

The Student Power Memory System

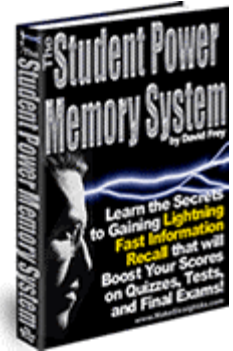


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INTRODUCTION

"I find the harder I work, the more luck I seem to have."
- - Thomas Jefferson

Welcome to the Student Power Memory System! The Student Power Memory System is packed full of power memory techniques and clear examples of how to apply these techniques to significantly improve your performance in the classroom...and in your personal life. I invite you to come in and learn the secrets to instantly recalling facts, figures and important information with little effort. While this report is copyrighted, I give you the permission to reprint these pages for your own reading convenience as well as passing it along to your friends.



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I am positive these techniques will profoundly impact your success as a student and your personal and professional life. After nearly 20 years of being a student and experiencing the compelling results of using the Student Power Memory System myself, I am 100% confident that you will receive the same benefits from this system as well.

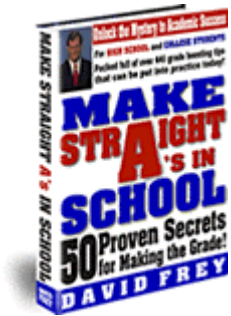
Enjoy and thank you for your interest in the Student Power Memory System! Any suggestions or comments, especially those I can use in future works are welcomed. You may forward your comments to comments@MakeTheGrade.com.

Good Luck and best wishes!

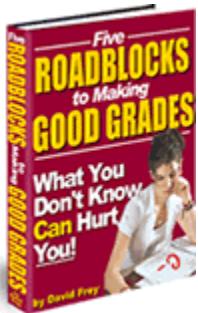
David Frey

P.S. The reason that I am so confident that The Student Power Memory System will work for you is because it worked for me! I was what you would call a very low performing student in high school. Out of a graduating class of 512 seniors, I was academically ranked 497th. My G.P.A. was so low that I almost did not graduate from high school. Thirteen years later I received my Masters Degree in Accounting with a 3.6 G.P.A. from one of the most prestigious programs in the nation!

Moral of the story: If I can do it, anybody can do it!



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The Student Power Memory System

There is a System to Power Memory

How many times have you heard a song playing on the radio and immediately the memory of a place or event comes to your mind? Or have you ever been listening to someone talk and they will say something that triggers a memory from your past as suddenly becomes as clear as if you had experienced yesterday?

You probably didn't even know it was happening at the time but you experienced the secret to unleashing your memory.

Each of our experiences and personal events are stored in our memory. Yes, everything we have read, seen or done has been recorded in the memory banks of our mind.

Question: If that's the case why don't we remember more than we do?

Answer: Because we haven't learned how to "systematically" store and recall these events from our memory.

What does it mean to "systematically" store and recall events? The dictionary defines the word "systematic" to mean:

1. Carried on using step-by-step procedures.
2. Purposefully regular; methodical.
3. Marked by or adhering to method or system

Or in other words...

Using a step-by-step system to store our memories so that they can be recalled at any time.

I will go one step further and tell you that our problem is not the storing of information but the recalling of information. Have you ever seen someone you knew really well several years ago but couldn't remember his name?

At one point in time you knew their names instantly without thinking but after several years you now have difficulty recalling it. Why? You can't recall it because you didn't use a system for moving that name from short-term memory into long-term memory.

All we need to do is train our minds to use the Power Memory System on a consistent basis so that it becomes second nature to us.

The majority of people believe that they have an average or below average memory. The truth is that all of us have a Power Memory, but most people just don't know how to use it.

THE SECRET TO POWER MEMORY

What really is “Power Memory?” Power Memory is the same as long-term memory or the ability to remember things in detail after a long period of time.

Most of us can remember the details of what we did yesterday but we have a difficult time recalling the details of what we did two weeks ago.

The key to power memory is to increase our ability to move our experiences from our short-term memory into our long-term memory.

But before we move on to learning the hidden secrets of the Power Memory System you must learn a few foundational ideas that we will refer to again and again. I refer to these ideas as “foundational” because they form the foundation of the principles of Power Memory.

These foundational ideas are called “The Five Laws of Memory.” When understood, these laws will enable you to unlock the mystery of memory enhancement. The Four Laws of Memory are the following:

Law of Association – We remember events or experiences that are associated with other familiar things more than activities that are not associated with anything. For instance, I remember my computer pass code because it is the same as my wedding date.

Law of Images – Humans think in pictures or images. All our memories are recorded as images. Most humans learn to recall things much easier when they think in pictures or images.

Law of Recency – We are more able to recall from memory our recent experiences as opposed to experiences that happened long ago. Not that the experiences that happened long ago are not in our memory, but our ability to recall them continues to diminish over time.

Law of Repetition – The more often we repeat or experience an activity, the more that activity is registered in our long-term memory. For instance, you are more likely to remember your best friend's name and phone number than your driver's license number.

Law of Intensity – The more intense or vivid an experience is, the more likely we are to remember it. I can remember where I was at and what I was doing during the Space Shuttle Challenger explosion but not what happened the day after.

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There you have it the Five Laws of Memory. Now all we have to do is apply these five laws to those things that we want to memorize and they will instantly be taken from short-term memory to our long-term memory.

Let's review again the Five Laws of Memory and explain how they should be applied in order to move short-term memory to long-term memory.

As we review these laws I will introduce the "Power Memory Rules" put the Five Laws of Memory into action.

The Law of Association states that we can recall facts, figures or events much easier when they are associated with other familiar things.

Memory Rule #1: Associate what you want to memorize with something else that can be easily recalled.

The Law of Images states that humans think and record memories in pictures or images.

Memory Rule #2: Associate what you want to memorize with a picture or image that can be easily recalled.

The Law of Intensity states that the more vivid an experience, the easier it is to recall.

Memory Rule #3: Associate what you want to memorize with a picture or image that is intense, larger-than-life, weird, silly or shocking.

The Law of Recency states that we can recall things that have happened recently much easier than things that happened long ago. If we wait until the memory of the activity that we are trying to memorize has dimmed, our chances of moving it to long-term memory have decreased greatly.

Memory Rule #4: Immediately associate what you want to memorize with an image that is intense, larger-than-life, weird, silly or shocking.

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The Law of Repetition states that the more we repeat something, the more it gets moved into long-term memory.

Memory Rule #5: Once you have associated what you are trying to move to long-term memory with an image that is intense, larger-than-life, weird, silly or shocking, repeat it in your mind several times.

Did you notice how each of the Power Memory Rules built upon each other? This is how the system works and that is why understanding the Five Laws of Memory is so important.

So let's try to summarize the Power Memory Rules into one super rule that we can put into our long-term memory banks.

Power Memory Rule – Immediately associate what you are trying to move to long-term memory with an image or picture that is intense, larger-than-life, weird, silly or shocking and then visually repeat the association in your mind several times.

The super Power Memory Rule is used for storing, retaining and recalling any and all types of facts, figures and events. The same rule can be applied in many different ways using several techniques.

POWER MEMORY TECHNIQUES

Now that we have learned what the Power Memory Rule is and why it works, let's apply it to several techniques for memorization.

These association techniques are not all encompassing. They are just an example of how you can use associations to enhance memory storage and recall.

The following are several examples of different techniques you can use to memorize and recall information:

1. The **One-Bun Method** – Have you heard the sayings, “one-bun”, “two-shoe”, “three-tree”, “four-door”, “five-hive”, “six-sticks”, “seven-heaven”, “eight-gate”, “nine-vine”, “ten-hen.” The trick is to **associate** the second words, “**bun, shoe, tree** etc.” with what you are trying to memorize.
2. The **Story Method** – Can you make up a **wacky story**? Then you have this powerful memorization technique down cold! With this method you **associate** what you are trying to memorize with **elements** of the **story**.
3. The **Location Method** – The Location Method is super simple but so powerful! Imagine each element of what you are trying to memorize is in **different rooms of your house**. All you have to do is think of a room and what you put in that room

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will automatically appear in your mind. Think of all the houses and rooms you could use with this simple technique!

4. **The Body Parts Method** – The Body Parts method is a potent memorization technique because all your memory triggers are right where you are standing. They are parts of **YOUR body!** This method **associates** the different **parts of your body** with what you are trying to memorize (toes, feet, knees, hips, bottom, back, tummy, chest, shoulders, neck, face and head). Try it. It's super easy!
5. **The Face Parts Method** – Like the Body Parts Method, the Face Parts Method uses the different **parts** of your **face** to **associate** with other images such as your eyes, nose, mouth, ears, eyebrows, cheeks, chin, forehead and hair.

Now that the five association methods have been introduced we will put them each into practice using an example to demonstrate how each method works.

Peg Images

Before we jump into our practical examples I need to mention a few words about “peg images.” Peg images are used in each memorization technique that uses associations

Other than the Story Method, each of these techniques I have mentioned uses what are called, “peg images.” Peg images are used as a base for making associations. For example, in the One Bun Method the words “bun”, “shoe” and “tree” are all peg images.

In the Body Parts Method, the actual body parts like “knees”, “hips” or “back” are peg images.

You will use peg images over and over again in forming image associations. If you remember the peg image all you have to do is make the association. And each of these methods was specifically designed to allow you to easily memorize the peg images so all you have to do is concentrate on making the association.



The One Bun Method



Let's assume that I am trying to memorize the names of several important presidents of the United States. The following are the names of the presidents that need to be memorized:



- Andrew Jackson
- Franklin D. Roosevelt
- Thomas Jefferson
- John F. Kennedy
- Ronald Reagan
- Woodrow Wilson
- George Washington
- Theodore “Teddy” Roosevelt
- Abraham Lincoln
- Harry Truman



Using the One Bun Method we will associate each of these presidents with an image that can be linked to the One Bun images.


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Andrew Jackson		
 1 = Bun	 Jack in the box	<p>Association: Imagine the jack in the box springing open but instead of having a clown's head, it has a hamburger bun as a head.</p> <p><u>Jack</u> in the box will make you think of <u>Jackson</u>.</p>


Franklin Roosevelt		
 2 = Shoe	 Frankenstein	<p>Association: Imagine that Frankenstein is wearing the red tennis shoes. <u>Frank</u>enstein should remind you of <u>Franklin</u> Roosevelt.</p>



Thomas Jefferson		
 3 = Tree	 Bomb	<p>Association: Imagine a bomb is planted in the tree and it explodes and tree branches go flying everywhere. <u>Bomb</u> rhymes with <u>Tom</u>, which will remind you of Thomas Jefferson.</p>

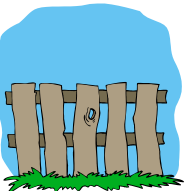

John F. Kennedy		
 4 = Door	 Shooting	<p>Association: Imagine a mobster shooting the door to smithereens with his automatic gun. John F. Kennedy was assassinated by being shot several times.</p>



Ronald Reagan		
 5 = Hive	 Bob Marley	<p>Association: Imagine Bob Marley, the King of <u>Reggae</u> music with a beehive on his head getting stung and running all over. "Reggae" sounds almost like <u>Reagan</u>.</p>



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Woodrow Wilson		
 6 = Sticks		Association: When you think of sticks think of <u>wood</u> . This will remind you of <u>Woodrow Wilson</u> .

George Washington		
 7 = Heaven	 Car Wash	Association: In the one bun method clouds represent heaven. Imagine you look up at the clouds and it starts raining right down on your car. So you decide to pull out the soap and have a car <u>wash</u> . Wash will trigger the name George <u>Washington</u> .

Theodore "Teddy" Roosevelt		
 8 = Gate	 Sled	Association: Imagine that a person comes barreling down a hill on a <u>sled</u> and runs right through the gate. Sled rhymes with <u>Ted</u> , which is short for Teddy Roosevelt.

Abraham Lincoln		
 9 = Vine	 Swing on Vine	Association: Imagine Abe Lincoln swinging on a vine with his top hat on and he swings right into a tree. Wham!

Harry Truman		
 10 = Hen	 Man	Association: Imagine a chicken scuttling around the farmyard. But instead of seeing a normal chicken's head, the chicken has a man's head! He is half chicken, half <u>man</u> ! This should alert you to remember <u>Truman</u> .

You will notice that each situation included to some degree the Law Association, the Law of Images and the Law of Intensity. Each idea was associated with an image. And

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each image represented something out of the ordinary that we very vivid. Remember, when doing associations, the stranger the image the easier it will be to memorize.

Hint: When making associations try to use action. Action intensifies the image even more. Swinging in the tree, trees blowing up, doors being shot up are all action images that are intense and will be remembered easier than static images.

In the One Bun Method, the ten original images are used for every application. In other words, the images of the hamburger bun, the shoe, the tree etc. do not change from application to application. Only the graphics that help to associate a bun, shoe or tree with what you are trying to memorize changes.

One-Bun Long List

The great thing about the one-bun method is that it is short and easy to remember because of the rhyming words. But you can use this method for long lists as well. The key is to memorize peg images with numbers that go up to fifty or even a hundred.

It is similar to memorizing the multiplication tables. You use rote memorization on basic formulas to expand your abilities to perform extended mathematic equations. In the One-Bun extended list case you will memorize base associations to extend your capability to memorize long lists.

Another advantage of the One-Bun Method is that you don't have to memorize things in order like the Story and Location Methods (which will be discussed next.) The One-Bun Method allows you to memorize things regardless of their order in a list. The words will automatically be derived from their associated number directly.

You can associate whatever image you want to numbers beyond the number ten but make sure that the words that represent the images are short and represent an image. In other words they should be nouns, not verbs.

Here is my list of peg images going up to the number fifty.

- | | | | | |
|-----------|-----------|-----------|------------|-----------|
| 1. Bun | 11. Chair | 21. Knife | 31. Dog | 41. Soap |
| 2. Shoe | 12. Ring | 22. Desk | 32. Paper | 42. Lamp |
| 3. Tree | 13. Boat | 23. Gum | 33. Pen | 43. Clock |
| 4. Door | 14. Bike | 24. Nail | 34. Key | 44. Ball |
| 5. Hive | 15. Rake | 25. Glue | 35. Bed | 45. Car |
| 6. Sticks | 16. Sign | 26. Moon | 36. Leaf | 46. Soda |
| 7. Heaven | 17. Book | 27. Fire | 37. Bottle | 47. Gym |
| 8. Gate | 18. Pants | 28. Plane | 38. Tire | 48. Duck |
| 9. Vine | 19. Cow | 29. Bowl | 39. Phone | 49. Hat |
| 10. Hen | 20. Dime | 30. Rock | 40. Nut | 50. Tape |

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Make a list of your own and then make a set of flashcards with the number on one side and the image on the other side with the word that describes the image. Now take about an hour and go through your flashcards over and over.

Tomorrow morning do the same thing. Take another hour and go through the flash cards over and over again until you can associate a number with an image automatically and vica versa. Do this exercise with a friend, you'll find that it will be even more fun.

If you are really motivate you can create a list of up to 100 with images that are associated with each number. The more peg images you create the more powerful your memory recall system will be.

The Story Method


The Story Method uses a story to memorize and recall information. It can be a true story or a fictitious story that you make up. The benefit of using the Story Method is that you can memorize a limitless number of things.

Although the number of items you can memorize is virtually limitless with the Story Method, you should try to make each story apply to only one topic or subject.






Let's assume that we are studying sociology and need to memorize the historical reasons for mass migrations of people. The following are general reasons why people migrated to other countries in the past:

Historical Reasons for Migration of People to Other Countries	
• Natural Disaster	• Religious or Ethnic Persecution
• Following Family and Friends	• Slavery
• Financial Opportunity	• Criminal Incarceration / Deportment
• Famine	• Economic Problems
• War	• Political Strife / Turmoil / Opposition




Now let's take all these reasons for migration and turn them into a story that we can easily memorize.

Historical Reasons for Migration of People to Other Countries	
 Natural Disaster	John was sitting in his house one day when all of a sudden he felt the ground starting to shake. Things began to fall off the wall and shelves. All of a sudden the ground started to open under his feet! An earthquake was happening right in his house so he ran outside only to see his house crumble. Without knowing what to do John went down to the local Red Cross shelter to find help.

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Historical Reasons for Migration of People to Other Countries	
 <p>Following Family and Friends</p>	<p>Once he arrived at the Red Cross shelter he was shocked to see all the people who were being treated for their injuries. To his shock, an older girl came up to him. As they looked at each other they couldn't believe their eyes. It was Mary, John's long lost sister! They hugged and cried. Mary was much older but looked the same as when she left home. She had a friend with her named Kathy who was very attractive. John immediately felt an attraction for her.</p>
 <p>Financial Opportunity</p>	<p>Mary said that they were planning on going to San Francisco because they had heard that rocks of gold were being found everywhere there and people were getting instantly rich! Mary wanted John to go with them to San Francisco to find gold together. Suddenly John got excited and agreed to go.</p>
 <p>Famine</p>	<p>So the three set off to San Francisco. They walked the entire distance. When they arrived they were stunned. Not only was there no gold, but people were starving in the streets. Suddenly, a baby came up to John. She was crying and crying. John couldn't make here stop. She was so hungry for food that her little tummy was swollen. John, Mary and her friend were disillusioned and destitute. They didn't have any food or money themselves.</p>
 <p>War</p>	<p>John saw a big sign that said, "Army Recruiting" and a long line of men. They were all signing up in the Army in order to make some money to feed their families. John decided that he didn't have a choice and that he would sign up to. As soon as he signed up he was shipped out to Germany were the Nazi's were taking over Europe.</p>
 <p>Religious or Ethnic Persecution</p>	<p>His assignment was to find Jewish Prisoners of War and set them free. When he arrived he could hardly believe his eyes. Jews were being persecuted, sent to concentration camps and then to death chambers. He rescued as many as possible but one day he was captured.</p>

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Historical Reasons for Migration of People to Other Countries	
 Slavery	As a Prisoner of War, John was made a slave. He had chains put around his wrists and ankles. After a short time, his wrists and ankles started to bleed, but that didn't stop him from performing his slave duties. After a year his Nazi master went on a military trip to Australia. He took John with him to do menial chores.
 Criminal Incarceration / Deportment	When they arrived in Australia, the war suddenly ended and John was freed. He was given ten dollars and sent on his way. As he was walking down the street two men came up behind him and shoved a pistol in his back. His money was taken away and was left penniless. John soon realized that Australia was full of criminals. They had been deported from England just a few years back because the prisons were full. It was difficult for John to survive.
 Political Strife / Turmoil / Opposition	There was much political strife and turmoil in Australia at that time. In the last year, five military leaders had overthrown the unstable government and there were many small turf battles between warring factions. He knew he had to leave so he escaped by boarding a cargo plane.
 Economic Problems	Luckily the plane was headed for the United States. When he arrived in the states he jumped off the plane undetected. He found his sister Mary and her friend Kathy. They were so happy to see each other. John wrote a book about all his travels and adventures. It was a best seller and John suddenly became rich. He established a fund for the poor and needy to provide shelter, an education and temporary housing. From then on John was known as, "Rags to Riches."

Now that you have read this story, close your eyes and tell the story to yourself again. When you come to each part that represents what you are trying to memorize.

For example, when you come to the part about John, Mary and Kathy wanting to go to San Francisco to get rich, state "Financial Opportunity." This will help you solidify the key parts of the story.

You might be thinking, "Wow, that was a long story. Do I have to do that every time I want to memorize something?"

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The answer is, “Yes...kinda.” It’s important to make up a story with exaggerated details because it will be easy to remember. However, after you review the complete story in your mind four to five times you will start to abbreviate it.

Eventually, you will be able to recall the details and key parts of the story so well that you will automatically abbreviate the story by moving straight to the key parts.

Let’s assume that I have repeated the story to myself five times, a couple times in the afternoon, twice at night while lying in bed and once in the morning.

The next time I review the story it will go something like this, “There was an earthquake (Natural Disasters) so I went to the Red Cross. I saw my sister and her friend (Following Friends and Family) and we went to San Francisco to find gold (Financial Opportunity). There was no gold just a lot of hungry people (Famine). I joined the army and was sent to the war in Germany (War). There was a lot of Jews being persecuted (Religious or Ethnic Persecution). I got captured and became a slave (Slavery). My master took me to Australia where I was set free and immediately got robbed. There were a lot of criminals in Australia because they were deported from England (Criminal Incarceration / Deportment). Because of all the criminals the government was overthrown several times (Political Strife / Turmoil / Oppression). I escaped to the United States by plane and became rich. I established a fund for the poor to provide them with food and shelter (Economic Problems).

You see, the story will become shorter and to the point after reviewing it several times and it has been moved to your long-term memory.

Fixed Story Method using Objects

Another powerful way to do the story method is with a “fixed story” using objects. By “fixed story” I mean that the same story is used over and over again to memorize different information as opposed to the story method explained above which changes with each list of information that you want to memorize.

While making up a story using the Fixed Story Method, move from object to object. Associate each object with what you are trying to memorize.

My favorite stories have objects like the Statue of Liberty, purple sports cars, King Kong on the Empire State Building, yellow submarines, orange talking alligators, three headed aliens etc. Each of these characters and objects can be associated with what you are trying to memorize. Your imagination is the limit!

Remember that the objects in the story allow you to associate the information that you are trying to memorize with something. They are a type of peg image. The more

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unique and vivid the peg image and the association, the easier it will be to memorize. And if you can add action to your associations, they will be twice as easy to remember.

Let me give an example of the Story Method using objects. This story starts out with a vacation trip to New York City.

As I walked up to the plane that was going to fly me to my weeklong vacation in New York City I noticed that the pilot sitting in the cockpit was a giant. He was so big that his head stuck outside the window of the plane.



He waved to me as I boarded the plane with the rest of the passengers.

As we got closer to New York City many of the passengers on the plane started to gasp and quickly talk to each other. I didn't know what all the fuss was about until I looked outside the plane's window and saw



something that startled even me...the city of New York was upside down! I couldn't believe my eyes. The pilot then got on the

announcer and told us that we weren't all crazy but that the plane was upside down. What a relief!

Unfortunately as we turned the plane right side up we were headed right for the Statue of Liberty. We were flying so fast directly and the statue that we didn't have time to turn and we smashed right into Lady Liberty. Bang!



The next thing I remember I was lying flat on my back on the runway dazed and confused. Pieces of plane and people were strewn everywhere. I was the only survivor. As I came to my senses a purple sports car pulled up. It was very shiny, had a ribbon tied on the

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front of the grill and I noticed its headlights were actually eyes. The car was alive! A man got out and put me in the passengers seat as we sped off.

I heard this crying sound. It was very loud. It sounded as though it was coming from the backseat. I turned around and there was a baby in the backseat crying its head off. I couldn't get the baby to stop no matter what I did.



Finally we stopped the vehicle and got out. We were right in front of the New York Stock Exchange! Wow, I had always wanted to visit the Stock Exchange. I was so excited that I darted in and jumped right down onto the trading floor. I remembered that I had brought along one share of Microsoft stock so I hurriedly pulled it out of my pocket and jumped in the group of traders that were trading and I traded the stock for \$1 million dollars. Payday for me!



Just at that moment, a man with a dog's head dressed in a nice suit and carrying a stethoscope came over and grabbed me. He said he was from the secret service and was there to escort me to the Alligator Ball. The Alligator Ball, what was that?



Well he tucked me away in a car and drove me out to an old house in the country. It was beaten up and had tree limbs thrown all over it. He walked me inside and there was a full-size basketball court! He then introduced to one of the strangest creatures I had ever met. He

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called himself Alligator Jordan. Alligator Jordan was in fact an alligator! He was wearing a blue shirt and purple shorts. He immediately challenged me to a game of basketball. After he finished dunking over me, dribbling under me and slithering around me I was through. He had beaten me by more than 100 points. Of course the game was only to 100 so I didn't even have a chance to score.



After the game was over he took me outside and showed me his yellow submarine. He asked if I wanted a ride so we got in and off we went. Once we were inside the submarine the Beatles song, "The Yellow Submarine" came on the loudspeaker. Alligator Jordan and me sang the song together as we cruised under water in the New York harbor.

Once we pulled up to the shoreline, wheels sprouted from underneath the submarine and before I knew it we were driving down the streets of New York. We pulled right up to the Empire State Building and Alligator Jordan let me off. We said goodbye and I stepped out of the yellow submarine. I looked up at the tall building and low and



behold, there was King Kong! He had scaled the side of the Empire State Building just like in the movies but he had a bunch of books in his hand and he was handing them to a woman who was at the very top of Empire State Building. She was smiling and thanked King Kong for bringing them all the way up the side of the building.

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Mr. Kong then came down and picked me up in his hand and asked me where I would like to go. I told him that I would like to visit Central Park. So he took me to Central Park and set me down. Just then a brown rabbit came up to me and asked me if I would like to have a picnic lunch



with him. I was a bit hungry so I answered, "Sure!" He pulled out a blanket and some sandwiches and we sat down to eat. Just as we sat down it started to rain. "No problem," said the brown rabbit as we pulled out an umbrella and opened it up. We finished out lunch and I thanked him for his hospitality.

It was time to go home so I flagged down the bus that would take me back to the airport. Soon enough the bus pulled up and a giant cow was driving it. By now there was just about nothing that could



surprise me so I stepped onto the bus and said hello to the gigantic cow driver. He said, "Hello there!" with a big smile. I sat back and enjoyed my ride back to the airport and my wonderful vacation in the extraordinary town called New York City.

Did you notice the peg images in the story? I hope so! When memorizing information using this story, all you have to do is make associations between the peg images and the elements that you trying to memorize.

Like the previous Story Method example, after repeating this story to yourself several times at different times of the day over several days you will have remembered it so well that it will become abbreviated. This is what it may sound like after you have locked the story into your long-term memory banks.

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I got on a plane to NYC. The pilot was a giant and had an oversize head. We flew into NYC but it was upside down. We crashed into the Statue of Liberty. A man in a purple sports car picked me up. There was a baby in the back seat that wouldn't stop crying. They dropped me off in front of the New York Stock Exchange. I traded a \$1 million dollar share of Microsoft stock. A dog-man took me to an old beat up house. Alligator Jordan beat me in basketball. He took me onto a yellow submarine and gave me a ride across the harbor. He dropped me off in front of the Empire State Building where King Kong was giving books to a lady at the top of the building. King Kong took me to Central park and I had lunch with a brown rabbit. It started raining and the rabbit pulled out an umbrella. After lunch I boarded a bus that was being driven by an oversized cow to go back to the airport.

There were a lot of peg images in this compact story. I counted at least twenty-one peg images that could be used to associate with information.

Let's name some of the potential peg images in the story:

- | | |
|----------------------------|---|
| 1. Plane | 11. Yellow submarine |
| 2. Big headed pilot | 12. Empire State Building |
| 3. Statue of Liberty | 13. King Kong |
| 4. Purple sports car | 14. Books in King Kong's hand |
| 5. Crying baby | 15. Lady at the top of Empire State Bldg. |
| 6. New York Stock Exchange | 16. Central Park |
| 7. Microsoft stock | 17. Brown rabbit |
| 8. Dog man | 18. Umbrella |
| 9. Old house | 19. Oversized cow |
| 10. Basketball court | 20. Bus |
| 11. Alligator Jordan | 21. Airport |

This means that you can memorize at least twenty-one different and unique pieces of information from this short but powerful little story!

You can use the same story over and over again with different applications. I have an arsenal of about ten stories that I use over and over again depending on the number of elements that need to be memorized.

Again, stories can be used if you have a longer list of things you need to memorize and are great ways to come up with peg images.

Location Method

The Location Method uses familiar locations to help you memorize important information. Each location is a peg image that helps you form an association.

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The Location Method is a fantastic way to lock-in important information because of the many locations you have at your disposal.

You may not believe it but you know a lot of locations already that you can use to make the Story Method work for you. Here are just a few places that you may be able to use:

- Rooms in home or a previous home
- Rooms in friend's or relative's homes
- Room in your church
- Areas of the local park
- Areas in your school
- Businesses along the main street
- States in your region of the country
- Areas of local library
- Frequently visited local businesses
- Workplace
- Favorites stores in the local mall
- Areas in local fitness center
- Friends home in your neighborhood
- Areas inside and around your car

Let's take a couple of examples from the list to demonstrate how to you can come up with easy-to-remember peg images.

Location: Areas inside and around your car

- Glove compartment
- Drivers seat
- Front passenger's seat
- Back seat
- Bottom of car
- Cup holder
- Dashboard
- Hood of car
- Trunk space
- Top of car
- Ash tray
- Storage compartment

Using you car you have automatically come up with at least twelve peg images that you can easily remember. Just think of all the places you could use if you had a mini-van!

If you're not convinced how easy this is let's take another example. Let's try to come up with peg images from the areas of your local park.

Location: Areas of local park

- Bathrooms
- Volleyball court
- Basketball court
- Barbeque pit
- Softball field
- Swing set
- Monkey bars
- Picnic tables
- Parking lot
- Pavilion

Of course the areas of a park will vary depending on the design of your local park and the areas that you can easily remember.

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The trick with using the Location Method is to pick a defined route in your mind that passes by or enters into the locations that are using as peg images. This is important because it will prevent you from leaving a location out of the list.

O.K., let's look a great example of using the Location Method. We will use the rooms of a home for our peg image list and let's assume that we are trying to memorize multiple parts of a computer and a couple of peripherals.


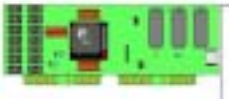


The following are the computer parts and peripherals that we need to memorize and recall:

- Compact Disc
- Floppy disk
- Hard drive
- Keyboard
- Hand scanner
- Mouse
- Monitor
- Laser printer
- Serial port
- Video circuit card













The route you should take through the house depends on your house.

This is the route we are going to take through my house. I'll first walk up to the house and stand in the **yard** for a moment. Then I'll knock on the front **door** and after which we'll enter in and pass by the **study** on my left and the **dining room** on my right. Then we'll enter the **living room** and walk straight into my **bedroom**. From my bedroom I'll go into my **bathroom**. I'll leave the bathroom and step into my **closet**. I'll then leave my closet and my bedroom and go to the **kitchen**. Lastly, I'll walk through the kitchen and then open the door and step into the **garage**.


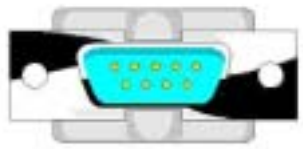


Now let's put it all together using associations.

Computer Parts and Peripherals		
 Front Yard	 Video Circuit Card	Association: I walk up to the front yard and see a giant video circuit card with a big smiling face on it greeting me with a high five!
 Front Door	 Floppy Disk	Association: Then I walk up to the front door and to get in I have to put in my red floppy disk into the disk drive that is embedded in the door.

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Computer Parts and Peripherals		
 Study	 Hard Drive	<p>Association: Once I am in the house I look to my left and see a large hard disk drive spinning around making screaming sounds. I go over to the disk drive and stop it by holding on to the spinning disk.</p>
 Dining Room	 Keyboard	<p>Association: I then look back around and see my significant other typing on the keyboard naked. She is just typing away without a care in the world.</p>
 Living Room	 Laser Printer	<p>Association: I then enter into the living room and there is a laser light show going on. The laser lights are coming out of the laser printer.</p>
 Bedroom	 Monitor	<p>Association: I step over the laser printer and enter into my bedroom. There in my room is the world largest computer monitor and it is showing the Lawrence Welk show.</p>
 Bathroom	 Mouse	<p>Association: As I step by the monitor I go into my bathroom and there is a giant mouse brushing his teeth. He smiles and waves at me.</p>
 Closet	 Scanner	<p>Association: I then enter my closet and see big flash of red light then I hear a sound as though I am being scanned. I open my eyes back up and there is a massive scanner scanning me.</p>

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Computer Parts and Peripherals		
 Kitchen	 Serial Port	Association: I run out of the closet and walk to the kitchen. There I find a giant box of Life Cereal. Yummy, I get a bowl and eat it before I move on to the garage.
 Garage	 Compact Disc	Association: As I walk into the garage there is a monster CD with red eyes looking at me. He starts spinning and laughing at me like Vincent Price.

Now that you have read the associations, close your eyes and walk through the house again. Can you see the giant mouse brushing his teeth or the laser light show in the living room?

Notice that I made the associations using some form of action whether it was brushing teeth, a laser light show, or an evil CD with red eyes laughing at me. Action brings the images and associations to life and will help you lock-in that image in long-term memory.

When you use your own home in your imagination it becomes even more powerful. Again, when you use the Location Method, think of locations that are familiar to you.

The Body Parts Method

The Body Parts method is the same as the other methods except that you are using your own body parts as peg images. By now your own body parts should be pretty easy to remember. If not, just look down!

The different parts of my body that I usually use for peg images are my foot, leg, bottom, belly, chest, shoulders, back, arm, hand and head.







Let's assume in this example that I am taking a Greek mythology class and I need to memorize several of the important Greek gods. These are the Greek gods that need to be memorized.

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Greek Gods	
Hades – God of the underworld	Aphrodite – Goddess of love and beauty
Hermes – Zeus’s son and messenger	Hera – Zeus’s wife and sister
Apollo – God of truth and light	Artemis – Lady of wild things
Poseidon – God of the sea	Athena – Goddess of the city
Ares – God of war	Zeus – Ruler of the Gods

Making associations for the Greek gods is a bit more difficult than the examples that we have looked at thus far. The names of the Greek gods are quirky and unique. When working with difficult words like the names of the Greek gods, you should try to make associations that rhyme.



Even associations that are somewhat weak can be made strong by reviewing them repetitiously in your mind over a period of time. Eventually, even the weak associations can be recalled instantly.

Greek Gods		
 Foot	 Ladies	Association: Imagine <u>ladies</u> kissing your feet. The word ladies rhyme with <u>Hades</u> . Also your feet are the lowest extremity on your body and can be associated with Hades or Hell.
 Leg	 Knees	Association: Look down at your legs and imagine your <u>knees</u> knocking wildly together. The word knees rhymes with <u>Hermes</u> . Also Hermes used his legs to be a messenger.
 Bottom	 Hollow Bottom	Association: Imagine having a hollow behind. The word <u>hollow</u> rhymes with <u>Apollo</u> . Also Apollo was known for having a great body and a good-looking behind.

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Greek Gods		
 Stomach	 Ocean	Association: Imagine you just drank a bunch of <u>water</u> and you can hear it sloshing around in your stomach. <u>Poseidon</u> was the god of water.
 Chest	 Breastplate	Association: Imagine your chest having a breastplate on it clothed for war. <u>Ares</u> was the god of war. You can also think of the “ <u>hair-es</u> ” on your chest.
 Back	 Mighty	Association: Imagine tightening your muscles and making a bodybuilding pose. You look mighty. Think of “ <u>Mighty Aphrodite</u> .”
 Arm	 Farrah Fawcett	Association: Imagine having Farrah Fawcett hanging on your muscular arm. <u>Farrah</u> rhymes with <u>Hera</u> .
 Hand	 Puff the Magic Dragon	Association: Remember the song, “Puff the Magic Dragon.” Imagine using your hand to lead a song by waving it back and forth. A phrase in the song says that Puff, “frolicked in the <u>Autumn Mist</u> .” Autumn Mist rhymes with <u>Artemus</u> . She was also lady of wild things such as dragons.
 Head	 Athena	Association: Athena sprang from <u>Zeus's head</u> . She didn't have a mother. Imagine <u>Athena</u> coming out of your head.

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Greek Gods		
 Shoulder	 Goose	Association: Imagine a goose biting your shoulder. <u>Zeus</u> rhymes with <u>goose</u> .

This Greek god example was a bit tougher. You need to be creative and use associations that are familiar to you. The song, "Puff the Magic Dragon" was one of my favorites as a boy so it's easy for me to sing the words. You may want to use something else.

In one way or another I was able to make an association for each Greek god. Stronger associations that are easy to remember are better than vague associations, however, after reviewing the associations several times the names of the Greek gods will be automatic.

The Face Parts Method

The Face Method of memorization is very similar to the Body Parts Method of memorization in that it uses parts of your own body to provide peg images for making memory associations. The parts of my face that I use are the following:

1. Forehead
2. Cheek
3. Ear
4. Mouth
5. Eyes
6. Chin
7. Nose
8. Hair
9. Eyebrows
10. Tongue
11. Teeth
12. Nostrils

It is virtually impossible to forget your peg images using the Face Parts Method because each peg image is sitting right on your face!

I want to bring these memory and recall techniques to life for you by giving you realistic examples of how you can use them in your studies and daily life. So let's put the Face Parts Method to work by applying it to a real-life example.

Let's suppose that I am studying business writing in school. The instructor teaches the Nine Principles of Good Business Writing and expects each of us to know these nine principles cold. The following are the Nine Principles of Good Business Writing that we've been asked to memorize:

1. State your objective
2. Know your audience
3. Stay on topic
4. Put your conclusion first and your evidence second







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5. Use formatting techniques such as lists and subheads
6. Use simple sentences
7. Strengthen verbs
8. Speak in your own voice
9. Spell check









He states that every class period he is going to call on a student to stand up and give an explanation of at least one of the Nine Principles of Good Business Writing.

All the students are frightened to death because of the instructor's promise. Not me! I know how to memorize and recall the nine principles instantly using the Face Parts Method.





First, I need to put the nine principles into long-term memory. Let's do this through association with the different parts of my face.

Nine Principles of Business Writing		
 Eyes	 Bloodshot eye	Association: Imagine there is an <u>object</u> in your eye that you can't get out. Your eye turn red and bloodshot. Object should remind of objective or "State you <u>objective</u> ."
 Ear	 Audio Speaker	Association: Imagine that your ears are audio speakers with music blaring out of them. The word <u>audio</u> is associated with "Know your <u>audience</u> ."
 Hair	 Top	Association: Imagine a top spinning on the top of your head. The top should remind you of topic. Or "Stay on <u>Topic</u> ."

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Nine Principles of Business Writing		
 Eyebrows	GUILTY 	<p>Association: Imagine the words “Guilty” sitting on your left eyebrow and a magnifying glass burning a hole in your head over the right eyebrow. The word “guilty” stands for <u>conclusion</u> and the magnifying glass stands for <u>facts</u>. Reading from left to right the imagery means to state conclusion first then present the evidence or facts.</p>
 Forehead	 Doormat	<p>Association: Imagine a doormat glued onto your forehead and then imagine the doormat being ripped off and how much that would hurt. <u>Doormat</u> rhymes with <u>format</u>, which will help you remember “Formatting techniques such as lists and bullets.”</p>
 Cheek	 Pimple	<p>Association: Imagine a big <u>pimple</u> on your cheek. Pimple will remind you of <u>simple</u> or “Simplify sentences.”</p>
 Nose	 Herbs	<p>Association: Imagine your nose smelling a bunch of <u>herbs</u>. Herbs should help you recall the word <u>verbs</u> or “Strengthen your verbs.”</p>

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Nine Principles of Business Writing		
 Mouth	 Speaking	Association: Imagine your mouth <u>speaking</u> , and the words speak, speak, speak coming out so that you can see them. Speaking should help you remember " <u>Speak</u> in your own voice."
 Chin	 Check	Association: Imagine a big <u>checkmark</u> on your chin. The checkmark stands for " <u>Check</u> spelling."

After you recite these associations to yourself at least five or six times, or even more you will get to a point where you can touch your chin and you'll remember, "Check spelling." Or when you think of the top of your head you will remember top, or "Stay on topic."

Can't Think of an Association?

You might have figured out by now that the toughest part of developing a Power Memory using associations is being creative enough to come up with associations.

In the previous examples using the Body Parts and Face Parts Methods most of our associations used rhyming words. Using rhyming words will help you develop an association quickly and painlessly.

For instance, from the previous example in which we had to memorize the names of Greek Gods we found that the names were unusual and not easily associatable with common images. Instead of wracking our brain to force an association we found words that rhymed with the word we were trying to memorize and could be associated with the peg image.

For instance, instead of trying to find an image that could easily be associated with "Hera" we took the word "Farrah" which rhymed with it then associated an image of Farrah Fawcett with a muscular arm.

This technique can be used to memorize new vocabulary words that are difficult and unusual. Have you ever tried to memorize the parts of your brain? Words like "cerebral cortex" are difficult to pronounce let alone memorize.

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The cerebral cortex is the part of the cerebrum that controls the high brain functions such as sensory perception, learning and memory and individuality. So a good association might be to imagine a skier wearing a ski suit made out of multi-colored Gortex material (a breathable water repellent material). The word Gortex rhymes with cortex and the multi-colored material can remind you a person's individuality.

Using rhymes can help you create associations fast and easy but don't rely on them solely for all your associations. The best associations are two images that have a natural fit but are joined by an illogical or an extreme action.

The Importance of Having Solid Peg Images

Now that we have learned several different ways to remember and recall most any type of fact, figure or piece of information using powerful associations you can see the importance of having peg images.

You should strive to memorize at least 15-20 unique peg image lists that can be recalled instantly. You should be able to repeat the one-bun list or personal location list like it was second nature. Once you have these lists memorized cold, you are halfway to having a Power Memory.

Too Many Associations?

Some people ask, what if I memorize too many associations? Won't they start getting mixed up in my mind? The answer is, probably not. If you review your associations for a small amount of time each day, you eventually won't even need the images to remember them.

For instance, if you've associated the image of a yelling baby with the name of one of your friend's children and you've been able to say his name several times to the point that you've now memorized it, there is no need to continue to remember the association. You can now forget the image or use it again in another association.

Be Selective

Try to be selective in what you choose to move to long-term memory. For temporary things that you need to recall only today or tomorrow, don't attempt to put into long-term memory.

Important information that you know you will need to use in the future should be put into long-term memory. Things like names, important facts about people you meet, and information that may show up on tests should all be put into long-term memory.

The human brain has an infinite capacity to store information. This means that our mind will never fill up and will continually receive more and more information.

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The Letter Methods (Mnemonics)

Let's look at a couple of other powerful memory techniques that are time-tested and work well for short lists. Two of these methods are the Acronym Method and the Sentence Method.

The Acronym Method – You've probably used this method before and just didn't know it. The Acronym Method takes the first letter of what you are trying to memorize and puts them into a word.

The Sentence Method – The Sentence Method is a cousin to the Acronym Method. You take the first letter (or an important letter) of the word you're trying to memorize and form a sentence out of it.

Each of these techniques uses letters to form familiar images such as a word or sentence. Unlike the association techniques talked about earlier, the Letter Methods use more rote memorization.

However, if you take the Acronym and Sentence Method to higher level you can associate the final word or sentence with an image or series of images that will help you recall the information.

The Acronym Method – An Acronym is formed using the first letter of a word. We use acronyms daily but just don't realize that they are "acronyms." Some examples of common acronyms are NBA, which stands for the National Basketball Association or the word SCUBA, which is short for Self Contained Underwater Breathing Apparatus.

Let's practice putting some acronyms together. Assume you had to memorize some of the following ideas in school:

Geology – Types of fossils, 1) **A**ctual Remains, 2) **P**etrified, 3) **I**mprint and 4) **M**olds or casts. Take the first letters of each word and when put together they form **APIM**. Now lets reorganize these letters and make a word, or at least something that can be strongly related to a word. How about **PAIM**, which sounds almost like the word "pain?"

Religion – The famous reformers, 1) John **W**esley, 2) John **C**alvin, 3) Martin **L**uther, 4) Ulrich **Z**wingli, 5) John **W**ycliffe. Take the first letters of each of the last names and put them together to form, **WCLZW**. Not only does this not spell anything, it has no vowels so it is impossible to form a sensible word. However, after we put a couple of vowels in and reorganize the letters we come up with the word "CoWLaWZ."

What does the word cowlawz stand for? Nothing! But if you imagine the reformers as a herd of cows changing the laws of the Catholic Church it will remind you of "CoWLaWZ."

The Sentence Method – Using the Sentence Method, a sentence is formed with the first letters of each word that is being memorized. This is good for longer lists as compared to the Acronym Method.

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Step 1 – Choose a song with which you are familiar. Make sure that you know the melody and words really well. Folk songs are great for the Sing-a-Long Method because most of us learned them when we were young and still have them fresh in our minds.

Step 2 – Write down the words of the song you chose with triple spaces between each line. This will allow you to put your new words below the original words. Start a new line for full line of the song.

Step 3 – Write down the notes or information that you want to memorize as bullet points on a separate sheet of paper. Pull out the important key words that you want in the song and abbreviate your notes as much as possible.

Step 4 – Now take each line of notes and fit it into each line of the original song. It's great if the new words rhyme but it is not essential. What's more important is that the number of syllables on a line "somewhat" matches the number of syllables of the new line. Put small filler words in to make it sound smoother.

Step 5 – Sing the new song and make any adjustments you need.

The Sing-a-Long Method is easy to do and is so powerful. How hard is it to learn words to a new song? Not very hard...especially if the tune is familiar. Let's review an example by putting the following words to the song "Jingle Bells," a song most everyone knows.

First let's review the words to the song so that you can establish the tune in your mind.

"Dashing through the snow, in a one horse open sleigh, o'er the fields we go, laughing all the way, ha ha ha, bells on bobtail ring, making spirits bright, oh what fun it is to ride and sing a sleighing song tonight. Jingle bells, jingle bells, jingle all the way, oh what fun it is to ride on a one horse open sleigh, jingle bells, jingle bells, jingle all the way, oh what fun, it is to ride on a one horse open sleigh."

Now we are ready to put words to the new song. Let's suppose I was taking a marketing class and our assignment was to memorize the 10 Keys to Effective Advertising. The 10 keys are as follows:

1. Understand you audience, address its needs
2. Set objectives
3. Communicate with the creative people
4. Keep it simple
5. Grab the audiences attention
6. Provoke an emotional response from the audience
7. Substance, not puffery
8. Be truthful
9. Identify yourself

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Now that we have a picked a tune and we know what we want to memorize lets overlay new words on to the Jingle Bells melody.

“Dashing through the snow, in a one horse open sleigh, o’er the fields we go,
Understand your audience, then address it needs, set objectives straight,

laughing all the way, ha ha ha, bells on bobtail ring, making spirits bright,
communicate with creativity, ha ha ha, lets keep it simple now, and grab the audience,

oh what fun it is to ride and sing a sleighing song tonight. Oh, Jingle bells, jingle bells,
Provoke an emotional response with the-eee audience, Oh, Sub-stance, sub-stance,

jingle all the way, oh what fun it is to ride on a one horse open sleigh,
sub-stance, substance not puffery, and always be truthful.

jingle bells, jingle bells, jingle all the way, oh what fun, it is to ride on a one horse open
Identify, identify, identify yourself, these are the 10 keys to effective advertising.

sleigh.”

By now you are probably saying to yourself that this is too much work to do to just memorize a list of information. But in reality, it is not difficult to put new words to a song.

Here are some hints. First, don’t worry too much about making words rhyme. As long as the words semi-fit into your song, its O.K. Second, you can put a few small filler words in to make it sound better and fit smoother with the melody. Third, the better you know the words and melody to the original song the easier it is make what you’re trying to memorize fit with the original song.

A further suggestion to make the Song Method even more powerful is once you’ve created the new song, record it multiple times on a cassette recorder and play it back to yourself while you are in your car. You’ll be astonished at the results and how easy and fun it is to use the Song Method to memorize important information.

Let’s take another example and use the song, “For He’s a Jolly Good Fellow.” Here are the words to the song:

“For he’s a jolly good fellow, for he’s a jolly good fellow, for he’s a jolly good fellow that nobody can deny. That nobody can deny, that nobody can deny. For he’s a jolly good fellow, for he’s a jolly good fellow, for he’s a jolly good fellow, that nobody can deny.

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We won't go home until morning, we won't go home until morning, we won't go home until its morning, till daylight doth appear. Till daylight doth appear, till daylight doth appear. We won't go home until morning, we won't go home until morning, we won't go until morning, till daylight doth appear."

Let's assume now that we are still in the same marketing class and we are studying about the effectiveness of newsletters. The instructor tells the class to read an article titled, "Making Newsletters that Sing" and that there will be a quiz on it the next day at the beginning of the class.

So you decide to read and summarize the article in a catchy song so that you can remember the important points for the quiz. After reading the article you have determine that the following points need to be put to memory for tomorrow's quiz:

- The marketing newsletter is an effective tool
- It allows you to gain an emotional response from your customer without being there
- You need to set the objectives of the newsletter first
- Make the objectives limited so that it provides focus and substance
- Ensure that your newsletter is appealing to the eye
- Consider using color, art, photographs and lots of white space to make it easier to read
- Determine what the readers needs are by asking for their feedback and suggestions
- By meeting your readers needs you will gain credibility, which will strengthen its appeal
- People are very business so keep it short, simple and to the point
- Be consistent. If you say you're going to send it bi-weekly then send it bi-weekly
- Make sure you match the newsletter to its medium whether it be the net or printed mail
- Finally, make sure that you proofread the newsletter and clean it of any mistakes

Now let's take all these points and put them to familiar music. Most everyone knows the song, "For He's a Jolly Good Fellow" so lets use that song.

It goes something like this...

"For he's a jolly good fellow, for he's a jolly good fellow, for he's a jolly good fellow that
The marketing newsletter, is an effective tool, the marketing newsletter, can

nobody can deny.
change the heart of a mule.

That nobody can deny, that nobody can deny.

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But you must set objectives, they should be limited.

For he's a jolly good fellow, for he's a jolly good fellow,
Make sure it's appealing, use color, art and white space,

for he's a jolly good fellow, that nobody can deny.
photographs are clever, and make it easy to read.

We won't go home until morning, we won't go home until morning,
What are the readers needs, ask them for input please,

we won't go home until morning, till daylight doth appear. Till daylight doth appear,
gain credibility, and it will be read by many. Keep it short and simple,

till daylight doth appear. We won't go home until morning,
and send it out regularly. Adapt it to the net,

we won't go home until morning, we won't go until morning,
printed mail may be best, proof it before it goes out,

till daylight doth appear."
or your customers will scream and shout.

Sing it a few times to get the hang of it. After singing it about six or seven times close your eyes and start to sing parts of it by memory. Cheat a little bit if you have to but try to sing as much with your eyes closed as you can.

Scripting this whole song took me only ten minutes. Is it worth ten minutes of your time to put important information to memory that you know you will be on a test? Yes!

Eventually this song will become the same as any song that you sing off the radio. You'll know it by heart and you will be the first one done with your quiz and have the highest score...guaranteed!

Like the association methods that we have learned, the key to the Sing-a-Long Method of memorization is having a list of "Peg Songs" that we can access whenever we need to memorize something.

Here is a list of ten peg songs that you can refer to often. Use this list as a starter list. Add to this list with songs of your own with which you are familiar.

- Twinkle, twinkle little star
- This old man
- Three blind mice
- Row, row, row your boat
- You are my sunshine
- B-I-N-G-O
- Old McDonald had a farm
- She'll be coming around the mountain
- My Bonnie lies over the ocean
- I'm a little tea pot

The Student Power Memory System

Nursery rhymes, Christmas songs and folk songs are great to use for the Sing-a-Long Method. If you have trouble remembering the songs and their words go to www.kididdles.com that has a goldmine of over 250 songs with words that you can use as Peg Songs.

This technique is so powerful that I suggest you make a Peg Song Sheet by typing all the songs up on a computer and printing out the sheet and have it plasticized at the copy center. Put three holes in it and put it in your binder as a memorization cheat sheet.

Number Code Method - Memorizing Numbers

It's great to be able to memorize items, objects, ideas and words but how about numbers? We are surrounded by numbers all the time and are required to remember numbers frequently.

Think about it, social security number, license plate, addresses, phone numbers, dates, prices, zip codes etc. But how do we apply the five Laws of Memory to memorize and recall numbers? Without a system, numbers are difficult to memorize because our mind thinks in pictures, not numbers.

It's easier to remember a dog eating a big orange carrot than it is to memorize a string of numbers like \$32, 554 or (713) 332-6149. But what if you could associate a number with a picture and use many of the same techniques that we have learned already to remember numbers.

Let's assign each number 0-9 a letter that is a consonant. Then when we need to remember a number we can throw a couple of vowels in with the consonants and re-organize them to form a word. This word can be used to form an association with whatever other image we want.

For instance, let's assume that we wanted to memorize the population of the United States, which is 281 million. Now substitute the numbers 2, 8, and 1 for N, F and T. We'll put a couple of vowels in and make a word that spells, "NaFTa.

NAFTA may stand for the North American Free Trade Agreement but in this example it represents the population of the United States. Imagine an image of every one in North America abandoning the country to go to Canada and Mexico all at once.

So why did I choose N, F and T to represent the numbers 2, 8 and 1? I assigned each number 0-9 a letter. This is an old memorization trick that works great. Once you memorize the nine letters you will have a system for memorizing any combination of numbers for life!

Here are the number / letter combinations:

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<u>Number</u>	<u>Letter</u>	<u>Memory Aid</u>
1	t or d	“t”and “d” have single downstrokes
2	n	“n” has two downstrokes
3	m	“m” has three downstrokes
4	r	Looks like a reverse “4”
5	h	Five fingers on your hand
6	j	Looks like the number “6”
7	l or k	“l” Looks like a upside down “7” and K is two “7’s” upside down
8	b	Capital “B” looks like an “8”
9	g	“g” looks like “9”
0	z or s	Zero begins with the letter “z”

Before we go on I need to share some rules that go along with this method of memorizing and recalling numbers.

Rule 1 – Vowels are always ignored – the letters c, q, f, v, w, x, y are not ignored also

Rule 2 – Use nouns instead of verbs or adjectives when creating words

Rule 3 – Double letters only count as one letter

Rule 4 – When making a word, use only phonetics

Let’s practice with number system using the letter substitutions and the rules that we just stated. I will give some examples of important numbers and their translations.

	Number	Significance	Translation	Associations
1	138 million	Number of men in U.S.	TMB	ToMB – Imagine that all the men had died and were buried in the U.S. in one monster size tomb.
2	143 million	Number of women in U.S.	TRM	TeRM – All the women in the U.S. served in congress for one term.
3	May 13th	Doctor’s appt.	TM	Imagine May 13 th is a Tuesday morning so TM could remind you of Tuesday Morning .
4	3413.0	BTU’s per kilowatt-hour of power	MRTM	MR. TiMe – Imagine the clock on the city hall building in the movie, “Back to the Future” that got electrocuted by lightning was named Mr. Time.
5	299,792,458 mtrs / sec.	Speed of light	NGGLGNR HB	NaG, GLue, GuN, ReHaB – Imagine an old lady nag, chewing out her husband while he is putting glue on a big gun, sticking it into his mouth and walking into the Betty Ford rehab center.

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	Number	Significance	Translation	Associations
6	385,000 km	Distance of moon from earth	MBHSSS	MoB, HuSSy, SoS – Imagine a large mob that brings a dirty hussy before Jesus while writes the word S-O-S in the sand.
7	561-9983	Girlfriend's phone number	HJTGGBM	5, JeT, GiGi, BuM – Imagine five jets in a nose dive landing directly on two people, a shapely girl named GiGi and an old bum.
8	5537 Maple St.	Friend's address	HHML	H, H, MuLe – Imagine slapping a mule's behind with your hand twice, as hard as you can, to get it to walk to your friend's house.
9	11.8%	Percent of U.S. population below poverty level	TTBS	TuT, Boss – Imagine your boss walking into your office and he has King Tut's big gold head on his shoulders.
10	\$40,816	Average U.S. household income	RSBTJ	RoSe, BaT, Joe – Imagine a big rose springing out the end of a wooden bat and the bat has the name "Joe" branded on the side in huge letters.

These are ten examples of how you can use the Number Code Method to associate pictures to numbers that allows you to memorize and recall strings of numbers. Let's review some of the examples above.

In example # 3 I used the first letters of Tuesday and Morning to represent the appointment. When you have just two letters that represent one number some times it's easier to use the letters to memorize the number instead of turning them into an image.

Look at example # 4 in which I used a title "MR." to represent two numbers. This is acceptable as long as you remember that the title term is used as part of the memorization code.

Example # 5 was perhaps the hardest number for me to code because it was so long. But look what I did; I broke the number down into smaller bites. Instead of finding a single word for "NGGLGNRHB" (which is impossible) I broke it down into manageable strings, NG – GL - GN – RHB. The next step was to code the letters to a word (image) and put the image together using the Laws of Memory.

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Refer to example # 7. I used the number 5 to start the memorization code. This doesn't follow the Number Code Method rules. However, I represented the number "5" by using five jets which reminds me that the number starts out with the number "5."

In example # 8 I didn't even use the letters H, H to form a word. As in example # 7, this also departs from the general rule of the Number Code Method but some times its easier for me to use a hand image doing actions to represent the number "5" rather than find some a noun word that contains the letter "H." In this example I imagined slapping the mule twice with my hand meaning that the number starts out with two "5's."

Read examples # 9 and # 10. These examples used good nouns as images to memorize, however, one could be confused as to the order of the images. When reviewing the images you have selected that represent numbers, always include in what order they go. For instance, when reviewing example # 10 in my mind and will always say to myself that the rose comes before the bat and the bat comes before the name "Joe."

Now that you have memorized the code you can literally memorize any number in the world. If you stay to this system, you will be able to use it forever! Unless some brilliant mathematician invents another number between "0" and "9," you can always use this system.

Rote Memorization Using Repetition

In spite of all these awesome methods for building a Power Memory the most widely used method for memorizing information is the old, traditional rote memorization, which follows the Law of Repetition.

The dictionary's definition for the term "rote memorization" is, "A memorizing process using routine or repetition, often without full attention or comprehension." Rote memorization is repeating information again and again until it gets pushed into our long-term memory.

This method is absolutely appropriate in many situations and shouldn't be discounted. For example, everyone should memorize the multiplication tables because it is something that you will refer to your entire life and needs to be retrieved very quickly from your memory.

I remember while learning electronics in the military that we had to memorize Ohm's Law, which goes something like this:

$$R = E / I$$

$$I = E / R$$

$$E = I \times R$$

(R=resistance, E=voltage and I=amperage or current)

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This was pounded into our minds through repetition and because of that I will probably always remember Ohm's Law by heart.

If you are studying by yourself the best way to memorize using rote memorization is using flash cards. Flash cards are usually 3' x 5' cards with a question; term or formula is written on one side and the answer written on the other side. The figure below is an example of two different flash cards.

Notice in the upper right hand corner the source of the information is noted.

When reading your chapter or reviewing your notes, rewrite them as flashcards. During the day take every opportunity to can to review your flashcards and memorize the

Front Side

QUESTION:	Source: "Physics and You" – Pg. 56
What is the equation for the theory of relativity?	

Back Side

ANSWER:
$E=MC^2$

Front Side

QUESTION:	Source: "American History" – Pg. 121
Name the original thirteen colonies?	

Back Side

ANSWER:	
1. New Hampshire	8. Delaware
2. Massachusetts	9. Maryland
3. Rhode Island	10. Virginia
4. Connecticut	11. North Carolina
5. New York	12. South Carolina
6. New Jersey	13. Georgia
7. Pennsylvania	

information. Bus rides, standing in lines, waiting for class to start, during lunch etc. are all great times to use your flashcards to review and memorize information.

I would also consider using electronic flashcards. You can download several shareware flashcard programs. These programs are relatively inexpensive and can be super exam prep tools. Some flashcard programs will allow you to develop multiple choice, true/false and traditional term / definition questions. They are fun to use and are super powerful! Try using flashcards for doing rote memorization on your next test.

When doing rote memorization you need to understand that less is more. Studies have shown that we will forget more, on the average, during the first hour after leaning than during the next 24 hours; and we will forget more, on the average, during the first day than we will during the next thirty days.

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To avoid this we should forget cramming or trying to memorize everything at once. Reviewing periodically is more effective. We usually remember the first and last things of what we read or what people say and the rest is lost before in a short time period. Repetitions should be strung out over as long a time as possible.

Become a Power Memory Student

We have reviewed multiple techniques for storing important information so that it can be recalled instantly. We talked about the different methods for moving important information from our short-term memory to our long-term memory. We also gave examples how to apply these different methods.

What now?

Reading how to have a Power Memory and actually having one are completely different things. The only way to become good at improving your memory is to practice, practice and practice it.

The biggest complaint I hear from Power Memory students is that it takes too much time to create associations and that they usually just give up and go back to their old rote memory habits.

I remember the first time my older brother took me skiing. I fell down the whole morning and after it was all done I told myself that I would never pay for a lousy high-priced ski ticket ever again. I had a terrible time. All I did was fall down and get wet and cold only to get back up and do the same thing over again.

The two things I was missing were a little bit of proper instruction and tutoring and lots of practice trying out what I learned.

A couple of years later and after many bumps and bruises I won a first-place trophy in a skiing competition I entered in Europe. It took time, perseverance and a lot of patience. But it paid off. Skiing is now my favorite sport and I enjoy it immensely.

The same principle holds true for becoming a Power Memory Student. You must learn the secrets of memorization and recall and practice them over and over.

There is nothing like sitting down to take a test and start answering all the questions 100% right, twice as fast as the other students in class.

I remember using several of these techniques with a buddy of mine to prepare for an organizational behavior class in college. We had a forty-minute drive to get to school so we car-pooled together. During our drive we would turn out notes into funny stories that we would review together. It was a lot of fun coming up with goofy images and associations that made no sense except to us.

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Both he and I happen to sit next to each other in the class. We both finished the test within forty-five minutes of the three-hour test. We walked up and handed our paper into our professor and walked out. All the students gasped when we handed our papers in so fast and the professor thought we cheated because we both got A's on the test!

That's the power of being a Power Memory Student!

Anybody can be a Power Memory Student. All you need to do is learn the secret formulas and techniques contained in this book and put them into practice. It worked for me, a high school student who graduated by the skin of his teeth and went on to scoring exceptionally high grades in one of the most prestigious undergraduate and graduate accounting programs in the nation.

If I can do it, you can do it too! So start today! If you have made it this far you already know the Power Memory System. Now go out there and put it to use!

Best of Luck (Luck = Preparation + Opportunity)



David Frey

P.S. Thanks again for downloading the Student Power Memory System. If you apply the principles and techniques you have learned in this course you will be able to store large amounts of information and recall any part of it at will. Practice each technique and it will soon become second nature. You will immediately start to blow through quizzes, exams and tests with ease and achieve scores you never thought possible.

P.P.S. For more great student success tips check out this next page....

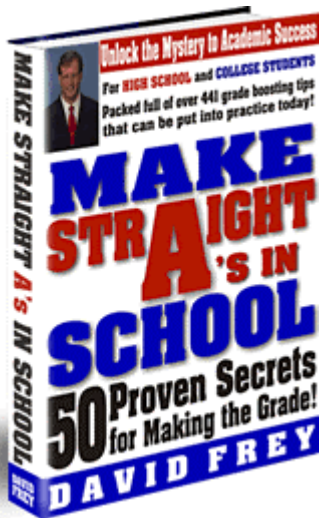


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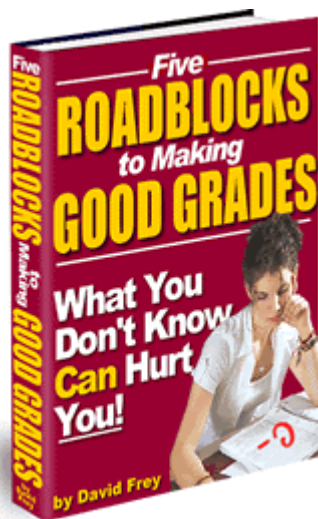


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