

**DMT International**  
presents

# **MAX YOUR MEMORY**



**The Definitive Guide to  
Improving Your Memory**

by  
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# Section One: **Getting Started**

# 1. INTRODUCTION

Welcome to Max Your Memory, the complete and definitive guide to improving your memory.

My name is David Thomas and I will be your author and guide as we go through this program.

The program will take you through all the different techniques that I know and teach you how to memorise almost anything. Together, we will go through it piece by piece building up to the big picture.

## **It is Like Learning to Drive a Car**

The best way to look at improving your memory is like learning to drive a car. Imagine you have two people.

One wants to be a Formula One motor racing driver and the other wants to drive a cab. But neither of them can drive. They both need to go through the same process learning to drive in the same way and then pass the same test.

Once they have passed the test and achieved those basic skills they then go their own separate ways and personalise their driving to their own individual needs.

So it is with improving your memory. We will go through the generic techniques first as if learning to drive a car. Then later in the program we will look at how to apply those techniques.

## **Please Give Me Your Help Too**

I will do everything I can to show you the awesome power of what you are learning but I also want your help here too.

You are a bright and intelligent person and do not need to be told exactly what to do all the time. So just as importantly, I want you to be constantly thinking about how you can apply those techniques in your own personal and professional circumstances.

If you find an area of your life where you would benefit from a better memory then look at the techniques to see how that can happen.

Finding areas where you can apply the skills means you are much more likely to use them. There is also the extra benefit that when you find a personal application that you have discovered for yourself that makes it all the more exciting.

## **So How is it Going to Work With This Program?**

As you can see there are eight sections within Max Your Memory. Each section contains the next building block towards improving your memory.

Section One is an introduction containing a few details about me and the fantastic benefits of improving your memory.

Section Two contains the basic principles upon which memory skills training is built.

Sections Three, Four and Five contain the three main techniques – how to memorise a list, how to memorise names and how to memorise numbers.

Sections Six and Seven go through a list of applications. These include how to learn a foreign language, how to memorise a speech and how to improve your study skills when learning a new subject.

Section Eight wraps everything up together with some great tips on how to make the most of what you have learned.

Each section is broken down into small bite sized chunks so that all the information in each section is not in one big continuous flow.

### **Section One and Contents**

So straight onto Section One and what is here. It is going to cover three further things.

Firstly, some personal details about me. Why give out some personal details about me?

One reason could be that I am a complete egomaniac and desperate for attention. But in actual fact the reason is to help you overcome any preconceptions you may have about being of a certain intelligence to do this program.

The number one thing that people say to me is that you must be gifted and have a predetermined level of intellect or intelligence to improve your memory.

I say **absolutely not** and prove it by telling people my remarkable story about how I went from having no natural academic ability to having one of the most powerful memories in the world purely through training, technique and application and learning exactly the skills we will cover in Max Your Memory.

I will also go through what improving my memory has done for me. Benefits are crucial. We need to focus on those at all times and I will keep coming back to them as we go through.

I will then explain how I think you can get the most out of this program by applying a few simple rules.

My style of writing throughout this program may be a little unusual. Firstly, there will be no rubbish. By that I mean I will not go on and on about something when fewer words will do. For that reason some of the programs are quite short.

I take out all the fluff and leave the hard core, usable techniques that you can apply straightaway.

### **When You Laugh, You Learn**

I believe in using humour to get a message across so I will throw in a few jokes and witty comments along the way. Well, I think they are witty.

So I will apologise for my sense of humor now but I want to have fun doing this and I want you to have fun doing it too. No point in being all serious because when you laugh, you learn.

I will also use some personal experiences and stories about this so even though these are not directly related to the technique covered I believe they show a valuable insight.

Let's begin our fantastic adventure together learning about our incredible memory.

## **2. HOW TO USE THE PROGRAM**

This program can produce varying results depending on how it is used.

As with almost any kind of learning the more focus that is placed on the learning material and the better the learning environment the higher the end results will be.

Therefore the recommendations I offer on how to use this program are only that – just recommendations. Please take them as guidelines and apply as many of them as you can.

If you cannot apply them all, do not worry. You will get great results whatever you do but if you can aim for optimum learning conditions first then you will have the most success in the shortest time.

### **Home is Where The Memory Is**

The best place to learn is at home. Use a room which is quiet with as few distractions as possible.

Kitchens are bad because someone is always coming in to make a cup of tea and usually the kitchen is near a room with a television.

Never learn in a room where there is a television on. This is absolutely awful. It will hypnotically attract you to it and disturb your train of thought.

Do not have a big meal beforehand. There is a huge amount of blood allocated to the digestion process and this will be diverted away from your brain. That is why we feel tired and a little drowsy after a big meal. Not good for learning memory techniques.

### **Listen to Your Body**

Read this book at the time of day when you feel most alert. This is different for everyone. I know that no matter where I am, who how I am with or what I am doing, at three in the afternoon I could absolutely fall asleep standing up.

Take note of your body and your natural biorhythms will tell you when you feel at your sharpest. There are no rights and wrongs with this. If it is 5am then that is perfectly fine, whatever works for you.

Lastly, look at the length of each section and try and read it all in one go.

Each program is broken down into sections but even so all the sections on each program are linked to each other so there is a definite benefit from being able to listen to them all at the same session.

### 3. HISTORY OF DAVID THOMAS

As I mentioned in the first part of this program the number one question I get asked is “But surely, David, you must be gifted to do what you have done in the memory field?”

To this I can only reply **absolutely not** and then give people a quick rundown of how I am where I am.

This section is about my background and has little or nothing to do with the techniques. If you feel you want to skip this bit then feel free to do so. It will not affect your learning in the rest of the program.

#### **‘David, You Are Just Not Good Enough’**

As a child I showed no naturally high academic ability. Sure, I was good at some subjects like everyone but I certainly didn’t excel in anything. By the time I got to 16 I sat my main exams and did just enough to stay on at school for a further two years.

I did further exams to try and get into University. At 18 I sat four subjects and got 3 fails and one bottom grade pass. I was a complete failure. I had absolutely nothing to give me any hope at all that I could go on to any kind of further education.

At this point you look for guidance and someone to lead you. My Mother had been a lifelong alcoholic and little or no support and so I looked to school. It was at this point that I heard the words which I will never forget and will stay with me forever – “David you’re just not good enough”.

Immediately I thought it must be true as she was the teacher.

Nobody said that if I had gone out and bought a book on accelerated learning, maybe a book on memory skills, I could have passed.

They just said I was not good enough and that completely positioned me at that moment in my life.

#### **Red Hair is Definitely Not Cool When You are 16**

Little did I or probably the teachers realise but that kept me in a place for a long time and totally restricted my desire to improve myself in any way.

I also had raging red hair which meant that women would rather poke themselves in the eye with a hot needle than go out with me. Now it is definitely more auburn than African sunset but trust me, when I was younger, it glowed in the dark!

With no real qualifications I left school and found myself working in an office doing a job I really hated.

After 18 months I knew I needed to get out and so I applied to become a fire-fighter. Amazingly I got in and for the first time in my life I sampled that incredible taste of success.

Why? Not because it is hard to get in but because at that time there were 40 people applying for every job to become a fireman. It was fantastic. I was only 20 years of age and a fire-fighter. How good did life have to be!

### **Rescuing Cats up Trees**

As a working class guy from the North of England I was now top of the food chain and of course I was now slightly more attractive to the opposite sex.

After four years I sat my promotion exams and failed them badly.

Once again the officers at that time in the fire service said, “You are just not good enough.” Once again I assumed they knew best and I was just meant to be a fire-fighter for the rest of my life.

It is safe to say that at this stage I was not the brightest guy in the Fire Service. In fact, my nickname was ‘Thrombo’, short from thrombosis – a slow moving clot!

So that’s where I was and thought I was meant to stay. Looking back, I think that nobody had any bad intentions but there is a certain tragedy about what was happening at that time in my life knowing what I know now.

I was operating at a performance level that was dictated by three reference points in my life – mother, school and work. They had decided what I should be doing and at what level I should be doing it.

Yet, and this is the real killer, they were making or had made decisions about what I should and should not do when in actual fact they had no knowledge of what I was truly capable.

Now I find that devastating and deeply troubling considering that others must go through the same process. Of course, as a parent myself I now encourage my children to know that they have no limits and there are no barriers to whatever they want to achieve in their life.

### **How Did He Do Those Bloody Cards?!**

Then something was to happen which was to completely shatter my existence over the following year.

I saw a guy memorise a pack of playing cards on national television. I was stunned. Why? I have no idea but I thought ‘WOW’ that is amazing.

A lot of people compare memory with magic but to me there is a fundamental difference. When a magician makes a rabbit appear out of a hat he hasn't actually been able to do that. Trust me – I was a fire-fighter.

Magic is a great skill and one which I personally admire greatly but you know it is not for real. But unless this guy had cheated, and it was fair to assume he had not, he had actually memorised the cards.

Not only that but he was tested on the locations of the cards. The presenter gave him ten cards or numbers and he gave the corresponding number or card. I was stunned into silence.

Watching him on television was one thing but never in a million years do you think you could do the same. You assume that the guy must be gifted.

### **I Was in The Middle of The Ignorance Gap**

I had nothing I could relate it to and therefore get a hold on. For me, there was what I call the Ignorance Gap – the difference between what I knew and what I was seeing and I could not see how to get from one to the other.

#### **I was ignorant of the potential.**

I now realise that this is the same for almost everyone I meet. They do not know what the brain, mind and memory can do so they have no benchmark against which to mark their own performance.

Because of this, they then accept bad memory performance as the norm because everyone has the same issues.

After seeing this guy on the television, I decided not to pursue it any more.

A few months later I was reading a Sunday paper and there was an article about the same guy saying he had been to northern France playing blackjack in the casinos using memory techniques to count the cards.

Now I was **really** interested.

A few weeks later I went into a book shop and bought his book. I started small and just played around with it for a few weeks. I then put the book away as I did not think it had any real interest to me.

A month later I decided to dust it off and have another look and that is when I really got my teeth into it. I found the techniques easy to learn as they did not require any predetermined intelligence or intellect.

Plus the more I practiced, the better I got. **This was important to me.** I continued to practice and I got really good.

## **A Room Full of Geeks – Obviously My Natural Environment**

Eight months after buying the book I went to the World Memory Championships in 1996.

What a set of geeks they were. Oh yes, I mean, how many buzzing heads can you get in one room? Problem was – I fitted right in!

Over two days of competition I came 4<sup>th</sup> at my first attempt. I also became an International Grandmaster of Memory.

At that time I was one of only three people in the world to achieve it under competition conditions – out of six billion people on the planet. Although to be fair, I don't think all six billion had had a go. But you do not know what people do in their spare time.

In one weekend my life changed completely. I returned to my small home town, Halifax in Yorkshire. I went on the front page of the local paper and got six minutes on regional telly.

It was astonishing and mind blowing but better was yet to come.

The Fire Service approached me and wanted me to start teaching all the things that I knew.

All of a sudden I was teaching some of the top officers within my own brigade when only a couple of years before, I had failed my exams and they were saying I was not good enough to be one of them.

It gave me cause to smile. What goes around, comes around, as they say.

1997 came round and I went back to the World Memory Championships. This time I came 3<sup>rd</sup> and it was a great feeling to get onto the rostrum.

## **Give Me a Guinness**

In 1998 I decided to do something different so after six months of practice I broke a Guinness Book of Records memory record.

I recited the mathematical formula Pi. Do you remember Pi, that wonderful magical math number we all drop like a hot brick the moment we leave our last math lesson?

Pi is the ratio between the circumference and diameter of a circle. It starts off 3.14159 and is probably the most universal and widely used number in the world.

The reason it makes a good Guinness record is that it has no patterns and is almost infinite. On 1<sup>st</sup> May 1998 I recited it to 22,500 digits from memory without error. I mean, how much fun can that be!

It certainly was fun when I got over the finishing line because I didn't do so the first time I recited it – or the second, third, fourth, fifth or sixth time. Seven attempts it took.

I did eighteen thousand digits, got one wrong and had to start again. Now that was not funny. Then I did nineteen thousand, got a different one wrong and had to start again.

By this time, I thought someone had me by the throat. I was concerned by now that I was not going to get the record. But the real beauty of memory skills is that it is based on system and technique was so all I needed to do look my strategy and see where I was going wrong.

The other thing that was critical in my success is that when I did eighteen and nineteen thousand and didn't have the record I didn't look at those attempts as failures. How could I?

### **There is Something Positive in Everything Negative**

The average person can remember only seven digits before they start to struggle and I had recited eighteen thousand digits without making a single mistake.

I also realised that if I could do eighteen thousand I could do the record. It was simply a matter of finding the extra 20%.

How often do we focus on what we have not got and what we would like and the perceived failures in our life without realising what massive success we have had?

That is what I did. I sat down with my invigilators and they helped me devise a slightly different strategy and it worked on the second day. To say the least, I was a little bit happy.

### **Ah, the Big Question**

What do you think is the number one question I get asked when I tell people I have done Pi to 22,500 digits?

Everyone asks “Why?” usually followed by “You deeply sad individual” and those that do not say it are definitely thinking it.

But it is a fair question. Even now I do not know exactly what possessed me to do the Guinness record but I was sure of one thing at the time.

All the success over the previous few years had not somehow miraculously appeared on my doorstep. I had gone out and found it. I had created the energy and momentum. This was a truly ridiculous record in terms of size and I knew that if I did something of this magnitude then something of a similar magnitude would come out at the other side.

That record has been more responsible than anything else I have ever done in the memory field to move my life forward.

I have had over 200 media appearances as far as South Africa, Estonia, Germany and Bermuda.

I got a book deal with a major publisher. The book is now published in all five continents and is a best seller in its field.

I became a full time professional business speaker in 2001 travelling the globe talking about motivation and memory.

I have even been on The Oprah Winfrey Show in Chicago, a show that is seen by 17 million Americans and goes out to 111 countries.

So even though I did not exactly know why I was doing the Guinness record at the time, I took a leap of faith and am now reaping the results of that positive and direct approach.

You demonstrated exactly the same insight and attitude when you bought this product. I am sure that you probably have some idea of how you are going to use it but not exactly how.

### **You Have the Right Attitude and Ability to be Successful**

That takes vision and an ability to think differently to other people. That is why you will be successful with this course and why you will be even more successful with your life.

But the thing that strikes me the most when I tell people I have done Pi to 22,500 digits is not that they ask me why I did it but that they do not ask me how.

The one thing I have learned is that the people who have done anything extraordinary – climbed Everest, won an Olympic gold, been successful in politics – have all learned the same generic lessons.

Learning from successful people is a certain way to achieve success yourself.  
**But you have to ask how, not why.**

Another example of how and why is with a friend of mine who rides a unicycle. When he goes down the road on his unicycle all the kids will ask him how he does it but all the adults will ask why.

Maybe we should be a bit more childlike in our approach.

## 4. BENEFITS

Benefits are the key for me to get you really turned on to improving your memory. Features tell and benefits sell as any salesman will tell you. But before I do I will give you a quick story.

As you have heard I am an International Grandmaster of Memory, a World Memory Championships medallist and a Guinness Book of Records® memory record holder.

Here I am with all these fantastic world class memory skills and yet one day I went to work and forgot my car. Oh yes.

As you know, I used to be an operational fire-fighter and of course, I used to work shifts all round the clock. Night shifts were fifteen hours long and on a quiet night you might get your head down for a few hours sleep.

But on this particular night we had been out at a fire in the early hours and in the morning I was absolutely shattered. As we finished the shift I jumped into my colleague's car who always used to give me a lift and off we went home.

We got to the first junction when I turned to him and said "I came in my car last night!" We had a good laugh about it and then he took me back to the fire station.

I asked him not to mention anything and he said he would not. After all he was a leading fire-fighter and it would damage his credibility and more importantly mine if he told the other members of the shift about my memory failure, especially with me being an international memory man after all.

I crept round the back of the station hoping the oncoming shift wouldn't see me. Fortunately they did not. I picked up my car and off home I went. The following week I was on leave from work but needed to go into the station to pick something up.

As I turned up my shift were playing sport outside. I said hello and went to get my stuff. As I came out we all had a quick chat and I went to my car.

As I approached it I was just about to put the key in the lock when one of them said "Oh, so you remembered your car this week!" Oh how they laughed. To this day I have never met such a merciless and unforgiving bunch of people as fire-fighters.

They are great guys and fantastic fun but merciless nonetheless.

I can safely say that on that occasion when I forgot my car and left it at work I was not being anywhere near as effective in my personal life as I could have been.

For me, that is the overriding number one benefit of being able to improve your memory. It's about being as effective as you can in everything you do, at the time that you do it.

But memory is as memory does. So as I go through the benefits of improving your memory it is important that you also help me out and look for benefits for yourself.

Benefits to me fall into two different areas – personal and professional. We will look at personal first.

What would you do with an improved memory in your personal life?

### **Speaka Da Lingo**

One thing may be to learn a foreign language. You don't even have to do this for any other reason than you want to increase the enjoyment of your summer holiday.

Learning Italian before you go on that once in a lifetime trip to Florence can dramatically improve the quality of your trip.

Understanding some of the signs or picking up some local conversation is brilliant and of course being able to use the words in shops and public places is a fantastic feeling.

Not only that but the local population always appreciate it and will do that little bit extra for you even if it is in a country or region where English is commonly used or the people dealing with you understand English.

Despite learning a foreign language being considered one of the most difficult if not the most difficult intellectual skill to master, you can do this quickly and painlessly using the techniques in Section Six.

Or maybe you want to apply the techniques in a social setting.

Maybe there are similar times socially for you when you would like a better memory.

How about being able to remember funny jokes? That is always pretty good at parties and social events. Makes the night go better and increases your social confidence.

### **Earn the Big Bucks**

The second area where an improved memory can have a big impact is in your professional life. Let's look at a few examples.

Are you in a job where you meet clients? Nothing but nothing will impress them more than being able to remember a few details about them – their name, spouse's name and information about their children.

This gives you financial power. People buy from people who like them and people like people who are interested in them. Imagine being able to open a conversation with a client by asking how their children are.

Or asking if their wife has finished her training to be a physiotherapist?

Trust me when I say that it is mind blowing when you see their face. Now the question is this – is that client more likely to give you that extra minute that could make all the difference to pitch your product or service? Of course they are.

Remembering the details of a colleague is just as valuable. This gives you administrative power. Remembering personal details about staff and colleagues creates a better working relationship which will result in greater productivity and loyalty, two of the greatest assets any manager or team leader could wish to have in their staff and team.

It can also accelerate your learning curve. If given something new to learn you can learn it in less time than expected.

As a member of staff this will set you apart as others will almost certainly not have those skills. This opens up promotion and increased earning potential for you.

Look at your own professional environment and see how it can improve your standing and performance. There's something for everyone in this program to help them do better at work.

### **Yes But to What If**

But what has it done for me? The number one thing has been my change of mindset. I was what I would call a typical person who would say 'Yes but....' all the time.

You know the sort. Whenever something new is proposed they will always come up with a 'Yes but.....' objection. I cannot claim to be any better because I was that type of person.

For many years I would use my childhood or the fact I am not academic as excuses to prevent me from going forward.

Learning memory skills changed me into a 'What if.....' person. Very quickly I realised that if I could improve my memory through technique, system, strategy, practice and application then there must be other things I could do.

That insight into my own performance brought about a staggering change in attitude that stays with me to this day and has almost genetically changed me as a human being.

I will tell you another true story about how memory skills impacted a fellow fire service colleague. I used to work with a guy who was a couple of sandwiches short of a picnic. Nice lad but not very bright.

One day he came to me and said that he wanted to learn how to memorise a pack of playing cards. I was unsure about how well he would do (shame on me) but I was keen to work with him.

**Inside seven days he managed to memorise a completely shuffled pack of playing cards.**

I gave him a randomly shuffled pack of playing cards and let him see each card only once. When he got to the end of the pack, he proceeded to reel off all the cards without making a single mistake.

Truly remarkable and what was significant was that he actually managed to learn and apply that technique a lot quicker than I had originally been able to do it.

My first pack of cards took me a lot longer than that and I was a lot slower.

When I left that station we all went for a few drinks and got chatting about this pack of cards. I told him how impressed I was and he said something very interesting.

He said that for him it was a true revelation, exactly the same as it had been for me when I started – *but for different reasons*.

He said that it was not the fact that he had memorised a pack of playing cards that was the critical factor. It was that by doing so he was now more aware of what he was truly capable. WOW!! I was stunned.

I think by that point I had taken it so much for granted that I had this ability that the initial impact of performing an extraordinary memory feat like this had faded.

### **Piss the Kids Off – How Much Fun is That!**

Of course his children were totally amazed when he did it for them too. Having two children I know that all children think that all parents are just fossils. John decided to prove his kids wrong.

So he gave them a pack of cards and they shuffled them. He then proceeded to memorise them and recite them back getting all 52 cards correct. The kids were completely speechless. Brilliant! Way to go, John.

I love stories like that. It always demonstrates the incredible flexibility of memory.

## **Read More Quickly – Surely Not**

For me there have been numerous other benefits. One is my accelerated learning ability which allows me to learn anything quicker, easier and with more success.

Another is the fact that it has increased my interest in anything to do with learning and the brain.

For example, I became interested in speed reading. Up until that point I just assumed that you start reading when you are four or five years old, stop when you are ten and that's it. Well, apparently not.

I was reading an article one day in the newspaper about speed reading so decided to give it a go.

I went out and spent another 6 pounds on a book and now I read at over 1000 wpm when the average is 250 wpm.

Again, it only came about because I thought that if I could improve my memory through technique, practice and application I must be able to do the same with my reading. So it proved.

Improving my memory really opened my mind and as the saying goes – minds are like parachutes, they work better when they are open.

But overall, improving my memory has given me a quality of life that I never even knew existed before.

Interestingly, the only reason I was watching the television show where I saw the guy memorise the cards is because there was chance of winning £20,000.

At that time I thought that was the only way of improving my life – by winning a large sum of money. Through memory skills not only have I improved my confidence and ability in all areas of my life but I now earn a decent amount doing it.

I love speaking. I fundamentally believe that everything we know is not ours to keep; it is ours to share. Our legacy is not how much money we have made or how big our house is. It will be the impact we have had on others during our lifetime.

I am here to share what I know with you and I hope this program has the same impact on you as my first memory book did on me.

# Section Two:

# **Background Information**

# 1. INTRODUCTION

Welcome to Section Two where we will look at some background information surrounding memory.

Firstly, we will look at the history of memory skills which is absolutely fascinating.

We will then look at the principles behind improving our memory. The reason for this is because memory improvement techniques do not replace the memory – they simply use the memory in the way that it naturally works.

There are only two types of memory – trained and untrained. I have a trained memory. This has huge strengths but also big weaknesses. The strength is that I know how to memorize anything.

I look at the information, workout the most appropriate strategy and apply the technique.

If it does not work straightaway I simply modify the technique until it does. However, the down side to having a trained memory is that if I do not apply the techniques my memory does not work any better than anybody else's and as you heard in Section One, this can cause huge merriment to those around me.

But I love having a trained memory and in this Section we are going to look at the principles which will allow us to train it to the highest level.

Those three principles are Imagination, Association and Organization.

Imagination is the bedrock upon which all memory training is built and has unlimited potential.

Association is something we use all the time in all parts of our lives and we will look at how to tap into that in a more structured way.

Organization is something that has been used in memory for 3000 years and when applied in Section Three is the most powerful technique I know.

## 2. HISTORY

Let's look at the word mnemonic which means memory aid. For a start it is spelt oddly. It is spelt as it sounds but with a silent m at the front.

The word is derived from Mnemosyne, the Goddess of Memory. In fact, the history of memory skills goes all the way back to ancient Greece and Rome when memorisers were the pop stars of the day. Trust me to be three millennia too late.

They were lauded and called upon to recite poetry at banquets, word perfectly of course, and they would be the star attraction.

### **Locus Not Locust**

There was a huge emphasis at that time on placing information at a location or locus. This is exactly the same technique that is used by all the top memorisers in the world at the World Memory Championships.

Actions, people, imagination and a multi-sensory approach to developing memory were all emphasised and you will see strong evidence all the way through the techniques in this program of just how key these are to advancing your memory.

The 20<sup>th</sup> Century saw an unusual phenomenon arise – the professional performing memory man. These would be people who had an extraordinary memory and would put it to the test for the benefit of an audience.

### **Maybe I Should Just Call Myself D**

In the 1930s the person of immense stature was a Russian called Shereshevsky or S for short. He demonstrated unbelievable memory skills from an early age but was largely ignored for many years.

News of his ability reached a psychologist called A. R. Luria. He watched and tested S over thirty years and produced a once in a lifetime book about S called *The Mind of a Mnemonist*.

To this day it is a fascinating read, giving an insight into a truly gifted individual.

One example of his ability is Luria giving S a text to learn and 15 years later being tested on the same text. He could repeat it word perfectly without having reviewed it or seen the text in the years between. How did he do it?

Firstly, he suffered from a condition called Synaesthesia. This is blending of the senses. Whenever he experienced a stimulus of any kind it could and frequently would trigger more than one sense.

So while he would see a number it would also register a colour, a sound or maybe a taste in his mouth.

This condition left him with a virtually perfect memory but it did also have its problems. He could not easily understand the concept of nothing. He could not eat while reading, the stimulation of the food drowning out the reading of the book.

The book about S is extraordinary and his contribution not to be underestimated.

In the UK in the 1950s Leslie Welch became a household name through 500 national television appearances over 10 years and his own radio show. His specialties were horse racing, football and cricket.

He could reel off scores and team sheets at will and would get tested on these. Working every night in pubs and clubs was not for him and so he eventually packed it in. He passed away in 1982.

In the USA the most famous memory man has been Harry Lorayne. As with Welch he has consistently commanded national television appearances on both sides of the Atlantic, appearing many times on the Tonight Show for example.

His particular forte was memorising names. He could memorise an audience of 600 people, get tested on anyone and immediately know their name.

He is now in his late 70s and still works doing some public speaking. Commanding \$15000 for each speech shows the marketability of having a powerful memory.

I truly consider it an honour to follow in the footsteps of these great memorisers and be carrying the torch of memory development.

### 3. MEMORY PRINCIPLE I: IMAGINATION

The first of the three principles which form the bedrock of memory training is Imagination.

Our imagination is the most incredible thing we possess. It drives us on to achieve higher and greater things as we imagine how that will make us feel. It tempts us to buy millions of lottery tickets each week as we imagine the life that we will be able to have by winning it.

#### **Greasy Fry Up or Muesli**

From a memory perspective our imagination is absolutely golden. Why? Well, let me ask you a question.

Do we think in images or words?

I can almost see you screwing your faces up trying to imagine that. Let's use an example.

If I give you the word breakfast.....what are you thinking of?

Are you thinking of a black word on a white background or are you thinking of a couple of eggs floating around in a sea of grease. Some of you are smiling, some are being sick.

Of course, I am thinking of special K, skimmed milk and lowfat yogurt. For those of you who have seen my 250 pound frame you will now that is a bit of a white lie. The fact is we are thinking of that plate of food.

The other important point is that our imaginations are perfect. We can imagine anything. I can describe something to you that you have never seen, and you could imagine it.

If I described to you the Eiffel Tower in Paris and gave you every last detail including the size, color, even the types of nuts and bolts, you could imagine it. The image in your mind might not look like the real thing but that is not important. You could imagine it.

Our imaginations are unique. The images we create are unique to us. Even if two people are thinking about the same thing, the same person or the same event they would view it from their own unique perspective. The images in their own mind would be very different in detail.

Even Einstein said that imagination was more important than knowledge because it is limitless. It goes on forever. That is the power of our imagination.

## 4. MEMORY PRINCIPLE II: ASSOCIATION

I really like using association in memory because it is something that we do all the time. Whenever we learn something new we associate it with existing knowledge. This is the basis of comprehension. This is how we increase our understanding of the world around us.

We also do it without even consciously making an effort. Have you ever been reading a book, had a word trigger an association and then your brain start to wander?

In no time at all you are at the end of paragraph and you have not got a clue what you have just been reading because you were thinking of something completely different.

The same thing usually happens to me when watching television. Information comes from the television at only a quarter of the speed at which we process it. Therefore, 75% of the time, our brains have chance to wander.

I often find myself watching television, thinking about something else and then hardly remembering the program.

Association is critical for improving memory. We naturally use it anyway to help remind ourselves of a conversation or sometimes a person's name. When confronted with someone we have not seen for some time and we cannot remember their name we search for some association.

That association may be something they said the last time we met them. Once we have that connection, information comes flooding back usually with their name and details about them. It is just a question of getting that first bite.

Think of association in the same way as a fishing hook. You are trying to catch the information out of the sea of knowledge that is inside your head.

The key to using it successfully is to realize that the first association you make with new information is the most important one. If I say the word honesty then I think of a judge as in 'Your Honor'.

You might think of somebody you know who is particularly honest. The point is that your association is the best one because you thought of it. If you thought of it now then when you come to recall the information in the future you will think of it again.

During this program I will not insist on you using my associations. In fact, I want and will encourage you to actively make up your own. For me, the first rule of memory skills training is that there are no rules.

In this program you will learn generic techniques but there is huge flexibility in applying them.

## 5. MEMORY PRINCIPLE III: ORGANISATION

Organization is the third principle to help improve your memory.

Applying a small amount of organization to your memory skills can vastly improve your ability to recall information.

Look at the world around us. At home we use organization everywhere. We use lists to remind us of jobs we need to do. We put our clothes where we know we can find them.

We even have a quote for domestic organization. ‘A place for everything and everything in its place’ and what happens when we do not use organization? Exactly! It all falls to pieces and we usually start blaming the kids. After all, why take the responsibility for being an efficient parent when there is a perfectly good child to blame!

But joking aside, we simply could not run our home or our personal lives without a high degree of organization.

### **Throw it on The Floor – Someone Else Will Pick it Up**

At work, it is even more important. Let me give you a scenario. When you write something down on a piece of paper you don't just throw it on the floor, do you?

Or maybe that sounds little bit familiar. In reality, we need to put that piece of paper in a folder and then put the folder into a filing cabinet. The filing cabinet is then placed where everybody knows where it is. That is operational efficiency.

It is the same with computers. You simply could not throw in information to the computer and expect to be able to find it again. Although to be fair, that sounds familiar to me.

Computers have files, folders, drives and systems to ensure that you can find your information again. Yet, and this is at the center of memory performance, we do not apply organization to the learning process when learning something new.

Let me give you an analogy. Imagine going into a library. You go to the librarian and ask for a specific book. She looks at the computer and confirms that they have that book. But every book in the library is in a big pile on the floor.

It could be the book on the top or the book on the bottom. You might find it straightaway, or you might not find it at all. No library could operate on that level but that's what we do with our brain. We learn something new and just throw it into the pile of information in our heads.

Now imagine going into a real library. You ask the librarian for the book, she checks her computer and they have it. She says it is on the third floor, far corner, look

under 360s. She has a system, which allows her to pinpoint where every single book is in the library. You go and get your book and leave straightaway.

But here is the deal. When they built that library they did not build it and then open on day one. They built it and then spent many weeks if not many months developing a system to place every single book one by one on the shelves.

The library ends up opening six months after it was built. This is obviously not the quickest way.

But the extra work in developing that system at the outset allows for optimum ease-of-use in using the library forever from the date.

Yet this is not how we learn, particularly at school. We get given something new to learn and we show that we have a cursory understanding of what it means, usually through homework.

But after that we put the whole thing on one side. 18 months later, three months prior to the exam or usually three weeks, we drag out the books, dust them off and then spend 12 weeks trying to cram the information back in hoping that enough sticks for us to pass the exam.

Unfortunately for me, this didn't work as I am sure it did not for many of you.

### **ARCNO MYS Can be Very Useful, Especially When in the Right Order!**

One quick tip to use organization in a practical way is to use acronyms. This uses the first letter of a list of words. If the order is not important, the letters can sometimes be rearranged to create a word.

One example that springs to mind is the way to learn the 5 Great Lakes. If you take the first letter of each lake and rearrange them you can create the acronym HOMES, HOMES standing for Huron, Ontario, Michigan, Erie and Superior.

Just having the first letter of each word will be enough to trigger the whole word. Whenever you are learning something new always look for patterns.

Organizing information is absolutely crucial if we are to use our memories to their very best effect. The best way to do this is using the Journey technique. This will be covered in full in Section Three.

## 6. OUTRO

In this section we have looked at the three basic principles upon which all memory skills training is based – imagination association and organization.

All of these will be used in varying degrees throughout Max Your Memory.

Almost all the time, you won't be using them consciously but they will still play a big part in improving your memory.

It will be fun doing it and it is really easy.

But if there is one thing that I want to emphasize it is that these are only principles. They are not hard and fast rules that have to be applied at all times. As you go through you will develop your own strategy. That's the way it should be. I am not bothered how you apply everything that you will learn as long as it works.

Section Three:  
**The Journey  
Technique**

# 1. INTRO

Welcome to Section Three where we will cover The Journey Technique.

I cannot tell you how excited I am to be teaching you this technique. Simply put, it is the most powerful technique in the history of memory skills training.

I personally use this technique almost everyday of my life in some way. It is simple, easy to learn and easy to apply. Its primary use is to learn a list and the reason it's so powerful is because almost 90% of all information can be broken down into a list.

Therefore, the journey technique can be applied to almost anything in relation to memorizing it.

Not only that but you will experience an increase in ability that will shock you as much as anything you have ever done.

When I first did it, I was absolutely stunned. I have taught this technique all over the world and the results are always the same – sensational. People have a huge increase in recall of the information but also have a complete change in mindset. All from one exercise using one technique within the space of half an hour.

I kid you not when I say that it was this technique alone that got me really hooked into improving my memory and more than any other has taken me to where I am today. I hope it has a similar impact on you.

## 2. EXERCISE

The best way to show you the power of this technique is to do an exercise.

The reason we do an exercise is because it is no good me telling you what I can do and it is no good me telling you what you can do. You need to see it for yourselves.

Of course, you do not have to do the exercise but it will blow your mind if you do. Surely that is worth spending a few minutes doing it.

To do it, you will need a paper and pen and a watch with a second hand on it. If you have not got those to hand, go and get them now.

The exercise is very straight forward.

- Below is a list of 20 words.
- Look at them for 60 seconds.
- Try and memorise as many as possible during the 60 seconds.
- Do not write anything down while trying to memorise them.
- Once the 60 seconds are up, turn over the page.
- Write down as many as you can remember.
- Once you have written down as many as you can, turn the page over and give yourself a mark out of 20.
- Do not be concerned about the order.

### List of words

1. Bag
2. Blackboard
3. Clock
4. Dog
5. Chair
6. Glue
7. Door
8. Umbrella
9. Car
10. Spectacles
11. King Kong
12. Headphones
13. Food processor
14. Magazine
15. Suitcase
16. Picture frame
17. Cuddly toy
18. Bell
19. Light bulb
20. Jacket

So by now you should have a mark out of 20.

How did you do?

I have done this exercise all over the world and with every kind of group possible and the scores are always nearly identical give or take a few percentage points:

<b>0-5</b>	<b>6-10</b>	<b>11-15</b>	<b>16-20</b>
1%	<b>45%</b>	<b>55%</b>	4%

As you can see, most people drop into the red zone of 6-15.

But just in case you got a low score and are worried, remember this. Your memory did **not** perform poorly. You are just not using it in the right way yet.

Plus, a low score means you will have a big improvement when doing the exercise again. You see, there are always two ways of looking at everything.

As for the ones on my masterclasses who get between 16 and 20 I always ask them how they do it.

Everyone, without exception, says the same thing. They used some kind of system to memorize the list. They simply could not have got that many correct without a system.

Some use association to link the objects together, some use organisation to place them at locations. The point is that they did not sit there and wait for the objects to magically appear in their heads. **They used a system.**

### 3. THE JOURNEY

The journey technique was first recorded 2500 years ago and was called the Roman room system. The reason is as the name sounds.

When people wanted to remember something, they created images from the information and then placed them at a place they knew well.

Many times this would be a large room. They would take the images and place them around the room using locations or loci as they were called. These could be pillars, doorways, pictures, fireplaces and windows to name a few.

We are going to do exactly the same thing. You will choose somewhere that you know really well, create a journey within that place and put in the objects that you've learned.

We will do this piece by piece. As we go through each bit I will show you how I do it and then you get the chance to do it for yourself.

I'm going to start by creating a journey. I am going to choose a place I know well then create a journey round that building.

Within the journey I need to create separate stages where I can place the objects. There are 20 objects on the list. I am going to learn the objects in pairs so I need a 10 stage journey.

For my journey I have chosen a house that I used to live in. Obviously, it's a house that I know well and that's important. Now I get a starting point. The logical one for me is the front door. Now I imagine walking through that house and note down nine other places that I come to. Here is the journey.

1. Front Door
2. Hallway
3. Lounge
4. Kitchen
5. Downstairs toilet
6. Stairs
7. Bedroom One
8. Bedroom Two
9. Bedroom Three
10. Bathroom

## **Chronology is the key**

As you can see, all I have done is follow a chronological path through a place I know really well. This is crucial.

It would not work if Stage One was the front door, Stage Two was the bathroom, Stage Three was the kitchen and so on. They need to follow a logical progression through my building.

Now what I want you to do is to create your own 10 stage journey. Do so following these important points:

- Make sure your journey is inside a building.
- Choose somewhere that you know well. This could be a house, workplace, golf club or a hotel, anywhere.
- Get a starting point. This could be the front door of your house or the reception area at work.
- Create 10 different stages that follow a logical path through the building.
- Make each stage distinctive. Ideally, each stage should be separate from the one before and the one after, like mine are on my journey.

You are now ready to write your first journey. Get your paper and pen, get writing and once you have finished go to the next page.

## 4. INSERTING IMAGES

Now you should have your 10 stage journey.

You need to make sure you know it really well so turn your paper over and test yourself. Go through the stages in your head counting one to ten then go through them backwards from ten to one.

You need to know your journey as well as the librarian knows the layout and structure of the library. In effect, your journey will be your library shelving system.

You are now ready to move on to the next level which is inserting the images into your journey. This is exactly the same as the librarian putting the books onto the shelves.

But there is one big difference. You will be creating images using your amazing and fantastic imagination and as we know we can imagine anything we want.

### **Be Ridiculous, Stupid**

Before we start using the journey, let me ask you another question – what kind of images do we remember the best?

We remember images that are colorful, multi-sensory, stupid, animated, ridiculous and downright weird. In fact, the more out of the ordinary they are, the more likely you are to remember them. We forget the boring and the mundane.

Let me give you an example. Do you remember your journey to work three weeks last Tuesday? Probably not.

Most people go to work and back 10 times a week and forget every journey. Yet, if one day, a naked person ran across the front of your car at some traffic lights, you would remember that day and in some detail I should imagine.

So when creating your images, you need to make them as different, unusual, outlandish, out of context and to be honest, downright weird as possible.

Remember, the first rule is there are no rules. When you create your images, if they stick and they help you remember the objects, then that is all that matters.

I am going to do this first and you will get your chance in a minute. What I am going to do is go through my 10 stage journey and insert the list of 20 objects that I gave you earlier.

**PLEASE NOTE:** Do not do use your journey yet. The reason is because while I am using your list, you will get a **new** list.

- |                      |                           |
|----------------------|---------------------------|
| 1. Front Door        | Bag & Blackboard          |
| 2. Hallway           | Clock & Dog               |
| 3. Lounge            | Chair & Glue              |
| 4. Kitchen           | Door & Umbrella           |
| 5. Downstairs toilet | Car & Spectacles          |
| 6. Stairs            | King Kong & Headphones    |
| 7. Bedroom One       | Food processor & Magazine |
| 8. Bedroom Two       | Suitcase & Picture frame  |
| 9. Bedroom Three     | Cuddly toy & Bell         |
| 10. Bathroom         | Light bulb & Jacket       |

Here we have my journey on the left and the list of objects from the exercise on the right. As you can see, I have paired them off and that is how I will learn them.

What I will do now is go through the journey and place the objects in their stages. But bear in mind that the images I am creating will be ridiculous and weird. **I cannot emphasise this enough.** This is what makes them easier to remember.

Here are the 10 stages:

### **Stage One**

I come up to my front door and there is a big pile of bags blocking my way. I can smell the leather and I slip on the bags as I climb over them. Behind them is a huge blackboard nailed to the door. It is covered in chalk. Some of it gets on my hands and it makes them very dry. I have to climb under the blackboard to get in the door.

### **Stage Two**

In the hallway is a clock. A big station clock booming out the time. On the top of it is a dog barking away. I rush past to get away from the noise of the dog and the clock.

### **Stage Three**

In the living room there is a chair glued to the wall and I think to myself 'that is the last time I leave the children alone on a weekend.' I can smell the glue and feel it sticky underneath my feet.

### **Stage Four**

I go into the kitchen and I see a door. It is not a normal door as this one has arms and legs. It is holding an open umbrella. I feel superstitious and say to the door that it is unlucky to have an umbrella open inside. The door says back 'Well you never know, it might start raining.' I told you some of the images are surreal.

### **Stage Five**

In the downstairs toilet is the car. Detail is important so I see a Ferrari 360 Modena in red with cream leather, challenge rear grille and an F1 gearbox. The car's lights are on and there are some huge spectacles around the lights, making them look like eyes.

### **Stage Six**

As I go up the stairs King Kong is wearing some headphones and having a dance. I have a dance with him and then carry on upstairs.

### **Stage Seven**

In Bedroom One is a food processor. I can hear the sound of it going round. Someone has thrown in some magazines. The food processor is shredding them and creating a paper storm. I shut the door quickly so that it doesn't get all over the house.

### **Stage Eight**

In Bedroom Two there is a suitcase on the bed. It is an old brown leather one with big straps going all the way round it. I open it up and inside are pictures of me and my three kids.

### **Stage Nine**

In Bedroom Three there's a huge cuddly toy and he is ringing a bell. The noise hurts my ears. He looks really mad so I decide not to venture any further.

### **Stage Ten**

I open up the bathroom door and there is a light bulb taking a bath as it would. It says 'Do you mind...?' and grabs a jacket to cover itself up.

Those are the ten stages. Now I can feel you thinking that I am a little strange. Well, it is time to get on the spaceship and come to Planet Thomas. Trust me, it is a great place to be.

To make them stick further I would now go through them several times. We all know that repetition works and this is important here too.

But going through them allows for one major thing. When you go through the list for a second and third time you find very quickly which images are not sticking in their stages.

Memory training is about finding what is not working. When you come across a stage where you cannot 'see' the images clearly enough then you just need to do two things:

- Make them even more ridiculous.
- Put in more detail.

## 5. YOUR TURN

Now it is your turn. What I want you to do is go through your own ten stage journey and insert a new list of objects. So have your paper and pen at the ready.

The next thing is for you to put your new list of objects into your own journey. I will say that again to be absolutely clear. Take the **new list** of 20 objects and put them into **your own** journey. Before you start, a couple of tips for you.

- Put the images in quickly and move to the next stage and pair of objects. You're much better going through the list twice quickly than once slowly. Even though I am not timing you, this is still the best way. The images will come back a lot quicker than you think.
- Write down the new list of objects you are learning next to your journey but don't write down the images you're creating. That defeats the object of the exercise. You are a memoriser on Planet Thomas now.

So put all the objects into your journey and once you have finished go on to the next section.

### **New list of words**

1. Egg
2. Horse
3. Telescope
4. Door
5. Lawn mower
6. Skateboard
7. Football
8. Window
9. Computer
10. Elephant
11. Eagle
12. Bugs Bunny
13. Flag
14. Truck
15. Tree
16. Hat
17. Tower
18. Dolphin
19. Tennis racket
20. Wrapping paper

## 6. RESULTS

By now you should have all 20 objects placed in your 10 stage journey. Here cometh the hour of reckoning. What I want you to do is test yourself. Get a fresh piece of paper and your pen.

Remove all the pieces of paper you have been using during this exercise so you cannot see the list you have just learned. Now write down all 20 objects as you see them in your ten stage journey.

Welcome back.

Well, all I can say is that I wish I was there to get your result and see how you did. Maybe you'll e-mail me and tell me, because I would love to know. I really do hope that you did well.

I know from having done many masterclasses that the results are spectacular and they usually reverse and produce the following:

<b>0-5</b>	<b>6-10</b>	<b>11-15</b>	<b>16-20</b>
0%	0%	5%	<b>95%</b>

As you can see, the red zone has now leapt massively from the average person getting between 6 and 15 to getting between 16 and 20.

That is what is called a paradigm shift in ability. A complete and fundamental improvement in a basic human skill.

I really really hope you did well. This technique is so amazing it would be a shame if it had not stuck with you. But I am sure that is not the case and you are celebrating with your new found friend – your amazing memory.

### **Do You Want to Hear Some Crap?**

Now sometimes people say that the reason they did so well is because they were given more time. All I can say in reply is that this is utter garbage.

It is a fair assumption but not based on any fact whatsoever.

It is quite a while since I was at school but even I remember that getting some more time definitely did not produce the kind of results that I have mentioned here using this technique and that I hope you are experiencing this very minute.

I mean, really nowhere near. If it did then nobody would fail. They would just give the kids more time and they would all pass.

The only way I can prove this to you is to ask you to test yourself tomorrow. When you get up in the morning go through the list again.

I will bet that your recall will be at least 80% of what it is now.

With normal learning methods you could expect to **forget** 80 percent inside 24 hours, not remember 80 percent.

In fact, if you were to go through those objects on that journey five times over the coming month you would have trouble forgetting them, not trouble remembering them.

### **Can I Use the Same Journey Again?**

The most popular question I asked at this juncture is – “Can I use my journey again to learn a different list?”

The answer is yes, but not for some time.

If you have a separate list to memorize then you would need a separate journey and the reason is this.

If you placed a second list of objects around the same journey before you had forgotten this list it’s likely that you would get some mixed up. But if you do not use that journey for several weeks, maybe less time, the images will fade and disappear altogether. You can then use the journey again.

The best way to get the most out of The Journey Technique is to have a selection of journeys.

This may seem like an arduous task having to create some more journeys but think about the library analogy again.

**Maximum efficiency is achieved when a little more effort is put in at the beginning.**

Besides which, once you have got a good selection of journeys then you can use them on a rotation basis. Doing this means that you don’t need to keep creating new journeys all the time.

## 7. OUTRO

So what about that!

For me, The Journey Technique is one of the most incredible things I have ever learned. I think it is simply stunning.

It is easy, flexible and with huge and instant results.

But technique is nothing without application. Later on we will look at many applications for The Journey Technique.

I hope you also start to look as to how you might apply in your daily life. It is always so much more fun when we make discoveries for ourselves.

Section Four:

# How to Memorize Names

# 1. INTRODUCTION

Remembering names is the number one memory problem.

I wish I had a dollar every time somebody came up to me and said “Please, please, please help me David. I’ve got an awful memory for names.”

To which I reply “I tell you what I’m going to do. I’m going to introduce you to 10 new people, and if you can remember their names in a week’s time I will give you \$10,000. Now, has that awful memory for names suddenly improved?”

Strangely enough, it immediately does.

## **Get a Better Attitude and Stop Blaming Your Memory**

So memory for names is as much about attitude as it is about perceived ability. If it meant enough to us to remember someone’s name then we would find a way. Our attitude should be better and is critical if we are to improve our memory for names.

Remember that remembering someone’s name is a very important cultural issue too. Our name is at the very centre of who we are and nobody wants to be a nobody.

There are two approaches to improving your memory for names - techniques and tips. But let’s first look at the benefits of being able to remember people's names.

## 2. BENEFITS

The main benefit and the one that applies to most people is pain avoidance.

That horrible, squirming, embarrassing feeling you get when someone comes up to you, puts out their hand, says “Hi David”, and you cannot remember their name.

In the best of circumstances it is embarrassing. In the worst, it can damage relationships, particularly in business.

If you forget a client's name who expected you to remember them, then they may just decide to take their business elsewhere. I mean, why would someone want to work with and do business with you if you cannot even be bothered to remember their name?

Remembering the names of colleagues at work increases morale and improves working conditions and productivity but conversely, if you forget their name it makes them feel underappreciated.

### **Stand Out at the Golf Club – and not Because You Have the Brightest Trousers**

One guy I met had a different reason for wanting to avoid that pain. I teach memory skills all over the world and at one of my Masterclasses a guy came up to me and said that all he wanted to do was learn how to memorise people's names.

I said that was a fantastic skill to learn but why was that sticking out as the number one benefit to him?

He said that every Sunday morning he plays golf. He goes to the first tee and tees off with whoever is there at the time. He chats to them and gets to know them as they go round the course.

I said that seemed like an excellent way to get to know the people at the golf club.

He said it was but there was one big problem. Each week he would play a round but usually with different people. Then maybe 6 months later, they would approach him in the bar and say “Hiya Jim, how are Carol and the kids?” He would look at them thinking, I know who you are but I have no idea what your name is.

For him, this was deeply embarrassing and turned something pleasurable like making new friends at the golf club into a minor ordeal.

The flip side of pain avoidance is standing out for the right reasons. Most people in most circumstances expect you to forget their name. When you remember it, people remember you and they absolutely love it.

The sound of their own name is the sweetest sound to most people's ears. People like people who remember them. This is useful in every walk of life but certainly no more so than when you are selling something.

Remembering someone's name immediately builds rapport and that can be invaluable whether you're selling a product or service or selling yourself – as you would in an interview.

Your personal confidence is also boosted when you can remember people's names. Not necessarily when you apply the techniques and get that feel good factor but because you can do something that other people can't.

It still amazes me now how much people respect anyone who has a fantastic memory. Being able to memorise names is deeply impressive to everyone.

The last benefit for me is that there are no substitutes for remembering someone's name. We can all try and fudge our way through by calling someone friend, love, Captain, mate, pal, chum or buddy but in reality, the other person knows we have forgotten their name.

### **Please Don't Make me Cry**

Yet I still want to cry when I hear people say that technology has made a powerful memory redundant. All I say in return is that I too love technology for the way it makes my life easier. Use your Psion notebook to its fullest extent. That is what modern technology is for.

But a Psion notebook does not do you any favours in what I call the supermarket scenario. You know what I mean?

You are doing the supermarket run on a Friday evening, feeling completely lobotomized, deciding between Kleenex triple quilted Persian pink toilet tissue or Wal-Mart value 10 for a dollar when all of a sudden, a guy is walking towards you.

He has got a big smile on his face and his hand is outstretched to shake yours and your name is on his lips. Problem is, his name is not on yours.

At that moment, you cannot flip out your Psion notebook, key in 'ginger hair, going bald, chubby face, three stone overweight, strange clothes' – oh it must be David Thomas.

Not quite the height of personal impact. In fact, he will probably walk off thinking you are some kind of freak!

The benefits of memorising names are very personal and finding that benefit is the key to improving your ability. Improving your memory with names on its own has zero benefit to you.

It is the positive impact that being able to do it that will push you forward.

### 3. ASSOCIATION TECHNIQUE

There are many techniques for learning names but only one that works quickly and easily in all situations.

It is called the Association Technique. It uses Association and Imagination together to create a concrete image that we can recall when we meet that person again.

The main problem with names is that a name is just a name. Most of the time it doesn't trigger any kind of image or association and this is crucial if we are to tap into the memory's infinite power for imagery.

Let me put it another way. If I said my name was Bill Clinton, would you find it easier to remember my name? Of course you would and not only that but you would also find it easy to create an associated image.

That is the how the Association Technique works, by artificially creating an associated image. You create an image you associate with the name and attach it to the person.

Once you have attached the image to the person you then need to make it as memorable as possible using a colorful, multi-sensory, weird and wacky approach like we did when inserting the images using The Journey Technique.

Let's look at a couple of examples beginning with my name. My first name is David. For this name you could think of David and Goliath from the Bible. David slayed Goliath with a stone in a sling so that could be the image for David.



#### **Remembering David**

Use the image of swinging a stone in a sling and attach it to everyone you meet called David.

But do not just leave it at that. We remember things that are unusual and we can imagine anything.

Imagine that I am swinging the sling round and round above your head. Hear the sound it makes – whoosh. I catch you with the stone and it hits you on your head. You shout at me and get really annoyed and I apologize profusely.

## We Love Location

One thing that you could do to strengthen the image is to place it at a location. We know this works wonderfully well from doing The Journey Technique.

I am a professional speaker so if you met me at a conference you could imagine me swinging a sling while on the speaking platform. Then use your vivid imagination to make the scene as unusual and out of the ordinary as possible.

Imagine all the delegates are complaining about the stones flying around the room out of my sling smashing all the windows. When you see me again you could go back to the speaking platform and bring back the image of me swinging a sling.

Let's look at another example – the female name **Julie**. To me, that sounds a bit like the word **jewelry**. So if I imagine them covered in jewelry.



### Remembering Julie

Use the image of shiny, over the top, bad taste jewelry and attach it to everyone you meet called Julie.

Now strengthen the image. Make the diamonds really bright, so much so that they hurt your eyes. Make her look like she is wilting under all these jewels.

Now let's look at surnames. The same principle applies. You take the name, create an image and attach it to the person. Take the surname Singh. All you do is imagine that the person is singing. Nothing more complicated than that.



### Remembering Singh

Use the image of singing a song really badly and attach it to everyone you meet with the surname Singh.

But of course, the person is not just singing. They are singing Elvis with the curled lip and a bit of a hip swing. Imagine that they are also hopelessly out of tune and you have to cover your ears because of the dreadful sound.

## Now it is Your Turn

Now it is your turn. Below are lists of names. Go through them and think of what images you could create to remember them.

### First Names

- John
- Elizabeth
- Tom
- Phillipe
- Angela
- Bud
- Bridget
- Ibrahim
- Molly
- Nathan
- Danielle
- Colin
- Sarah
- Francois
- Loveday
- Troy
- Hadley
- Lois
- Cyrille

### Surnames

- Carter
- Davidson
- Lawless
- Patel
- Stocks
- Wainwright
- McDowell
- Holdsworth
- Salmon
- McCulloch
- Hunter
- Ahmed
- Bush
- Rice
- Berlusconi
- Smith
- Van-Eda
- Mitterand
- Quinn

This is a fun but important exercise to get your mind going and start thinking like a memoriser.

### Do Not Reinvent the Wheel – Unless it is a Square One, of Course

As you develop and practice this technique I do not believe in reinventing the wheel. Once you have created an image for a name, you can use that image over again when you meet someone new with the same name.

Every time you meet someone called David, you could use the image of swinging a sling.

Doing this has two huge benefits.

One, you don't have to create a new image for someone if you already have an image for that name. This has obvious time benefits and makes it a lot easier to use this technique.

Two, using the image with more than one person who has the same name increases the usability.

We all know that repetition is important in learning. Every time you use the image of swinging a sling with people called David the image becomes more firmly embedded in your memory.

Improving your memory is about database building.

### **If it Was so Easy, Everyone Would be Doing it**

So.....does that all sound difficult? Of course it does.

The reason is because you are using a different part of your brain that you are not used to using.

In almost exactly the same way that we go to the gym for the first time and cannot lift the weights, or run on the treadmill, so it feels difficult doing this for the first time.

What was it like when you were first learning to drive? When I started I could not believe that you could go round a corner and change gear at the same time. Now I get in my car, drive 200 miles and barely remember the journey.

Memory techniques are exactly the same. The more you do it, the better you will become.

**It is simply a question of practice and application.**

## 4. THE SLUG TECHNIQUE

For me there is only issue with The Association Technique and that is applying it quickly.

Sometimes we need more time as we meet someone with a name where there is not an immediate association. In this instance the most important thing is that we get the name and allow ourselves the space to apply the technique a little later on.

For this reason I created the SLUG technique.

SLUG is an acronym for a very easy four stage process that you can apply whenever you meet anybody in any situation. Immediately it will give you a good handle on the person's name and crucially, give you a little space and time to apply The Association Technique.

### Go as Slow as a Slug

**S** stands for Slow down the introduction.

Often, when we meet someone new it's very rushed. Occasionally, this is because of circumstances outside our control. But, almost all the time, we can slow down the introduction.

But do you think this is a good or a bad thing to do? Well, it is not good, it is **fantastic!** Why? Because you are taking the time to meet and greet someone you have never met before. That makes them feel like a million dollars.

It also gives you chance to create a unique conversation and gain as much information as possible about them. This will give you a greater chance of remembering their name later on.

### Sorry, What Did You Say?

**L** stands for listen to the name.

The main problem we have when meeting people is that we are such social creatures. It is what is called the last four feet and the first four seconds rule.

As we meet someone new, the last four feet we walk up to them and the first four seconds we engage them in conversation are more critical than at any other time.

We process millions of pieces of information about that person. What they look like, whether they are smiling, what they are wearing, the way they walk, etc.

We then use that information to decide whether we like them, hate them, are not really bothered about them and especially if we want to talk to them.

But guess what? That's when the name comes.

So when we meet I come up to you, stick out my hand and say “Hi my name is David Thomas”. But the problem is that you are thinking ‘He’s got red hair, don’t hold it against him, he’s from England and I don’t like his accent, his tie is a funny colour and boy, could he lose a few pounds in weight.’ Then you think – hang on, what is your name?

It has got nothing to do with memory. You just were not listening in the first place. Improve your listening skills and you will have a dramatic improvement in your ability to remember names.

### **Use the Name by all Means but Trust me, There is a Limit**

**U** stands for use the name.

The magic number is three. Try and use the name three times during your conversation. The best times are on introduction, in the middle and at the end.

When someone introduces themselves to you, reply by saying ‘Nice to meet you, David, where are you from?’

Use in the middle of the conversation ‘Yes, that's interesting David, I've been looking at that myself’

Use at the end of the conversation ‘I’m off to find my colleague. Nice to meet you David. See you again sometime.’

### **Review and Repeat, the Mantra of Memory Improvement**

**G** stands for go over the name.

Repetition is crucial in memory and names are no different. If you are introduced to someone at a dinner party, apply the other three parts of the SLUG process first, but then as you go through the evening, glance around the room and review some of the names you’ve learned.

This will strengthen the unique pathway in the brain that contains that name. When you get up in the morning and you are having a shower or your breakfast briefly go through the names of the people you met the day before.

You have to make a conscious effort to do this but it is **crucial** to do so.

No matter how well you apply the SLUG and Association Technique you will still not remember someone’s name in six months time unless you have spent a small amount of reviewing it in the meantime.

As before, this comes down to your desire and motivation. If it means enough to you to do it then you will.

## 5. FURTHER TIPS

There are some other tips that you can use quickly and easily.

One is to use a natural association. For example, if the guy is called Whitehead and he has a head of white hair, then use that.

### **Ask me to Pull You Out of the Crap**

Another association might be circumstantial.

I was interviewed for the Today program on BBC Radio 4, a national UK radio program around the time of a British Government fiasco involving a guy called Steven Byers.

At the time no-one seemed able to remember the correct sequence of events in his department at that time.

The Today program is usually very serious, but they wanted a fun piece on how Stephen Byers, Jo Moore and Martin Sixsmith could remember each others' names. This is how I did it.

I said that as Stephen Byers was up to his ears in crap they could imagine him in a cow's byre which is usually filled with the same.

Jo Moore was fast on her way to getting sacked and so they could imagine her on a moor in the middle of nowhere completely on her own, lost for direction.

Martin Sixsmith took a gamble by speaking out to the media at the time, and I said he looked like he was trying to throw a six to get himself out of trouble. Just goes to show, there is a ton of fun to be had doing this when you get into the swing of it.

### **A Fast Way to Get a Smack in the Face**

Another great tip is to use alliteration. If someone is bald and they are called Bob, then in your mind you can call them Baldy Bob.

If the guy is called Sid and he is a few slices short of a full loaf then you could call him Psycho Sid. If you met someone who was a bit overweight and he was called Paul you could call him Porky Paul.

When I was younger I did karate. I also had raging red hair and people called me the Ginger Ninja. I know it's not my name but still fun to play with words. With a bit of imaginative wordplay there's a name for everyone.

The more humorous the nickname the better but let me give you the best piece of advice in the world. Whatever you do, don't tell them what you are doing. That maybe the fastest way in the world to getting a black eye, especially with Psycho Sid!

## 6. OUTRO

Remembering names is as much about attitude as it is memory ability.

If your desire is great enough and the benefit high enough, then you will practice these techniques and do it.

With the techniques in this program it is possible to memorize anybody's name.

You will find through practice and experience which technique works best for each situation. Sometimes, you might blend together a couple of techniques.

For example, on meeting a group of people at a dinner party you may decide just to apply the SLUG Technique on initial introductions. But later on in the evening with more time on your hands, you might then apply The Association Technique.

Learning to memorise names is one of the greatest personal and professional skills you can master and the most important thing to remember is that the more that you do it, the more proficient you will become and the easier it will be.

Plus, one day I might just offer you that \$10,000 so get practicing!

Section Five:

**How to**

**Memorize Numbers**

# 1. INTRODUCTION

Welcome to Section Five where we will look out how to memorize numbers.

I am always fascinated by numbers. As you probably know, I broke a Guinness book of records memory record for reciting the mathematical formula Pi to 22500 digits. But that is not what fascinates me the most.

What really gets me is the fact that we can do the most incredible things with our brain such as complex mathematical calculations or learn a foreign language yet we struggle with a number that has more than 7 digits and numbers with over 10 digits pose a real problem.

Why? The reason is exactly the same as with everything else to do with memory. A number is just a number. It is a bland, faceless, featureless piece of information.

Most of the time it has no meaning. Only when we convert the number into something that means something to us are we able to deal with it better.

## **Look For Combinations in Line With the Organisation Principle**

To this end we tend to naturally apply techniques and strategies wherever possible. For example, my old phone number used to be 835428. Looking at the pattern of numbers in there, it was easy to memorize as  $8-3=5$ ,  $4 \times 2=8$ .

A friend of mine had a four digit credit card PIN that was 1158. He remembered this as a time – 1158 being two minutes to midday.

But it is not always possible to apply those types of strategies. Therefore, we need a more structured approach.

If you have gone through the other sections so far then it will come as no surprise that the way to memorize numbers is to use imagination and organization, ordering the numbers and creating images from them.

These techniques are limitless in their power and will allow you to memorize any length number you choose.

But before we look at the techniques let's have a quick look at the benefits of being able to memorize numbers.

## 2. BENEFITS

As with all the techniques you need to find your own benefit but this is particularly so when memorising numbers. The techniques are not hard at all to learn but they do take time and effort. Therefore, learning how to self motivate is very important.

Now at this point I really want to make something clear. I am not going to tell you to get rid of your Psion notebook or your Filofax. I mean, I would never tell you to memorize your telephone book.....maybe half.....but never all of it.

I am just as big a fan of technology as the next geek and there is no need to make things any harder than they need to be. Use your Psion to its fullest extent. That is what it is there for.

To me, the benefits of learning number systems are different than simply memorizing your telephone book. For a start, the times when our memory for numbers usually fails us tend to be on a smaller scale but still manage to make life that little bit harder.

### **Beware of the Muggers!**

Credit card PINs are the classic example. We get a new credit card through the post and then a couple of days later we get a new number so we can use the card at a cash machine.

We do not want to take the piece of paper with us in case we lose it or our wallet with the card and number in it.

Or, in the worst-case scenario, in case we get mugged. It is amazing how rational thinking goes out of the window when thinking about these things. You know, like being mugged in the middle of the day in a busy town center.

So what do we do when we get the number? We sit there, look at it and repeat it to ourselves 20 times. Deep breath, here we go, 1586, 1586, 1586, 1586, 1586, etc. You then go to the cash machine, get it wrong three times in a row and lose your card.

Sound familiar? It certainly does for me. Not only that, but the time it takes you card is always a Saturday tea-time, the banks have just shut, you are going out in two hours to a family party and you've got no money to buy a gift or pick up your wife's best dress from the dry cleaners. Nightmare! A small thing that makes life just that little bit harder.

Yet, with the right systems it is actually really easy to memorize a four digit credit card PIN.

I like stories where people have used or want to know how to use the techniques I teach. One lady who attended one of my masterclasses was a filing clerk.

At work, every time she wanted to find a specific file she had to look up the numerical code in a directory before going and getting it from the filing cabinet.

She wanted to save time looking up the codes so I showed her how to memorize them. This ended up saving her a substantial amount of time.

But here is the bit we do not see because not only did it save her time it also made her feel more confident and look more efficient, two benefits that she hadn't previously considered but which were almost as valuable.

### **Learn to be a Soccer Score Geek**

Another great story is with a friend of mine, Phil. Phil is a soccer buff and he came on my very first open masterclass. He learned the number systems, took them away and applied them in an unusual fashion.

Phil chose to memorize the result of every FA Cup Final since World War Two. How useful is that? Most people would say no use at all.

A few months later Phil asked me to speak for a group he is a member of. Of course I agreed and what we ended up doing was a bit of a double act. I did a quick chat and memorized a pack of playing cards. Then he stood up and got tested by his friends on his FA Cup scores.

It went down a storm and Phil sat down to rapturous applause. Even though Phil is a very successful businessman, the feel-good factor of doing something that had zero usefulness but that deeply impressed his friends was amazing to see.

Another story that was passed on to me was that of a businessman who used to host a lot of business lunches.

What he used to do was ask everyone at the table to give him a number at the beginning of the meal. He would then memorize all the numbers linked to all the people. At any time during the meal they could ask him what their number was and in a flash he would tell them.

Again, this would seem like a pointless exercise. But if you are in business you know that you need to differentiate yourself from everyone else. Many business people go to a large number of business and networking events every year.

Who would stick out the most? I would suggest the number guy. And of course, when that guy rings up a client who he took to lunch and asks if he remembers who he is the client is going to instantly be able to say yes.

When we work, it is not just about being technically proficient, it is about getting noticed and for the right reasons. There are plenty of people who are brilliant at what they do but nobody knows who they are. Using memory skills is a fun and powerful way to get noticed and talked about.

The last benefit to improving your ability with numbers is one which most people would not consider. I know I didn't when I first started with number systems.

It is to do with our brain and the way it works.

We all have 14 brain skills – seven logical and seven creative. On the creative side we have skills such as color, dimension and spatial awareness. On the logical side we have sequence, linearity, analysis.....AND.....numbers.

Numbers is actually one of the 14 brain skills. But the really fascinating part is that these brain skills make us what we are. Our basic human abilities are based on how much we tap into these skills and develop them.

The way to think about brain skills is like the spokes of a wheel. They are all interlinked and work together as a whole and the whole is definitely greater than the sum of its parts. Most people think that they're either logical or creative. In reality, we're all both logical and creative but tend to be more dominant in one area depending on our interests, strengths and influences.

But here's the deal. **Strengthening one brain skill has a knock on effect and strengthens others because of the synergistic way in which they work.**

This is the same principle as teaching kids. It has been shown that kids who learn to play a musical instrument will do better at mathematics than those who don't because one has a knock-on effect to the other.

Improving your memory for numbers will help improve the performance of your brain in other areas too. Now that's powerful information.

### 3. NUMBER RHYME SYSTEM

The Number Rhyme System is used for memorizing single digits. The way it works is to take the number and change it into an image. The image *rhymes* with the number hence it is called the Number Rhyme System. Oh yes, it is really complicated.

But, I hear you shout, what are the images? Well, here they come. One becomes a nun, two becomes a shoe, three becomes a tree, four becomes a door, five becomes a hive as in beehive, six becomes sticks, seven becomes heaven, eight becomes gate, nine becomes wine and zero becomes hero. That is it.

1	Nun
2	Shoe
3	Tree
4	Door
5	Beehive
6	Sticks
7	Heaven
8	Gate
9	Wine
0	Hero

But the images that I have got do not have to be the same for you. As you start to apply the technique you may feel that some of these images do not work for you. If that is the case, change them.

You might feel that gate as an image for eight does not work for you. So you could change it to weight. As long as the image rhymes with the number and you feel you can use it then that is all that matters.

Now you have got your images it is time to use them. So when you are learning a number all you do is link the image with whatever it is that you are learning. A quick example. If I am going to see someone in an office, and the meeting is at 3pm then I would use the image *tree* from the Number Rhyme System. I then link the two together using association. In this case I would imagine the guy I am meeting in his office and lots of trees.



But I want to make the image as memorable as possible so I look at the detail of the image. I imagine the smell of the trees and leaves everywhere. I hear the rustle of the leaves and see the beautiful colors.

Let's try another example. You are at work and your boss has asked you to photocopy a file for him. He wants 7 copies. A simple task. Using the Number Rhyme System the number 7 is *heaven*. My image for this is clouds.

I would imagine the file that he has given me is covered in fluffy cotton wool clouds or perhaps that the image on the front of the file is a blue sky with some clouds.

I would embellish the image in my mind by thinking of how that cotton wool feels stuck to the file or maybe that the clouds are black and thunderous and I can hear some lightning coming from them.

That is all you need to do to apply the number rhyme system to learn single digits. It really is as simple as that.

### **Be Absolutely Clear – and I Mean Crystal**

But I do have some tips for you. As with all images that you create when using memory skills, the images have to be crystal clear and very specific.

#### **Ambiguity is the enemy of memory.**

If you use the image shoe for the number two then you need to create a very clearly defined shoe. I like outlandish images so my image for shoe is a pair of big red clown shoes. I know the exact size, color, shape, every crease and scuff mark.

Every time I need to remember the number 2 I always use the same pair of red clown shoes. **They do not change.**

There are two very clear benefits to this.

Firstly, if I ever see a pair of red clown shoes whenever I am looking in my memory for some information I know immediately that the number two is in there somewhere.

Secondly, I do not have to keep creating new images, which cuts down on the time to apply the technique.

That is how you learn single digits.

## 4. DOMINIC SYSTEM

To remember numbers of more than one digit we could extend the number rhyme system linking the images together.

For example, if we had to remember the number 24, we could create a picture of a shoe kicking a door, a *shoe* and a *door* being the two images for the numbers 2 and 4. That would work for a few digits, but not for a number of any length as confusion would become a major issue trying to get the images and numbers in the right order.

To do longer numbers we use what is called the DOMINIC system. This system was created by Dominic O'Brien, who is one of the most prolific memorisers in the history of memory sport. He says that the name DOMINIC System is an acronym and stands for Decipherment Of Mnemonically Interpreted Numbers Into Characters. Quite a mouthful. Personally, I think it is because he is called Dominic. Call it gut instinct if you will.

One thing I will say is this. Over the last 3000 years there have been very few genuinely new and usable techniques created. This is one of them. It is awesome in its power and brilliant in its application and should never be underestimated despite its simplicity.

### **Make the Famous Just a Number**

It works by turning numbers into people. You begin by taking each number and turning it into a letter.

The number one becomes the letter A because it is the first letter in the alphabet.

Two becomes B, because it is the second letter in the alphabet.

Three becomes C, four becomes D and five becomes E, because they are the third, fourth and fifth letters in the alphabet.

The number 6 becomes S. This is where the system changes slightly. Following the system logically, six should be F, because it is the 6<sup>th</sup> letter in the alphabet. When developing the system Dominic realized that the letter S worked better than the letter F as you will see for yourselves in a minute. As the number six is a strong S word the association of 6 with S is still strong enough to make it work.

Numbers seven and eight become G and H, because they are the seventh and eighth letters in the alphabet.

The number nine becomes the letter N. Again, Dominic felt that the letter N worked better than the letter I, which is the ninth letter in the alphabet. As the number 9 is a strong N word – the association of nine with N is still strong enough.

Having applied this system under the most extreme of conditions when I did my Guinness record of Pi to 22500 digits, I totally agree with Dominic that he was right to change six and nine to S and N.

The last number left is zero, which becomes the letter O, because it's the same shape. So now you have 10 letters for 10 numbers.

1	A
2	B
3	C
4	D
5	E
6	S
7	G
8	H
9	N
0	O

### **Take Your Partner and Pair up**

The next step is to pair up the digits. When we get a two digit number we get a pair of digits. We then change those two digits into letters using Dominic's system.

Now comes the good bit. That pair of letters are then used as the initials of a person. Let's look at some examples.

33 gives us the letters CC and that produces Charlie Chaplin.

15 gives us the letters AE, and that produces Albert Einstein.

23 gives us BC and for this one we have a choice. That could produce Bill Clinton, Barbara Cartland or Billy Connolly.

16 gives us the letters AS and that is Andy Scott. Do you know Andy? He is a friend of mine. OK, so that one was a bit naughty but the point is that they do not all have to be famous. However 16 could just as easily be Arnold Schwarzenegger.

Sometimes, you can use the number to create a character that does not have the initials of the letters. The number 10 gives you the letters AO and the only person I could think of with those initials was Aristotle Onassis. But he was before my time, and I could not conjure up a strong enough image.

So I thought of who else could be represented by the number 10. Straightaway, I thought of number 10 Downing Street in London, where the Prime Minister of the United Kingdom lives. My image for the number 10 is now Margaret Thatcher, a former PM who, putting politics on one side, was and still is a very strong image.

Sometimes it is difficult to find a strong image with the right initials. For me, I struggled to find a good character with the initials DE for the number 45.

I decided to stretch the system a little and used the letters DE to give me the Duke of Edinburgh, the Queen of England's husband. It is not a precise use of the DOMINIC System but it works and that is all that matters.

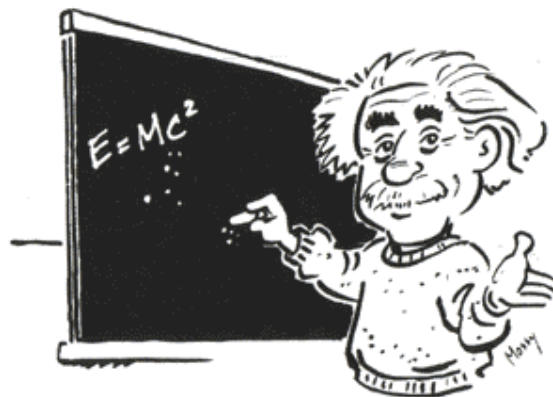
I have discovered that the stronger the character is in real life, the easier they are to use and remember. And that's the basis for the Dominic system.

### **Numbers, Letters, Characters – and Action**

There is one more thing to do to allow the system to work to its full potential. You need to give each character a unique action that is immediately identifiable with the person.

The actions are better if they are nice and simple but they do need to be easily distinguishable from every other character's action.

The action for Albert Einstein, number 15, is chalking on a blackboard.



What you will find is that it is quite easy to create an action once you have a person.

Once you have done all that you end up with is a list of 100 people, all with their own unique action.

My characters stretch from Olive Oyl from the Popeye cartoons, who is 00, all the way to Nanette Newman who is a British actress with the initials NN and therefore is number 99.

## 5. APPLICATIONS

By now, you should have the Number Rhyme System and the DOMINIC System firmly planted in your head. If not, go through those sections again because it is important that you know how they work.

You do not need to have developed the systems, just understand the principles.

What I am going to do now is go through how to memorize numbers of different lengths.

### Two's Company

I will begin with a two digit number.

The way to memorize a 2 digit number is to take the two digits and use the DOMINIC System. Create your character and apply it to whatever you are learning.

For example, I am going shopping for my partner and she asks me to get 24 eggs for some fancy meal she is cooking for guests. This might seem like a trivial example, but I am sure that all the guys out there will identify with this kind of problem. Return without enough eggs and the end of the world will be in sight.

This is how you remember it. The number 24 produces the letters BD which gives me the actor Brian Dennehy on my list of 100 people on my DOMINIC System.

The number of eggs is what I am learning so I link Brian Dennehy with the eggs. I imagine that he is in the supermarket. He is eating pickled eggs, he is covered in raw eggs, he is throwing eggs at other customers, he is sat on a pile of eggs.

Now, it is not important whether you know who Brian Dennehy is. The only thing that matters is that you know how I create the image of him and the eggs. That is how you memorize a two digit number.

### Two's Company But Three is Better

A three digit number is very similar, but you also incorporate the Number Rhyme System for the extra digit on the end.

Let's take the number 423. First things first, we break it down into two separate numbers 42 and 3.

We memorize the number 42 using the DOMINIC System. In this case the numbers translate to DB and this gives us David Bowie, the musician.

We then use the Number Rhyme System to attach the single digit on the end. In this case this is *tree*, the image for the number 3.

So we end up with David Bowie and *tree*. It is now up to us to put the two together and create an image.



We would imagine David Bowie singing but with branches and leaves coming out of his clothes and body. If 423 is the new house number of my friend then I imagine my friend in the image too trying to talk to David Bowie while he complains about all these branches and leaves.

### **Four Digits is a Pair of Pairs**

A four digit number is where it gets interesting because we start using the actions that go with the characters that I mentioned earlier.

Let's look at an example. Take the number 1145. We begin by splitting the four digit number into 2x2 digit numbers. This would produce the numbers 11 and 45.

The next stage is to get the characters for each of the numbers using the DOMINIC System. In this case it would be the tennis player, Andre Agassi (the character for number 11) and the Duke of Edinburgh, the Queen of England's husband (the character for the number 45).

Now we could simply put the two together and have Agassi talking to the Duke. But then we have a problem.

Which number comes first? Is it 11 then 45 or the other way round?

To overcome this ambiguity we put in a new development. We have the *character* of the first two digits performing the *action* of the second two. Confused? Me too so I will explain further.

With the number 1145 we have the characters Andre Agassi (11) and the Duke of Edinburgh (45). As I mentioned before every character also has its own action. Andre Agassi's is playing with a tennis racket. The Duke's is carriage racing, one of his favourite hobbies.

This means that when we put the two together we have Agassi, the character of the first two digits, performing carriage racing, the action of the second pair.

Now, let's put this in context. Imagine I work at a dentist's surgery and this is the new code to get in the door. I would imagine Andre Agassi carriage racing in the room with the dentist chair.



Of course, as always, I look to embellish all my images so I imagine that the horse is making lots of noise and all the dentist utensils are being knocked all over the place.

Again, as with the system for memorizing three digits, the power of this is in the organization because we know that the character always comes first and the action comes second.

Therefore, there is simply no doubt about the order of the numbers. In my example, we know categorically, that it has to be 1145 and not 4511. And that is how you memorize a four digit number.

### **Five Digits – the Killer Combination for Long Numbers**

Now for five digit numbers. As you may have worked out by now a five digit number is going to be a natural extension of a four digit number.

All we do is use the system above for learning four digits numbers and use the Number Rhyme System for the extra digit on the end.

Let's look at an example. Take the number 23919.

I begin by breaking down the five digit number into three separate numbers - 23, 91 and 9.

To memorize this, we use the DOMINIC System for the first four digits – 2391 – and the Number Rhyme System for the remaining single digit – 9.

The first four digits are 2391 and are learned in exactly the same way as in the previous example. So we know that the image for 2391 is Bill Clinton in an astronaut suit.

We get this by taking the character of the first two digits, which in this case is Bill Clinton, number 23, (23=BC on the DOMINIC System) and the action of the second two digits, this being dressed in an astronaut suit, the action of Neil Armstrong, the first man on the moon and number 91 (91=NA on the DOMINIC System).

We now add on the image from the Number Rhyme System. The remaining digit is the number 9 and my image for the number 9 is wine.

I now mix the two together and have Bill Clinton in an astronaut suit and have him drinking some wine.



What we can then do is apply the Organisation principle and place the image somewhere appropriate.

If this is my membership number at the video shop, then I need to remember it to hire a video or rent a game, although sometimes it would be better for me not to know my number looking at how many fines I pay because I keep forgetting to return the video!

To memorize my membership number 23919, I would imagine the above image and place it behind the reception desk. Clinton could be writing the new film and game releases on the blackboard and I create a conversation where I am asking him about some of them.

As with 3 and 4 digit numbers, organization plays a key role. With a five digit number it could be easy to get the numbers mixed up and some of them the wrong way round. **But NOT when applying this system.**

I know with a five digit number that the character always comes first followed by the action and then the image for the single digit. **Character – Action – Object.**

There is no ambiguity. Remembering numbers is all about all order and structure. That is how you memorize a five digit number.

### **Five Digits – the Longest Number You Will Ever Need to Learn**

The great news now is that a five digit number is actually the longest number you will ever need to memorize. To memorize a number that has more than five digits it is simply a matter of breaking it down into smaller and then placing them on a journey.

Let's take a seven digit number as an example. Imagine that the number 1508661 is the new telephone number for your doctor's.

The first thing we do is break it down. We can break this down into a four digit number – 1508 – and a three digit number – 661.

We then create an image for each of the above.

For the four digit number this would give us Albert Einstein waving a plank of wood. Why? Well, the character of the first two digits is Albert Einstein who is number 15 (AE) on the DOMINIC System.

The character of the second pair of digits is Oliver Hardy (08=OH) and his action is waving a plank of wood like he has done many times in the black and white Laurel and Hardy films.

So the first four digits are Albert Einstein waving a plank of wood. This gives us the number 1508.

The second set of numbers is 661. This gives us Sharon Stone in a nun's outfit. Why? Because we take the character of the first two digits (66=SS) using the DOMINIC System.

We then add on the extra image for the single digit on the end using the Number Rhyme System. In this case 1=NUN.

So the last three digits are Sharon Stone in a nun's outfit. This gives us the number 661.

Now we have to put them together. The way to do this is to create a mini-journey. As we have two composite images we need a two stage journey.

1. Front door of surgery
2. Surgery reception

Now we have our two sets of images and a journey to put them in.

1. At the front door of the surgery we have Albert Einstein swinging a plank of wood. I imagine it is smashing into the door and making a lot of noise. Everyone is complaining because they cannot get past him to get in.



2. At the surgery reception there is Sharon Stone in a nun's outfit. She is on the phone taking messages and keying in people's details into the computer.



When I need to remember the phone number for the doctor's I simply go through my mini journey and recall the images in sequence and subsequently the number.

That is how you memorize longer numbers. You break them down into manageable chunks and place them along a journey appropriate to the number.

And that is how I broke my Guinness record for reciting Pi. Believe it or not, there is actually a book with Pi typed out to one million places. It is a right riveting read, I can tell you. It is written in lines of 50 digits, each line being broken down into 10 groups of 5.

I began by choosing 45 different locations – hotels, nightclubs, anywhere I had been where I could place a lot of images.

Within each location I created a 100 stage journey round that building.

At each stage I then placed a five digit number.

It was purely a question of organisation – 45 locations multiplied by 100 stages multiplied by a 5 digit number at each stage. As you can see there is no secret to my Guinness record. It is all about creating images from the numbers and using The Journey Technique to put them in order.

So now that you know how to do it, I am sure that you are gagging to have a go. And just for your delectation, below are the first 100 places of Pi, conveniently broken down into groups of 5 digits – just to make it easy for you!

Start at the top left with 14159, work your way across the page and finish with 70679. Good luck.

<b>14159</b>	<b>26535</b>	<b>89793</b>	<b>23846</b>	<b>26433</b>
<b>83279</b>	<b>50288</b>	<b>41971</b>	<b>69399</b>	<b>37510</b>
<b>58209</b>	<b>74944</b>	<b>59230</b>	<b>78164</b>	<b>06286</b>
<b>20899</b>	<b>86280</b>	<b>34825</b>	<b>34211</b>	<b>70679</b>

## 6. OUTRO

Now I know what you are thinking and it probably goes something like this.

“David, those systems are as mad as a box of monkeys. All you are doing is creating a lot more work. Surely it takes a lot longer to apply this technique than just going through the numbers a few times quickly in your mind.”

Well, I cannot deny that the DOMINIC System does require some time and effort to get it going. But once you have become familiar with your 100 characters they become like an alphabet.

It is like when learning a foreign language. You get to a point where you just know that the French for red is rouge. You do not have to think about it any more or go through a system to find it.

So it is with the DOMINIC System. I know instantly without having to convert the numbers to letters what my 100 characters are. I see a 2 digit number and instantly know the character and its action.

They have become second nature to me. Once you get to the point where those 100 characters are embedded in, they will last forever. Now that has got to be worth putting a few minutes on one side every day and a few minutes is all it will need.

If you create three new characters a day for your DOMINIC System, which is hardly backbreaking, then in a month you will have your 100 characters.

### **Get it on the Fridge Door**

An excellent tip on how to get your 100 characters is to put the list of numbers on your fridge door. When you go into the fridge in the morning, your brain will see the paper and notice the gaps where you do not have the characters.

Subliminally, it will then be looking to fill in the gaps and something very strange will occur. You will find yourself reading the newspaper or maybe watching the television and all of a sudden you will say “Number 35, Clint Eastwood.”

Another nice benefit about the fridge approach is that you can involve all the family and make it a fun exercise.

But I do understand that it will take time so why not reframe your approach. Do not look at this as a number learning technique.

Look at it as a mental challenge, a memory workout, if you will, and enjoy the chance to stretch yourself.

Then in no time at all you will have the system licked. Good number crunching.

Section Six:  
**Applications –  
Personal**

# 1. INTRODUCTION

Welcome to Section Six, the first of two sections on how to apply the memory techniques.

So far in this program we have looked at the benefits of improving your memory and the techniques on how to do it. But now we are getting down to the nitty-gritty – how to apply them.

Sections Six and Seven will go through a range of applications. The point of the exercise is to show you applications in the real world.

But the real benefit of going through the applications is for you to see that even though the applications are specific, the techniques are generic.

By the time you have gone through these two sections you will have a fantastic insight into how to apply the techniques in almost any situation whether personal or professional.

To this end I have split the applications into two sections. This section will cover applications that may arise in personal everyday life and in an educational environment.

Section Seven will cover applications that you are more likely to find in a professional or business setting.

However, even though a personal application may seem completely different to a professional one, the way the techniques will be applied will be almost identical in both sections and all applications.

## **Come One – Give Me a Hand, It's Important**

Now it is your turn to help me.

As we go through the applications be constantly thinking about how you can apply it to your circumstances. I cannot cover every possible application. I need your help to do the rest.

The more you think about how you can apply it, the more success you will have.

## 2. MENTAL NOTEBOOK

I call this application the mental notebook, but we could also call it a to-do list.

What it does is help you to remember to do those everyday things that we come across.

Most of the time, we remember to do them all. But of course, memory techniques are as much about the times that we forget as the times when we remember.

Sure, we can easily write down our to-do list on a piece of paper. That would suffice most of the time, but if it was foolproof, why do we still forget?

The reason is because the piece of paper is external. We want the things we need to remember inside our head. The moment we forget to look at the paper or it gets left at home, the jobs don't get done or the things do not get bought.

But the beauty of applying memory skills to the mental notebook technique is that it is easy and with a little practice can be done quicker than writing it down.

We begin by creating one new journey of 30 stages. This is our blank notebook and as things to do come up we insert them into the journey.

### Show us an Example, David

I will give you an example. I imagine that I am going into town and need to do the following three things – pick up the dry cleaning, go to the bank and buy a birthday card.

My journey is at an office building in which I used to work.

<b>Journey Stage</b>	<b>Thing to learn</b>	<b>Image created</b>
1. Car Park	Dry cleaning	I imagine some suits with no bodies in them. They are break dancing and having fun. There is loud music in the background and there is a crowd standing by having a dance too.
2. Company reception	Money from bank	My image for money is moneybags and I imagine lots of moneybags in reception. The money is spilling out. The coins chink below my feet and the notes are wafting about in the air.
3. Staircase	Birthday card	I imagine a huge birthday cake. It has lots of candles on it which have set the smoke alarms off and the sprinklers have drenched the cake and the stairs. There are floods of icing sugar running down the carpet.

Now when I go into town I can very quickly go through my journey and pick up those three images. Not only that but I can review them on the move while walking around. But the most important point is that because I created the images I know what they stand for.

That's how I remember my to-do list for today.

But why do I have a 30 stage journey when I probably only have to remember a few things?

The reason is because I cannot reuse the same stages tomorrow that I have used today. Ambiguity is the enemy of memory and if I try putting in some fresh images on top of the ones used today, I would get confused.

What I do is continue further along my journey. If I use stages one, two and three for the three things on my to-do list for today, then tomorrow I start at stage four.

If I have four things to do tomorrow then I use stages four, five, six and seven.

On the third day I start at stage eight and so on. That way there is no confusion.

Once I get to stage 30 and the end of the journey which may be in 8 or 9 days time I simply go back to the beginning and start at stage one again.

This works beautifully well for two reasons. Firstly, because it takes 8 or 9 days to come back to the beginning the images that were there previously have disappeared and faded away. Therefore, there is no confusion over mixing current images with previous ones.

Secondly, you are using all the stages in the journey over an eight or nine day period. Repetition is important in memory and so repeatedly using all the stages in the journey means that they are nice and fresh and come to mind easily.

### **Blending the Techniques Together**

On occasions, you may need to remember more detail than just the thing to do. For example, one of my things to do in the example above is to withdraw some money from my bank.

But let's make it a specific amount, say ten dollars.

To remember the amount I use the number systems in conjunction with the journey.

In the example above, I had money bags in the reception area. To remember the amount of money I need to withdraw I use the number system to add an image in.

In this case I would insert the image of Margaret Thatcher into the journey. Margaret Thatcher is my image for the number 10 from the DOMINIC System that we

covered in Section 5. To integrate the image in, I would imagine her sat in reception counting money.

Once you have your 30 stage journey, and you have used it for a few days, this system is quicker than writing it down and of course, is much more effective. Plus it is an excellent mental exercise because you are doing it every day.

### 3. PLAYING CARDS

Memorizing playing cards.

When you first think of this, you feel that it is just a fun exercise which appears to have little or no value. After all, playing card games is just something that we do at Christmas or on planes we are bored and have nothing else to do.

#### **250 Pounds in a Blonde Wig – Gorgeous!**

Now at first glance the benefit may be small unless of course you want to play professional blackjack. I tried that once but weighing 250 pounds I didn't look too good in high heels, a blonde wig and a dress!

But a pack of playing cards is truly universal and if you choose to learn the skill of memorizing them it will stop people absolutely dead in their tracks.

It never fails to amaze me the astonishing level of impact that memorizing playing cards has on any audience.

I even use it as my finisher at the end of my presentation when I am delivering a keynote speech. Everyone, and I do mean everyone (men and women alike) clap like crazy when you get to the last card.

Learn to do it and you will receive the same respect and applause.

#### **So How?**

The power of this technique lies in the fact that it is closely aligned to memorizing numbers. In the same way as with everything else in a list it is a question of turning the cards into images and putting them where? Yes, you guessed it – into a journey.

But how do we change playing cards into images?

Well, actually in exactly the same way as we turn numbers into images.

Let's look at the number cards and aces first and leave the picture cards for the moment.

Each number card has a number from two through to 10. In exactly the same way as we did with the numbers in the DOMINIC System we take these numbers and change them into letters.

As in the DOMINIC System, the numbers two, three, four, five, six, seven, eight, and nine correspond with the letters B, C, D, E, S, G, H, and N. The number card 10 is given the letter O, the same as the number 0 in the system.

The aces are slightly different as they are already a word and so we take the first letter which is obviously A. Below is our table of cards turned into letters.

Card	Letter
Ace	A
2	B
3	C
4	D
5	E
6	S
7	G
8	H
9	N
10	O

This gives us our first letter.

We then look at the suit and take the first letter and add it to the letter from the table above.

### **Come on Clapton, Show us How it is Done**

Let's look at the example of the 5 of Clubs.

The number 5 gives us the letter E from the guide above. The suit of Clubs gives us the letter C because this is the first letter of the word Clubs.

We have now converted the number card 5 of Clubs into the letters EC. We now can use these to create a person in the same way as we did with the DOMINIC System.

In this case, EC is Eric Clapton, the guitarist. This system is applied to all 40 number cards and aces in the pack. Below is the full list for the playing suit, Clubs.

Card	Letters	Character	Description
Ace Clubs	AC	Andy Cole	Soccer player
Two Clubs	BC	Bill Clinton	US President
Three Clubs	CC	Charlie Chaplin	Comic actor
Four Clubs	DC	David Copperfield	Magician
Five Clubs	EC	Eric Clapton	Musician
Six Clubs	SC	Sean Connery	Actor
Seven Clubs	GC	Geoff Capes	Sportsman
Eight Clubs	HC	Henry Cooper	Boxer
Nine Clubs	NC	Nadia Comaneci	Gymnast
Ten Clubs	OC	Oliver Cromwell	Historical person

## **The Picture Cards Require us to See a Bigger er, Picture**

The picture cards require a little more imagination. The best way to approach it is to get a theme for each suit.

For me, Diamonds represents wealth. I then create characters that I associate with wealth.

The King of Diamonds is obviously Bill Gates as he's the richest man on earth. The Queen of Diamonds is the Queen of England, as she is not only very wealthy but also has diamonds in her crown jewels. She is also a Queen which makes the image more complete but is not necessary at all.

Do the same for each of the of the three suits, and you end up with 12 images for your picture cards which when added to the rest gives you your full compliment of 52.

**You need to know these images very well before you can start memorising them.**

The easiest way is simply get a piece of paper and write down all 52 images for the 52 cards. Then buy yourself some cards and just keep going through them.

## **Now it is Back to Our Old Friend, The Journey Technique**

Next stage is to create a 52 stage journey to place in all 52 cards.

You will need a large building or do it outside. Concentrate on continuity. Not too much distance between the stages otherwise you will have trouble finding the next one.

You will need to know the journey very well so practice the journey in your head until you see it very clearly in your mind's eye. **Do not practice with the cards until you know your journey well.**

REMEMBER: This sounds like a lot of practice but what you are doing is creating your library system and just like a library, it creates optimum efficiency once it is up and running.

Once you have got an image for each card and you have a journey in which to place them the rest is easy.

All you do is take each card as it comes out of the pack, change it into its character and place at its respective stage. The first card in the pack goes at the first stage, the second card at the stage and so on until you have done all 52 cards.

Then it is high noon and you go back through the pack and see how many you can remember.

## Ridiculous Tips

There are only two tips I can give you:

Firstly, make the image as ridiculous and stupid as possible. I know I keep repeating myself but this will massively increase your recall. Imagine the character in a daft conversation and performing silly actions. The more, the better.

Secondly, integrate it into the stage as much as possible so that you really see the person in that place.

## Double Up for Half the Time

Once you have got used to doing the 52 characters along the 52 stage journey the next level is to create an action for each person in exactly the same way as you did for the DOMINIC system when doing numbers in Section Five. This is no different.

Develop a unique action for each character. The 5 of Clubs is Eric Clapton, the guitarist, and his unique action is simply playing the guitar. Below is a complete list of actions for all the face cards in the playing suit, Clubs.

Card	Character	Description	Action
Ace Clubs	Andy Cole	Soccer player	Playing with ball
Two Clubs	Bill Clinton	US President	Giving speech
Three Clubs	Charlie Chaplin	Comic actor	Swinging cane
Four Clubs	David Copperfield	Magician	Magic wand
Five Clubs	Eric Clapton	Musician	Playing guitar
Six Clubs	Sean Connery	Actor	With periscope
Seven Clubs	Geoff Capes	Sportsman	On podium
Eight Clubs	Henry Cooper	Boxer	With boxing bag
Nine Clubs	Nadia Comaneci	Gymnast	With gym bars
Ten Clubs	Oliver Cromwell	Historical person	Firing musket

It does not matter whether you know who the people are or why I have chosen the actions I have. Why? Because you can choose your own characters and actions.

And that is a good thing to do. These work for me but they might not work for you. Similarly your characters and actions might work really for you but just not float my boat.

Having said that, I am more than happy for you to use any or all of the above if they work for you.

## Eric Clapton and Bill Gates in Perfect Harmony

Once you have the 52 actions for the 52 cards this then allows you to expand the technique. You can then learn the cards in pairs.

You take the character of the first card and have it performing the action of the second card.

Let's look at an example. Say the first card out of the pack is the King of Diamonds and the second one is the 5 of Clubs.

Up until now you would have put those two cards at the first two stages of your journey. **Understand that there is nothing wrong with this.** That approach is and would always be good enough.

But to expand the technique you can now have them both at the first stage with the character of the first card performing the action of the second card.

In this example, this would be Bill Gates - the character of the King of Diamonds – playing the electric guitar, which is the action of Eric Clapton, the 5 of Clubs.

### **More work for less time**

This might seem like extra work and hassle but trust me, once you get used to it, it transforms your ability to go through a pack quickly.

To begin with, you only need to go through 26 stages instead of 52. This is obviously quicker and easier on your journey. And once you know the 52 actions as well as you know the 52 characters it just as quick to recall the actions as the characters.

Now you know how to learn the amazing skill of memorising playing cards, I have a suggestion for you to get you started.

### **Wear Just One Suit at a Time To Get Started**

When I started doing this I did it *one suit at a time*. I would strongly suggest that you do the same.

Doing a whole pack on a 52 stage journey can seem a little daunting at first but doing 13 cards on a 13 stage journey can be mastered very quickly and easily.

With the cards, take just one suit and learn the 13 characters for each card. Then develop a 13 stage journey. Shuffle the 13 cards and keep practicing with just those until you can memorise them in any order.

Then extend your journey to 26 stages and do 2 suits but mix the 2 suits together.

Then do 39 stages with 3 suits mixed together and eventually 52 stages and the whole pack shuffled.

Once you can do a randomly shuffled pack of 52 cards then develop the actions for each card and learn them in pairs.

### **Be the Center of Attention – and Not Because You Have Stripped Naked!**

Memorizing playing cards is a truly fantastic personal and social skill. Being a flash git, I often do it at social events. People really like it and it certainly goes a long way to improving your social standing.

Once you have done it a few times and your confidence starts to build then you can start looking at reducing your time.

You can also look to do more than one pack. Develop new journeys and start memorising multiple packs.

The beauty of memory skills is that it does not follow the traditional level of development that we are used to.

When doing something new, we tend to expect and get incremental progress. That is, small but steady gains. We look to lose weight on a diet by 2lbs a week. We go to the gym and look to increase our strength at a slow but steady rate.

Memory skills training is not like that. **You can increase your memory ability at an exponential rate.** That is, this week you could be doing one pack of cards but this time next week you could be doing two packs. 100% growth in a week.

### **Come and Have a Go if You Think You are Hard Enough!**

Memorising your first pack of cards will truly excite and invigorate you. But of course, that will be short lived as you set yourself new standards.

Benchmarks are important for us to gauge where we are and also to understand what is possible.

To give you something to aim towards, my quickest time for memorizing – not reciting, just memorizing – a single pack of randomly shuffled playing cards is 65 seconds, a little over a second per card.

But even that is slow in relation to the world record, which currently stands at just over 34 seconds.

Good luck and make sure that you e-mail me with your quickest time once you get down under 10 minutes. I really want to know how you are doing.

## 4. DIRECTIONS

In this section, we are going to look at how to memorize traffic directions.

Now most of you will be thinking WHY? After all, this is not a skill which is required every day, if ever hardly at all.

The reason I am looking at this is because the way in which we will learn to memorize directions is a little different to the other applications and variety is the spice of life. Either that or Coriander, I cannot remember which.

Plus, training your memory and enjoying the quality of life it produces is not about improving one thing in your life by 100%. It is about changing 100 things by 1%.

### **Come Here Kids, Your Dad Has Some Stress for You**

So we are going to look at traffic directions because I do not know about you but for me, it is one of those things that can really get under my skin. Invariably, when I am out driving and I have reached the point where I do not know where I am going, I am starting to feel a bit tense.

Needless to say, if there is anybody else in the car with me – particularly a spouse or children – they will be feeling just how tense I am.

In fact, I am always the dutiful parent and partner and help them feel nice and tense too. After all, stress shared is stress halved, as I always tell them. I am lost, late and my eyes are bulging out of their sockets. Not a great combination.

So eventually, when we are in that position, we stop and ask directions.

Not easy when you are a man to admit failure so when you get those directions you want to be absolutely crystal clear about where you are going.

After all, most guys would rather take their own appendix out with a rusty screwdriver than have to ask for directions twice. But when you get the directions, does it usually go something like this?

“Hi, I'm looking for King Cross.”

“King Cross? That's easy to find. It's not far from here. What you need to do is go up there. Do you see the pedestrian crossing?”

“Yes”

“Well, ignore that, and turn left at the traffic lights. Got that?”

“Yeah, right”

“No, I said left”

“I know you said left. I was just saying right to show I’d heard you.”

“OK. Then you turn right on Ireland Street, past the shops, up the hill, take your third exit from the roundabout, along Florence Avenue. You’ll see a Wal-Mart supermarket on your left. Keep in your right hand lane and take the second road to your right. That’s Trimmingham Lane with a newsagent on the corner. Are you writing this down? Go through three sets of traffic lights and be careful of the speed camera. Everyone gets caught speeding up there. Mind you, with this car that won’t be a problem. Carry on for a mile and a half going through a tunnel and immediately in front of you is King cross. There, how easy is that!”

“Yes, erm, real easy. Thank you very much.”

You set off, get 200 yards up the road, turn right at the traffic lights, immediately get lost again, and feel that ritual suicide would be a more pleasurable way to spend the next half hour than trying to find your destination.

But it does not need to be like that. Memorizing directions is easy with a little preparation.

### **Directions Traffic With Opposite the Do You**

The approach to it is slightly different than with most other memory applications. With most memory techniques you wait for the information you need to memorize and then create the images from it. Memorizing directions is the other way round.

You create a database of images from the information that you think you might receive before you actually get it.

You can do this because traffic directions mainly conform to a relatively short list of information. But what might that information be?

For a start you are going to be told to go left and right quite a bit. This is important. So, you create an image for left, and for right. For this, I use politics.

My image for left is a British politician called Dennis Skinner, who is on the left of the Labour Party.

My image for right is another British politician called John Redwood, who is on the right of the Conservative Party.

In this vein, you continue to build a database of images for most of the information that is likely to come up when asking for directions – roundabouts, straight ahead, junctions, etc.

This doesn't need to be exhaustive. 30-40 images will probably be sufficient.

This is your preparation. Once you have those images you are then ready to receive the directions.

### **I Do Not Believe it – It Involves the Journey Technique Again!**

As the directions are being given to you, you then place them along our old favourite, a journey.

In my example, the first direction was to turn left at the traffic lights. To memorize this I would insert Dennis Skinner, my pre-prepared image for right, stood with some traffic lights into my first stage.

The second direction was to turn right on Florence Avenue. To memorize this I would think of John Redwood, my pre-prepared image for right, stood with a pint of Guinness in his hand, Guinness being the image I associate with Ireland.

As more directions are given, I insert the images into the journey.

As you can see, if you already have a database of images for most of the standard directions and you can pull out a pre-prepared journey, memorizing them as they are given to you is a completely painless exercise.

For guys this means they can enjoy the new challenge of memorizing the directions instead of feeling gutted about having lost their way in the first place.

## 5. GEOGRAPHY

This part will use Geography as an example of how memory techniques can be used in an educational setting.

Improving our geographical knowledge of the world helps increase our understanding of how the world works.

I live and work primarily in the UK and USA but between these two countries they represent less than 6% of the world's population so there is a whole lot of world out there to discover.

A fun exercise to get you started using memory skills is to memorize all the capitals of the world. This uses imagination and association. You use your imagination to create images from the countries and their capitals and use association to link them together.

If you recall, this is the same way that we learn names and also foreign languages.

Take the country Bulgaria. Its capital is Sofia. What I need is an image for both these words and then link them together.

For Bulgaria I look at the two syllables of the words and I think of a bull and riding on the back of it is Gary Hart, the former Presidential candidate.

For Sofia I see the old lady Sofia who was in The Golden Girls.

I then imagine Sofia walking the bull along while Gary Hart is riding on the back of it.

As anybody who saw The Golden girls will know, Sophia complained quite a bit, to say the least. I embellish the image by creating a conversation between Sophia and Gary and you can only imagine how ridiculous that would sound.

### **G'day, Koala**

Another good example is Australia. Most people think that the capital of Australia is Sydney or Melbourne when in fact, it is Canberra. A common mistake that can make you look very bright when you know it for real.

I learn it by getting an image for each of the pieces of information.

For Australia I think of a koala bear, a national and internationally recognised animal.

For Canberra I think of a can of berries because it sounds the same when you break the word down into its two component syllables.

I then link the two together so I end up with a koala bear eating a can of berries and that helps make sure that I remember the correct capital.

### **No Wonder They Have the Largest Economy in Europe**

You can also add in extra information about that country.

For example, you may wish to memorize the population of a country. To do this you take the number of the population, create an image using the number systems in Section Five and add it to the image that you have for the country.

Let's look at Germany. The size of their population is 79 million people.

My image for the number 79 from the DOMINIC System is Greg Norman, the Australian golfer.

My image for Germany is a German sausage. Now all I do is integrate that with Greg Norman

I imagine Greg Norman teeing off but instead of a ball on the tee, it is a German Sausage. He swings his club and the sausage goes everywhere covering everyone within range.

That is how you increase your geographical knowledge about the world around us.

## 6. OUTRO

You have now seen how to apply the memory techniques you have covered in the earlier sections in four different areas – a mental notebook, playing cards, traffic directions and Geography.

These examples may not immediately apply to you but that really is not the point. The point is that it is a question of showing that with only a few generic techniques – association, imagination, numbers and journeys – you can memorise almost anything.

As I am sure you are now realizing, it all comes down to one thing – creating images from the information you are learning and either linking them together or placing those images on a journey.

Whether the applications are in a personal or educational environment makes no difference.

It all comes down to the three memory principles of imagination, association and organization.

As I said earlier, you do not necessarily use them in a conscious fashion. They just appear all over the place in various ways when using the memory techniques.

Now we will move on to Section Seven and see how to apply them in the professional environment.

Section Seven:  
**Applications –  
Professional**

# 1. INTRODUCTION

In the last section we looked at some personal applications. In this section, we will look at applications that are more geared towards the professional and business environments.

The number one benefit of these applications is promotion potential, and I know you are probably interested in that.

After all, the fact that you have bought Max Your Memory in the first place shows me that you are likely to be the kind of person who is interested in developing themselves.

By default, this means that you are also likely to be the kind of person who does well in their job and would or is considering going for promotion.

Some or all of the skills that you are going to look at in this section will help you achieve this.

Again, I want to stress that it is important that you not only look at how to learn how to do the individual skill on each track, but also to look at the structure of how it is done.

This will help you develop your own personal action plan for you to make the most part of what you have learned.

## 2. FOREIGN LANGUAGES

Learning a foreign language is considered one of the most, if not the most difficult intellectual skill for any adult to master. But it is also one of the most rewarding and definitely one of the most impressive.

Last week I met someone who could speak 5 different languages. Even though it would represent little or no benefit to me to be able to do the same I was hugely impressed.

The great news is that from a memory standpoint it is not that difficult to learn a foreign language depending on how you go about it. I will give you my perspective.

There are two aspects to learning a foreign language – grammar and vocabulary.

The fact is that you can get by in speaking a foreign language by learning the vocabulary first.

Being able to memorize a reasonable number of words will allow you to have a half decent conversation someone from that country, make yourself understood and most importantly, order a pint of beer. That is what most people want.

Grammar on its own will not get you anywhere and is all the more difficult to learn when you do not know the words. But when you understand many of the words it is a lot easier to learn the grammar.

If you have already looked at the last section on memorizing capitals of the world, then this technique will not come as a surprise. It is exactly the same method.

### **Imagination, Association and Organisation in Perfect Harmony**

You take the foreign version of the native word and create an image. You then do the same with the native word and link the two together.

Ideally, you would then place it at a location to help strengthen it.

Let's look at three examples.

The French word for door is porte. The image that I naturally think of is the drink port. Even though it is not spelt the same as it has an *e* on the end, it sounds the same.

I then link the two images together.

I choose a door that I know really well. It is a house where I used to live.

I look at the door and I can see the drink port is coming out of the letterbox. It is gushing out with that rich red color. I can smell the alcohol really strongly and can feel the port lapping round my feet.



Whenever I get the word *door* and need to know the French equivalent I go to that door at that location that I know really well, see the image and convert into the French equivalent.

Conversely, if I see the French word *porte* then I look for the drink port and that takes me to the same image and see the drink coming out of the door.

### **Liver and Onions Will Never Taste the Same Again**

A second example is the word *livre* which is French for the English word book.

Again, I create an image from the French word and link to the English word.

In this case, I look at the word *livre* and see the English word *liver*.

Then it is simply a question of connecting the two together. So I imagine opening my favourite book and instead of it being made of beautiful paper the pages are made of liver. Urrghh!



As always, I embellish the image. I imagine trying to turn the pages. It feels cold and clammy to the touch. I try shutting the book and the liver squeezes out of the side.

Now when I need to remember the word *livre* or what it stands for I simply go to the image and convert it one way or the other.

### Stop Licking That Newspaper, Simon

Our last example is the German word *zeitung* which means *newspaper*.

This presents a bigger challenge than the previous French examples because the word does not readily translate into an English word.

The way I always deal with this kind of information is to break it down into its component syllables.

In this case the two syllables are *zei* and *tung*. At first sight this does not help me as they do not naturally lend themselves to comparative English words.

So I look at how they **sound**. When I listen to *zei*, it sounds like *Si* in English and this creates the image of a friend of mine springs to mind, who is called Simon or Si.

When I look at *tung* it sounds like *tongue*, as in the tongue in our mouth. This is my second image.

I now put the two together, and my image for the German word *zeitung* is my friend Simon or *Si* with his *tongue* sticking out.

Now I need to link it to the English word newspaper. I choose a location which is appropriate and that happens to be my local newsagents.

To remember that the German word for newspaper is *zeitung*, I imagine my friend Simon sticking his tongue out reading a newspaper in my local newsagents. I even imagine him licking the newspaper and having a black tongue.



In the future, if I am then given the word *zeitung* I go to the image of Si with this tongue sticking out and see him licking the newspaper. If I need to find the German word for newspaper then I go to the newsagents and see Simon (Si) with his tongue sticking out and get *zeitung*.

That is how you crack the most difficult intellectual skill for an adult. Easy peasy with memory techniques.

But sometimes words do not always lend themselves readily to an obvious image. The examples I have given are straightforward nouns. What do you do if the words are more conceptual?

All you do is change the word into something more concrete first.

One example would be the word honesty. For me, the word does not produce a solid image so I think about what honesty **means** to me.

It could be a judge as I think of 'Your Honour' or it could be someone I know who is particularly honest. It does not matter how you get your image but it has to be something solid and that helps you easily create an image in your mind.

I have not covered grammar here in any detail and I am not going to as I do not think that using memory skills is the best way to learn it.

The best way by far to learn grammar is to use a technique called Mind Mapping.

I will mention Mind Mapping in a part on its own in Section Eight but in a nutshell, Mind Mapping is a way of expressing information on the page using color and images instead of just black or blue words on a white background.

I have seen a mind map for French grammar, and as I can speak French, I could see that it worked superbly well. So that's my recommendation.

### 3. PUBLIC SPEAKING

The power of speaking is awesome. I am not talking about chatting to your mates at the coffee machine at work or talking to yourself in the bath when you think no-one is listening about being a superstar. Yeah, do you do that too? Okay, maybe just me again.

I am talking about proper speaking. The chance to help, motivate, inspire, educate and entertain other people.

During the last five years I have been fortunate to achieve a Guinness memory record, a memory world record, appear in the international media all over the world and go on The Oprah Winfrey Show in front of 17 million Americans and 111 countries.

On top of this, I have been able to earn my living as a full time professional speaker. Without hesitation, the greatest pleasure of these has been as a speaker.

It is absolutely electrifying to be able to command an audience and make them laugh, cry, shout, think and make them utterly silent. It has been an absolute joy and an area of huge personal discovery and growth for me.

#### **Dying on Stage**

Yet, despite all the benefits of being a speaker, public speaking is the number one human fear.

Can you believe that?

**Dying is number four!** People would actually rather die than speak in public and to be honest when I started being a professional speaker I managed to do both at the same time! Sorry, bad joke.

Public speaking is a skill like any other and it is widely regarded that the ability to speak and present well is the greatest single attribute you can develop as you climb up the greasy pole that is promotion.

Why? The reasons are simple. The amount of speaking or presenting you are asked and expected to do will definitely increase as you move up the food chain at work.

As you get promoted you will become more of an ambassador for your company when selling your company's products or services. You will be called upon to share your knowledge and experience with those around you – particularly those underneath you – and you will almost certainly be invited to speak at your company's annual conference at some stage.

Whatever your job, when you get promoted there is a high chance of having to present more. As a manager you are less hands on and more well, managing. That means having the ability to disseminate information to others in a highly effective way.

### **Do Not Ask a Speaker About Speaking – Unless it is me, of Course**

Speaking is a seriously daunting task for the uninitiated. Not only that, but if you were to ask 10 professional speakers how to do it, they would give you 10 different ways.

Understand that I am not going to teach you how to present well. I am here to teach you how to have maximum impact when you do speak.

#### ***The best way to do that is to speak without notes.***

Nothing you ever do as a presenter or speaker will have a more instantaneous or bigger impact on your audience than being able to connect with them directly through speaking without notes.

Not convinced? Well, let's have a bit of fun here with an imagination exercise.

What I want you to do is think of your favourite film of all time. Got it?

Now pick your favourite scene. See the characters and listen to the words being spoken. See the set and the background in which the film is being shot. Feel the emotion of the interaction between the players and how it makes you feel whether that is happy, sad, energised or thoughtful.

Now I want you to imagine exactly the same scene again. But this time the actors are reading their lines from a piece of paper like they do when having a dress rehearsal.

Did it change your emotions surrounding the film? Of course it did.

Never in a million years would Steven Spielberg have had ET reading his notes from a script.

Yet this is how most people speak when presenting – from notes. Not only that but they don't see anything wrong with it.

#### ***Speaking from notes destroys your ability to connect with your audience.***

The following are well known statistics in relation to the impact that we have on an audience as a presenter:

55% of our impact is in our body language.

38% of our impact is in the tonality of our voice.

7% of our impact is in the words we use.

### **READ IT AGAIN!!!**

Only 7% of the impact we have on an audience when we present and speak is down to the words we use.

***93% is non-verbal.***

This statistic has a devastating effect on those people who rely on notes because it destroys their ability to connect and effectively transmit their message to others.

But the real shame is that anyone can reduce their reliance on notes to the point where they can ditch them altogether using memory techniques.

### **Mmmmm.....Let Me See – Is It The Journey Technique?!**

The way to do it is very simple. Once again, as with almost all the applications, we are going to tap into The Journey Technique but first you need to look at your talk.

Most people deliver a talk on a subject they know well. For this reason it does not have to be typed out word for word.

Therefore, the first stage is to massively reduce the amount of material in your talk. What you are looking for is a maximum of one key word for every 30 seconds worth of speech.

You can find the key word in two different ways.

The first way is directly from the script of your talk. There may be one word in there that sums up what is being said in that particular paragraph.

The second way is to make up a word which sums up what is being said. It does not matter what that word is as long as you know what it signifies and it directly leads you to your presentation material.

Go through your and talk and put together the list of key words that will smoothly take you from start to finish.

The next stage is to make sure that those words produce a concrete image. Because of this some of your words might need converting into images before you go any further. Let me give you an example.

## **Jack Benny and a Fire Engine**

When I give my talks I talk about many things. I talk about my time as a fire-fighter. That obviously lends itself to a simple and ready image for that part of my talk – a big red fire engine.

I also talk about the benefits of improving your memory.

The word ‘benefits’ does not readily lend itself to an image so I need to contrive one. For this I think of Jack Benny, the American comedian of the last century.

Why? Because I take the first syllable of the word benefits – bene – and create an image from the way that it sounds. That link might seem a bit weak but I tell you, it is not even slightly weak.

Not only is it a strong image for me but because I created the image, I know exactly what it signifies. Generally speaking, the more removed the image is from the original word, the easier it is to know what it means.

For me, the process of finding the word benefits from seeing an image of Jack Benny is almost immediate.

### **Stupid, Fun, Ridiculous and Outlandish – And That is Just me!**

Create images which are as outlandish, stupid, fun and ridiculous as possible no matter how far removed they seem from your original word. Believe me when I say that you will definitely know what they mean when it comes to recalling them.

The images are then placed on a journey – surprise, surprise.

Once you know how many words and images you have, you create the journey you require or use one that you have pre-prepared.

You take your images and put them in your journey in chronological order.

You are now prepared to deliver your speech. You have chosen the right keywords to trigger each part of your speech and you have placed them on a journey which you know will allow you easy access to retrieve those words.

### **Now Time to Take the Plunge**

Now it is showtime and applying this could not be easier.

As you go through your talk, you simply move from stage to stage and pick up the next image. This is the trigger for the next piece of your talk.

That is all there is to it. That is how you memorise a speech.

## **Further Tips from a Fantastic Speaker – and Some From me**

There are some further tips to make your presentation go with a bang on a practical note.

I always use this technique of key words on a journey, no matter what.

Even though I deliver one of my talks many times every year using exactly the same words, I use this technique every time. Why bother?

There are two reasons. The first one is for timing. During my speech, I have a clock somewhere on stage in the auditorium which I can glance at.

**Please note that I said clock.** I wear a watch but never look at it during my talk. Looking at your watch for the time gives the impression you want to go home even if it is just for a half a second.

I kid you not when I say that every single member of your audience will notice you do it and you will lose some of them for it.

But using the clock in conjunction with my journey I can gauge where I should be. If I am half way through my journey then I should be half way through my speech.

If I am a little behind I can speed it up or slow it down if I am ahead. Being ahead of schedule is almost never an issue but one of the golden rules of speaking is – **never, ever, ever, ever overrun.**

### **Hang Off Your Every Word or Hang You**

Delegates will hang off your every word until one minute before you are due off stage. One minute after and they will all be thinking “Hey pal, this is my coffee break, get off the stage!”

You damage your credibility and can undo a lot of the good work you do in your speech by finishing late.

The second reason I always use this technique is because you never know what is going to happen when you turn up to speak at a convention. The versatility of the journey technique helps you can overcome most things.

It is a regular occurrence for speakers to turn up at a talk and be told that the whole event is running late. Guess who is going to get their time cut? You got it – the visiting speaker.

All of a sudden my carefully crafted and painstakingly prepared speech has been cut from 40 minutes to 30 minutes.

But with the journey technique this is not a problem. I go through the journey of my speech and cut out some parts that will allow me to still finish on time. The way

that I know which parts have been taken out of my speech is to go to that particular stage in my journey and paint the whole stage black.

### **I Knew That Crime Scene Tape Would Come in Handy Eventually**

I also put up some of the crime scene sticky tape that police use at the entrance of the stage to say that I cannot go in there. I then move on to the next stage that is open in the journey and continue my speech.

I will give you an example to illustrate. One of the journeys I use for my speeches is my house and I create a journey there, placing all the images in sequence.

But as already mentioned, the meeting planner says I need to lose some of my talk. Almost always when this happens I choose to lose some of the background information about me and where I have come from and what I have achieved.

This is non-essential information which is not usually part of my core message.

On my journey, this information is in stages three, four and five. Therefore, what I do at these stages is paint the whole stage black.

At stage three is a fire engine in the kitchen. This is the part of my talk where I am giving them some background information about me being a fire-fighter.

Normally, the fire engine would be red and the kitchen well, a kitchen colour. But now the fire engine and the whole kitchen are black. Not black so you can't see them, just painted black.

Then at the entrance to the kitchen I put the yellow police sticky tape saying "Warning – Keep Out"

Doing this at the kitchen quickly tells me to move on to the next stage and not to tell that part of my speech.

Another benefit of using a journey all the time is that if you get stopped in your speech you can easily find your way back to pick up your thread again.

I often do a session in my talk where people ask me questions. This means that I have to deviate from my journey and come back later on. When the questions are finished I quickly go through my journey to find out where I am up to and start the next bit of my speech.

### **Go on David, Repeat Yourself Again**

I know I keep saying The Journey Technique is truly awesome but it really is and especially when using it for public speaking. It takes the guesswork out of your speaking and makes you look a whole lot more composed.

It makes you feel more confident and that will come through in the way you present yourself. You speak more naturally because you are not trying to remember your speech word for word.

There is one more tip. Under no circumstances should you completely give up your notes until you feel absolutely sure that you can deliver without them.

Before you reach that point, use your notes to help you alongside using the Journey Technique. Create your journey and use the technique outlined here but have your notes with you as backup.

The best way to use them is to have them on a lectern on one side of the stage. What do you do if you suddenly dry up and lose your place? **NOTHING.**

First things first, do NOT tell the audience. Why? Because they do not know that you have just dried up. Only tell the audience what they need to know. They will just think it is a dramatic pause.

It even helps bring their attention back. I like speaking at big conferences but in a big audience you always get a couple of people chatting to themselves at the back while you are speaking.

One way to bring them to you is to stop speaking. The moment you do, the audience do what I call the 'meerkat impression'. A meerkat is a desert animal that stands on its back legs to get a better view.

The moment you stop, the audience do the same. Their heads appear from nowhere and they nudge each other. "Here, John, he's stopped speaking. Why do you think he's stopped speaking?"

Stopping speaking in the middle of your speech is dynamite and I actually do it now on purpose to maintain everyone's concentration.

Deliver as much as you can without your notes, but if you feel that that you are drying up or have lost your thread, simply return to the lectern and compose himself.

Nobody in the audience will begrudge you doing that even slightly and will respect the fact that you are delivering a fair bit of your talk without any notes at all.

Above all else, remember this. Your **audience want you to succeed.** Nobody wants to spend an hour of their life listening to a bad speaker. They are not the enemy. The audience is in partnership with you all the way to spend a wonderful hour together listening to you motivate, educate and entertain them.

So enjoy the experience – there are no drugs on earth that can give you the rush of delivering a good speech. It makes you feel so alive when you have them laughing at your jokes, crying at your sad stories, listening intently when you tell them something important and giving you a standing ovation when you walk off stage.

## 4. SELLING SKILLS

Selling is a skill which is something we all do at some time in our professional career.

It might be directly selling our company's product or service.

It might be that we are a spokesperson for our company without directly selling anything.

It might be that we are trying to sell a concept to our boss at work – a new marketing idea.

Or it might be that **we are selling ourselves** – something we have all done, maybe in an interview or an appraisal.

### **Boss the Boss**

Think of your next appraisal that you receive at work. Imagine if you could walk through the door, sit down with your boss and reel off calmly and smoothly the ten things that you wish to discuss without a single piece of paper in front of you.

Would that impress the boss? Just a lot!

Imagine if you are the boss giving the appraisal. Wouldn't it be great if YOU could reel off the ten things that you want to discuss with your member of staff?

Would that look like you had taken some time, care and attention in relation to their appraisal instead of just reading it off a sheet? Of course it would and that person would feel more valued within your team and organisation.

### **A Story About a Book and a Funny Look**

Here is a story about how I used memory skills in an indirect way to sell myself.

In 1998 I approached an international publisher, Dorling Kindersley, to try and get a memory book published. I got an interview in London to go and discuss it.

Before I went down I went on the Internet and learned as much as I could about Dorling Kindersley. I learned about their turnover, staff, profitability, sales figures, history, etc. I then memorised it so I did not have any notes in front of me.

In the meeting we discussed the layout of the book and what would be in it.

Then it came to the point where she asked if I had any questions.

Immediately I said “Well, I do have a couple. Firstly, I know that despite being a UK based publisher, you sell only 28% of your books here as opposed to 40% in the United States. What are we going to do together to make sure we can capitalise on the obvious potential that our biggest market represents?”

Well, I have to say, she was a little taken aback. After all, authors are authors. They are not supposed to be businessmen.

She looked at me a little funny – not for the first time in my life – paused and answered. After she had finished I proceeded to ask her some more questions.

Now at this point let me be clear.

I was not trying to be silly and ask the questions for their own sake. I genuinely wanted to know the answers but I also wanted to show that I had made an effort to learn about a publisher with whom potentially I could be writing and publishing a book.

I am not saying that this was a critical factor in me getting a book deal with that publisher. After all, if they do not like a book idea they are not going to publish it, no matter what you have done.

### **Always Look For the Selling Angle – All Employers Love That**

But publishing is about selling a book as well as writing one and I had shown myself to be businesslike as well as having the material to write a book. That can only have done me a ton of good.

Not only that but writing a book is about building a relationship with your publisher. Once you get the nod from the publisher that they are going to publish your book, it is then as much about developing a relationship with the editors you use as much as writing it.

You work with these people very intensely. They are playing around with your life’s work. They can be critical without knowing it and you really do have to put your ego on one side if it is going to be a successful and synergistic relationship.

The fact that I had a wider understanding of the publisher and its background may have helped move things on a little.

But if you were a sales person and trying to sell a product or service then it would do more than that. It could definitely be the difference between making or breaking a sale.

As you have probably gathered by now, the way to learn it is centred around The Journey Technique. You take a journey, turn all your information into images and then place them in it.

With my example above I had to remember that the % sales in the UK were 28% and in the US were 40%.

It was then a question of putting the information into my journey. The journey was in an office building I used to work in. The individual stage for this information was in the reception.

I then split the reception into two areas. On the left hand side in one area I had the Union Jack, the flag of Great Britain. Holding it and waving it madly was Bob Holness, a British television presenter, my person for number 28 on the DOMINIC system. This assisted me in remembering that sales of books in the UK are 28% of the total.

On the right hand side was the stars and stripes, the flag of the United States of America. Holding that was Dominic O'Brien, my fellow memoriser and my person for the number 40 on his own system. This assisted me in remembering that sales of books in the US are 40% of the total.

### **Pull Them Out by Talking to Your Head**

As I prepared to ask my questions I simply visited the stage in my head and pulled out the statistics I needed. With the number systems being used, it removed any guesswork leaving me with the confidence to ask what I needed to know.

Conversely, if someone had asked me a question about those numbers I would have found them quickly and been able to relay them back.

That is all I am going to cover in this part on using memory to sell better. I could go through a ton of examples but they would all be very similar to this one.

The principle is the same whatever you are trying to learn. Do your fact find, collecting details about your client. Change the information about them and your product/service into images and place it all on a journey.

Simple as that – but then I like simple, it matches my personality.

For the record, I got my book deal. The book came out in April 2003 and I am absolutely over the moon. The book looks great – as all Dorling Kindersley books do – with very high quality paper and beautiful colourful images. It has been translated into many languages and is sold all over the world.

The book has sold nearly 70,000 copies in its first 2 years on the bookshelves. This is an enormous number considering that only one in a thousand books sells more than 50,000 copies in its entire lifetime.

It has been a fantastic experience for a fire-fighter from Yorkshire.

## 5. OUTRO

In this Section we have covered just three applications but the way in which they are approached is so similar that they could almost be done under one banner – break down the information, use imagination and association to create images and link them together.

If the information produces a list use the Journey Technique.

The key to achieving success with memory skills is turning the information into images.

Be as imaginative as you can when creating images. The more outlandish, crazy and weird the better.

I like weird, that is why my kids are like they are. Only joking Danielle, Nathan and Molly.

The most important thing for you to do is focus on the benefits of being able to do the things outlined in these last two sections.

If the examples do not work for you, find out what does. Look at all aspects of your life and decide where it could slot in.

# Section Eight: **Extras**

# 1. INTRODUCTION

Welcome to the last section where we are going to tie up a few loose ends and I am going to kick you in your kidneys to drive you forward improving your memory.

**From here on in there are no excuses.**

You now know everything I know. Maybe I should not admit to that but when it comes to the memory stuff it is all here in this program. Memory only has three distinct techniques – The Association Technique where you link information together, The Journey Technique used for learning a list and the number systems.

These have been done in enough detail here for you to apply them all individually. Using more than one at the same time is where the real juice is and that has also been covered in enough detail for you to move forward and begin applying it.

The tips and strategies in this section are designed to help you get the most out of the program and your memory. Enjoy applying them and you will have a fantastically rich, exciting and fulfilling time developing the most powerful thing we all possess – our memory.

## 2. MOTIVATION

Motivation is a very strange thing. If we were all easily motivated individuals then we would be highly successful people in everything we did.

We would all be well read and have a Masters degree.

We would be in fantastic physical shape as we exercised regularly and ate a perfect diet.

We would all be able to play chess and of course, most of all, we would all have a great memory as we would buy a memory course as you have done here and go home and apply it until we had a great memory.

Yeah right. Like that is going to happen. It just does not happen that way.

### **You Are Already an Amazing Person**

You are a motivated individual. Whenever I tell people what I do, 95% of them say “I could do with some of that”.

But do they go out and buy the book, video or CD to help them improve their memory.

NO! They do not.

But you did. That puts you in the top 1% of that 95%.

That is the good news. Now for the bad. Buying this program is not enough. You still need to apply it.

People say that knowledge is power. That is garbage. Applied knowledge is power, especially in memory. What is the point of learning all these wonderful memory techniques if they lie dormant in your brain?

One of the top motivational speakers in the world did a survey of the people who bought his books and CDs. What he discovered was truly shocking.

**Only 1% of the people who bought his books and CDs read or listened to them all the way to the end.**

They had already spent money to buy the product and time learning some of it. But then stopped.

This obviously represents a huge amount of waste. But the good news is that if you go the extra mile there is a lot less traffic.

## **Playing Cards and Exams – What Else is There?**

Learn the techniques and then apply them.

Apply them wherever and however possible. Applying the techniques in the most ridiculous of environments or the most pointless of exercises – like doing a pack of playing cards, for example – will take the knowledge to an applied level and create that internal power that is so amazing.

When I started in memory the way I motivated myself to use the skills was to find specific things I wanted to apply it to. For me, it was learning a pack of playing cards and passing my Fire Service exams.

In the first instance I learned the system for cards as quickly as I could and then practiced it until I got my time down to a decent level.

With the Fire Service exams I applied the techniques to all the material I needed to learn. I had already sat the exams some time before and badly failed them. I used the techniques and passed.

Not only that but the experience was completely different from the first time when I had failed them.

I stood outside the exam room knowing that I was going to pass. For the first time in my life I was ready to take an exam and I was confident and self-assured. An amazing feeling.

For me, I found two skills that I wanted to apply the memory systems to and could see the associated benefits. The cards were a great personal skill to use as a showpiece ability at parties or the fire station for the guys.

The exam was a moment of pure revelation as I was at last able to break the mental shackles that I was not academic and not bright enough to pass exams.

You need to find your benefits and you will get to first base. Once you do you will be off and running and that will be motivation in itself for you to take it to whatever level you choose.

### 3. REVISION PATTERNS

We all know that repetition is a key component of learning and memory but not many know why. I will explain why it is so crucial.

Every time we do, think, feel and remember something we spark off a unique set of neuronal links in the brain. A neuron is a brain cell and as we remember something so we set off a series of electrical impulses between them.

The science bit is not important. What is important is the resistance in the brain cells to the electrical impulses as they travel round our brain.

The resistance when we do something for the first time is really high.

**This is why it feels difficult to learn something new.**

But as we continue to learn the same thing over and over, the electrical resistance drops.

#### **Corn and Memory – a Natural Connection**

Let's use a cornfield as an example.

Imagine you are trying to run through a cornfield but the corn is 10 feet high. You are really going to struggle the first time you do it. You will have to fight your way through and it will be slow and hard.

But if the following day you go through the cornfield again following your footsteps from the day before, it will be a little easier.

If you were to go through the cornfield every day then each day it would become progressively easier. It would eventually get to the point where the corn would be completely flat and you could run through easily and quickly.

**So it is with repetition.**

When you first learn something new the resistance in the pathways in your brain is high. As you go through the same information again and again so the resistance drops in the same way as the corn becomes flatter and flatter.

Eventually the resistance is relatively low and that is when you reach the point where you just 'know' the information. But if we did not run through the cornfield for 12 months, what would happen?

Exactly, it would grow back and we would have to start all over again.

## **School and Repetition, School and Repetition, School and....**

This is why repetition or rote learning is the main way in which people learn something new, especially kids at school. We know that going over it again and again helps it 'to sink in'.

But there is one big problem. The repetition and reviewing of the information is not done at the right time.

Let me paint a picture for you and see if this is how it was for you.

You go to school and you get shown something new in class. You practice it a little and then get some homework. The homework is duly handed in to show that you have a cursory understanding of the information. The homework and textbooks are then thrown on top of the wardrobe being left to fester. Three months (or three weeks) out from the exam the books are dusted off and brought back to life.

If you are lucky your recall will be 20-25% of what you learned the first time round. As each week goes by you revise the same information slowly dragging your recall up to 30, 35, 40, 45 until you hit that magic marker – the 50% pass mark.

### **Which 50% Did You Pass, Doctor?**

As an aside, I find the concept of a pass mark of 50% interesting. How can someone claim to have a decent knowledge and understanding of a subject having passed an exam with only a 50% success rate?

That means that along the way they forgot **half** of what they learned. If that was my doctor I would want to know which 50% he knew. If I went in to see him and I had a poorly leg I would want to know if 'poorly legs' was in the 50% he passed.

Okay, maybe I am being a bit facetious but there is still a point in there somewhere.

### **When and How?**

So how does reviewing work and what are the optimum times for reviewing the information after having learned it?

The key is to understand our level of memory recall after learning.

Immediately after we have stopped learning something new our recall of it actually rises for a short time, even if we are doing something else.

The reason is because our brain is connecting the new information with existing information.

But once it has started to fall then our recall drops like a stone and the greatest drop in recall of information is in the first 24 hours.

### **This makes it the most important time to review the new information**

In an ideal situation the first review should be done within **one hour** after the initial learning.

This may not be very practical in a traditional study environment but in most cases you can probably do it.

For example, if you meet someone at a dinner party then it is relatively easy to review their names by looking round the room an hour later during the evening.

If you go to an evening class where you are learning French then once you get home you could review what you have done in the class before going to bed.

But if circumstances overtake you and you cannot do the 60 minute review, **then it is absolutely critical to get that first review in during the first 24 hours.**

The best way to achieve this is to actually put it in your diary or on your calendar on the fridge so you know.

The first review will take a lot less time than the initial learning so if you learned something that took you one hour, you will be able to do your first review in 15-20 minutes.

If you like, this is the second running through the cornfield. Therefore, it is a little easier and a little quicker.

By doing a review inside 24 hours you should be able to have a good level of recall of what you learned the day before, particularly if you are using memory systems. 80% recall is a reasonable and attainable mark.

### **Second Review**

To follow the cornfield analogy, the second review needs to be done before the grass starts to grow back, so to speak. **The absolute maximum is within 7 days from the time of the initial learning.**

When you review, all you are doing is going through the same information again. If you have used any of the memory techniques here then you will be going through those.

The great news is that as you go through these review periods it takes less and less time to go over the same information as the pathway in your brain becomes even more firmly embedded in.

By the time you get to your third and fourth review your time to go through the information will be down to 5 or 10 minutes for every hour initially learned.

## **The Third Review**

**The third review should be no more than one month later.** I suggest this may be a little long so an ideal for me is two weeks after the initial period and then a month later for review after that. Just helps to cement it in a little harder and faster.

## **Subsequent Reviews**

After you have done four reviews in the first month you only need to do one every three months thereafter and probably less for something that has stuck really well.

What I have outlined above is the ideal. For me, I do have a different approach. I want to flatten that grass as quickly as possible and not give it chance to grow back at all.

I do two things. Firstly, I always learn using the same memory techniques as you have learned in this program.

### **I NEVER TRY LEARNING BY READING AND REPEATING TO MYSELF.**

This may seem easier but in the long run it is only going to hurt you.

Secondly, I reduce the time between the reviews.

When I learn something on Day One, **I will review it every day for a week.**

The combination of memory techniques and reduced review times make for highly accelerated learning.

Once I have reviewed it 7 times in a week the information is usually about 99-100% stuck. Thereafter, I can review at relatively long period.

This will be every month for something important and every three months for something less so.

But if you cannot manage this for whatever reason, then the review periods of one day / one week / 2 weeks / one month / every 3 months will be sufficient to produce excellent results.

That is how we should learn. Using both memory systems and the correct review pattern should enable you to maintain a minimum – yes I did say minimum – 80% recall of the information learned at all times. And that is the key benefit right there.

**Maintain 80% at all times, not just when passing an exam.**

So here is the rub. Let me give you a ridiculous scenario.

Imagine if kids at school were taught using a combination of memory techniques and correct review times. Their performance at school would dramatically improve – and I mean dramatically.

Imagine if kids were taught how to get and maintain 80% recall of information they were taught. How cool would that be?

Maybe, one day.....

Reviewing information at the right times is absolutely critical when learning something new. Think to apply it whenever you're learning anything where you want to have more than just an overview.

## 4. MIND MAPPING

I mentioned Mind Mapping in a previous section and want to explain it further it here.

Mind Mapping was devised by a guy called Tony Buzan who saw serious problems with the way that information was and still is traditionally presented, ie black or blue words on a white background.

He saw huge problems common to almost everyone.

Low recall of information that had just been read, difficulties in organising the information either internally in the head of the reader or physically on the page, too much volume of information and the really big one was that it was just plain boring going through acres of text.

So Mind Mapping was born.

Mind Mapping works by using key words and images displayed in a radiant formation using a lot of colour. You start in the centre creating a colourful image and then branch out from there.

The main areas from within the topic get a branch each and each branch is given a different colour. As you then go along each branch the information within that section of the topic is broken down even further.

Are you confused? You have no need to be. Mind Mapping is dead easy to learn and is taught to people of almost any age.

In my opinion, for what it is worth, Mind Mapping is the most powerful life skill I have ever come across.

I use it virtually every day and now with the advent of successful electronic Mind Mapping packages like Mind Manager it is the ultimate learning and corporate tool.

Go to Amazon now and buy any book on Mind Mapping that is written by Tony Buzan. He is the Godfather of Mind Mapping. It will tie in beautifully with what you've learned in Max Your Memory and perfectly complement your progress moving forward.

## 5. OUTRO

Well, here we are. The end of the program.

What can I say here that will have a lasting impact on you – my Winston Churchill speech?

I could say that improving your memory will improve your personal and professional skills.

I could say that the skills in this program will help you get promotion and earn more money.

I could say that Max Your Memory will open up your mind to other amazing opportunities.

Or I could say that training your memory will improve your quality of life across the board in a way that you cannot even begin to appreciate.

In reality, all of these things will occur but only if you **practice** and **apply** these techniques.

I know that the greatest challenge for you is to get my techniques from inside this program and into your daily life.

For that reason I am going to look at one thing before I end our time together – how to apply the systems in a practical way.

### **It Has to be Low Risk and Low Time**

I know that there is only one way that you will apply these techniques and that is if it is low risk and low time.

If I said that you had to practice two hours every day and three on a Sunday you might do it but it is unlikely.

If I said that you had to apply it next week with that all important speech that will decide whether you keep your job, again you might do it but it is unlikely.

The way to learn and apply memory techniques is where it does not take too much time out of your schedule and there is little or no risk.

### **How to Get Started**

Begin by taking as little time out of your daily schedule as possible. The more disruption it causes to your daily routine, the less likely it is that you will follow the techniques through to their full conclusion.

You will start off like a runaway truck but then as the motivation dies off a little, it will become a bind taking the time away from your family to do it. It does not have to be this way.

For example, the number systems can seem like they require a lot of time to prepare and develop. But do not try learning them all at once. Put a list on your fridge door and develop the characters and their actions in your own time.

Three new characters and their actions each day will see you using this technique inside a month.

If doing a pack of playing cards is your thing, then develop the characters one suit at a time.

I did that and it worked really well, maintaining my motivation as it allowed me to start memorising cards after only a few days. I could see the power while developing the system. I practised with one suit, then two, then three, then a full pack.

If you have set your sights on learning a foreign language, do it with a realistic target. Learn 5 new words a day using the memory systems and review periods and inside 3 months you'll have a 450 word vocabulary for a relatively small amount of time expended.

Remember that 450 words are enough to speak almost fluently in most foreign languages.

The second aspect is risk. I think that speaks pretty much for itself. Choose somewhere to begin where there is low or zero risk.

For me, this is always in the personal environment at home. Memorising cards, capitals of the world, numbers for fun or a few foreign words is a great way to start. It is fun, trivial, useful and no risk.

### **Find a Way That Will Make Your Bits Tingle**

Last and most definitely not least, start with something that will give you the greatest pleasure or benefit or both.

I knew that memorising a pack of playing cards for me was the first thing I really wanted to learn to do and it most certainly was. The unbelievable rush that I got when I had memorised a pack of playing cards for the first time was a pure Eureka moment. That then created the momentum, interest, energy and passion to take it further.

Well, that is me done now. I have had a great time putting this program together. It has been a really exciting learning experience.

I have had the chance to revisit techniques I haven't looked at for some time and done a bit of research to check up on details.

But most of all, it has been amazing to think that you are sat there reading my material on how to unlock that most precious of all our skills – our memory.

I still cannot believe it and I really hope that you have enjoyed reading Max Your Memory as much as I did writing it.

Take care and don't forget.....

## **You Are What You Can Remember!**