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Maximum Memory Power

By John Williams

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About the Author

John Williams is a professional magician and author of several ebooks.

He uses many of the simple and effective techniques in “Maximum Memory Power” for entertainment, but has also proved their power and effectiveness in business and social situations.

John says, “It’s not rocket science. The basics were laid down long ago. I’ve just tested and tweaked everything so that it’s easier than ever to remember where you left your keys, your entire shopping list and even your mother-in-law’s birthday!”

Almost anyone of reasonable health, whatever their age and other circumstances, can improve how they use the powerful record and recall system which they were born with. Like so many things that we get for free, we never value it properly or take the time (about three half-hours a week) to get anything like the best use of it.

He says, “If people realized how easy it is to learn how to remember names and the powerful, positive impression it makes - socially and in business - then maybe we’d have Memory Skills as part of every school’s curriculum!”

“And better recall will reduce the stress in your life and give you more time to do what you want to do because you won’t be wasting time looking for things!”

You CAN Improve Your Memory

Almost everybody can improve their memory significantly. The extent of that improvement is related to the current state of your physical health, your enthusiasm for the task and the importance which you place on it.

I believe that these methods and advice will help you, whatever your age and other circumstances. Of course, all readers are not starting from the same level – so, each person’s results will vary. Some of the systems and tips may not help you as much as they help other people.

Everything in this ebook is based on my experience and practical research. I’m not a professional in this area. I use the material when performing as a magician and in all my business and social activities.

A good memory is a valuable asset that enhances every part of your life - from remembering names and telephone numbers, to the punch-line of that joke which your friend told you last week.

You will get the best results by doing the simple exercises in this ebook as regularly and consistently as you can manage. There’s similarities between improving the strength of our muscles and powering up our “cognitive ability”, which includes our memory. Doing your exercises in long sessions which can be tiring and boring won’t have as much a benefit for you as shorter, more regular sessions.

Research on diseases of aging, such as Alzheimer’s and other forms of dementia, has indicated that keeping our minds active and positive may delay the onset of those diseases in some people.

I believe that tasks which involve your own creativity, such as these, may have more benefit than crosswords or computer games where the creative content is mostly provided by the creators and not the participants.

Looking and Seeing



Many people may be caring, loving persons but they go through each day in a cocoon of self-interest and worry which stops their minds getting the best mental images of the world and, especially, the people around them.



To improve the use we get from the very powerful storage and recall systems which we all have, our first task must be to remove that screen from between our eyes and our brain. If we don't really see a person as more than part of the background scenery to our day, there's not much chance that we will store a quality image of them which we will be able to recall without effort, is there?

It's very simple to crack, and then remove, that screen. Just start to focus more on your surroundings and the people you meet, and then listen more closely to what they say.

This will take conscious effort at first, because you are replacing your habitual inward focus, which probably has been part of your life for years, with a healthier and more productive outward focus. It won't happen overnight, but it will happen.

You might want to try to get more rapid improvement in your focus with some of the simple exercises in this section. Set aside up to half an hour when you won't be interrupted. Don't stress yourself if your ability to recall the people described in the exercises is very poor to start with. That's very common.

The good news is that you will probably notice a fairly quick improvement just by repeating the exercise(s), but using different people as your subjects, a few days later. Don't put a lot of pressure on yourself when doing the exercises. Your memory works best when you are as relaxed and focused as possible.

Don't worry if your first attempts show gaps in your recall. These exercises are just for your benefit and are no-one else's business.

- While sitting comfortably, try to recall the streets and the people which you pass every day on your way to work. as if it was a movie showing on a screen in your mind. You probably know the names of the streets or stations which you pass every day, but the point of this exercise is to show how well you remember what you see almost every day.

Then, instead of burying your head in your newspaper as usual the next day, look at your surroundings and, especially, the people as you travel along. You’ll probably see many interesting things which you had not taken any notice of before.

Give yourself a break and then try the same exercise a couple of days, or even a week, later. I think that you will be pleasantly surprised at the improvement in your recall. That improvement should also be apparent in other situations as well.

- Choose somebody that you see regularly but don’t have a close, personal relationship with. Try to form a very clear mental image of the person; their face, stance and clothing. What, or who, does their voice sound like? How do they walk? What exactly did you talk about on the last time that you spoke with them?

When you see them again, check how good that your recall of them was. Most people find that their recall is different in significant respects from the real person. That should encourage you to focus better on the people you meet in the future.

Try this same exercise a few days later with a different person.

- If you work outside your home, sit down when you have some free time at home and write a description of your office. Be as detailed as possible, but don’t put more than 10 minutes into this. It’s an exercise, not an essay.

You could include a diagram and mark the location of as many items as you remember.

If you work at home, try this exercise with the layout and contents of a room other than the one which you’re currently using. Pick one that has a number of varied items in it, so that your recall gets a good test.

That sounds simple and it is. But you could find some things which you’ve seen every day, maybe for years, that you haven’t recalled when I asked you to unexpectedly.

- Our final example is a bit harder. Grab a magazine or newspaper and find a page where there are a number of products or separate items - at least 10, if possible. Give the page a thorough scan, then close the magazine and write down as much information as you can about the products and companies, or people, which you just read about.

Just doing these exercises should improve your mental processes to some degree. This preliminary test will show you the current level of recall which you have. That will enhance the buzz which you will get after you start to use the systems and tips, and then see your improved results.

You can expect to achieve them while expending less effort and time as well.

These simple exercises are just for your information – no-one else sees your results, so there is no pressure on you. It doesn’t matter whether you get a 60% improvement or only 10% - your investment of time is minimal and that improvement will continue for the rest of your life! It may even increase without extra effort from you as you become more familiar with the power of your own memory.

The reward for doing at least a couple of these tests at the start, is that you will more easily see your improved appreciation and recall of your surroundings and the people you see in the future.

Then, the systems and tips in this ebook will take you to the next level.

Positive Input and Expectation

I can't explain to you how the synapses and the cortex work. I'll concentrate on detailing the best ways which I've found to help you get better results from the powerhouse filing system between your ears.

Your memory is already functioning much better than you probably realize. Even un-trained brains absorb countless impressions every day and store them in ways which are still not fully understood.

Unless there are medical reasons, due to prior injury, impairment or disease, we all have the potential to greatly improve the use of our memories. You could be very surprised how much improvement you can make without great effort, and in a short time.

There's probably just one factor which stops you from getting much better results from your memory at this point.

That's the person that stares back at you from the bathroom mirror each morning!

Have you noticed that people who say they have poor memories can probably recall the achievements and failures of their favorite sporting teams over the last several years, even if they always forget their partner's birthday?

Because the brain comes as standard equipment and costs us nothing, many people fail to value it or realize the benefits which come from using it in an organized way.

Start today to use your memory better and improve all of your social and business activities.

Stop accepting that you have second-grade mental faculties (you don't!) and filling you mind with negative impressions.

Focus, organize and use your abilities to their natural potential.

Ancient Wisdom

Before electronic diaries, reminder telephone calls and personal information manager programs, right back to Ancient Greece and Rome, people needed to remember important information, Sometimes, their survival might depend on it!

They developed most of the systems which I’ll describe in this ebook. But, there have been many improvements to the early, basic methods, as you’d expect over several hundred years.

All the books, and even the high-priced courses which you see advertised on television, have their basis in these systems, which date back centuries.

There are no “secrets” to improving your memory, but different “experts” create their own ‘recipes’, mostly using the same systems which you’ll find here along with their own selection of “secret herbs and spices” - tips and short-cuts based on their own experience, research and feedback from the people they’ve taught.

I’ve personally tested almost everything which I’ve put here and made changes where I felt something could be made easier or more effective for you to use.

Please read all the way through the book first, then pick those parts which you feel will be most helpful to your current situation and needs, and *go!*

The sooner, and younger, that you start to use your memory in a more organized way, the farther it will take you. But, anyone that starts now to use these systems will get some noticeable benefits, whatever their current age and circumstances.

Scientists ‘know’ a lot about why the systems work, but many things which are accepted as proven facts may be challenged or discarded as further study is made with our rapidly improving technology in the next few years.

They are still discovering how much more there is to learn.

People like me, that use the systems every day, fine-tune them. You will probably tweak them to fit your needs better after you have been using them for a while.

But, give them a fair trial first - just as they are set down here.

Get in Shape



You will benefit in all areas of your life by improving your use of your memory, but the amount and speed of that improvement will be strongly influenced by your current health and attitudes.

If you have been going to start or increase the amount of exercise which you do, ***start today!***

Aerobic exercise (activities such as walking, swimming and tennis) will definitely increase the quality of the results you get from these memory systems and tips, along with increasing the level of beneficial oxygen in your body.

Another proven benefit is that more exercise will encourage you to drink more water (that stuff you dilute your coffee with). Your brain needs the equivalent of several glasses of water every day. Each drink of tea, coffee or cordial which we have daily, does not replace the need for any of that water. Those flavored drinks actually cause the loss of some valuable water from our body, reducing the amount available to our physical systems and, most importantly, to our brain.

Just making the effort to drink 6 or more glasses of water each day will improve the ability of your brain to process and recall information, and have other benefits as well.

You may believe that you have a “bad” memory, but that’s doing it an injustice. Accepting lower results than you are really capable of is selling yourself short, just to avoid the little extra effort needed.

Your memory is at least as powerful as any of the teachers at your local high school. The difference is mainly that they have learnt how to use theirs more efficiently and their work makes them use their faculties at full stretch every day.

Your “bad” memory is already absorbing thousands of impressions daily. Most of them are stored for possible later retrieval. The most likely problem is that you may give your memory too little direction, not enough work and that you don’t have systems in place to help make retrieval easy and quick.

This ebook will help you to improve your ability to recall the exact information you want more efficiently than you can do it right now.

The importance which you assign to the different types of images and the instructions which you give yourself will affect which impressions are most securely stored for later retrieval and how easy that recall becomes.

Many people focus on negative images, or fill their mind with negative emotions such as envy, anger and lack of self-belief. The brain is very powerful and could still absorb all the positive and empowering messages and images which that person sees, but it will keep the negative ones ready to recall if that’s what the person mostly focuses on.

Henry Ford said, “If you believe you can do a thing or if you believe you can’t; in either case, you’re probably right!”

There is some power, I believe, in having positive expectations and, anyway, they’re more enjoyable than constant negativity for you and, also, for everyone around you.

Memory improvement is not as difficult as it may seem at first. No-one needs to know that you are doing the exercises or what improvement you get - there are no exams!

The best part is that you will still see and feel an improvement in all areas of your life even if your early results are fairly small.

Tips and Short-cuts.

Most important tip: Ask your partner or a close friend to learn the systems with you. You don't need to study every part of it together, but you can help each other by:

- ✓ preparing lists for the other person to memorize and recall,
- ✓ checking each other's progress and
- ✓ supplying valuable feedback and, especially, lots of encouragement.

The systems which you get in this ebook will help you with more complex tasks.

The tips and short-cuts in this section will help you with simpler, every-day memory mis-steps - such as forgetting to post a letter or leaving your handbag, or briefcase, in someone's office.

These mistakes are very common, so please don't start worrying that something is wrong with your memory or your mental power in general. You probably just didn't set up the best conditions for doing the task when you put down the envelope, briefcase or handbag.

That's not surprising, because we're given lots of information (though nowhere near enough to fill our brains), but not many schools teach us how to store and recall that information for efficient use.

Better Focus Gives Better Results

It's also sad but true, that many people push through their day in a fog of self-interest and distractions. We may put a large check in an envelope, then put the envelope down without focusing on where that we put it, because our mind is full of the football match which we saw last night.

The relative importance of those two things doesn't govern which one that we concentrate on. We retain the most secure image of whatever we decide to focus on and that's usually the more enjoyable task, rather than the most important one.

We can't do anything about yesterday's match result, but the result of misplacing the check or having it arrive late at the company which we owe the money to, could be very significant.

Give due attention (that's 100%) to the important tasks, and then you'll have plenty of time to review the football match later, because you won't have to rush about trying to find that check!

It is well known that we humans have trouble concentrating on just one thing for very long. Young children often have an attention span of maybe 90 seconds, which is why performers in television and magic shows for them always have something new happening and also repeat the same phrases and actions more than once.

90 seconds is actually longer than the time which some marketing experts say that most of us take to decide whether we'll look around a web site, or click on to a different one. The web site owners are likely to get less than 10 seconds to grab our attention and stop us clicking away!

They don't really put those pop-ups and jiggly pictures there to annoy us; it's because they're what will get many people to react positively in that first few seconds on the site!

In a theatre or other event, adult audiences will usually give a speaker or performer up to 20 minutes before turning their attention to their packet of crisps, but he or she must try to lock down their interest hard in that time.

Break Through the Fog

In our daily lives, we probably do many things without them registering very deeply at all.

Obviously, when you start to focus on particular tasks more closely, you will get better results. Keep doing that for a couple of weeks and you have a new habit, and a very positive one!

Changing from your previous ways will not be as easy as it is for me to suggest it here, but I’m confident that you’ll succeed if you approach it in a positive manner.

Do you remember the task you started a couple of pages back? That’s right, putting an important check in an envelope and trying to ensure that you remembered to take it with you, and posted it at the first opportunity.

The next step, as an extra support to your improving focus, is to associate the letter containing the check with the place that you put it. You can make a mental picture of the check, greatly enlarged, covering your desk. Because the important point is that you must remember to take the letter with you and post it, you could make a mental picture of a giant check on the back of your front door or have the check stuck in the lock of the front door, so that the picture will pop into your mind when you are locking the door to go out.

Try to eliminate extra actions when handling important matters. When you write the letter and try to attach the check, you might find that your stapler is empty. So, you put the letter aside until you make time to find the packet of staples and refill the machine. Or, you can’t find a stamp in your desk, so you leave the letter there until you buy more stamps.

If necessary, set aside the necessary time to organize your desk and stationery. That alone will save you time every week in the future.

Now, you can write the letter, staple the check to it, put the stamp on the envelope and put the letter in your briefcase or bag, ready for you to post.

You could still use a mental picture like I described before to help remind you to actually post the letter!

The “Did I ... ?” Dilemma!

When you leave your home, do you sometimes quickly duck back to see if you really did turn off the stove or the iron, lock the cat door and put out the garbage can?

This is a common worry which can become very stressful for a few people, but it doesn't really do anyone much good. Just imagine how much productive time we could recover if everyone found out a simple way to never suffer the “Did I ...” dilemma again?

They can fix it forever just by buying this book!

If you think that you know the answer - that I'm going to say that the solution is a new mental image for each task which you must do before you leave your home in the morning or your office after the day's work, you're very sharp.

But, please don't skip the rest of this section – there are a couple of tweaks that might help you.

Let's say that you are going out and you have to do all these things just before you leave:

- Switch on the answering machine
- Lock the cat in the shed
- Switch off the television at the wall plug.
- Put the garbage can in the collection area

For each of them, you should make a mental picture. I'd prepare a mental picture for each well before I did any of the tasks. Maybe. something like these:

- Your phone going crazy because it's not being answered.
- Your lovely cat shredding your best curtains
- Your television with smoke pouring out of it, and
- Your garbage can overflowing in your living room, with trash falling on your best carpet.

Change the relevant picture when you complete each task.

Picture your answering machine throwing out dollars or hearts, depending on what sort of messages you are hoping to get.

Then, change the next picture to one of your cat sleeping happily in its basket. You did put its basket and water bowl in the shed as well, didn't you?

Change the next picture to show your television with the power cord plug resting on top and ...

The last one could become a picture of your garbage can being emptied into the garbage truck.

They sound crazy - especially the one about the cat sleeping in its basket while you're away. But, they're the sort of image which will stick in your mind and help you to change “Did I ?!” to “**I Know I Did!**” every time.

Physical Reminders

A friend of mine uses physical reminders wherever possible. He'll push that important letter into the handle of his briefcase or he'll put the edge of the letter inside the spectacle case he has in the briefcase for his reading glasses. When he gets out his glasses, he can't miss the letter and he posts it at the next mailbox which he sees.

When you put down your briefcase or umbrella in a store or somebody's office, are you sure that you will remember to take it with you when you leave?

While you might, thousands of people leave these and other important items behind in public transport, libraries, sports centers etc., every day.

They may have been stressed, distracted or just not paying enough attention to where they put their property. And many are affected by more than one of those factors at the same time.

With the great concentration on security today, leaving a parcel or bag in a public area may cause trouble and mean, at the very least, that you never see it again.

To help you to remember to collect your property before you leave, make a mental association between the last thing you’ll do there and the item you have to collect. A mental picture of the exit door with an out-of proportion bag or umbrella works well. You could picture yourself vigorously pulling the door, but there is a huge bag blocking it.

If making these images seems silly, please understand two important points:

1. The pictures work and you can stop making them if you develop your recall to the point where you don’t need them any more.
2. The pictures which you make are never seen by anyone, so *go wild!* The sharper the impression which you put in your mind, the better the results you get.

The next section covers the most popular and proven memory support systems.

I use them and know they work for me and many other people, but I do not rely on them alone. I know a few people that do so to a very great extent.

I use a pocket diary for appointments and anniversaries and a tabbed index book for all the passwords and other information for my web sites. I also memorize all this information.

I rarely have to consult the written records, but they could be useful if I fall under another taxi and someone else has to get my newsletters out!

Keeping the diary and password book updated is just cheap insurance. Lower stress levels also help you to remember better.

Repetition

In old-style education, before there were more theories than students, children were taught by rote (repetition of the same information) and, sometimes, rhyme.

We all learned to recall how many days there were in each month with “Thirty days has September ...” and the notes of the Treble clef with “Every **G**ood **B**oy **D**eserves **F**avor”

It wasn’t exciting, but it seemed to work pretty well.

You may find that repetition works well for you if you are a person that finds it easier to retain information which you hear to a greater degree than what you read.

You can put your information on an audio tape if there is a lot of it. Then, play it back to yourself shortly before you need the information.

Some people can improve their mental recording by just repeating the information about 3 times – saying it aloud really works much better than just mumbling it to yourself.

Bunching.

This is a tactic which works for many people that need to remember just a few long numbers and have an urgent need to store them for a short period.

Chop your long number into a series of shorter ones. Use the format of your telephone numbers if that’s convenient and easy for you. But, even just cutting a 12 digit number into three segments with 4 digits in each will make it easier to absorb and recall.

Sleep Learning and Hypnosis.



Some people believe that you can absorb information when you are in a deep, restorative sleep. They invest in audio tapes to improve various aspects of their lives, including their recall of important information.

Then, they play these tapes through a speaker which they put under, or next to, their pillow through the night.

I have not had any success with this myself, nor have I seen any reliable research which confirms (or completely disproves) these ideas.

I think that deep sleep is probably not the best time to absorb information from outside of yourself. I think that's the time when your physical systems are resting and restoring themselves, while your mental faculties process the information, positive and negative, which you pushed into them during your waking hours.

I have had more success by listening to recorded material while totally relaxed, leaving the answering machine or another person to handle all interruptions (I'm not really lazy, I just do a lot of this sort of learning!)

You already know that stress and distractions reduce the quality of your mental impressions which are the basis of your ability to recall most things effectively.

I suggest that you try setting aside a period of, say, no more than a half an hour a few times a week when you can listen to your taped information without stress or interruption.

You may think that's too much time – you just can't do it. I understand that some readers may have difficulty with that at first, but I strongly believe it is really worth the effort to re-arrange things so that you can devote the time to these sessions.

You will get results fairly quickly and they will be much better than you get now with longer sessions in a location, and at times, where you suffer more distractions.

Cramming information into your head in long, late-night sessions just before an important test, and at the expense of your regular sleep, is likely to give you negative results too.

The shorter, more frequent and stress-free sessions which I recommend will better repay you for the time and effort to organize them.

The relaxed, drowsy state which I recommend (rather than deep sleep) is similar to the induced state of people that are under light hypnosis. It may be that properly supported subjects could benefit from sessions of therapeutic hypnosis so that they could absorb large amounts of information and recall it more easily.

I won't explore that area in this book because I don't want to encourage anyone that might just dabble with it. Hypnosis can be a useful, powerful technique in the right hands, but has the potential for considerable harm in it.

I have discussed this subject with several experienced professionals who used hypnotism and other people who have been hypnotized. I have been hypnotized myself. It was a pleasant experience and there were no after-effects or concerns of any kind.

But, I believe that only experienced and reputable people with a successful, verifiable track record should be allowed to hypnotize anyone.

Inexperienced, careless or devious people can cause lasting harm even if they have the best of intentions.

Please, think carefully before you let anyone hypnotize you.

If you decide to try self-hypnosis or deep meditation, which have similarities, always make sure that you first set up a simple way to bring yourself back to the waking state, with a positive frame of mind, at any time.

I also strongly recommend that you ensure that your partner or another trusted person is nearby, though not necessarily in the same room, and that you arrange beforehand that they will check on

you at a pre-arranged time. They should also discuss with you what you want them to do if they have any concerns when they check on you.

These are basic precautions, but too easily forgotten when we start to try something new.

Helping Others to Remember YOU.

The points which I make about why we don't use our mental storage and recall very well apply to almost everyone.

By helping others to remember you, what they discuss with you and any agreements you make will obviously be of benefit to you as well as them.

Most people, unfortunately, won't have the tips and strategies you get here, so not many will make enough effort to remember your name when they are introduced to you. Make it as easy as you can without pushing yourself onto them.

Say your own name during the conversation. If it's appropriate, ask for their business card and make sure you have some of yours with you in case they ask for one. I sometimes ask people for an extra card which I can pass on to a colleague too.

Help the M.C. Promote You.

If you have to present a talk or other presentation, find the person who will introduce you and give them a card with your name and the subject PRINTED OUT to make it easy for them.

If there is a full, formal program, then it's worthwhile to have a brief, clear introduction printed out for them. If they don't use it, you're no worse off! But, most Masters of Ceremonies will appreciate the effort you've taken to ease the load on them slightly and they'll sometimes give you an unexpected boost with their remarks.

Powerful Introductions

What do you tell people about yourself when you are introduced to them in a business situation or a function for business people? Do they remember you as “Bill Smith, the happy upholsterer” or just another “Bill Smith (or it might have been Jones)”?

Prepare a brief, clear couple of sentences which describe you and what you do. “I’m an accountant” won’t cut it, but maybe something like, “I help people to secure their assets and reduce their taxes” might make you be noticed and remembered better.

How long? Three sentences would be the absolute maximum. Imagine that the introduction might happen (as it has to me a couple of times) in an elevator and you only have the few seconds until they reach their floor to get your message across without being pushy.

Don’t Mess Up Your Message.

Like most people, I’ve got an answering machine. I realize that some people don’t like leaving messages on answering machines.

Let’s hope that your competitors are like that! I know that we all prefer to talk to a real person much more than to a piece of silicon but the reality is that few people can always be available when we call them.

The people who buy and maintain answering machines are demonstrating that they don’t want to miss you and that they will call you back if you leave a clear message (well, 99% of them, anyway!)

I even put time into making my taped message, which asks you to leave your contact information, as friendly and non-canned as I can.

But, every week there are at least a couple of messages which don’t contain enough information about the caller, or why I should contact them!

There is a scam where people leave messages on answering machines and when the business person dials the number in their message, their call is switched to an overseas exchange and the call is charged at a very high rate!

So, we have to make sure that the person we call knows who we are, why they should return our call (how they may benefit) and that it is legitimate.

I recommend that you prepare a short message – like the elevator introduction – before you even pick up the phone for your next call.

Make sure that you do spell your name if it might not be clear to someone that has not heard it before and repeat your phone number with its area code, if appropriate. You might be amazed how many people rattle off their phone number faster than the fire rate of a modern machine gun because they know it so well.

You can tell the person what might be the best time to call you back, but I prefer to give them an alternative number, such as my mobile phone, rather than announce to people whom I don't know when my office will be unattended!

Overview of the Systems

One short-cut to learning anything more quickly is to connect it with something which you already know. That approach will streamline your progress in memory improvement, as well as any other learned skill.

My memory has been pretty good, though it needed some retraining after an accident some years ago. The procedures are now fairly automatic for me and I don't consciously use the systems much. But I first learned them in a similar step-by-step way to what I show you here.

I use the Numerical Peg system to recall numbers and the Link System for shopping lists.

The Numerical Peg system intrigued me. I'm a computer geek, so I found it easy to apply myself to getting the first 10, and then 100 Numerical Pegs down cold.

If that seems too much, you could use one of the other systems instead for some tasks.

I suggest that you, at least, make the effort to learn your first 10 Numerical Pegs. They will serve you well, even if you go no further with the system. I think that many readers will be encouraged by the benefits they see when they start to use those 10 Pegs, and most will probably work to fix more into their minds and use them.

If 10 are enough for you, then that's fine too.

I used the Link System when shopping. I found that I could start from whatever item on my list for that day which I first saw on the shelves. Then, I just worked backward or forward as other items came into my view.

But, some people find that they have to start at either end of their series of links and count through to the item they see. That won't usually take more than a few seconds anyway.

You may be more comfortable if you switch those choices around. There's no one perfect choice which will suit everybody to the same degree.

Many people use these systems differently to me and there are many variations which have their own supporters. It will take you a while to find those systems and tips which give you the best results but, remember, none of these exercises will be wasted.

At the very least, you will get some improvement to your current methods of storing and recalling information. But, you will also be exercising your mental ‘muscles’ and the benefits of doing that in a productive way have been proven many times over.

I’ve seen these methods work with the people that I’ve shown them to, so I suggest that you try them as shown. Then, you can make any changes you want to better fit them to you, when you have the basics as second nature.

Link Them & Never Lose Them

You can use this system to remember any series of items, from a shopping list to the important points in a speech.

Start with a sample shopping list:

- Bread
- Fish
- Newspaper
- Apples
- Toothpaste
- Milk
- Candy bars
- Sausages
- Lettuce
- Lottery ticket

The first step is to close your eyes for no more than a couple of seconds, and focus on a picture of the type of bread which you get every day. If you need to do so, take a quick look in your kitchen.

Many people fill their minds with heaps of trivial images, or become overwhelmed by work and personal pressures. All of that stops them from making sharp, easy-to-recall mental images. But

they should get quick results, just from conscientiously doing this exercise for a couple of weeks, and that will give them more positive associations to fill their mind with.

Now, get a picture of the fish, which is the next item on your list, on to your mental screen. You don't need to know what your fish looks like; just print the name of the type of fish you want on a simple picture of any fish.

Now, this is the important part.

Put the fish and the bread into the same picture but make it *funny* or, at least, *startling*. You might have the fish with slices of bread coming out of its mouth like a fountain or, perhaps, have the loaf of bread cut in half - with the whole fish flapping around between the pieces.

Put action into your mental images whenever you can. That's much more important than that the images should make sense!

My examples are very plain. You will probably come up with a better image for your own recall – one that you are more comfortable with and that makes a better impression on your mind-set.

We're going to do the same linking between each two items in your list. Don't spend more than a couple of seconds on forming and focusing on your mind pictures. The first picture you think of will probably be the best one for you but all your mental images will improve over the months to come as you get some experience of the systems.

Don't worry about details – these are memory joggers, not works of art.

Now, we'll put the fish and the next item, your newspaper, in a new picture. You might have the newspaper wrapped untidily, and not very well, around an ENORMOUS fish, or have the fish reading a newspaper (big eyes on the fish and maybe spectacles too!), or

**The more odd and funny you can make your images,
the better and quicker this system will work for you.**

You can see the next step, can't you? Put a newspaper in a picture with apples or just one out-size apple. You might have;

- an apple with rolled newspapers curling out of it like worms, or maybe
- a fruit tree with both apples and newspapers hanging from it, or
- the front page of your newspaper filled with a picture of an enormous apple.

A 'tame' picture like that third example might be enough until you have more confidence about the system, but it won't work as well as a more startling picture. Make your apple(s) and newspaper(s) unusual - this is one time when the sillier, the better is the rule!

No-one else will ever know anything about your personal mind pictures and you can forget them as soon as you have paid for your groceries! ***Go Wild!***

How will you combine toothpaste and apples in your next picture? Maybe you will make your usual toothpaste tube really large with apples being squeezed out of it, or with a huge apple instead of the usual cap.

Toothpaste and milk are the items in the next picture. You might picture yourself squeezing toothpaste onto your breakfast cereal from a milk bottle or brushing your teeth with a milk carton.

Milk and candy bars? See *hundreds* of Candy bars pouring out of your milk bottle or someone being squirted in the face by milk from a candy wrapper.

Candy bars and sausages could just be someone eating a sausage which is sticking out of a candy wrapper or a fry pan full of sausages and candy bars. The pictures don't have to make sense, they have to stick in your mind like a candy bar melting in a frying pan!

Sausages and a lettuce might be represented by a large lettuce with sausages curling through it like grubs, or a rabbit chomping into a sausage wrapped in lettuce leaves. Put action, like that hungry rabbit, in all of your pictures whenever you can.

If you remembered the last two items on your list, this might be your lucky day!

How can we link lettuce and a lottery ticket? You could simply create a lettuce with all the leaves made of lottery tickets, or show dollar signs all over a lettuce.

Test Your Pictures

If I mention Candy bars, then you’ll immediately see Sausages, won’t you?

If that doesn’t work, don’t panic. Just try a couple of the others in the list to see if they work for you;

Lettuce < >

Bread < >

If none of those links come up for you, then you just need to make your images more *extreme*!

It’s easy to do, but most people need some practice. To help your pictures stick and make your links more effective, use the techniques which you’ve seen in cartoons:

- **Simplify** the items in the pictures. You just need a fish, not a bass or a steelhead.
- **Add outrageous action** wherever possible. If you have candy bars coming from a milk bottle, then imagine them exploding out in a torrent – not just dribbling out.
- **Exaggerate** the **size** of the items. The **GIANT** fish wrapped in the *tiny* newspaper.
- **Use lots** of the items. Have millions of Candy bars pouring from your milk bottle, not just hundreds!

- **Swap** the items. Brush your teeth *hard* with the milk carton, instead of a brush

The more consistently and frequently you use this method, the better and quicker you will see improvements in your recall.

This is really as easy as it sounds. Your mind is an almost infinite sponge and can comfortably absorb hundreds of lists. But, when you’ve finished with the list, it will soon disappear as you store more, and probably longer, lists in the future.

Locate Your Memories

This will be especially useful if you find it hard, in your first attempts, to create funny mental pictures that are the basis of the system which I just described.

You can start with this system first. It’s ultra-simple! It may give you more confidence and enliven your imagination, so that making the pictures for your Picture Pegs and Picture Links for the other Systems becomes much easier in a fairly short time.

The easiest things for us to make mental pictures of are those items, people and places which we see every day. We can, like the speech makers in ancient Rome, use the rooms and fittings of our own home, or any other building with which we are very familiar, to fix a list in our minds.

Write up your list, and then decide where you will put the first item from your list. You could put it on the front door and fix the other items from your list to each room, or even items in a room, as you move your mental focus steadily through your home.

Make a mental picture with that first item on your door. Simplify and then distort each item, as I’ve explained with the other systems, so that you mental pictures fix more strongly in your mind.

Move through your home in a single direction, just like you would if you were walking through it, as far as possible. That will make the switching from one picture to the next as smooth as possible when you start to recall the items.

The places and fixtures which you attach the items to can be whatever you like, but every one should be distinctly different from the others. If your main bedroom wall is very similar to the walls in your family room, then use only one wall with just one item so that your images are not likely to be mixed up. Instead of your bedroom wall, you might use the curtains or blinds in there as one of your ‘hooks’.

You’re not limited to using just your home or even a building, but you need to be very familiar with the location; street, building or whatever, which you use as the foundation for your mental tour.

Tell a Story.

For completeness, I will mention this method though I think it is very limited. Children and adults who have great visual imaginations might find it so useful that they amaze us all.

Start by writing down your list. Then, create a story and bring each item you’ve listed into the story in sequence. The story, of course, does not need to be realistic – the crazier it is, the more firmly your brain will retain it.

The flow of the story actually limits the usefulness of the method. It just goes one-way. You have to travel mentally through the story from the beginning to the item you want. With your Picture links, you can start at either end, and each item which you pick will help you to remember the item before or after it.

Power Pegs

The peg method of retaining and recalling important information has also had hundreds of years of development. There are a few variations and some of them may appeal to you more than others.

It is worth the small extra effort required over the Link and Location systems, because it lets you pull any item from any of the Pegs in your system more quickly than with the other systems.

Link systems store the information in a particular order, so you have to mentally skip through the sequence to find the particular item which you want.

The Pegs and the items you ‘tie’ to them can be recalled, in or out of sequence, much quicker and more easily.

For this system, you memorize a basic list of items which you retain to use as “pegs” where you attach the items from other, usually more short-lived lists which you want to remember.

Word Pegs.

The Word Peg system has you memorize just 10 objects which will be the pegs you'll put other items on so that you remember them in sequence. You can change part, or all, of my list to items which you are more comfortable with.

1. Sun
2. Shoe
3. Tea
4. Door
5. Hive
6. Sticks
7. Raven (blackbird)
8. Gate
9. Mine (large rocks around a black hole)
10. Hen

After trying the link system, you can see that these items are very easy to tie to their numerical position in the list because they mostly sound like the number at their position.

They are also very easy to make a simple mental picture of along with any item which you might want to remember by putting them together in your mind pictures.

This is the way that I learned the system, but some other people teach a variation which uses pictures of objects which resemble the numbers to some degree.

Picture Pegs

1. **Golf club** (1 vertical upright)
2. **Swan** (2 is like the swan’s curved neck)
3. **Fork** (with 3 points or tynes)
4. **Yacht** (4 is like the shape of the sail)
5. **Your hand** (Gimme five!)
6. **Snail** (ball is shell with neck curving up)
7. **Cliff edge**
8. **Snowman** (1 ball on top of another)
9. **Microbe** (ball is the body with a curved tail)
10. **Moon** (round ball). Use the Moon rather than a ball because it will probably suggest more ways to link to the item from the list which you want to remember.

Because the pictures of these items are an essential part of the Word Peg system, it is worth spending a little extra time to get your mental pictures of them as sharp as possible.

You can use this as a substitute for the link system with things like the shopping list from the previous section.

I won’t take you through that whole process in full detail again.

When you are comfortable with your recall of the Word Pegs themselves, test yourself with a list like the one provided for the link system practice: Bread, Fish, Newspaper, Apples, Toothpaste, Milk, Candy bars, Sausages, Lettuce, Lottery ticket.

If you already have done the exercise for the Link System, then it would be better to use a different list of 10 items this time. You might include a couple from the old list, but at different positions, to see how well the new list replaces the earlier one in your mind. But you shouldn't make these first sessions any harder than you are comfortable with.

If the repeat items show up at the right positions in your new list, then you're going very well in improving your memory usage.

Just take each item in turn from your shopping list and make a vivid mental picture containing that item and your next Word Peg. Make the pictures as silly as you like.

It should not take long or a lot of effort – don't spend as much time on the pictures for each of the items in the lists you make as you did when you were setting the Word Pegs in place in your memory. The lists are each only needed for a relatively short time.

Numerical Pegs

Do you have to remember series of numbers?

Most of us do and this can be very hard for many people. This system may not be as easy as the Link and Word Peg systems, but a couple of sessions of, say, half an hour each should see you ready to start using it.

That hour of focused effort will be repaid many times over!

This system will not suit everyone. But, please take my word for it that it is easier to use than for me, or anyone, to describe to you.

In this list, just focus on the sound of the letter(s) for each of the base numbers 1 to 0.

Number	Letter(s)	Connection
1	T D	1 downstroke
2	N n	2 downstrokes
3	M m	3 downstrokes
4	R r	Fou R
5	L l	Roman <u>5</u> 0 (!)
6	J j ch sh	Script j is like a backward 6
7	K c k	Lean backward 7 against a 7 to make a K
8	F f V	Script f has 2 loops like an 8
9	B b P	b is a reversed upside down 9
0	Z z	0 = Z ero

These sounds and their association with the base numbers is the foundation of the system, so please give it your best efforts.

Don't worry if you need more than an hour of practice to be able to recall them quickly, without effort, in or out of sequence and in any order.

My one-hour estimate is based on feedback which I've had from some people that I showed the system to. Even if you take longer, your effort will be repaid by both your improved ability to mentally store and recall long numbers and your better all-round use of your memory.

When you have some long numbers to memorize, take each in turn and convert it to the equivalent sounds of your Numeric Pegs. For example, the number 814226425 would become; f t n n j r n l - My mnemonic (memory jogger) for that is aFTeRNooNJouRNAL

Combination Pegs

Can you see the power which these fairly simple systems give you?

What if you could combine Numbers and Words?

This advanced step will be fairly easy for most people, but don't worry if you find it a little more work than the earlier systems. That's definitely true.

But, the Combination Pegs give you much greater powers of association.

You need to associate words with each of the Numerical Pegs which you've already learned.

1. Tee (golf tee)
2. Old Noah
3. Mo(ustache)
4. OaR
5. aLe (beer)
6. Joey (baby kangaroo)
7. Cow
8. iVy
9. Bee
10. ToeS (10 of them!)

All of those items will be easy for you to tie to whatever items are on your lists. The combination process will quickly become easier to use and as your recall and confidence improves.

You can expand this almost forever. Sixty, or even a hundred Combination Pegs should give you no trouble.

Here’s my suggestions for 11 up to 20, to get you started.

11. ToT (whisky - or a baby if you’re under 18)

12. ToN (weight with TON on it)

13. ToM(cat – ugly)

14. Tree

15. TaiL

16. TaJ (Mahal)

17. TacK

18. TV

19. TuBa

20. NoSe

For an entertaining use of this System, see “**the Giant Memory**” in the section “**Memory Games and Stunts**”. It can be a reputation maker, when you learn to do it well.

How to Remember Speeches

Never try to memorize a whole speech or presentation. The result will almost inevitably be a stilted, wooden performance and get no more than a token response from your audience.

Mapping Your Path

The better that you organize your material when preparing your speech, or other presentation, the easier it will be to deliver.

One technique that I use is Mind Mapping, popularized by Tony Buzan. It’s a method of organizing your material and relating the different parts to each other in an understandable way. That makes it easier to keep the speech in a logical order and to focus on the material so that it fixes better in your mind.

With a Mind Map, you put the central topic, or thought, for your presentation in the center of a large sheet of paper. Think of the main sub-sections of your talk and put them inside individual circles on separate spokes which radiate from that central topic.

Then you can break each section down in to sub-topics. They go on spokes that radiate from the relevant subtopics in your diagram. This makes it very easy to;

- see relationships between particular sections,
- notice any important areas which you had not put in your original plan and
- decide the best order in which to present your material to that particular audience.

Pegging Your Speech

You can use the Peg System for remembering the main points in a speech, too.

You need to be able to deal with side issues or extra material. Sometimes, you might need to change the order of presentation to give more emphasis to sections that are most relevant for a particular audience or to add some topical references from that day’s news to your standard presentation, or by other factors which occur at a particular event.

The person in charge may ask you to be sure to mention the growing membership of the group which you are speaking to and a couple of committee Members whose work was mainly responsible for the increase. Something like this is fairly common.

It’s easy for you to just add another Peg or Link to your list.

Linking Your Speech

If you prefer, you can use Linking Pegs to keep track of the important parts of your speech.

Tying visual images which you associate with the important points to locations in a mental tour of your home (See the “Locate Your Memories” section) works well too.

That method also helps to keep you on track – your mental tour past the various points in your home is done in a pre-set order, which helps you to keep the parts of your speech in the right order as well.

This is the exact method which one of the great ancient orators used, with a small variation. The story that I was told, is that he had trained himself to associate the points in his speech with the most noticeable features of the venue where he was presenting it!

He would have to have been a very disciplined person with great mental speed. It’s much easier to set up your mental tour around your own home, because the mental images which you use can be sub-consciously re-enforced every day without any extra effort on your part!

Insure Your Success

I suggest that you write out your whole talk and then write the main points on to small cards. Try to find something which represents the short text on each card and make a picture from it. Then, tie those items, in their order through the speech, to your Pegs.

You might think that there’s some un-necessary work there when you have already pegged or linked the main points, but rewriting the critical points will reinforce your memory of them, and you’re providing yourself with some cheap insurance in carrying the cards as well as having your speech ‘Pegged’.

Remembering Names

Dale Carnegie pointed out, “Remember that a person’s name is (to that person) the sweetest and most important sound in any language”, but most people say that they find other people’s names very hard to remember.

Is it worth the effort required? ***YES!***

Unless you’re already declared enemies, almost everyone will drop their defenses a little and listen to you more closely if they see that you have taken the trouble to remember and use their name appropriately.

Remembering and using their names without prompting will always impress people in both business and social situations. Making that small effort when you first meet them will repay you every time that you talk with them for years to come.

It will, of course, also improve their opinion of you which they share with other people.

It’s very easy to improve your ability in this area and you can start today!

You probably recognize people’s faces even when you cannot recall their names. That’s because a picture of their face is more easily recalled from the relevant part of your brain, while their name is, to you, just an abstract jumble of letters which requires more attention and care in handling.

Some people use tricks to disguise their inability to recall the name of a person they meet. But, that effort would be better applied to making a better mental record of the other people’s names in the first place!

This reflects a very common mistake which many people make. They are too focused on themselves. Their focus is on what the people that they meet are thinking about them, rather than the name of the person to whom they are being introduced.

They have too much irrelevant chatter going on in their head, mostly about themselves, and they do not securely fix the necessary information about the other person properly, and permanently, into their memory.

The first time that they meet someone is when it is easiest to make a vivid mental picture and a lasting positive impression.

Their worries are pointless anyway. Most people are probably not thinking much at all about us unless there is a specific reason for them to do so. They’re just like us and their focus is likely to be more on themselves and wondering what sort of impression that they are creating with us!

Anyway, what they think of us is something which we probably can’t do much about in a short meeting anyway.

Listening Tips.

Listen closely to their name and ask for it to be repeated if you didn’t hear it clearly. I think that taking the trouble to ask to hear *their name* again will never upset *anybody*!

It’s a good idea to ask for a name to be spelled out if you’re unfamiliar with it. That’s just showing respect for the person to whom you’ve been introduced.

Use their name yourself as soon as you can introduce it into the conversation. If you get the opportunity, you might further re-enforce their name into your brain by mentioning them to someone else whom you talk with during that event.

There’s another, ongoing extra benefit. Spelling out the unfamiliar names will focus your mind and fix them in place better there. You will also develop a greater ability in understanding the names which are common to people in each country or ethnic group.

With the influence of the Internet and more people traveling internationally, that can help to increase your potential social and business connections very quickly.

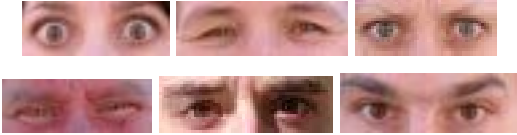
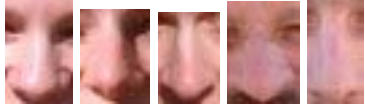
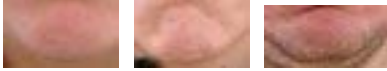
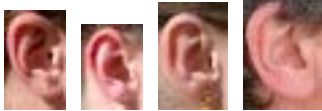
You may be able to construct a mind-picture using their face and their name. You could make a simple mental image, putting Mr. Baker in a bakery or just handing you an over-size loaf of bread, for instance.

It’s just as helpful to exaggerate the contents of these pictures as those which you create for the Peg systems.

Link Names to Significant Facial Features

With some people, you might notice that their nose, the shape of their head, ears or their chin is sufficiently different to be memorable:

There will be many times that you can make a mental association between someone’s name and a particular facial feature.

	<p>Start with their eyes because those are less likely to vary with changes in fashion or age</p>
	<p>Then, there are noses</p>
	<p>Chins (do not focus on beards because they can change or vanish.</p>
	<p>Ears are one of the most easily identifiable features!</p>

This conscientious effort will automatically improve your retention of the names of all the people that you meet.

Paper and Electronic Systems

I depend on my memory but I also have electronic and paper systems for particular areas.

They provide back-up for each other.

So far, my memory has helped me to recall almost everything I needed in a timely, low-cost manner. The effort and time spent in learning to use it better is very worthwhile.

But, I have lost a paper diary (a friend’s dog munched it!), had an electronic diary fry its own memory (that was just a few weeks after the warranty finished) and had almost every sort of computer malfunction, including a 100 Meg storage disk and a medium size hard drive become a drink coaster and a doorstop just when I needed to retrieve the information which I thought was stored safely on them.

I won’t even mention the problems with battery-powered devices.

But, these systems are used by almost every business today. When you buy a new computer, you’ll probably get software which can store, sort and transmit your information at blinding speed. If you have them available, then you should take the time which it takes to learn to use them well. That will help to improve your business activities. The better that you can use them, the greater success you’ll achieve.

But, we still need to keep working with our natural abilities as a back-up, and also for those places and times when you don’t have your XRZ-2010 P.I.M. with you.

Memory Games and Stunts

These activities and stunts can be enjoyable. Some are entertaining if not carried on for too long, and you can use some of them as a change from your other memory exercises.

Day for Any Date

You can easily and quickly tell anybody the correct day of the week for any date this year, or for any other year which you have prepared yourself. You just have to memorize 12 digits and then do some very simple calculations when they say the date.

For 2006, the number you need to recall is 1 5 5 2 7 4 2 6 3 1 5 3. That’s the dates for the first Sunday of each month in this year.

Use the system which you are most comfortable with:

1. Split it into bunches of 3 or 4 digits
2. Use the Word Pegs to construct a list
3. Use the Numeric Pegs to construct a list

Test yourself in private before doing your first demonstration.

So, if someone challenges you with the 10th of October, you know that the 1st is a Sunday, so the next Sunday will be the 8th and the 10th will be on a Tuesday!

If they say the 3rd of November, you know that the 5th is a Sunday, so the 3rd will be a Friday.

Now, I’ll give you a head-start with your base numbers for 2007;

7 4 4 1 6 3 1 5 2 7 4 2

- Good Luck!

Tray Trouble

Try this with a group of friends.

Someone volunteers to gather, say, 10 varied objects and place them on a small tray.

Let the rest of the group study them for a couple minutes, then cover the tray and ask everyone to write down as many of the objects as they can remember.

This will be very easy for you when you have prepared yourself with any of the systems I’ve described.

If the group is interested in further tests, the volunteer could;

- add more items to the tray to test those who were most successful with the first round
- reach under the cloth and remove one or more items without showing what they are, then ask everyone to write down what has been removed without looking at the lists which they wrote previously.
- Set out another selection of items but put numbers alongside each one. Then, cover the whole tray after a couple of minutes. The volunteer could then call out a number or an object, and see who (apart from you, of course) can most quickly remember the corresponding item or number.

Peg Every Page

This is a simple version of a feat which is featured by many professional performers. They give copies of a magazine to several spectators and then ask some of them to call out a page number.

Without hesitation, the performer can tell them about the most noticeable items which feature on each of the pages which are called out.

Some performers use memory training like you are learning here, while a few probably use other methods.

You probably realize that your study of the Peg Systems gives you the ability to duplicate this feat with relative ease.

Start by privately reviewing your Numerical Pegs up to at least the number of pages in the magazine which you use. Now, you just look through each page but don't try to read or memorize everything there.

Just focus on the one (or two at most) items which take up the most area of each page. Now, join the subject of that item to your Numerical Peg for that page's number.

That's really all there is to it.

The Giant Memory.

This is one of the ways that some magicians perform a feat which always gets a great response; the “Giant Memory”. That’s where they get the names of about 100 assorted objects from their audience and have a volunteer write them against the numbers from 1 to 100 on a whiteboard. It is interesting to hear the sort of objects which are named – some audiences have wilder imaginations than most magicians!

Then, while standing where they cannot see what has been written, they ask for anyone to call out either a number from 1 to 100 or any of the listed objects.

They then pretend to concentrate deeply before saying the corresponding object or number and, sometimes, mentioning the object on either side of that number for good measure.

A tip which will be very useful if you decide to do this stunt later on. You don’t have to use 100 items. Get yourself tested with, say, 25 and, so long as you don’t sound over-confident or boastful, your friends will still be impressed.

However many items you decide to use, just get about 5 or 6 called back to you because the “excitement” will fade pretty quickly after that.

Pick ANY Card

Ask a friend to shuffle a pack of cards and then remove any card. Ask them to put that card, face down, on the table.

They don't show you what the card is and they don't even have to look at it themselves!

Now ask them to turn the pack face up and call the name of each card as they deal it onto the table.

When they've dealt their last card, you can immediately tell them the card which they chose and removed from the deck at the start of your routine.

That should impress your friends because, at that point, no-one at all has seen what that card was!

You simply have to fix each of the cards as an image in your mind before you start.

Your work doesn't actually start until they start to say the names of the cards as they deal them on to the table. As they name each card, crush or tear the mental image you have of that card.

When they name their last card, you will have a clear image of just one playing card in your head – the one that has been laying face-down on the table since the start of the trick!

More Memory Joggers.

I’ve scattered references to a few mnemonics through Maximum Memory Power.

Thirty days has September, April, June and November.

All the rest have thirty-one, except February which has 28 days clear

And 29 days each Leap Year.

Every Good Boy Deserves Fudge (old version = Favor) **E, G, B, D** and **F** are the notes of the Treble Clef in music.

F A C E are the notes in the spaces of the Treble Clef. I’ll let you work out your own mnemonic for them!

The quick brown fox jumps over the lazy dog a simple sentence which includes every letter of the English alphabet.

Spring forward, Fall back! How to set your clock for Daylight Saving and going back to “real time”.

A friend to the end Simple reminder that when spelling friend, you put “end” at the end.

With dessert, have seconds – With (the word) ‘dessert’ you have (a) second ‘s’ and there is no second (s) in the sandy desert.

If we assume, we just make asses of u and me! Very true, and also reminds us how to spell **ass-u-me!**

Divorced, beheaded, died, divorced, beheaded and survived. The gruesome history of Henry the Eighth’s six wives made much easier to remember.

Roy G. Biv – the order of the colors of the rainbow. **Red, Orange, Yellow, Green, Blue, Indigo** and **Violet.**

Keep It Simple Stupid Great advice for any writer, which I’ve tried to follow here.

Bonus: Audio Version of “Maximum Memory Power”!

You get an audio version of this ebook with your purchase which, I believe, will help you to learn and use the material better and more quickly.

The time specified for the length of the Mp3’s is only approximate.

The text in the Audio version may vary from the ebook version in some minor areas as the MP3’s were prepared before editing of the text was complete.

Running Sheet for the “Maximum Memory Power” Audio version.

This set of audios is only available with the “Maximum Memory Power” ebook from eBookwholesalers.

- **Right Click** the links below to Download the MP3 files to your PC
- **Click** the links below to Listen.

MP01 10:46

- About the Author
- You CAN Improve Your Memory
- Looking and Seeing

MP02 8:51

- Positive Input and Expectation
- Ancient Wisdom
- Get in Shape

MP03 17:22

- Tips and Short-cuts.
- Better Focus Gives Better Results
- Break Through the Fog
- The “Did I ... ?” Dilemma!
- Physical Reminders
- Repetition

- Bunching
- Sleep Learning and Hypnosis.

MP04 7:59

- Helping Others to Remember YOU
- Help the M.C. Promote You
- Powerful Introductions
- Don't Mess Up Your Message
- Overview of the Systems

MP05 10:55

- Link Them & Never Lose Them
- Locate Your Memories
- Tell a Story

MP06 13:34

- Power Pegs
- Word Pegs
- Picture Pegs
- Numerical Pegs
- Combination Pegs

MP07 10:41

- How to Remember Speeches
- Mapping Your Path

- Pegging Your Speech
- Linking Your Speech
- Insure Your Success
- Remembering Names
- Link Names to Significant Facial Features

[MP08 12:19](#)

- Paper and Electronic Systems
- Memory Games and Stunts
- Day for Any Date
- Tray Trouble
- Peg Every Page
- The Giant Memory
- Pick ANY Card
- More Memory Joggers
- There’s No End!

There’s No End!

If you’ve already started to use these systems and tips to improve your storage and recall of important information, *congratulations!*

I predict that you will start feeling and seeing some benefit in just the first couple of days, even as you’re working through the exercises. Those benefits will increase every week as you get more comfortable with the systems that you choose to use.

Apart from the financial and other rewards that will be easier to reach in your business, your extra memory power will help you to make a better impression in all your social activities.

You’ll have more time to spend with your family and close friends which will give you many great memories. And, now, you’ll be able to recall them more vividly too!

From the day you start to apply this information, Maximum Memory Power will help you to make every day of your life more profitable and enjoyable!

[Another eBookWholesaler Publication](#)