry jam. How about “A cheese pizza with ham, topped with OJ and strawberry jam.”

## **Strategy # 2 - The Roman Room**

Think of your favorite room in your home.

Close your eyes and imagine that room...you're at the door and you look from left to right. Look for 10 things that stand out: if it's a bedroom, choose the bed, the dresser, a mirror, a closet, a poster, a chair...

Now, take a moment and write down these objects on a piece of paper. Focus on what you've chosen.

All set. OK, just take another moment and go around your room again but this time in your mind and look closely at the objects you've chosen.

Great.

What you've done is what the ancient Romans would do thousands of years ago.

You've created places where you can put your information and recall it instantly.

It sounds tricky but once you see it you'll get the idea.

We are going to remember the first 10 states to ratify the constitution of the United States.

They are:

- Delaware
- Pennsylvania
- New Jersey
- Georgia
- Connecticut
- Massachusetts
- Maryland
- South Carolina
- New Hampshire

- Virginia

Before we begin, you need to know that the Romans used to walk around the rooms they chose a few times so that they would easily remember the objects.

You haven't done that so if you get stuck remembering the object, just look at the sheet where you have them written down.

Also, this is going to take more time than it normally will because I am going to explain each part slowly. Once you do this on your own you will fly through it in no time.

Just remember one thing: **YOU MUST STOP FOR AT LEAST 3 SECONDS AND REALLY SEE THE IMAGE. IF YOU DON'T, YOU WON'T REMEMBER.**

Let's begin.

**Our first state is Delaware.** What sound jumps out at you when you say Delaware? We are going to use that sound to create a keyword. That word will remind us of the state.

Delaware...Delaware...for me it's DELL so I'm going to choose Dell computers as my keyword.

Now, let's create a picture of a Dell computer with our first object. Think in your mind of your room and imagine a nice Dell computer on your object... shiny black, with a brand new keyboard and flat screen monitor sitting on top of our first object. We see the name Dell on the screen with the E spelled at an angle.



Later, when we come back to this object, we'll picture the Dell computer and that will lead us to Delaware. Let's continue.

**The next state is Pennsylvania.**

What sound jumps out at you when you say Pennsylvania?

How about a pencil?

So pencil will be our keyword, the word that helps us remember Pennsylvania.

Let's create a picture of our object and a pencil. I imagine a big pencil, I mean a big as you. And you are holding this pencil with two hands trying to write something on your object but it's too heavy so you put it down next to your object.

***(No picture this time!...It's time to create your own!)***

Later, when we come back to this object, we'll picture that big pencil and that will lead us to Pennsylvania.

**The next state is New Jersey.**

What sound jumps out at you when you say New Jersey? Well, this one seems kind of easy to me.

How about a new sports jersey? Of your favorite team?

So jersey will be our keyword, the one that helps us remember New Jersey.

Let's create a picture of your object and a jersey you have in mind. (If you don't have a favorite sports team, think of your favorite jersey that you wear when it's cold outside).

I imagine a jersey of my favorite team on a hanger hanging from my object. It still has the price on it but it looks brand new with my name on it and I'm dying to wear it.

Later, when we come back to this object, we'll be able to picture the jersey and that will lead us to New Jersey.

**The next state is Georgia.**

What sound jumps out at you when you say Georgia?

For me it's the name George. Well, I can't remember the name George but I can remember the name George Washington. And I can definitely remember a big dollar bill, the kind you find in carnivals. Usually they're million dollar bills. I can see George's face on them.

So, let's create a picture of your object and a huge dollar bill. I imagine a huge dollar bill glued to my object. I see George's face staring right at me.

Later, when we come back, we'll see the dollar bill and remember George Washington and then get to Georgia.

**The next state is Connecticut.**

What sound jumps out at you when you say Connecticut?

For me it's connect. And I immediately think of connect the dots. You know where you have a bunch of dots on a piece of paper and you and your friend start to connect them one at a time.

So, let's create a picture of your object and a bunch of sheets with connect the dot games on them.

I imagine loose leaf paper that has scotch tape at the top holding it to my object and on the paper are a whole bunch of connect the dot games ready to be played.

OK, we've done half of the states and it's taken awhile because I'm explaining the process slowly. But let's just see how we've done so far.

Let's try to remember the states. You can either look at the list of objects on your paper or picture them in your mind.

Think of object number one – think of the picture, think of the keyword and then remember the state.

Dell computer.....Delaware

Now, think of object number two – think of the picture, think of the keyword and then, remember the state.

Do the next three on your own.

Now we have a good sense of the power of the Roman Room and how we can construct it so let's try and simulate how you would really do it without so many comments from me. **JUST REMEMBER TO REALLY PICTURE THE IMAGE!**

**The next state is Massachusetts.**

What sound jumps out at you when you say Massachusetts?

How about the word chew?

Let's picture a dog chewing on our next object. You see the teeth marks already and he keeps chewing away. Even if your object is metal, this dog is hungry.

**The next state is Maryland.**

What sound jumps out at you when you say Maryland?

Hum...this isn't so easy. Let's get something close. How about married?

Let's picture a newly married couple holding your next object. You see the bride with the object in her hands (or if it's a closet, they are standing next to it) and the groom is the same way. Don't worry about why a newly married couple is in your room holding your object. Remember...wacky is good!

**The next state is South Carolina.**

What sound jumps out at you when you say Carolina?

How about caroling? You know, at Christmas time.

So let's picture a whole bunch of people dressed not in winter clothes but in bathing suits, with towels around their necks. Remember, this will help us remember South Carolina. They have their song books in their hands singing next to your next object.

**The next state is New Hampshire.**

What sound jumps out at you when you say New Hampshire?

How about a hamster?

So let's picture a bunch of cages of hamsters on top of the object running as fast as they can on that wheel they have. It's making a lot of noise because they are going so fast.

**The last state is Virginia.**

What sound jumps out at you when you say Virginia?

How about the gingerbread man?

Let's picture the gingerbread man from the movie Shrek standing next to the last object. Big and brown, with the cream for lips and eyes. He has the object in his hand and he's throwing it up in the air.

Great job! Now let's review.

You can either look at the list of objects on your paper or picture them in your mind.

Think of the first object - think of the keyword and then think of the state. -  
Delaware

Now, think of next object - think of the keyword and then think of the state.

You should see that the states come to you with little or no effort. It all depends on how clearly you saw the image in your mind.

If you really got it the first time, then begin thinking of places to use it in your studies. If you're still not sure, I've included another example later on in the guide book. You can try it out on your own.

The most important thing is that you use the same objects again and again so that you become comfortable seeing them and putting pictures of things on them.

**Tips:**

- **Don't be intimidated.** Once you use it once or twice, you'll feel comfortable with the objects you choose and it will take no time at all.
- **Expand this method** for more than 10 things. Just use another room with 10 different things. Or add more objects to the room you're using.
- **Label each trip through your room.** Like all the other mnemonics, label the trip, tie an image to the process so you can recall it easier



In this case, since we are remembering the states that ratified the constitution, picture a big piece of paper on a table in the middle of the room (it says at the top, THE CONSTITUTION) and a bunch of men dressed like in 1787 yelling, "I want to ratify first...no me first."

### **Ideas for using the Roman Room**

Remember that the Roman Room can be used for any long list that doesn't have to be memorized in order.

That can include things like:

- Lists from
  - Science – the bones, the organ system, etc.
  - Math – prime numbers, laws of Geometry, etc.
  - History – states, capitals, etc.
  - English – Conjunctions, prepositions, essays, etc.
  - Foreign Language – irregular verbs, essays, etc.

### **Remembering Speeches or Presentations with the Roman Room**

There is only one way to remember a speech so that you have it down cold. I mean without fail, no sweat, a piece of cake.

It was used by the biggest and baddest storytellers the world has ever seen. The people that needed to remember up to 500 different stories to entertain the crowds on a Friday night. Let's remember (no pun intended), there were no movie theaters, video games or cell phones.

The storyteller was the only game in town so he had to perform. And he did. And he used the method I'm going to describe to you now.

So, if you have a speech, a presentation, something where you need to memorize a bunch of information, use this.

Again, we use the Roman Room.

Here is how it works.

You have to imagine the room you will be presenting in. It could be a classroom or a hall.

You want to have a clear picture of where you will be.

Once you do, then you begin to pick out, from left to right, the objects that stand out that you can see clearly as you speak.

For example, if you are in a ballroom, if you look to your left and move right, you will see a plant, then a door, then waiter station, then a picture on the wall, then a lamp, then the main door, then another picture, then a statue and then another plant.

Now, look at your speech closely and decide how many different points you need to make. If there are 8, then choose 8 objects. Go around the room and place a clue for each important point in your presentation on each object.

Here is an example:

You are a motivational speaker and you need to cover these topics:

1. Positive self talk
2. Goal setting
3. Dress for success
4. Visualization
5. Learning from others
6. Networking
7. Gratitude
8. Making plans

For each of these important topics, you need to associate an image with the object.

The first point is positive self talk. And the first object is the plant on your left. Picture a plant moving around talking to itself. “You can grow!”, “You can do it!”

(Keep in mind, this is all going on in your head so there is no reason to worry about your images).

The next point is Goal and your object is door. You can picture your door as a soccer goal with a net.

The next point is Dress for Success and your object is the waiter station. Picture waiters walking around in black jackets and bow ties (they may be dressed like that anyway!).

And so on.

Now, when you go through your talk, you will pick off the important points without looking at your notes.

Something to remember – you have to have a good idea about your speech before you use this technique. Don’t expect any method to allow you to memorize word for word. What you need is a trigger to help you remember the important points without fussing with notes.

### **Strategy #3 - Pegword System**

There are times when you need to remember a list in order. Maybe it's the presidents, or the steps in a science experiment.

Regardless of the topic, this method is perfect for recalling each step in the process so that you can go back and say, "What is the 5<sup>th</sup> one?, what is the 9<sup>th</sup> one?, etc.

Let me demonstrate this technique by teaching you the first ten amendments.

**Ideally, you're familiar with the first ten amendments.** Either you are studying them in class or you need to include them in a presentation.

**Here they are:**

Freedom of speech, press, religion, assembly

Bear arms

House soldiers

Search and seizure

Unlawful prosecution

Speedy trial

Trial by jury

No cruel punishment, excessive bail

Rights not listed in Constitution

States rights

I've written them like this because this is the way I would remember them after having worked with them for a day or two.

Keep in mind, your brain doesn't need the whole amendment to recall it. It just needs a tip, a clue, some keywords and it will come back with the information.

What we do is create a keyword (or words) to remind us of each amendment, and then we create a picture of the corresponding number and the keywords.

Here's what I mean:

Let's take a look at what most people use to match their information to.

- 1 - Bun
- 2 - Shoe
- 3 - Tree
- 4 - Door
- 5 - Hive
- 6 - Sticks
- 7 - Heaven
- 8 - Gate
- 9 - Line
- 10 - Hen

The number 1 rhymes with Bun  
The number 2 rhymes with Shoe  
The number 3 with Tree  
4 - Door  
5 - Hive  
6 - Sticks  
7 - Heaven  
8 - Gate  
9 - Line  
And finally 10 rhymes with Hen.

If you take a look at these pegwords (or images) they all sound like the number they're associated with.

What we're going to do is tie information to these pegwords. Then when we think of the number, we'll think of the pegword and that will lead us to our information.

Here we go.

**TAKE TIME TO SEE THE IMAGE CLEARLY**

**1 – bun** (for me, hot dog buns) – **and freedom of speech, press, assembly and religion.**

What important pieces of information do you need to remember all that?

Well, for me, I'm thinking of **Free** hot dog buns to take care of Freedom.

And, how about combining the letters of **s**peech, **p**ress, **a**ssembly and **r**eligion (**SPAR**)? What about Sparkling hot dog buns.

Let's create our picture.

I can see it now, a hot dog stand with a sign that says FREE Sparkling hot dog buns and I see the buns with the fourth of July sparklers stuck in them and they spell FREE as they sparkle. "Wow! I'll take two."

So, later, when we think of what the first amendment was we say, "one – bun -.....and suddenly the image of FREE sparkling hot dog buns comes up and we begin to piece it together...freedom of sparkling...oh yeah, speech, press, assembly and religion.

You give your brain EXACTLY what it looks for and you get exactly what you look for.

Now, stop worrying about it taking too long to create.

It's taking so long because I need to explain it so you get it right. Each time you do it it's faster.

Alright, one more slowly.

**2 - shoe – right to bear arms.**

What important piece of information do you need to remember this amendment? I'd say it's **arms**...wouldn't you?

So, we need to combine shoes and arms. Let's create a picture.

I see a man with a lot of arms...I'm not talking two arms...more like 10 arms...arms coming out of his sides, one out of his head...and they're all holding shoes. In fact, he wants me to see these shoes so he puts them in front of my face, one by one.

Later on, when I need the second amendment, I'm going to think, "2 – shoe – and think of all the arms and remember, "oh yeah! The right to bear arms!"

I'm going to list the other amendments that I come up with using my keywords and my pictures.

**YOUR KEYWORDS AND PICTURES WILL BE BETTER!**

Not because you're a better person...but because your brain wants what it wants and my brain may want something different.

**3 – tree – housing soldiers.**

I need to combine a tree and soldiers sleeping over.

I see a big tree with soldiers sleeping on the branches...probably about one hundred soldiers lying in the tree.

**4 – door – no illegal search and seizure.**

I need to combine door with keywords that remind me of **search** and **seizure**.

Since they both begin with S, I'm going to combine door with **SS**.

I see a big door with the sign NO Search Seizure on it. There is also a mad face on the door with some words saying, "Did you hear me? NO SS!"

**5 - hive – unlawful prosecution.**

I need to combine a bee hive with unlawful prosecution.

How about a phrase like “under the lawyer for the prosecution” – get it... **under – un, lawyer – lawful, prosecution – prosecution?**

Then, I combine bee hive and I have my picture.

I see a bee hive under the chair of the lawyer for the prosecution. I see the court room and the lawyer with the sign on his table **LAWYER FOR THE PROSECUTION**, and there’s a bee hive underneath with hundreds of bees flying around....yeah baby!

### **6 – sticks – speedy trial.**

I need to combine sticks with speedy trial.

How about “Hurry (speedy) and try all (trial) my sticks, they’re delicious...come on...speed it up...I’ve got to go!”

Try all – trial? I think that’s good. Eating sticks...weird, but that can be good.

I see a person with a food stand at a carnival but he’s selling sticks to eat...long sticks, short sticks...and he’s got a megaphone and he’s yelling, “Hurry and try all my sticks...I’ve got a lot of different sticks...Hurry, there are only a few left.” And, of course, I see people trying these sticks and saying, “Not bad.”

### **Review time.**

Stop for a minute and get a blank piece of paper. Then, without looking at the guide book, write down the first 6 amendments. Think of the number, then think of the keyword, then remember the picture and write down the amendment.

What did I tell you? It’s not magic at all. It’s giving your brain what it wants. And since you want to memorize in the fastest and easiest way possible...and your brain wants pictures, you have a great friendship here.



**You give the brain what it wants and it gives you what you want!**

Let's continue.

**7 – heaven – trial by jury.**

I need to combine heaven with trial by jury.

How about if we use angels on clouds for heaven and instead of jury we use the keyword "**germs**". Remember, keywords help us get back to the original word we are remembering.

I see the picture of a bunch of angels on one cloud and one angel on a different cloud. That angel is drooling from the mouth and his hands are covered with his saliva. The other angels are telling him, "You can come to this cloud and play when you clean up those germs all over your face and hands."

**8 – gate – cruel and unusual punishment.**

I need to combine a gate with cruel punishment.

How about if we use a gate to a nice house and instead of cruel and unusual punishment we use the keywords cruel and unusual "**pumpkins**"?

I see a picture of a nice white gate that has face and can talk and it's mad. It's mad because a whole bunch of rowdy, cruel and unusual pumpkins are throwing themselves into the nice, pretty gate and getting it all dirty and disgusting.

**9 – line – rights not listed in the Constitution.**

I need to combine line and rights not listed.

How about a piece of paper with lines that go up and then turn left...only left. And at the top of the page I see a note, "No right lines allowed. NO RIGHTS!"

**10 – hen – states rights.**

I need to combine hen and states rights.

How about a map of the United States and a hen standing on each state screaming, I have rights...in my state, hens have rights! The other hens have their fists raised screaming the same.

Now, take a look at numbers 9 and 10. Look at how short they are. That is what you will have once you get it (and by now I'm confident you've gotten it).

So, turn away from this page and write down the 10 amendments. Ready go.

If you missed any, ask yourself if you have a clear image of the picture you need to remember. Your brain likes clarity and will reward you for a lot of details.

Other uses of the pegword system:

- Trigonometric functions
- Names of buildings on campus
- Different kinds of species
- Steps in CPR
- Food groups for a diet
- Numbers in a foreign language
- Important points for a job interview
- States and when they joined the Union

### **Strategy #4 – Story/Link Method**

If you're a person who loves to tell stories, create stories and listen to stories, then this is the method for you. It's called the story method. It does exactly what it says it does... you create a story of things you need so that, by remembering the story, you remember your list.

I've combined them because they use the same basic technique: create visual associations to tie information together. Then, these associations become a story you can remember.

It makes no difference what type of list it is:

- Concrete items – balloon, shoe, tree, bottle, lollipop
- Abstract items – Alabama, Alaska, Arizona

The steps to follow will be the same.

You want to create a story that links each item on the list to the next. The story needs to be wacky and zany because your brain is a lot like a little kid. It really pays attention when things get goofy!

Let's see how this process works with concrete items. I'm going to use a short list here to demonstrate. Naturally, this method can be expanded to include as many items as you need.

I want to remember balloon, shoe, tree, bottle and lollipop.

I start with balloon. I picture (remember...crazy images, with details!) a big red balloon, the size of you, that is tied to a shoe. It's one of those clown shoes, really big. The shoe is next to a tree that has bottles hanging from its branches. And attached to the bottom of all the bottles are lollipops. Bright blue, with smiley faces, with the wrapper still on them.

That is a quick version of remembering lists of concrete items. It will be much easier when you create the images for yourself.

Now, let's see how this approach can work with abstract terms. Ones that are hard to imagine.

Let's say you want to remember the names of the states in alphabetical order.

The first three states are Alabama, Alaska and Arizona.

You're probably thinking it's impossible to picture Alabama. Well, you're right. But that's ok because we are going to come up with a similar sounding (or similarly spelled) word that will act as a bridge between the state and the image.

Once we have a word that helps us remember Alabama (called a link word), we can begin building a chain of links (for the other states) and make a story.

It's easier than it sounds.

Look at Alabama and think of a word you already know that sounds like Alabama. Or sounds like part of Alabama. For me, the word is Alligator.

Now this next step is crucial. When you think of your alligator, you must exaggerate its size, its proportions, everything.

This way, your brain will grab hold much tighter. Don't worry. It's been proven. Picture a wacky and wild alligator.

Do you have your picture? Great. Let's continue.

The next state is Alaska. What word or words can you think of that sound like Alaska (or is spelled like it)?

My word will be Lasso.

So, I want to start my exaggerated story with an oversized alligator swinging a lasso, trying to catch...

My third state is Arizona. My word for Arizona is Arab. (No disrespect intended, naturally).

My story is now about an oversized alligator swinging a lasso, trying to catch an Arab that is running away.

Alligator = Alabama

Lasso – Alaska

Arab – Arizona

...and so on.

This system is perfect for people that have wild imaginations and love to tell stories. Of course, it can work for anyone as long as the images are memorable (meaning, wacky!).

Once you get the hang of it, you'll begin creating stories for long lists that come up at any time: in school, at work, and at home. And, each time you do, you'll spend less time doing it.

#### Summary

1. Create a wacky image of the first term.
2. Tie that first image to the image of the second term.
3. Remember to use details and have fun!

#### Ex. How to use it for a grocery list

Let's say you are frantic and can't find anything to write your list on.

So, you're forced to remember the things by heart. (Or better yet, you choose to remember this way because it's like taking your memory to the gym for a good workout!).

Just begin to create a story (picture it clearly in your mind). You need bananas, grapes, oranges, chicken, coca-cola, cereal, lettuce and tomatoes.

Here is your story – you have a cart at the supermarket and there are bananas that are sticking into oranges that have grapes stuck to

them. There's a chicken that's in the cart and has the banana in its mouth and it's sitting in a bath of coca-cola. It's actually standing on a box of cereal that's floating in the coca-cola. There's a head of lettuce that's cut in half and has a tomato inside floating next to the cereal box.

And on and on you can go. It is great practice for your brain so don't take it lightly.

### Other uses of Story/Link method

- The causes and effects of:
  - major events in history
  - reactions of substances in science
  - actions of characters in a book
  
- The sequence of math formulas
- Speeches and presentations
- Math equations
- Names of famous people
- Names of new acquaintances
- Errands
- Chores
- Ideas for projects

**Strategy #5 - Chunking**

When I have to call Spain (my wife's family is in Spain), I have to dial these numbers: 01134966699763.

If you try to remember those as one chunk you're crazy. It won't happen. That's why we put them into chunks like this.

011-34-96-669-9763

They are in sequence: the international dial code, the country code, the region code, and then the phone number itself.

This is what you need to do with information in your classes. That way, each chunk leads you to another.

Here's an example.

What are the names of the first three presidents? Washington, Adams and Jefferson.

What are the names of the last three presidents? Bush, Clinton and Bush.

What are the names of the presidents in the middle? Here is where you get stuck a bit. Try thinking of them based on what you already know about history.

How about thinking of different important moments in history?

The presidents during and after the Civil War? Lincoln, Johnson, Grant.

The presidents during and after WWII? Roosevelt, Truman, Eisenhower.

And so on. Remember, the key is to use what you already have in long term memory as an anchor. Then move on from there.

### Summary

1. Look for natural breaks in the information.
2. Try to find connections to information you already know (the wars in our history example).
3. Fill in the gaps

Other uses of Chunking – look to combine chunking with other strategies that give a sense of order to the information you are trying to learn.

- Create groups of:
  - reasons why countries enter a war
  - products particular to regions of a country
  - resources particular to regions of a country
  - geographical locations with things in common
  - astronomical clusters that are similar
  - irregular verbs in foreign languages



**Strategy #6 - Vocabulary Builder using words and visuals**

The more ways you code memory the better you'll be able to enter it into your brain and get it later. And the more ways you can tie the new information to things you already have stored in long term memory, the better.

Let's think of an example from school. You need to learn vocabulary for an English test tomorrow.

Most students look at the word, move their eyes away and try to remember.

Bad idea in most cases. You may have it for a split second but it will be gone in minutes.

Why?

Because you've only given the brain one way to remember it...the text. Now, your brain won't say so but it wants to see a little bit more effort. After all, you want this word to make it into long term memory (less to study at final's time).

Here's a better idea.

- Look at the word and how it's spelled.
- Call up a picture in your mind of the word in action.
- Come up with a funny phrase that includes the word.

Let's look at an example.

The word is poltroon. Do you know what it means? I didn't think so. I didn't either until I looked it up.

It means coward.

Let's go ahead and follow the first system technique.

First, we look at the spelling. Poltroon doesn't share many letters with coward.

But that's ok. We have other steps to go.

Next, we imagine a group of our friends who are too afraid to walk in a dark room. We call them "poltroons!"

It's important to take the 2-3 seconds to clearly picture the images you create. Your brain loves images so don't cut corners.

Then, you can create a sentence with poltroon and a similar sounding word you already know. Let's use platoon (a group of soldiers).

"This platoon is full of poltroons."

Finally, we imagine a group of soldiers running away from a mouse. You're standing there screaming, "This platoon is full of poltroons!"

Now, that is giving the brain exactly what it wants. You'll have that word locked up in long term memory before you know it.

Once you start using this technique for vocabulary, you can apply it to terms in science, math, foreign language, you name it.

Summary of the steps:

1. Look for similarities in spelling between the word you need to learn and the meaning.
2. Imagine a picture of the word in action.
3. Create a sentence with the similar sounding word and the new word.
4. Imagine that sentence in a wacky, goofy, and crazy way.

Main use of Keywords

- Vocabulary from any subject in any language.

### **Strategy #7 - Making Connections**

When you see things you can't get a hold of right away, you need to make a connection. You have to find something in the new information that you can tie to something you already know.

Here's an example:

Let's talk about rock formations. And in particular, the difference between these two rocks found in caves.

**Stalactite rocks (drop down from the ceiling)**  
**Stalagmite rocks (come up out of the ground)**

How can we remember the difference between these two rocks?

Take a look at the two words and what they mean and then find something that jumps out at you. Here's what I learned a long time ago:

STALACTITE – **C** – DROPS DOWN FROM THE **CEILING**  
STALAGMITE – **G** – COMES UP FROM THE **GROUND**

In these examples, the rocks that come up out of the ground have a G in the spelling. And the rocks that drop down from the ceiling have a C in them.

It's clear that we have a connection that will give us an easy way to tell the difference between these two words now, and probably forever.

#### Other uses of connections:

- Anything you come across that is an isolated word, definition, you name it. Find a way to connect it to something you know.

## **Remembering Names**

Talk about a problem that everyone suffers from!

Yet, at the same problem, for those that can solve the “Name Game” and remember names of people they meet, they have an almost unfair advantage over others.

They are more respected, they are well-liked and they get ahead faster. All because they took the time to remember a person’s name.

Well, it’s time for you to join the ranks of the most popular people on earth. You are about to learn a system that will not fail.

However, if you don’t try it, you will never know its power.

*“No one forgets a name. They just don’t ever learn it in the first place.”*

Harry Lorayne, The Memory Book, 1974

In other words, PAY ATTENTION when you’re meeting someone.

Here are some quick tips you should be using if you’re never tried anything before.

1. Repeat the name 5 times in your head once you hear it. Look at the person as you do this.
2. Repeat it as you shake hands. “Nice to meet you, Bob.”
3. Bring up the person’s name in your conversation. “Where do you work, Bob?”

Those are the basics of remembering names.

You should get into the habit of at least doing those.

I’m going to show you how to make the name memorable with little or no effort. In fact, once you do it a couple of times, you won’t even notice you’re using it.

Step #1 – When you hear the person’s name, associate it with something. It needs to be something you can picture in your mind.

For example,

Bob – corn on the cob

Bill – a dollar bill

John – the bathroom

Mary – fairy godmother

Joan – phone

Step #2 – When you meet this person, look for a distinguishing characteristic of their face. Maybe it’s the nose, the lips, the hair, their eyes, forehead, etc.

Pick out something so that when you see this face later in the night, later in the meeting, later at the soccer game, you can zero in on the characteristic immediately.

Step #3 – Combine the image of the person’s name with the characteristic you’ve chosen.

For example, let’s say that Bob has big ears. Remember from above, Bob is associated with “corn on the cob.” So picture a piece of corn on the cob sticking out of Bob’s ears.

Or, that Bill has big nostrils. (Come on, what is so strange about big nostrils?). Bill is associated with dollar bills. So picture dollar bills in his nostrils.

Get it?

You see, you have to pay attention to a person’s name to hear it. You have to be aware of the person’s face to pick out a characteristic.

Once you get in the habit of doing both, you will see remembering names is a piece of cake!

**What about remembering more information about the person?**

Great question! Why didn't I think of that?

You can add anything you want to your image.

Before I show you how to add more information (wife's name, number of kids, type of job, etc.), I want to talk a moment about getting to know someone and getting more information about them.

One of the best known secrets of making friends is to show an interest in their life. That's to say, ask them about their life. Don't tell them about yours.

Ask them about theirs.

Use open-ended questions that start with words like: Who, what, when, where, why, how.

For example: Who do you know at the party?, What do you do for a living?, When do you ...?

This is the absolute best way to make friends and get more information at the same time.

Now you know that Bill is an accountant and has a wife named Betty, 3 children, and likes to ride horses.

You can add these things to your image and have a total picture of your new friend Bill.

Here's an example: You already know that Bill has big nostrils (don't laugh), so create a picture in your mind of Bill with his big nostrils counting money (accountant) while his three kids are grabbing at him. His wife wants to place a bet (Betty) on the horses so she is nearby watching the horses on TV.

Now you have Bill's life in your mind and you can access it the next time you need to.

Does it sound like a lot of work?

First of all, it's not. You only have to create pictures in your mind, not lift weights. It becomes habit after a while.

Second, if you're interested in remembering names and reaping all the benefits of calling someone by their first name and mentioning important things about their life, then you will do it.

Come on...you have to try it and see. Don't be like the majority of people that never do anything. Be the one that does it and learns to remember anyone's name at anytime.

You can do it!

Alright, enough of the pep talk.

### **Some more tips**

1. When you have a moment at a party (or a meeting), look around the room and review quickly. This will be a perfect time to strengthen your associations.

You will get better in time

2. It's great for interviews, parties, even store owners. For store owners who want to learn their customer's names, follow the system but add one wrinkle. Once the person leaves, write their name down on a list. This way you can look at it later the same day and then the next day and then once more. Each time you'll be strengthening the association and by the time the customer returns, you'll have it down pat.
3. Remember, these skills are only necessary until you have the name logged in long-term memory. Once you see the person again, that may be all you need and you'll have their name forever.

4. Add titles by adding to your image. If the person is a doctor, put them in a surgical robe so you'll remember to say Dr. XXX.

Here is a summary of what you need to do to get it right from start to finish:

- Attention: make sure that you heard the name clearly.
- Meaning: make the name meaningful to you.
- Appearance: make sure that you notice distinctive physical features.
- Association: make sure you associate the appearance with the name.
- Review: Make sure you review your associations.

You are now ready to be the one that everyone talks about...brace yourself!

### **Remembering PINS**

With the increase in identity theft these days, it doesn't pay to create passwords that have to do with your birthday, your name, your street, anything that can be picked up easily.

Here's a better way.

Write a memorable sentence. It can be funny, loving, or boring as all heck. Make it 6 words. Then, once you feel you have a sentence you'll remember forever, count the letters in each word and you have a bulletproof PIN.

Here's an example.

"I love to have safe passwords".  
Your PIN is: 142449.

You may need to remember the number at first but after a few times you'll have it instantly. Plus, you can remember it at any time.



### **Remembering where you put the keys/cell phone/wallet**

If there is one problem that causes more stress in our house it is when my wife can't find the keys.

Of course, she won't take my advice but I hope you do because I never lose track of my keys.

Here's why.

I have chosen a memory spot. I have one place for the keys when I walk in the door. In fact, it's the same place I put the cell phone and my wallet. Right next to the coffee cups.

You see, these are the things I need every time I leave the house. And they are the things I take out of my pocket every time I enter the house.

Pick a place and your problems are solved.

Just remember. In order to create a new habit (like using a memory spot), you need to do the activity for 21 days straight. Once you do, it's done.

### **How to remember where you parked your car**

This trick can be applied to anything that you leave in a place that is not part of your routine. (When it's a routine, you can choose a memory spot).

Let's say you are leaving your car in a parking garage and want to remember for later.

Stop. Look at the car. Look at the area marker. And take a mental snapshot.

That's right, a mental picture of the area marker.

You can check you have the area marker in place by asking yourself 15 seconds later but you'll find that it's there.

A mental snapshot is another way of getting you to stop and pay attention. When you do, your brain can hold onto anything you ask it to.

### **Locate misplaced items**

What do you do when you've already misplaced something and you can't remember where?

Take a moment and take a deep breath. This will relax you and allow your brain some time to search.

Next, stay positive. Repeat to yourself, "I know where this is."

Then, begin to back track but think of things emotionally. I mean, try to remember your emotions when you entered the house. What were you thinking? How were you feeling? What were you thinking?

You see, by accessing your emotions, you are able to activate more of your memory and thus, find things more quickly.

### **Reduce anxiety and remember more**

Are you studying for a big test? Maybe it's a big interview? Are you nervous and stressed out?

Whatever your case may be, stress is public enemy number one when it comes to remembering important information.

There are two proven ways to reduce stress that will help regardless of the circumstances.

The first is learning how to breathe deeply. Most everyone breathes from the upper chest. That is wrong. You need to breathe from the abdomen.

The best way to practice this is to put one hand on your upper chest and one hand on your abdomen. As you inhale, expand your chest as little as possible. Instead, expand your abdomen.

Start by taking one deep breath every 6 seconds (10 per minute) and work your way up to 10-12 per minute.

This will calm your mind tremendously and allow the information to flow.

The second way, and for me the best way, to reduce stress is visualization.

We've talked about visualization already but let's apply it to stress.

Let's say you want to feel relaxed so you can do your best on a test.

See yourself entering the classroom, you see the teacher's desk straight ahead, the blackboard on your right and all the students milling around near their desks.

You hear the teacher say, "Alright, have a seat, the test is about to begin."

You calmly sit down, the teacher hands you the test and you confidently look at the first page, the second page and the third page.

Now, you return to the first page and begin.

You feel the information starting to move to the front of your brain. You come to a question that you don't recognize but that's alright. You put a check next to it to come back later and you move on. Once you get to the end of the test, you return to the check marks and calmly wait for the answer. While you are waiting, you are looking at the question again, looking for clues, information you may have missed.

You are calm the whole time. You tell yourself, "I know this answer. I can do this." When you get the answer, you put it down and hand in the test with a big smile on your face.

You are not surprised because you know you have a good memory. You know you can recall what you need. You know you can remember what you studied.

This is done in your mind at least once a day. You will begin to see the effects almost immediately.

### **Best ways to improve memory on a daily basis**

One way is to rehearse your day as soon as you wake up. I mean, mentally go through your day, with all the chores, errands, responsibilities included. See yourself doing all the things easily and calmly.

Write down things that you didn't think of before.

This way, you are ready to begin the day with the knowledge that you have what you need. Granted, there will be distractions and interruptions but if you can plan your day, you won't be thrown off for very long.

Another way is to review what you did during the day and see where you can improve.

Mentally go through your day and relive the moments when things went well and when things went wrong. Make notes and avoid the pitfalls the next day.

### **Random memory aids that work**

I'm going to list other ways to help you remember during the day. Between the memory skills presented here and the aids listed below, you have what you need to remember anything you want.

- When you want to remember something important, place it near something you have to have during the day. Ex. You need to mail a letter so you put it under your car keys on the counter.
- Make a list and carry it with you during the day.
- Repeat things 5 times as soon as you hear them. (ex. phone numbers, names).
- Remind yourself out loud. (ex. I need to feed the dog before I go to work).
- Tie a knot with string on your finger.
- Overlearn. (ex. study a speech until you can interchange parts and still know it).
- Day planner. Use it to keep track of all you need on a daily basis.
- Get enough sleep.
- Get enough exercise.
- Use a timer to remind you. You can use the one on your watch or in your kitchen.
- Review immediately. Put what you just learned (ex. in a lecture) in your own words and summarize.
- Develop habits like tapping your pants before leaving the house to see if you have important items. (i.e. your cell phone and wallet).
- Take breaks while you study.
- Avoid studying right before and right after meals.

### **Attention and concentration**

The one thing to keep in mind is that attention is selective. It depends on the person and depends on their interest and motivation.

Any parent knows that kids will play video games even if they are deathly ill. And they will become engrossed.

So the question is, how can you increase attention and concentration when it comes to things you don't have much interest in?

**Pause and ask, "What am I trying to accomplish?"** – Are you trying to improve your memory? Then, slow down and get your

attention in the right place. If you're a student, do you want good grades? If the answer is yes, then the next question is, do you feel you can achieve good grades?

You see, an attention problem could actually be based on a person's low self-esteem. They don't think they're capable and thus don't give the effort needed.

**Visualization and positive self-talk** - You have to change your inner dialogue and follow it up with moments when you picture yourself achieving. Re-read the section on visualization and see how you can sit down and imagine yourself doing things perfectly. (i.e. studying, retaining and recalling information, giving presentations, reading, etc.).

Make it a habit to go through your day with expressions in your mind like, "I can do this," "I'm a good student," "Things come easily to me." You will begin to attract more positive things into your life, including your inner talents and abilities that have been smothered by expressions like, "I can't do this," "I'm just not smart," "I can't remember anything."

Once you feel better as a student, your attention and concentration will immediately improve.

**Memory skills** – Go over the strategies outlined in this book and follow them until they become a habit. You don't need all of them but find one or two you like. You'll begin to see that committing things to memory is really a matter of finding a simple system that fits your learning style.

**Eliminate distractions** – Try to anticipate what is going to happen while you are studying or remembering important things. Look at your day and find times when you know you can have the time and the peace to focus like a laser without being interrupted.

**Learn to re-focus** – Interruptions are a part of life. Learn to accept them and re-focus your energy so you can get back on track. There is

no reason to quit what you're doing because you've had to stop for a moment to let the dog out. Get back to it right away.

**Learn to do one thing at a time** – You don't do yourself any favors by trying to watch TV and study. Or listen to music and study. Or remember a list of things to do and tie someone's shoes. Give your attention to the task at hand and get it done first.

**Be aware of how you feel** – Get used to taking a reading of your feelings when you're about to focus on a task. Are you tired? Are you hungry? Are you upset? Are you angry? Any one of these emotions can lead to distraction and ruin your ability to concentrate. If it's not the moment, come back when you're ready.

**Pause at times to re-group** – While studying, take breaks after short intervals. This way you're more refreshed and ready to go. Plus, you can give your brain a chance to file and store what you have been studying.

**Analyze and make comments on what you're studying** – This way you can elaborate on what's being presented and engage your mind more. By expanding on what you've learned, you are forcing the brain to make more room for something that you deem important.

**Get organized** – When you have all the materials you need to accomplish your task, your attention and concentration won't wander unnecessarily. If it's books, a calculator, a notebook, make sure it's all by your side so you can find it when you need it.

### **Ways to Help Your Brain Along**

Here are some basic things you need to know about your brain that you must follow if you want to get the most out of its ability.

In fact, I'll go so far as to say that, by refusing to follow these suggestions, you'll seriously compromise your ability to improve your memory, regardless of whether you continue with the exercises and memory aids I talk about in this book.

### **Feeding your brain**

1. Maintain a healthy diet: Eating a balanced diet will enable your body to create the brain chemicals called neurotransmitters that affect your mood and your ability to think and remember. That means complex carbohydrates, proteins, and a fruit or vegetable each time you eat.
2. Take the right supplements: Vitamins and herbs can support your brain's ability to produce strong memory skills.
3. Get regular exercise: Exercise enhances your memory because it helps your brain receive the nutrients it needs.

### **Avoid the following**

1. Heavy amounts of sugar.
2. Minimize the intake of caffeine.
3. Control your alcohol intake.
4. Stay away from illegal drugs.
5. Be very careful with neurotoxins found in cleaners, solvents and herbicides.
6. Food enhancers like MSG and artificial sweeteners have been found to damage brain cell functioning.

### **Summary**

Congratulations! You've made it to the end. Did you remember what's on page 32? What? You didn't? Now you have to start all over again.

Only fooling. Listen, a strong memory will always depend more on your motivation and interest than anything else. You need memory skills to help with the heavy lifting but even those skills are useless unless you're willing to give the effort.

I really do wish you luck.

**Good luck!**