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# **HOW TO USE YOUR MEMORY TO EARN MORE MONEY**

**By  
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# Introduction

A little known - and often underestimated - fact is that most people who succeed in life possess a memory which, although not necessarily phenomenal, is nevertheless above average. Were they born with this ability, referred to by Plato as “one of the gifts of the gods”?

For the most part, no. They developed their memory by applying some very simple techniques. This booklet will help you do the same.

The benefits of improving your memory will quickly become apparent, and are likely to amaze you. They will help you succeed and prosper. Does this surprise you?

Well, look at a couple of simple examples: a salesman who can recall the names of his clients with ease has more chance of concluding a deal, and therefore of increasing his revenues. A company manager who is able to retain figures and repeat them off the top of his head is more likely to create a favorable impression on the board of directors, and is more likely to get promoted. Put yourself in his boss' place: would you want to promote someone who always seems lost, who has to pore through files for the least bit of information, who forgets the names of suppliers, and who could very easily forget to show up at an important meeting?

Whether you work for a small or large company, or whether you're your own boss, improving your memory will be of immense service to you, and not only on a professional level (do you remember the last time you forgot your spouse's birthday!).

Distractions and forgetfulness can translate into loss of time and money. How often do you have to waste time looking for a telephone number or a file. Time is money, as the saying goes.

Well, put your memory problems behind you. This book will provide you, in just a few short minutes, with all the tricks and techniques you need to improve your memory and become more successful and prosperous!

# Chapter 1

## How To Save Time

One of the easiest ways to remember things is through ASSOCIATION. This simply consists of associating whatever you don't want to forget with some very unusual, wacky image that will trigger your imagination and implant the memory firmly in your mind.

Obviously if you forget to make the association in the first place you won't have much chance of remembering whatever it is you want to remember! But it's just a question of habit. Once you know the technique and have realized just how effective it is by trying it a few times, you'll start doing it automatically.

*Let's take an example:* you put your watch away, say on a shelf in your wardrobe. If you don't want to forget where you it is, try to imagine your watch floating out of the wardrobe, dressed in a suit of clothes! Make a real effort to visualize this - you have to really see the image.

People who habitually misplace things should get into the habit of always putting objects back where they belong. This will simplify their lives, since continually having to make associations of this kind can be confusing.

But let's get back to the association technique, which is especially useful when what you have to remember is out of the ordinary. Say you buy a train ticket and don't want to lose it. You put it on one of your bookshelves. To remember where it is, you could visualize hundreds of books getting on the train, or you could imagine that your bookshelf is transformed into the train itself, and send it speeding off toward your destination.

The effectiveness of the technique is based on that little effort of imagination which captivates all your attention for a moment. It's a way of stimulating your concentration. The mental exercise actually forces you to be completely present and focussed on what you're doing. Make the association at the same time as you put the object away. It's important not to put it off for later - later is too late!

*Here's another example:* You go to work. Suddenly you remember that you're supposed to attend an opening that same night. You must remember to pick up the invitation before you leave the office. How? Well, associate the action - trying to make the image as surprising and unusual as possible - with the last thing you usually pay attention to before leaving the office in the evening. If you usually look at the clock, imagine a huge clock rolling into the art gallery and looking at the paintings. Later on, you'll recall this weird image as you look at the clock before leaving and, of course, remember your invitation.

While you're having breakfast you decide that the first thing you should do when you get to the office is ask your secretary for the annual sales report. Create a striking image on the spot to help you remember: for example, imagine that your whole office - the walls, floors, doors, ceilings, furniture - everything is covered in annual sales reports. You can then rest assured that when you get to the office, you'll immediately think about the sales report.

## **Do It Right Away!**

Every time you think about something you have to do, ask yourself the question: "Do I have time to do it now?"

If you do, get on with it. If there's a letter on your desk waiting to be answered, and you happen to have a few spare moments, don't fall into the trap of putting it off for later. Making intelligent use of your time is the surest way to combat forgetfulness. Get as many things

as possible done when the opportunity is there.

Another piece of advice: whenever you remember something that you should take home with you from the office, put it in your briefcase right away. Don't wait for later. If you do, chances are you'll forget it, since your mind will be occupied with other things just before leaving the office. Try to make this a habit - it'll save you a lot of headaches!

## **How To Solve A Problem**

You have to make decisions every day, some more important than others, depending on the situation. However, whatever the problem is, the better your understanding, the more effectively you can resolve it.

If you have all the data you need concerning the problem at hand, you can resolve it much more easily and quickly. It's also useful to know how a similar type of problem was resolved in the past, either by yourself or by others.

## **Define The Problem**

The first thing to do when a problem arises is to define it as precisely as possible. Draw up a list of all the essential components you can think of. When did it start? Under what circumstances? Where? Sometimes answering these questions is enough to lead you to a solution. Then make a list of possible obstacles to your solution, followed by solutions of the obstacles.

## **Analyze The Problem**

You now have a clear picture of the problem. Check to make sure you haven't left out any information that might have a bearing on the situation. If any of your data is vague, take the time to do some more research and clear it up.

Ask yourself what the causes of the problem are: under what circumstances did it arise? Which people or what factors were involved in creating the situation? You should look into all possible causes.

## **Weigh the pro's and con's, and then ACT!**

You now possess all the information you need to eliminate the problem. You have your experience and intuition to guide you in your search for the best possible solution.

After examining the question from all angles, it's time to concentrate your efforts on making a decision, and then to act on that decision. Determine when your decision will take effect, who will be responsible for carrying it out, and who the decision will affect, either directly or indirectly.

Try to make sure that your solution doesn't cause any new problems. If this cannot be avoided, try to have solutions already prepared for them.

*Here is a quiz to help make sure that you've understood the material in this first chapter. Use a pencil to fill in your answers, or copy the test on another sheet of paper, so that you can do it again later on.*

### **Test A**

Study the following words for 3 minutes, then write them down in their proper order. Give yourself 10 points for each correct series.

- pineapple, lamp, box, painting, chair, brick
- rope, tree, cake, skirt, pin, notebook

1st try result:

2nd try result:

### **Test B**

Study the following word associations for 5 minutes. Then cover them and fill in your answers on the opposite page. Give yourself 10

points for each correct answer.

grocery - handkerchief

gardening - wood

house - shoe

glass - computer

book - capsule

river - kite

store - screwdriver

daisy - sofa

leaf - biscuit

dessert - coat

computer

book

gardening

kite

biscuit

sofa

shoe

handkerchief

dessert

store

1st try result

2nd try result:

# Chapter 2

## How To Make Memorizing Numbers Easy

Everyone would like to have phenomenal number recall. We're going to take a look at some ways to develop this ability. We'll also show you how to make do without an agenda, and how to deliver a speech without using notes.

### Numbers

No matter what kind of work you do, the ability to memorize numbers is very useful. You may have to remember prices, code numbers, file numbers, bids, telephone numbers, etc. But because numbers are abstract and have no direct relation to any concrete image, they are more difficult to remember.

But what if we give numbers an added meaning? Wouldn't they become easier to remember? To add to their meaning, we could try to associate them with letters. We could develop a system where letters, excluding vowels, are associated with numbers. Look at the example we have provided below. You can add your own images to the ones listed. Master the system and experience almost total number recall.

The letter T has one leg, so it represents the number 1. D sounds a lot like T, so let's say that D and T represent 1.

The letter N has two legs, and therefore suggests the number 2. GN will also correspond to 2.

The letter M with its three legs refers to the number 3.

For the number 4, we'll use R. Think about the word fouR, visualizing it for a few seconds.

In Roman numerals, L means 50, so in our system L will be 5.

J has a hook on the bottom, like the number 6. So J represents 6. The CH sound uses the identical mouth formation as J, but is non-voiced. So CH will also represent 6.

Add wings to a 7 and you get K. Letters like hard C, Q, and G resemble the K sound, so they'll represent 7 as well.

8 resembles a manuscript style F. The letters V and PH resemble F, so we'll use them to represent 8 as well.

9 has a loop at the top, and so does P. So P equals 9. B is similar in sound and also has a loop, B also equals 9.

And finally 0 will be represented by S, by soft C (cedar), by Z and by X (pronounced as in six).

This gives us the following table:

1 =	T	D		
2 =	N	GN		
3 =	M			
4 =	R			
5 =	L			
6 =	J	CH		
7 =	K	hard C	Q	hard G

8 = F V PH  
 9 = P B  
 0 = S soft C Z X

Only consonants represent numbers, so in the word “consonant”, only the C, N, S, and T represent numbers, making the word equal to 720221.

Practice the system and try to master it. Try to figure out the numerical values of the following words:

Monday  
 Paul  
 certain  
 break  
 system  
 light  
 rule  
 guaranty

ANSWERS:

Monday = 321  
 Paul = 95  
 certain = 0412  
 break = 947  
 system = 0013  
 light = 51 (G is silent)  
 rule = 45  
 guaranty = 7421

Whenever you have a chance, practice converting letters into numbers. For example, in a doctor’s waiting room try to convert the

different signs and magazine headlines into numbers. The speed you develop will be very useful, as we'll see later, since this number recall system is the basis for many other forms of memorization.

## Number Series

To remember certain numbers, like your passport or credit card number, form words which correspond to the number, using the system you just set up. With practice, it shouldn't take you more than a couple of minutes. So the number 365158419473 could correspond to the following chain of words (it doesn't matter how many words you put in the chain):

my child lover taper chum

You could make a little story out of the words. Try it. Come up with a story for the series 893193837455. You'll see that by giving a more substantial, tangible meaning to numbers, you won't have any trouble remembering them.

## How To Remember Lists

You probably make lists at home and at work - things you have to do or buy, people you want to see, etc. Wouldn't it be better to be able to store all this information in your head, instead of always having to write things down?

I'm going to show you how to do without written lists. Let's say that tomorrow you have to do these things:

- hotel (make reservation for business trip)
- file (take home to study)
- Green (call Mr. Green)
- Doctor (appointment)
- watch (pick up at the jeweller's)
- computer (study for purchase)
- meeting (personnel)

Make CONNECTIONS! The trick is to unite all the things you have to do into a single sequence of unusual images. Let's start with the hotel: imagine an immense hotel. This will be your starting point. Now form an association between your imaginary hotel and the next item on the list: taking home a file. Try to find the most fantastic image you can.

Usually the first thing that comes to your mind is the one you can remember most easily.

- hotel / file: imagine that a gigantic file forms the roof of the hotel.

- file / Mr. Green: the giant file is colored green, or has huge plants growing out of it.

- Mr. Green / Doctor: the giant plants are growing all over the Doctor's office.

- Doctor / watch: the doctor is operating on a huge watch!

- watch / computer: a computer is buried under a ton of watches. Or a giant watch smashes as it crashes into a computer.

- computer / meeting: computers sit around a table having a discussion - they're in a meeting!

Now try to form your own associations for this list. Remember that the images you choose should be as crazy as possible!

By using the power of your imagination, this mental exercise forces you to concentrate harder than ever. The best time to make associations is at night before going to sleep. The next morning, while getting ready to go to work (in the shower or at breakfast) run the series of images through your mind. If you think of other things you have to do, add them to the end of the series. At the end of the day, review the series once again: if you haven't had time to do everything you planned, start a series for the following day with the items you had to leave out.

## Numerical Order Recall

Maybe you prefer numbering the things you have to do. Your list would look something like this:

- 1) go to the hairdresser
- 2) call customs office
- 3) design print ad for new product
- 4) make a deposit at the bank
- 5) send documents to the lawyer

You've already learned how to convert numbers into letters. So you know that the number 1 can be represented by the word Doe for example. Suppose the numbers 1 to 30 were each represented by a word, containing the letters in our conversion system: (the letters in caps correspond to each number):

1. Doe (female deer)
2. yeN
3. yaM
4. Ray
5. Lay
6. Joy
7. Coy
8. Via
9. Boa
10. Does
11. ToT
12. ToN
13. ToM
14. TeaR
15. TiLe
16. TeaCH
17. Take

18. DoVe
19. TaP
20. NoSe
21. NoT
22. NoNe
23. NaMe
24. NoR
25. NaiL
26. NiCHe
27. NuKe
28. NaVe
29. NaPe
30. MaCe

To remember the first five items on your numbered list, form unusual associations between your ready-made words and the things you have to do. For example:

- Doe and hairdresser: imagine your hairdresser working on a female deer in the salon!

- yen and customs: a customs officer opens a crate full of Japanese yen.

- yaM and printed ad: a giant yam (sweet potato) figures prominently in the ad.

- ray and bank deposit: a brilliant ray of sunlight shines down on your bank.

- lay and documents: a file of documents gets tired and lays down to take a rest.

Learning these thirty words by heart shouldn't take too long. It isn't any more difficult than learning where the keys on a typewriter are. Once you've mastered them, you can use the 30 words daily. Remember that only voiced consonants represent numbers. Now numbers are no longer just abstract symbols for you, so you can use them

to plan your days in numerical order.

Start practising today: draw up a list of your own key words and then use them to make associations with the things you have to do tomorrow. Then, in the course of the day, think about your conversion words: the images you associated with them will come back automatically.

## How To Remember Speeches

Most people are scared silly of making speeches. And they are mostly afraid of forgetting what they have to say! So they make notes, which they refer to almost constantly. This substantially reduces the impact of a speech - you come across as unnatural and lacking in credibility. It looks like you don't know your subject. You can't look at the people you're talking to because you're always looking at your notes, so the audience loses interest.

There's a simple method for memorizing speeches: the technique of ASSOCIATION. Your speech is composed of a few main ideas. While writing them down, underline key words which are representative of the ideas you want to communicate. Let's say a speech covers the following topics:

- opening new stores
- the budget needed to open the stores
- publicity around the operation

Invent a fantastic story, incorporating these three topics:

- mushrooms - the new stores - are overrunning the city;
- millions of dollar bills fly out the window of a bank;
- the banknotes have built-in speakers that broadcast the ad campaign.

You have to make an effort to really SEE these images happening in your mind, as you underline the key words of your speech: then, during your presentation, you'll be able to move from topic to topic

with no hesitation. If your speech includes numbers, use the technique described above to memorize them. Choose words to represent the numbers and join them together into a series as you've learned how to do.

## Listening To Speeches

When you have to listen to a speech or attend a meeting, there may be important things said that you will want to remember later on. How can you remember it all? The answer lies in improving the way you listen.

If you find yourself not paying attention, it's because your mind thinks a lot faster than a person speaks: that's why you sometimes start thinking about other things. When you suddenly "wake up" you find you've missed a portion of what's been said. Of course you can take notes, but then you use all your concentration to write instead of listening to what's being said at the moment.

To stay concentrated and prevent your mind from wandering, use the ASSOCIATION technique once again to relate the different topics covered by the speaker, at the same time as he or she moves from one topic to another.

This will prevent your mind from wandering. You won't let anything slip by. With a little practice you'll make your associations more and more rapidly. It goes without saying that this technique is very useful if you're taking any courses which involve lectures.

## Learn Things By Heart With Ease

You can apply the association technique when you have to present a technical report, or if you have to learn a text by heart. Underline the key words, and invent unusual associations for them. If your images are strong enough, they will become infallible guides for remembering your text. An actor friend who uses the technique to memo-

alize his lines assured me that it is remarkably effective.

Here are a few tests to help you put what you learned in this chapter to practical use.

### Test A

Study the following word / number associations for 4 minutes, then try to fill in the answers below. Give yourself 14 points for each correct answer.

Coffee table: 788 195

Cake: 77

Curtain: 7412

Glasses: 75,000

Chocolate: 6751

Alarm clock: 543 757

Glasses

Cake

Chocolate

Alarm clock

Coffee table

Curtain

1st try result:

2nd try result:

### Test B

Say you want to redecorate your office. The following list includes all the items you want to buy, as well as their code numbers. Try to memorize all items and their codes in 4 minutes. Then fill in your answers below.

Give yourself 12 points for each correct answer.

Desk: FT  
Lamp shade: IM4  
Clock: 5KP\Couch: EDS9  
Pen set: N3C  
Filing cabinet: L9B  
Blackboard: WR  
Coffee table: D8H

Pen set:  
Blackboard:  
Filing cabinet:  
Lampshade:  
Couch:  
Coffee table:  
Desk:  
Clock:

1st try result:  
2nd try result:

## Test C

Memorize the following sequence. Study it for 2 minutes, then cover it up and try to recall it.

Give yourself 5 points for each number in the correct position.

8926375198324

1st try result:  
2nd try result:

## Test D

Say the following is a list of everything you have to do tomorrow. Study it for 4 minutes, then cover it and fill in your answers. Count 5

points for each correct answer.

1. publicity (meet a radio station rep)
2. Nelligan (call Mr. Nelligan)
3. accountants (meeting)
4. annual report (finalize copy)
5. printer (discuss prices)
6. car (rent for trip)
7. party (organize office party)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

1st try results:

2nd try results:

## Test E

The following text is part of a speech you have to give. Try to memorize it in 6 minutes, then cover it and write down as much as you can remember, especially the main topics.

“Dear Friends, I have the pleasure to announce that our agency will soon be adding a new destination to our list - Bangkok. Inouk Airlines has made us a very good offer. We’re negotiating with a number of hotels and restaurants, all of them four or five star operations. We want to emphasize the prestige aspect by offering a luxury package. We are also considering expanding our service in South America, and opening up new destinations there too. The demand for trips to South America has increased 28% over the last three years, and we

think the sector should be developed before anyone else takes advantage of the opportunity. If all goes well we will be hiring between 10 and 15 new staff members.”

Result:

## Test F

Here’s a little mental gymnastics: see how many words you can form using the letters in the word “observation” (you don’t have to use all the letters at the same time). Count 2 points for each word.

Result:

(Possible responses: rate, save, rave, bait, boat, bat, bet, bane, bone, bit, bone, bin, ban, sane, saint, sabre, robe, rose, rote, rite, raven, stare, stone, strobe, stab, soon, soot, boon, train, rain, ran, tan, version, aversion, sober, vat, vine, vane, vain, ratio, rib, rant, rave, etc.)

## Chapter 3

# How To Remember Names and Faces

You see them, talk to them, call them on the phone - all the people you associate with in the course of your professional and social life. The better you get to know them, the more they'll respect you, and that's one of the keys to making your dreams come true.

### What's His Name?

The more people you know, the more chances you have. In all walks of life (except if you're a hermit!) you never know when you might need someone's help. Mister... what's his name? Damn, what was his name....? Despite the mechanization and computerization of modern society, we still have to deal with people - with flesh and blood men and women. And that fact isn't likely to change in the near future. You know how embarrassing it can be to meet someone who has already been introduced and forget their name.

What can you do to remember all these names? If you were introduced to someone with the same name as a famous actor or a large company, you'd probably remember it.

Well, there's a way to remember any name you want: you give it a meaning.

For names like Winter, Wood, Rose, Page, Knight, Miller, Baker etc. all you have to do is visualize the image. But a name like Maletskas probably means nothing to you. If you make an effort to find an image you could probably come up with one (or a series) of pictures.

For example, male is a masculine person and ska is a kind of dance music, so if you imagine a man dancing you'll probably recall the name, as difficult as it may seem beforehand.

Farghulo could lead you to think of far and ghoul - a monster in the distance. Alechinsky: ale, chin, ski - a man spilling ale all over his chin while skiing down a mountain. Dirrado: dire, radiator, doe: a female deer looking on as a man in dire straits tries to fix his radiator in the middle of the Sahara desert. Shatner: shat, nerd - a nerdish looking person coming out of a bathroom.

If you use this technique, you'll never have to worry about remembering names again: memorizing them will be child's play.

If you have to remember a series of names, use the ASSOCIATION technique to unite the images. For example: Knight (knight on horseback), Dumesnil (dumb - nil), Porter (train porter), Douglas (dog - glass), Rosenberg (rose - zen monk - iceberg), Borginsky (boring - gin - ski), Secord (seek - cord).

Invent a story using these images. For example, a dumb knight with nil on his mind tries to get on a train. The porter tells him he has to put his horse in the baggage car, with a dog and a crate of glass. Then a zen monk who's spent years meditating on a rose at the top of an iceberg, says the trip is boring, asks the porter for some gin and claims he always wanted to learn how to ski. He leaves saying he has to seek his cord.

## What About First Names?

Use the same technique to remember first names. Create an unusual image for each name, one that you can remember easily.

Donald could remind you of Donald Duck, Angela of an angel, Richard of rich and art, William of willpower and I am, Mary of married, Arthur of King Arthur, Dennis of a nice den, Katherine of a cat from Erin, etc.

Give each first name you want to remember a meaning, and you'll have no trouble.

## Remembering Faces

Recognize people and you'll be recognized too!

Not recognizing someone who has already been introduced to you can be awkward and embarrassing. The person may well imagine that they didn't make any impression on you because you weren't interested in them, or found them boring.

Avoid this situation by learning to recognize people even if you've only met them once, years ago. It's perfectly normal for people to want to be recognized.

As we've said, the first thing to do when you meet someone is to associate an image with their name.

Say the person's name is Mr. Boldizar, which would give you bold and czar. Now take a good look at Mr. Boldizar's face and find something that impresses you at first glance. It could be his small eyes, his large nose, a prominent chin, a large forehead, deep wrinkles, very blue eyes, bushy eyebrows, large ears, a beauty or birth mark, thick eyelashes, and so on.

In this exercise, you look for something special in a face, which will then help you record the face much more effectively in your mind.

Say you were struck by Mr. Boldizar's overly large forehead. You could then imagine him wearing a czar's crown, for example.

Then someone introduces you to Mrs. Falwell (fall and well). She has such a large mouth that the first thing you think of when you look at her is of a person falling into her mouth, which is like a well. By forming this striking image, you can be sure you won't forget neither her face nor her name.

At the end of each day, make a mental review of the people you meet and the images which you've created for them. Start applying

the technique today, and the results will amaze you.

## **No More Telephone Blunders**

I'm sure you've had to say "Who's speaking?" to someone whose voice you knew but could not identify.

Many people spend a lot of time on the phone as part of their job. It's important to be able to identify the people who call: it tells them we haven't forgotten them, which always makes a good impression.

No two voices are the same, just like no two faces are the same. So you just have to find out how one voice differs from all other voices, in other words what makes it special. It might be shrill or hoarse, gentle or deep, very loud or hyper, etc.

Some people speak very rapidly, others very slowly. A person might have a trace of an accent. Try to identify some special quality in each voice you want to remember.

Say Mr. Baldwin (bald - win) has a sharp voice: imagine him walking through a bramble bush full of thorns. Mrs. Davinport has a very low voice - create an image linking her name to her voice, for example a davenport (couch) falling to the bottom of a deep canyon.

As you apply this technique you'll become much more attentive to the quality of people's voices. Make it a game. With a little practise you'll soon be able to recognize everyone who calls, provided of course that you've spoken to them at least once before!

## **Remembering Telephone Numbers**

Remembering numbers is no longer a problem for you since you learned how to set up a number - letter association system. By paying attention, you can convert a number into words in very little time. For example, the numbers 488 - 4039 could be represented by the words RiFF RaCe MaP. If you imagine riff raff at a horse race, fighting over a map, you should be able to remember the image without too

much trouble!

Try to find words that correspond to the number 740 - 5841.

You may have chosen the words CHaRS LiVe Radio. Create an image using these three words. You may use as many words as you like to represent the series of numbers.

Use whatever comes to mind. The important thing is that the consonants correspond to the numbers in correct sequence, and that your images are unusual enough to remember.

Now that you know how to memorize a telephone number, what do you think you can do to also remember who it belongs to? It's simple: associate the image of the voice to the image of the number. Say for the number 730-6345 you came up with the words CHuMs JaM RuLe, and that the number belongs to Mr. Benton, you could imagine a group of friendly musicians jamming on bent rulers. Use the same technique to include area codes. Since they will be repeated more often, they will form the base of your image associations.

## **Stop Forgetting Appointments!**

Appointments are an integral part of many people's work. Whether you have to meet a client or dine with a colleague, interview job applicants or attend a meeting, forgetting an appointment can create problems.

## **How can you always remember your appointments, without even writing them down?**

Say you have an appointment on Thursday at 3 o'clock. Most people begin their work week on Monday, since Monday is the first day of the week, and Sunday the last. So Thursday is the fourth day of the week.

You already have your list of 30 words. So you know the number

4 (for the fourth day of the week) corresponds to the word Ray, and the number 3 (for three o'clock) corresponds to May. All you have to do is form an image using these two words, for example a fantastic ray of light shining down to signal the beginning of the month of May. When you set up an appointment, associate the time with as many of the 30 words as you need. At night, make a mental review of the first seven words on your list. The night before your meeting the word Ray (4) and May (3) will immediately remind you that you have a meeting the next day at three o'clock.

You can also create an image association for the name of the person or persons you're meeting. Say you have to meet Mr. Laplant on Tuesday at 10 a.m. at 26 Thomas Street, you could invent something like: Laplant (la - plant): 2 (Tuesday): dice (10): niche (26). Now use these words to make a little story. And don't forget, your images should be as absurd as possible!

## Test A

Take 8 minutes to memorize the following telephone numbers, and the names of the persons they belong to. Then cover them and fill in the telephone numbers beside the names listed below.

Give yourself 12 points for each correct number.

Mrs. Danford: 647 - 7891

Mrs. Farnsworth: 392 - 0607

Mr. Cuppington: 921 - 3142

Ms. Jameson: 487 - 8374

Mr. Taylor: 675 - 8694

Mrs. Victor: 215 - 7356

Mr. Pinsent: 584 - 8200

Ms. Jameson:

Mr. Pinsent:

Mrs. Farnsworth:

Mrs. Victor:

Mrs. Danford:

Mr. Cuppington:

Mr. Taylor:

1st try results:

2nd try results:

## Test B

The following is a list of your appointments for next week. Study it for 6 minutes, then cover it up and try to write them down in the space below.

- Mr. Mancini, Tuesday at 2 o'clock in your office.
- Mrs. Janowitz, Friday at noon, at the Lilac restaurant.
- Mr. Davies, Wednesday at 9 a.m. at 405 Ambrose Street.
- Two sales reps from Arcadia International, Tuesday at 3 p.m.

## Test C

Here are ten persons you're going to meet for the first time. Study them for 9 minutes, then turn the page and fill their names in under their pictures. Give yourself 6 points for each correct answer.

1. Mr. Malcowitz
2. Miss Messerin
3. Mrs. Scott
4. Mr. / Borkhaus
5. Mr. Landsdowne
6. Mr. Signet
7. Mrs. Simpson
8. Mr. Alekos
9. Mrs. Crabtree
10. Mr. Hampton

1st try results:

2nd try results:

# Conclusion

## Eternally Young!

Many people are afraid of losing their memory as they get older. This fear eats away at their confidence, as well as their health, by making them worry needlessly.

The best way to keep your mind sharp is to keep it active. Think about all the exercise you do for your body! You probably participate in some sport, and try to eat well... In the same way, you should take care of your mind, and feed it properly.

An older person can have a better memory than a younger one: it all depends on how well his mind is trained, and the techniques he uses to improve his memory.

Your environment is also important - the more stimulating it is, the longer it will take for old age to slow you down.

If you're already retired you still shouldn't just let yourself do nothing, and give up all your former occupations. You should actually increase your physical activity, and continue leading an active and varied social life. Now that you have the time, take advantage of it to read all those books you've been putting off for years.

Retiring need not be a synonym for resigning, for closing yourself off in a separate and isolated world. On the contrary, you should become more actively involved in the events taking place around you.

The methods described in this book will help you improve your memory by using your imagination.

To stay in shape, you have to keep your mind active and prevent yourself from losing interest in the things you've always liked doing in the past.

Continue to acquire knowledge and put it to practical use. The secret is to stay awake and be creative! Do some mental gymnastics every day, and you'll be a happier person for it!



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