SUPERCHARGE *your* BRAIN POWER

HOW TO IMPROVE YOUR MEMORY IN JUST 21 DAYS

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FOREWORD

In today's world, we are bombarded with information from countless sources around us relentlessly. It's actually a wonder that we ever get work done, do something creative or manage to remember anything meaningful. As soon as we wake up and sometimes even while we sleep we hear phones ringing, pagers buzzing, fax machines going off, televisions blaring and computers and tablets beeping. It seems there is never a second free to take stock of our daily events.

One of the main reasons I find this book a gem is because it goes a long way in assisting us to set priorities in our life and take a stock of things that are important for us. In a sense, this book gives us the power to do things right the first time around in terms of planning, organizing and saving the most important information in our lives.

Furthermore, this book teaches us that it is possible to change our lives through increasing our memory. All that is required is to spend a small amount of time each day over the course of three weeks trying out the exercises given in this book. This allows us to organize our mind, exercise it and ensure that it starts thinking along a certain pattern. I found the experience of reading this book humbling as I realized the limitation of my own mind and how important it is to constantly stretch and expand it.

I hope you enjoy reading and learning from it as much as I did.

Happy reading folks!

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DAY 1 – WELCOME TO INCREASING MEMORY

Welcome to how to improve your memory in 21 days. 21 days, you say? Psychologists state that if we follow anything for 21 days it becomes a habit. This program is designed to help instant recall memory become a habit.

This program is divided into 21 sections to be covered over an equal number of days. It should take you no more than 10-15 minutes each day to cover a section. If you prefer to go at a faster pace then please do. However, it is recommended for you to cover a section a day and thoroughly absorb the details. To maximize the effects of this 21 day program it would be worthwhile taking a paper print out of this program to keep at hand –this program is tough and will require your full concentration and reviewing of parts you find challenging.

The **first lesson** is: DON'T GET BORED doing the initial activities. These initial activities form the basis of more complex techniques appearing later in this book.

The **second lesson** is: COMPLETE THIS COURSE! Out of all the people who buy self-help books and take improvement courses only one in five apply the learning to their day-to-day lives.

Furthermore, we need to remember that when a person encounters positive change they go through the following stages:

- **Rejection:** As creatures of habit and are cynical towards change.
- **Resistance:** When you see how others use this program you may think 'I can see how this program worked for you but it's not for me.'
- **Realization:** As resistance begins to crumble, you say 'I think I'll try it on a limited basis.'
- **Accepting change:** Finally you may feel, 'How did I ever get along without it?'

Each of you taking this course will fall into one of the following categories:

- People who learn to implement this system.
- People who fall back on their old ways.

Right now, I want you to decide which category you belong to. Give this program the benefit of the doubt and tell yourself that you are not going to oppose change.

Your brain has something in common with the rest of the body. The better you treat it through a healthy diet, avoiding substance abuse, and having regular exercise, the better it works.

THE LOCI METHOD

In 477 BC, a Greek poet, Simonedes, amazed everyone with a display of his sharp memory. He was attending a banquet when the roof of the building collapsed and killed many attendants. The bodies which were crushed beyond recognition had to be identified. Simonedes came to the rescue by recalling the names of everyone and where they sat. He claimed that he did this by imagining the people in their places at the table during the banquet. This method of recalling information in this manner is called Loci - Latin for places.

THE PENFIELD EXPERIMENT

In 1959, another breakthrough was made in this area - a brain surgeon, Wilder Penfield, conducted experiments on epileptic patients. He found that when he stimulated certain parts of the patient's brain with a weak electronic pulse, the fully conscious patient would talk, shout and describe past memories. This demonstration proved that individual memories take residence in various parts of the brain.

It has been said that if your mind were simple enough to understand, you would be so simple that you couldn't understand it!

DAY 2 – BASIC ASSOCIATION THEORY

Today, I want to begin with a game to stimulate your mind. First, clear your mind and pick a number between one and ten. Next, multiply that chosen number by nine. You should now have a new number. Take the digits in the new number and add them. For example, if your new number is 12, add one plus two. Now, take that new number and subtract five from it.

Assign that number a letter of the alphabet so if it's one is A, two is B, three is C, four is D, five is E, six is F. Think of a country that starts with that letter you picked. Now go to the second letter in the name of that country and think of an animal that starts with that letter. Pick a color for that animal that starts with that letter.

Now, how many of you in here are thinking of a grey elephant from Denmark? Did I just read your mind? Hardly, I just played a simple game with you; regardless of the number chosen, most people end up with Denmark. I wanted to play this game with you for two reasons. I wanted to stimulate your mind before we dive in to this section and I wanted to show you that learning this system can be fun.

I am now going to give you a list of twenty items and you are going to try and **RECALL** them. I want you to memorize this list in this **EXACT** order. The only rule is to go through this list **ONCE** and spend **NO MORE** than five to seven seconds on each item. Sit back, relax, clear your mind of all thoughts and remember, don't write this down.

1. Pencil	8. Hourglass	15. Paycheck
2. Sink	9. Baseball	16. Car
3. Circus	10. Fingers	17. Magazine
4. Track	11. Goal Post	18. Soldier
5. Star	12. Eggs	19. Golf Clubs
6. Bullet	13. Flag	20. Shot Gun
7. Dice	14. Necklace	

Now, get a sheet of paper and write down how many items you recall. How did you do? Did you get all twenty? Probably not. Most people manage to remember between three and five items. If you got six or more. That's great! More than 10 items, is definitely above average!

The above exercise has three applications: First, it is simply a memory test to provide us a starting point to give us a reference. Second, every item on the list can actually be associated with a number. Third, the list above is provided to help you start the process of association, which is the equivalent of the first step in memory training.

The list provided below is an example of basic association. Let me show you what I mean.

- Number one is a **pencil**. Number one looks like a pencil.
- Number two is a **sink**. A sink has 2 knobs, 2 options on and off, or hot and cold.
- Number three is a **circus**. A 3-ring circus
- Number four is a **track**. Four lanes in a track, four times around is a mile. 4 minute mile?
- Number five is a **star**. A star has five points, that's a good association.
- Number six is a **bullet**. If shot by a bullet, you are six feet under, right? Six bullets in a chamber. And six shooter
- Number seven is a **dice**, seven come 11, lucky seven. The opposite sides of dice always add up to seven.
- Number 8 is **hourglass**, and eight looks like an hourglass shape
- Number 9 is **baseball**. There are nine innings, nine players on a team.
- Number 10 is **fingers**. We have ten fingers and ten toes, so ten is fingers.
- Number 11 is a **goal post**. There are 11 players on each football team. When a field goal is kicked, the referee makes his arms go up like an 11.
- Number 12 is **eggs**. A dozen of eggs, that one is easy.

- Number 13 is a **flag**. What do you think of the original 13 colonies?

- Number 14 is a **necklace**. Fourteen karat gold, Valentine's Day is a February 14th.

- Number 15 is **paycheck**. A lot of people get paid on the 1st and 15th right?

- Number 16 is a **car**. When do you get a driver's license? When you turn sixteen.

- Number 17 is a **magazine**. Now, some of you men may not know that there is a magazine for teenage girls called Seventeen.

- Number 18 is a **soldier**. When someone is eligible for the draft? At eighteen.

- Number 19 is **golf clubs**. How many holes are on a golf club? Eighteen. The 19th hole is where you go to relax have a drink.

- Number 20 is a **shotgun**. A 20-gauge shotgun.

This list was created using the first level of memory training called association. It works seldom, we associated nine with baseball with nine innings and nine players. If number three was baseball, that wouldn't work, would it? Basic association does play a significant role in memory training and it's important to understand. What was number two? Two knobs, the pipes look like a two, hot and cold. Sink, right?

Now I want you to get a vivid picture in your mind of sink. Perhaps, it could be the sink in your kitchen or bathroom. What is important is to get a clear picture in your mind. Your mind thinks in pictures.

Now I want you to think of anything but a dog. What happened? You thought of a dog. Didn't you? What that illustrates is your mind thinks in pictures. You don't see the word dog spelled out, you actually see a dog. Your eye is the strongest part of the memory. That's why when you see a person, you recognize their face but not their name.

Since we know that, we recall what we see longer than what we simply hear, remember to actually visualize these item and make the pictures larger than life.

- What was 7? Seven come 11. It was **dice**. Remember, visualize huge dice.
- What was 12? **Eggs**. A dozen of eggs. Visualize 12 eggs. Maybe when they are on the floor, and you are breaking them.
- What was 5? It has five points. **Star**. Good. Get a clear picture of a star with five points.
- What was 10? Ten **fingers**, ten toes, holding onto a ten dollar bill.
- What was 14? Fourteen carat gold, Valentine's Day. Get a good picture of **necklace**.
- What was 17? A **Magazine**.
- What was 8? An **Hourglass**.
- What was 11? **Goal posts**.
- How about 4? That was four **tracks**. Four lanes, four laps.
- Do you remember 13? Thirteen stars, 13 stripes?
- What about 15? **Paycheck**. I bet you can't forget that.
- What was 1? **Pencil**. A pencil is a straight line like a number one.
- What about 18? **Soldier**. Eighteen to join the military.
- 20? **Shotgun**. Twenty-gauge shotgun.
- What about 19? **Golf clubs**. Remember the 19th hole?
- What about 16? That's **car**, at 16, you get your driver's license.
- What was number two? It was **sink**.
- Number 6, **bullet**, number 9, **baseball**

It's time to write down this list one more time. Don't spend more than four or five minutes on it. How did you do? Better than the first time? Remember, they have to be in the correct order. What we did was an exercise in basic association. Did you get all 20? If so, great! Most people would get 15 or more. Remember your mind remembers in pictures not words. Make an effort to actually visualize everything you are attempting to recall. Make your pictures - the bigger, the better.

You have just completed the first lesson. This is called basic association. Association is the first level. You have just completed Day two. Basic association can't be used for everything. However, you must understand it before we can progress to another level.

DAY 3 - VISUALISATION METHOD

The next level of association includes acronyms as a tool for memory training. An **acronym** is a series of letters created using the first letter of each word. IBM is an acronym for International Business Machines. AT&T is an acronym for American Telephone and Telegraph.

When I was in high school, my science teacher told me that I could learn the colors of the rainbow in the correct order by remembering the name Roy G Biv. R - Red, O - Orange, Y - Yellow, G - Green, B - Blue, I - Indigo, and V - Violet.

Another acronym I learned in school was an easy way to remember the Great Lakes. It is called H.O.M.E.S. H for Huron, O for Ontario, M for Michigan, E for Erie and S for Superior.

Can acronyms be used for everything? No. Are there more advanced ways to retain information? Yes. Every level of memory training is important, and you never know when an acronym can be used

Have you ever heard how a bamboo tree grows? You water it every day for five years and see nothing. And in the fifth year, it will grow several feet in a few weeks. Did it grow in a few weeks or five years? It grew in five years. The results are seen in the few weeks because of the work put in. Your memory is the same way.

Acronyms and links are in this "watering" stage. A **link** is a method of recalling information by telling a story. Many ancient books, such as the Bible, were passed down from one generation to the next this way. A link is simply linking one thought to the next. Here is a list of 16 items. If I ask you to memorize it using basic association, it would not work.

For example, number one is Mount Rainier, two is ice, three is tree and four is bicycle. What do these items have in common with the number

they are with? Nothing that I am aware of. So, in this case, basic association would not work.

The next level is the chain of association or the link. Sit back, relax and enjoy this story. I want you to focus on seeing the images in this story very clearly, vividly and powerfully.

Mount Rainier has ice on the top and trees on the side. Coming down the mountain is a bicycle ridden by a German shepherd. He has a glass of water in one hand and a shoe in the other.

At the bottom of the mountain, he crashes into a TV set and lands on a pillow. He bounces off the pillow onto a trampoline, and bounces off the trampoline into an airplane.

The airplane lands in Dallas and Richard Nixon is waiting for him. He has on a brown hat, black boots; he hands him a check for $50,000 and the keys to a brand new Corvette.

He then drives the Corvette back to Mount Rainier.

Now, we're going to do this one more time. The difference is I want you to repeat the items out loud. By the way, if you move your hands and use body language, you'll have reinforced the pictures in your mind. So, here we go.

Mount Rainier has ice on the top and trees on the side. Coming down the mountain is a bicycle ridden by a German shepherd. He has a glass of water in one hand and a shoe in the other.

REPEAT WITH ME: *He has a glass of water in one hand and a shoe in the other. At the bottom of the mountain, he crashes into a TV set.*

REPEAT WITH ME: *At the bottom of the mountain, he crashes into a TV set. He lands on a pillow, bounces on a trampoline, and bounces off the trampoline into an airplane.*

REPEAT WITH ME: *He lands on a pillow, bounces on a trampoline, and bounces off the trampoline into an airplane. The airplane lands in Dallas and Richard Nixon is waiting for him.*

REPEAT WITH ME: *The* airplane lands in Dallas and Richard Nixon is waiting for him. He has on a brown hat and black boots.

REPEAT WITH ME: *He has a brown hat and black boots. He hands him a check for $50,000 and the keys to a brand new Corvette.*

REPEAT WITH ME: *He hands him a check for $50,000 and the keys to a brand new Corvette. He then drives the Corvette back to Mount Rainier.*

REPEAT WITH ME: *He then drives the Corvette back to Mount Rainier.*

Did you use body language with it? I always do. I hold out my hands like I'm holding a glass of water and a shoe. I bounce like I'm on the trampoline and I act like I'm Richard Nixon, and I stick out my hands like they have keys and $50,000 in them.

Let's do this one more time. Here we go. Focus on the story:

Mount Rainier has ice on the top and trees on the side.

REPEAT WITH ME: *Mount Rainier has ice on the top and trees on the side. Coming down the mountain is a bicycle ridden by a German shepherd.*

REPEAT WITH ME: *Coming down the mountain is a bicycle ridden by a German shepherd. He has a glass of water in one hand and a shoe in the other.*

REPEAT WITH ME: *He has a glass of water in one hand and a shoe in the other. At the bottom of the mountain, he crashes into a TV set.*

REPEAT WITH ME: *At the bottom of the mountain, he crashes into a TV set. He lands on a pillow, bounces to a trampoline, and bounces off the trampoline into an airplane.*

REPEAT WITH ME: *He lands on a pillow, bounces to a trampoline, and then bounces off the trampoline into an airplane. The airplane lands in Dallas and Richard Nixon is waiting for him.*

REPEAT WITH ME: *The airplane lands in Dallas and Richard Nixon is waiting for him. He has a brown hat and black boots. Repeat with me, he has a brown hat and black boots. He hands him a check for $50,000 and the keys to a brand new Corvette.*

REPEAT WITH ME: *He hands him a check for $50,000 and the keys to a brand new Corvette. He then drives the Corvette back to Mount Rainier. Repeat with me, he then drives the Corvette back to Mount Rainier.*

Now it is time to see how many that you recalled. Now, on a sheet of paper write down all the items in this list. Don't write out the story, instead, simply write each noun in the story. For example, Mount Rainer will be the first item on the list.

Set the book aside now and write down the items there are 16 items. Do not spend more than four to five minutes on this exercise. After you done come back and check your answers.

ANSWERS: 1- Mount Rainier, 2 – Bicycle, 3 - German Shepherd, 4 - glass of water, 5 – Shoe, 6 – TV set, 7 – Pillow, 8 – Trampoline, 9 – Airplane, 10 – Dallas, 11 – Richard Nixon, 12 – Brown hat, 13 – Black boots, 14 – Check for $50,000, 15 – Keys to a brand new Corvette, and 16 – Mount Ranier.

DAY 4 – ANCIENT MEMORY METHODS

Radio entertained us over the years especially during its golden era between 1930s and 1950s. I am a huge Texas Rangers baseball fan. I can remember listening to the Ranger games on the radio late at night when I was a teenager I can also remember the pictures I created in my head to visualize the baseball match and the crowd.

Imagine a lemon sitting on the table in front of you. It is the size of a grapefruit. Take your right hand and visualize yourself cutting the lemon in half. Do you see the juices flowing on the tablecloth? Sitting on the table is two halves of the lemon. Pick up one of the lemon halves and hold it up to your nose. Do you smell the lemon? Now, with the hand holding the lemon against your mouth, open your mouth imagine pulp of that lemon in your mouth. Bite down on the lemon and let the juices drip down your throat.

Did you salivate? Did your face squish up into a bitter expression? Why did you make those expressions? What provoked them? Your mind thinks in pictures and often it cannot tell the difference between an actual or mental picture. Athletes visualize their golf swings, batting swings, or catching footballs long before they actually do those things. If the visualization is strong enough, then you are conditioning your mind for success.

Remember the Loci system of memorising? The Romans developed places in their minds where they would store information rather like a filing system. Here's a modern day example. Most of us use computers in some fashion. When you have information you wish to keep, what do you do? You store it on a disk, a CD, print it and file it.

Let's say a hacker got into your computer and deleted all the directories, files and program titles. Everything was still in your computer hard drive, but not labeled. The information would still be in there, but finding it was a problem. The analogy is this: everything you have ever seen, heard, or done is still in your memory. Accessing and retrieving it is the difficulty.

The system the Romans developed, allows you to create files and directories in your mind and store information in those files. The Romans discovered that you need five things to recall anything: numbers, poems, scripture, dates, presentations or names. The items are the same your for your computer uses: **focus**, **location**, **code**, **action** and **review**.

The first item of business is focus. You must consciously focus your memory. There are many supplements that you can take to focus your memory and one favorite is Omega-3 fish oil pills. In addition, other supplements that include ingredients which are good for your memory and ability to focus are given in the table below.

Foods good for memory:

Spinach	Blueberries	Red onions
Apples	Red Beets	Grapes
Cherries	Eggplant	Rosemary

When you store information on your computer, where do you put it? You put it in a file or directory and your mind works the same way. The code your memory recognizes is pictures, so we turn everything we want to recall into a picture. That is the code our mind thinks in. Number four, that item is action. What holds the code in the file on the computer? The circuits hold the information in a storage unit until it is deleted. Action is the circuit for our memories.

Here are some questions about the town that you live in. Can you visualize the school? What about the fire department, your home, the police station, the public swimming pool, a river, the park, a hotel, a car dealership or a restaurant. Can you visualize them? These are what the Romans called files.

The Romans would start at the north end of their town and then chose an item like a park, or a river, or a stadium, or a tree, or an object that stood out, and that would be their first file. As they moved south through the town, they would choose items in a very systematic north to south method until they had maybe 25 or 30 files.

I had the good fortune to live in downtown Seattle in my twenties and I took a job as a waiter. On my first day there, I was asked to learn the food menu. And I used this opportunity to highlight my memory.

I picked buildings around Seattle as my files. The Space Needle was file number one, the King Dome was two, Safeco Field was three and other restaurants and buildings lead me to 20 files. The next step in recalling information is to turn it into a code that your mind remembers. The code our minds remember with is pictures. I impressed everyone with how easy I was able to do this using my newly created city files.

What you need to do is visualize your town from a bird's eye view. The top of the page is the North, and pick ten items that you can use as files. Remember, good files are buildings, restaurants, schools, houses or a gas station. Work north to south or east to west, or even clockwise, to make it logical. Below is an example of what your city files might look like:
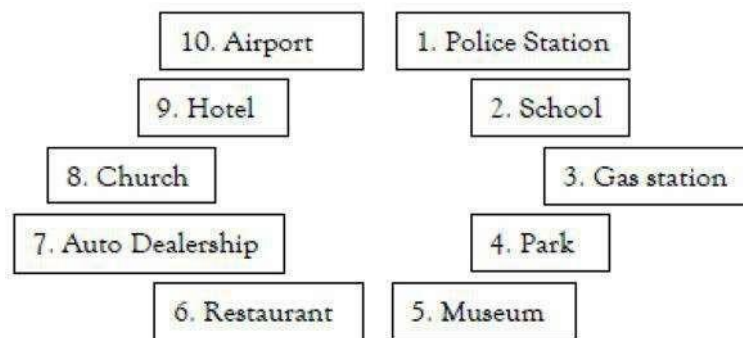
Once again, pick ten files in your city; write them down and memorize them! How did you do? Did you zip through it? You have just created your first ten files. I'm going to give you ten pictures and we are going to file them to you ten city files.

First let me ask you a few questions. Can you remember every time you've gotten in a car and driven somewhere? No? But I bet you can tell me the time when your car collided with someone else's. You could probably tell me the time of day, location and what you were driving.

That picture was vivid and it had emotions tied to it. I bet you can't tell me every time you went to a movie or had dinner with someone, but what about that first date or break up? Those are things that have emotions tied to them and remain in our memories. So, the number four in our system is the action, and that is what we use to create the vivid picture with the emotion tied to it.

By now your city files need to be driven into your memory and you need to know them forwards and backwards. Below you will find a list of ten words. Using the city files that you created place each of these objects mentally on your location and visualize it with action.

If the first word you memorize is water then see a giant glass of water. Remember the more vivid and larger than life your image the better you will recall it. Scan through the list as quickly as possible and use your locations on your city files, imagine larger than life images:

1. Photo album
2. Igloo
3. Cactus
4. Noah's ark
5. Gold bars

6. The colour red
7. Doctor stitching a cut
8. Clothes made of dollar bills
9. Oranges
10. Peaches

Now write down the ten pictures to test your recall. Don't write the file or the action down, just the picture. Don't get stuck on any one item you can always come back to it. Ask yourself what was your file and you should be able to retrieve the picture. How did you fare? Did you

score a ten? First ten states in alphabetical order:

1. Albama
2. Alaska
3. Arizona
4. Arkansas
5. California

6. Colorado
7. Connecticut
8. Delaware
9. Georgia
10. Florida

How many did you get right? If you got nine or ten, pat yourself on the back. If you got eight or less it can be either because you did not know your file, or your picture wasn't vivid enough. Make sure that you know your files by heart and that the pictures created are vivid. We turned ten abstract words into pictures, and filed them to our files. Would you believe me that if I just told you just learned the first ten states of the United States in alphabetical order? Let's see how this was done.

- Number one - **photo album**. The first state is Alabama. A photo album for Alabama.
- Number two - **igloo**. It represents Alaska.
- Number three - **cactus**. The connection with Arizona is obvious.
- Number four - **Noah's Ark**. Almost too easy. Arkansas.
- Number five - **gold bars**. The gold rush occurred California in 1849.
- Number six - **the color red**. Colorado?
- Number seven - **stitching a cut**. Connecting a cut ... Connecticut.
- Number eight - **dollar bill wear**. Delaware. Dollar bill wear.
- Number nine - **oranges**. Florida is known for its oranges.
- Number ten - **peaches**. How about Georgia?

Did you think it was going to be that easy? You have learned quite a bit today.

DAY 5 – INTRODUCING SKELETON FILES

Ready to further expand your memory? Let's review what we learnt yesterday. To recall something, you need five things: **Focus – Location - Code - Action - Review**.

A location or a file is simply a place to store information. For example, the first building in your city files is your number one file. All ten of the files work together in this filing system.

Anything can be a file system as long as it goes in a logical order and you can see or visualize the item. For example, your car could be a file system with ten files. Number one is the front bumper, two the engine, three the front windshield, four the steering wheel, five the gear shift, six your glove box, seven the passenger seat, eight the back seat, nine the trunk and number ten the license plate.

Even your favorite golf course could be an 18-file system. The Ball Park in Arlington where the Texas Rangers play is a file system for me. One is the pitcher's mound, two is home plate, three is first base and four is second base and so on.

We are going to create a file system that I think you're going to like. There are ten files in this system, and it is called our skeleton files. Why? Because the files are you!

These are going to be permanent files for you, and you must call them what I call them. This may be the most important file system you have learned up to this point.

This system is a little different, but have fun with it:

- Number one? It was the top of your **head**.
- Number two? It is going to be your **nose**, so pat your nose and say number two.
- Number three? It is your **mouth**. Say mouth and then touch your mouth.
- Number four? Your **ribs**.
- Number five? Your **liver**.
- Number six? It is going to be your hip joint - we'll call it **joint**.
- Number seven? It is **cap**. What is seven? Cap.
- Number eight? It is going to be a bone in our lower leg – the fibula. So, repeat after me. Number eight is **fibula**.
- Number nine is on the very bottom. It is the ball of your foot. We are going to call it **ball**.
- And number ten is not on your skeleton – we'll call it **sand**.
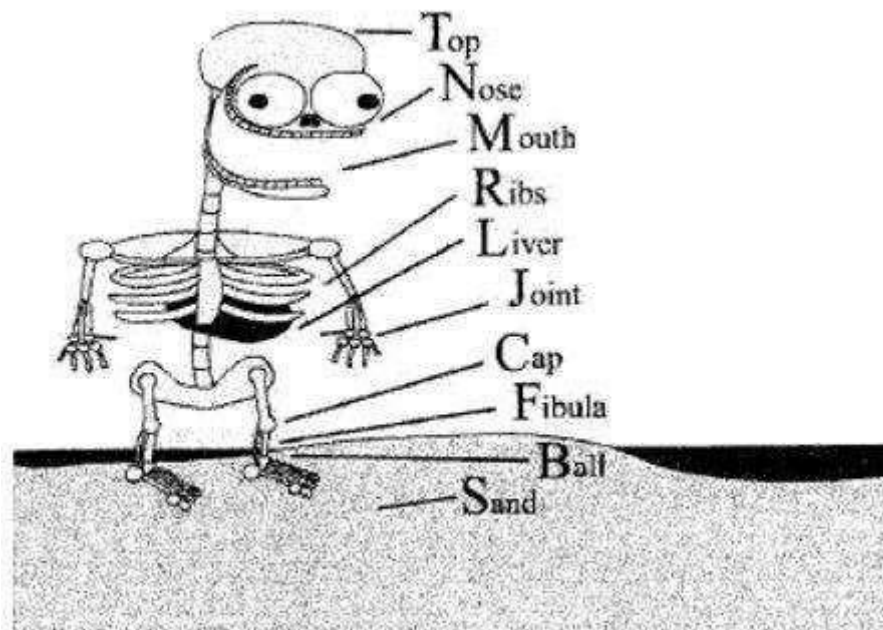
Now, we are going to go through the same process as we did the city files. I am going to give you a list of words and you are going to memorize them using your body as the location storage. If you need to stop and make sure that you know your skeleton files then do that before proceeding.

Here is a list of ten items and file the first one to your first skeleton file and the second one to your second file and so on. Move as fast as you can through this list. Force yourself to go faster than you think is possible and you will be amazed with your recall. However, keep it in perspective the speed is not the crucial ingredient at this stage - understanding the system is the focus.

- Speaker
- Gun
- Soldier
- Spotlight
- A picture of you
- Judge riding a fast motorcycle
- Jury
- Excessive amount of money
- Making a right turn with your hand over your mouth
- State Capitol building

Review all ten quickly and attach them to your files as rapidly as you can. Do not take more than a minute on this. So, how did you do? Did you get all ten? If not, ask yourself why. It is for one of two reasons. Either number one, you didn't know your file, or number two, your picture wasn't vivid enough.

Remember, in order to recall something, you must turn an abstract into a picture. We just filed the first ten amendments to the Constitution, the Bill of Rights, to our skeleton files. Did you believe that we could do that? We did. You just learned it forwards, backwards, and by number in less than five minutes. You don't believe me? Let's see.

Bill of Rights

1. Freedom of speech
2. Right to Bear Arms
3. Protection From Quartering Troops
4. Freedom from Unreasonable Search and Seizure
5. Right to not self-incriminate
6. Right to Speedy Trial
7. Right to Trial by Jury
8. Prohibition of excessive bail
9. Protection of Rights Not Enumerated
10. Protection of State's Rights

- Number one was **speaker**. Well, speaker stands for freedom of speech.

- Number two was **guns**. That amendment says we have the right to bear arms.

- Number three is **soldier**. No soldier shall be quartered in a house without the consent of the owner.

- Number four, a **search light**. You had a search light on your ribs. Freedom from unreasonable search and seizure.

- Number five, you had **a picture of you** in your liver, didn't you? No one will be called to testify against themselves.

- Number six, a **judge riding a fast motorcycle**. That was an abstract to a speedy trial.

- Number seven. A **jury** of 12 - the right to a trial by jury.

- Number eight is an **excessive amount of money**. That

- amendment is that there shall be no excessive bail.

- Number nine. We filed you **making a right hand turn with your hand over your mouth**. This amendment says that person's may have rights even if they are not mentioned in the constitution and these rights can still be violated.

- Number ten is a **state capitol building**, right? We had a state capitol on the sand? That amendment talked about state's rights.

Now, I think that you will agree that these pictures were somewhat unusual. When you are doing this on your own, you're going to have the freedom to make your own pictures. The skeleton file could be used to recall a "things to do list," as steps in a presentation, procedures, organization mission statements or to give a speech. The applications are endless. This system can truly change the way you go about your daily life if you let it.

DAY 6 – TIME FOR A REVIEW

Welcome back. It's now Day six. Can you feel your memory expanding? I hope that this process is exciting for you. This is a very specific system that business professionals and students can use to impact their lives. Now, let's review. What are the five things you need to memorize anything? Focus, a location or a file, a code, action and review. Remember, a file can be anything.
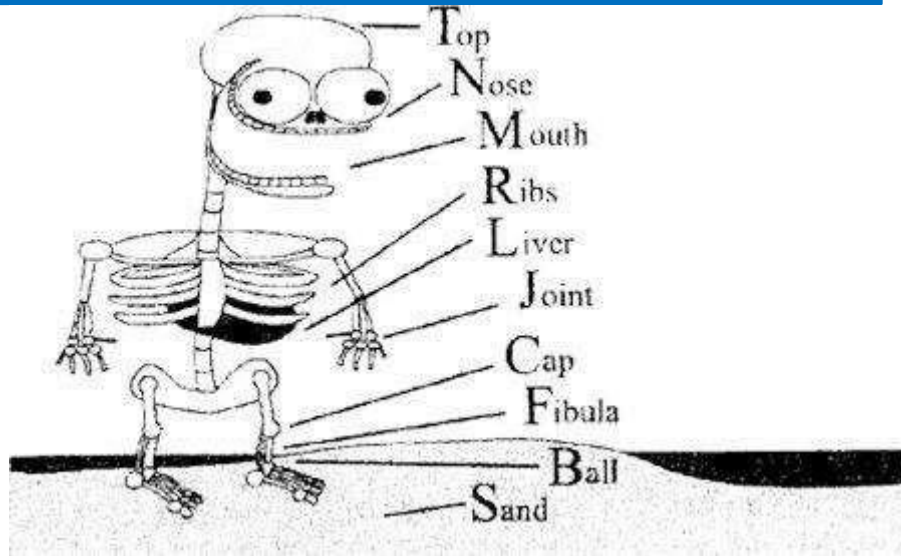
A file is a building in your city or your nose, your mouth or even a hole on your favorite golf course. It is also important to recall that each file system has more than one file. For example, your skeleton files, you have top, nose, mouth, and so on. When placed together, they are a file system. As long as there is more than one of them, they go in a logical order, and you can see them, they can be used as a file system.

Computers translate everything they store to a code so they can recall it later. The computer between your ears works the same way, and the code that your mind recalls is pictures. Your mind remembers pictures that are unusual and have emotion tied to them.

You have ten skeleton files and ten city files. We learned the pencil list and we learned how to use acronyms and link method. These are all valid forms of memory training. Let's review our pencil list:

1. Pencil
2. Sink
3. Circus
4. Track
5. Star
6. Bullet
7. Dice

8. Hour Glass
9. Baseball
10. Fingers
11. Goal Post
12. Eggs
13. Flag
14. Ring

15. Paycheck
16. Car
17. Magazine
18. Soldier
19. Golf Clubs
20. Shot Gun

The activities for today are simply to go back and read the activities we have completed each day and make sure you understand the lessons in each.

DAY 7 – COUNTING IN JAPANESE MADE EASY

Anything can be a file system as long as there is more than one and it goes in a logical order, and it is usable. The pencil list is a file system like the skeleton and city files. Let's review the first ten files on our pencil list. The word file is used because that is what they are - places where we can store information. Don't get bored that we are reviewing this file system again. I know it may seem redundant, but it is very necessary.

- Number one is a **pencil**. Get a clear picture in your mind of a pencil, a pencil holder, a pencil sharpener, or a giant man- eating pencil. The only stipulation is that you see the same image each time.

- Number two is a **sink**. It could be a kitchen, bathroom or office sink. Just make sure you always use the same one.

- Number three is a **circus**. Get an image of a circus in your mind. Just see a circus and always use that image as your file.

- Number four is a **track**. It could be a professional Olympics, high school, college, or a race car track. Just make it the same track.

- Number five is a **star**. What do you think of when I say star? Is it the star on a flag, or maybe a night sky with the stars in the sky?

- Number six is a **bullet**. Visualize the Lone Ranger's silver mullet or an M16 it doesn't matter.

- Number seven is a **dice**. Get an image of dice. Just make sure it is always the same picture for dice.

- Number eight is an **hourglass**. Get an image of an hourglass on your table or desk. Just use the same image each time.

- Number nine is a **baseball**. It could be a baseball player, a bat, a ball, a glove, a stadium. Just make it a clear picture.

- Number ten is **fingers**. Get an image of a hand in your mind.

Now, I am going to give you ten pictures, and you are going to file these ten pictures to your first ten pencil list files. The files will be the pencil list and below are the ten words.

1. Itching
2. Knee
3. Sun
4. Girl
5. Green traffic light
6. Fonzi in a row boat
7. The Sea and cheese
8. Queso dip
9. Fonzi
10. Chew

Okay, now write down these ten words in this exact order. How did you do? Did you get a perfect score? If you did, give yourself a pat on the back. Now, if you didn't did you know your file for each one? If you knew your file, and you were still unable to recall the information, it is because your picture was not vivid enough. Now, what do you think that we just learned? We just learned to count to ten in Japanese!

1. Itching = Ichi
2. Knee=Ni
3. Sun=San
4. Girl=Shi
5. Green Traffic Light=Go
6. Fonzi in a row boat = Roku
7. Sea and cheese = Shichi
8. Hotcheese=Hachi
9. Fonzi = Ku
10. Chew=Ju

You can now count in Japanese! You may think that well, big deal that was easy to learn! And you're right, it was. However, it was easy because we approached it from the correct angle the first time.

If you are a student who had to learn how to count in Japanese in less than seven minutes, forwards and backwards, and by number, and you didn't have a memory system, I think that you would find it daunting.

It was simple because of the system we used. However, as simple as it is, it is effective. Today, you learned a lot. It was a full lesson.

DAY 8 - MATH FORMULAS MADE EASY

B efore we begin filing anything to our body files, let me tell you two quick stories. Don't file these stories to files, just visualize them.

First story: *You have a huge globe in front of you. It is a 6-foot tall globe. As you stand in front of the globe, notice that there are seven continents, and some overlap into the northern and southern hemisphere, but the majority of them are in the north. There are four in the northern hemisphere and three in the southern hemisphere.*

So, let's review. What is in front of you? A globe. How many continents in the north? Four. In the south? Three. Now, you notice a piece of a pie on top of the globe and you reach up to grab a piece of the pie, but just as soon as you do, you see a rat has been eating the pie, and you don't want to eat after a rat. He's at the North Pole, so he's frozen or an ice cube.

Second story: *I want to introduce you to a friend of mine. He is a giant man-eating bumble bee from Texas. He is from Texas, so he is wearing a giant cowboy hat. Picture some parallel bars in your mind. This bee walks out with the hat and hops on the parallel bars and starts doing gymnastics.*

Now, if you saw that, you would never forget it. Now, you have two stories in your mind that are actually pictures. What we did was take some abstract thoughts which were calculus formulas and turned them into pictures and filed them to our files.

A stockbroker once attended my course in Austin, Texas. He was studying for his Series seven test. He brought a book full of formulas. He had a lot of anxiety for the test. He was afraid he was not going to be able to recall the formulas. We approached them the exact way we approached these calculus formulas.

What was the first story? About a globe which is a sphere. So, the formula was to learn to volume formula for a sphere. That formula is sphere = 4/3Õr2. Each one of these items is an abstract thought turned into a picture. A globe for sphere, four continents in the north and three in the south, for 4/3. And a pie for the math symbol representing 3.14, and a rat to represent r, and he is an ice cube to represent cubed. Each item has to be turned into a picture to recall it.

The stockbroker thought he was going to have to turn pictures for each formula and that seemed daunting for him. However, after looking at the formulas, he realized the same symbols appeared in each formula over and over again. He turned each symbol into a picture, but he had to do it only once. r is a symbol that appears in a lot of formulas and stands for radius. It was the same for the area formula of a parallelogram. The formula is written this way, parallelogram = bh, (base X height) - a bee for b, and a cowboy hat for h.

VOLUME FORMULA
- Sphere = $4/3 \, \pi \, R^3$

AREA
- Parallelogram = BH
- Circular Ring = $2 \, \pi \, PW$

MATH SYMBOL PICTURES
- Sphere=Globe
- π (pi)=Piece of Pie
- R (radius)=Rat
- Parallelogram=Parallel Bars

- B (base)=Bumble Bee
- H (height)=Hat
- Circular Ring=Ring
- P (perimeter)=Pirate
- W (width)=Window

DAY 9 - CREATING YOUR HOUSE FILES

Today we will create some new files. These are my favorite files and my favorite filing system. I use this filing system most of the time. It's called house files. This is similar to city files - we use rooms or areas of our house. This system gives us twenty five files.

After you complete this, you will have ten skeleton files, twenty pencil list files, ten city files, and twenty five house files. Sixty-five files will get most students through tests and business professionals through presentations, training manuals, and other related items.

You're going to select five rooms or sections in your house and in each of these rooms, you're going to have five files. Your first room could be a bedroom and you pick five pieces of furniture. The next room is the kitchen where you pick five appliances. The next room is the bathroom with five files. If you live in a small apartment, you have five sections - a bathroom, a kitchen, a living room, a hall and a bedroom.

After you have selected five rooms or sections, select 5 files in each room. Visualize yourself standing in the doorway of your first room. Then start right or left, it doesn't matter, just so you're consistent. Go clockwise or counter-clockwise, choose five files. Pick big items over small items and spread across the room. Spread them out evenly and avoid using the same items in each room.

Recently, I met a lady with an ERA real estate office. She took this course a few years ago and was telling me how much she enjoyed the class and took her son to the course. She said that when they moved her son said that they were not done packing. She said, "Of course we are!" He said, "No, Mom. I've still got my pictures hanging all over the

files in the kitchen and every time I look in there, I see them." That's a good imagination, and the kind we all need to have to make this system work.

I have created these mental journeys in every home I have ever lived in. I have also created journeys through my friend's homes. This will be a great exercise for you too. After you create your own house files I strongly encourage you to create a map like this of your family member's and friend's homes. You could easily create 200-300 files in just a few hours doing this.
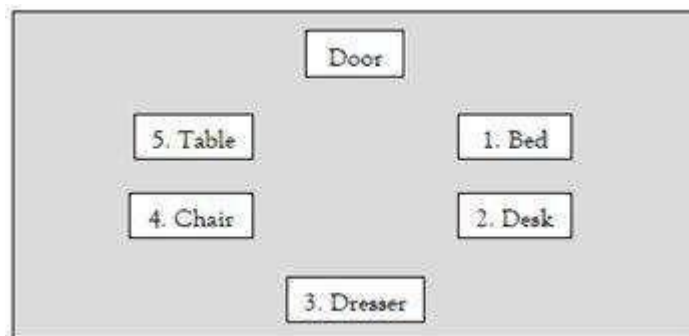
Now for the instruction on how to do this: The first room is going to be one through five, the second room is going to be six through ten, the third room is going to be eleven through to fifteen, the fourth room is sixteen through to twenty, and the fifth room is from twenty through to twenty five. The best thing that you can do right now is make sure you have these twenty five files created and review them until you know them cold without hesitation the number and the file.

DAY 10 – LEARNING A POEM

Welcome to day ten. Did you enjoy building your house files yesterday? I love house files and I often use them. We're going to use our house files today to memorize a 20-line poem. We are going to learn it forwards, backwards and by number. I would like you to read this poem once or twice and get the feel for it.

The Man in the Glass By Dale Wimbrow

When you get what you want in your struggle for self

And the world makes you king for a day.

Just go to a mirror and look at yourself And

see what that man has to say.

For it is not your father, your mother or your wife

Whose judgment upon you must pass.

But the fellow's verdict who counts most in your life

Is the man looking back from the glass.

Some people may say you are a square shooting chum

And call you a wonderful guy.

But the man in the glass says you're only a bum,

If you can't look him straight in the eye.

He is the one to please, never mind the rest,

For he's with you clear up until the end.

And you will pass your most dangerous and difficult test

If the man in the glass is your friend.

You may fool the whole world down the pathway of years

And get pats on your back as you pass.

But your final reward will be heartache and tears

If you've cheated the man in the glass

Every time I use this poem in a seminar, I get quite a reaction. When memorizing a poem we never turn every word into a picture. After reading each line or verse, we create a picture that triggers that line. I'm going to give you twenty pictures that you are going to file in your first twenty files. As we do this, look at each line of the poem that corresponds with the number. If you prefer to use your own pictures, then do so. We are going to use our house files.

1. File two people who look exactly like you and they are struggling or wrestling with each other.
2. Sitting on top of a globe with a king's crown on.
3. You looking in a mirror
4. A man talking
5. Your mother, your father and your wife
6. Judge in a car and you are passing him
7. Jury foreman standing up and giving a verdict on your life.
8. A man in a mirror looking back at you.
9. Gun that shoots square gum.
10. File Jimmy Stewart from It's A Wonderful Life.
11. A mirror with a reflection what you consider a bum to be. (For me, it is the 1954 Dodgers. hey were referred to them as bums.)
12. A huge eye-ball that you can't stand to look at
13. Someone begging you please, maybe there's a lot of people behind him and you pay no attention to the rest
14. A man running a race and he is crossing the finish line
15. Student passing a test
16. Your best friend in a glass
17. An old fool walking down a pathway
18. Someone patting you on the back as you pass them
19. Someone handing you a trophy and you start crying and your heart breaks
20. Stealing from the man in the glass

Now write down these twenty lines. Don't write the story or the file, just the picture you saw. If you get stuck on one, don't worry about it move on to the next.

We are not concerned with perfect scores. We are in the learning stage. Stop now and fill in one through twenty. DON''T try and write down the poem word for word just the images that you saw. Later you can make sure the images are brain triggers for you for the poem.

How did you do? Did you get seventeen or more? If you did, that is good. If you got a perfect score, perfect! Now, remember when you memorize scripture or lines of a poem, you don't turn every single word into a picture. Simply use brain triggers as cues for you. Remember that your mind works like a computer and its circuit board must be strong. That is what holds the picture or data in place. Let's go through and review the poem just so you are clear what the pictures represent.

- Number one: **two people struggling**. The first line of poetry is, when you get what you want in your struggle for self.
- Number two: **a man sitting on top of a globe wearing a king's crown**, and the world makes you king for a day.
- Number three: **looking at your reflection in the mirror**, just go to a mirror and look at yourself.
- Number four: **a man talking**, and see what that man has to say.
- Number five: **your father, your mother, and your wife,** the poetry says, for it is not your father, or your mother or your wife.
- Number six: **a judge passing you in a car**. The poem says, whose judgment upon you must pass.
- Number seven: **a jury for a man giving a verdict in your life**. The poem says, but the fellow's verdict who counts most in your life.
- Number eight: **a man's reflection in the mirror**. The poem says, is the man looking back from the glass.
- Number nine: **a gun that shoots square gum**, some people may call you a square shooting chum.
- Number ten: **Jimmy Stewart in It's A Wonderful Life**, and call you a wonderful guy.
- Number eleven: **a mirror and your idea of what a bum looks like**. The poetry says, but the man in the glass says you're only a bum.
- Number twelve: **a huge eye that you can't look straight at**. The

poetry says, if you can't look him straight in the eye.

- Number thirteen: **someone with their hands folded begging you please with the rest of the people behind him**. The poetry says, for he is the one to please, never mind the rest.

- Number fourteen: **a runner crossing a finish line**. The poetry says, for he is with you clear up till the end.

- Number fifteen: **a student passing a test**. The poem says, you will pass your most dangerous and difficult test.

- Number sixteen**: your best friend in a glass**. The poetry says, if the man in the glass is your friend.

- Number seventeen: **an old fool walking down a pathway**. The poetry says, you may fool the whole world down the pathway of years.

- Number 18 **someone patting you on the back as you pass**. The poem says, and get pats on your back as you pass.

- Number 19 **someone handing you a trophy and it breaks your heart and you start to cry**. The poetry says, your final reward will be heartache and tears.

- Number 20, **someone stealing from the man in the glass**. The poem says, if you have cheated the man in the glass.

You just memorized a twenty line poem forwards, backwards, and by number. You might have to read the poem once or twice to fill in the blanks if the pictures don't make one hundred per cent sense to you. But give yourself some credit. I know that if you would have seen me looking at a poem for five minutes and then have been able to say the poem forwards, backwards, and by number, you would probably have been incredibly impressed with my memory.

DAY 11 - SALES PRESENTATIONS MADE EASY

Welcome back. It's Day 11. Have you been reciting The Man in the Glass? It's a great poem. If you are a public speaker, this system will allow you to incorporate poems and quotations that draw your audience in.

Perhaps you have heard the story of Thomas Edison when he was constructing the light bulb. It took him over ten thousand attempts. After he successfully completed the light bulb, he held a press conference and a brash reporter asked him, "Mr. Edison, how does it make you feel to have failed over ten thousand times?" Mr. Edison without missing a beat, promptly responded, "You misunderstand. I did not fail over ten thousand times. I successfully found ten thousand ways the light bulb will not work."

Now, that's a positive attitude and it's an attitude that we can learn from for sure. If you don't get a perfect score, do what Mr. Edison did. Ask yourself why. Learn something from the failure.

The skill that I want to teach you is how to give a sales presentation or any presentation without using notes. This is a money making skill.

The file system I use to give my presentation is my skeleton files. That is where we are going to store a sales presentation. Let's say that you are a salesperson who would like to nail your presentation down a little better. You need to break it down into separate thoughts, then turn those thoughts into pictures and file them to your files.

I'm going to give you ten items you need to scan through quickly. These

items are going to represent the steps in a sales presentation. Most companies have a presentation that at the end has a call for action, and the presentation is designed in a specific manner. After you do this exercise, you should have a good understanding of a very practical business application to this system that we are learning.

File these pictures to your files as fast as you can.

1. Handshake for the introduction.
2. Statistics
3. Professional giving an opinion
4. Asking questions
5. Filling a need
6. Demonstration
7. Features and benefits
8. Testimonials or third party references
9. Investment
10. Call to action

Okay, scan through it one more time if you have to and then write these ten items down. How did you do? If you got all ten, give yourself a pat on the back. If you missed one, ask yourself why. Did you know your file and was your picture vivid enough? Give yourself some credit if you scored well. Remember, that if you would have given me ten pictures rapidly and then I recited them back forwards, backwards, and by number, you would be very impressed. And that is what you just did.

Now I file it to my skeleton files. If you were just learning a presentation or if you were a veteran, this will help you. You could even help a co-worker learn this presentation. Remember that not everyone has benefited from our training, and when you see a young salesperson struggling to learn the steps of the presentation, tell him to build files in his office and then use pictures as brain triggers.

In this situation, what you would do is file the ten major points, then if there is more information that you want to file, file that on top. Go back and layer them on. Remember, the Mount Rainier story taught us that we could link items together and file them together.

DAY 12 – FILE USES IN DAILY LIFE

Today let's learn a bit about product knowledge. We are going to use our house files for this purpose. We have five rooms and five files in each room. We are going to be an automobile salesperson today. However, this would work effectively even if you sold anything else. As a salesperson, you not only want to know the features of your product, you also want to know the benefits of similar models competitors may have.

You dedicate your first room to the product knowledge about your product. Pick five key selling features of your product and file them to your files. You are focusing on sports utility vehicles and you are a Toyota salesman. You take the five selling features and file them to your first room. Perhaps it is leg room to one file, financing to another, sunroof to another. Whatever the five key selling features are, file them to your first five files.

But what are the next four rooms for? Each one of these rooms is dedicated to your competition. make room number two the Mazda room, room three the Jeep room, room four the Chevy room, and room five the Lincoln Mercury room. In each one of these rooms list the five benefits of your car over theirs.

If you are so desired, you could fill up all twenty five files with information on your product. The reason I throw in competition information is that people are comfortable doing business with the salesperson who knows about the sales industry including how their product measures up to the competition.

I recall studying for a psychology test one day, and the first room, I filed five major psychologists. The second room I used to file theories. The third room was to experiments, and I continued until I had all my notes on my files.

If you are a student or a business professional, room files are a great way to group thoughts or ideas by room. It helps to organize them in your mind.

The activity today is going to be a little different. You know what situation you're in.

Perhaps you need to recall product knowledge or perhaps test information is more important to you. Use your house files if you are a salesperson who needs to file product knowledge to your files just like we talked about. It may take a moment to sit down and do, however, even if you are a veteran sales professional, I think you will be astounded at the new information that you can store.

If you are in the business arena, then file information pertinent to your job. Perhaps it could be procedures or new training you are learning. If you are a student, you should get out your notes for the next test and file them to your twenty five house files. Remember that you can group them by room.

Fill up your twenty five files with something that is going to be a benefit to you and we will talk again.

DAY 13 – MAKING IMPRESSIVE SPEECHES

Welcome to Day 13. How did your exercises go yesterday? That was your first real test of memorizing on a daily basis. So far, we have filed information to our skeleton, house and city files and the pencil list. That is all the files we are going to create together. Today, we are going to learn how to give speeches without using notes.

According to a survey that came out a few years ago, the number one fear in America is speaking. The number two fear was the fear of death! When you can give a speech without notes, it builds your credibility, self-esteem, you can maintain eye contact and the people you address are impressed with your subject matter.

I instruct our live two-day seminars and never access a single note. That is seven hours a day and a total of fourteen hours and I never use notes. Well, I use notes but I'm just the only one who can see my notes. I do not memorize my speech but file the major thoughts to my files and jump from one file to the next. So you will not need to recall it word for word. Instead, you will use brain triggers to move from one file to the next.

I'm going to give you ten pictures and then file these pictures to your house files. You are only going to use your first two rooms because I am going to give you ten pictures. These ten pictures are actually ten items from a speech given on time management. Remember, we are going to use our house files

Here are the items. Memorize these as rapidly as you can!

1. Clock
2. Organizer or day planner
3. To do list
4. Goal post to number 4
5. Cargo ship importing ants
6. Black jack dealer standing
behind a gate
7. Fun
8. Calendar
9. Work room
10. Blue prints with glue

You know the drill, write these down and see how many that you get. Remember that you only need to write the picture down. Not the action or the files. How did you do? Did you get all of them?

When you give a speech without notes, you never memorize it word for word. Instead you have brain triggers to keep you moving from one thought to the next.

- So, what we have here is ten brain triggers that will get us talking about ten major points. This is a speech on time management.

- The first thing that you open your speech with is time management; thus, the **clock** under the number one file.

- Number two: An **organizer**. The word we want to talk about is being organized. After seeing this prompt on your file, you can go into more detail about using a day timer or a Franklin planner or getting organized using a computer program or a regular office filing system.

- Number three: A **to do list**. Talk to your group about the importance of writing out a to do list every day. That way, you plan for the day and the day does not happen around you.

- Number four: **A goal post**. You must set and establish goals to be organized. At this point you may mention the importance of setting goals with a deadline and clearly define objectives.

- Number five: **Ants being imported**? This represents the word importance. This is a mental cue to remind you that you need to prioritise each item on your to do list.

- Number six: **A black jack dealer behind a gate**. The word we wanted to recall is delegate. We used a dealer for del and gate for gate. So, we have delegate for number six.

- Number seven: **fun**. When you see this, remind your audience that it's important to set time aside for fun. You must allocate time to let your mind relax and have some fun.
- Number eight: **schedule**. When you see the schedule, you'll remember the importance of keeping a regular schedule, getting up the same time every day and making a routine.
- Number nine, you are going to talk about setting up a **special room to work in**. This is a place where you can go and get away from all distractions and just focus on work.
- Number ten: **a blueprint with glue on it**. You review your speech and recap the highlights, reinforce your audience the importance of having a plan and sticking to it. That is what the glue symbolizes.

Now, you understand the concept of how to give a speech without notes. It is not important to memorize every word. Just make brain triggers and then file them to your files. Giving speeches without notes is an exclusive skill, and one that will increase your confidence when you master it.

DAY 14 – LEARNING NEW LANGUAGES

Welcome back. It's Day 14. A lot of people want to learn foreign languages but don't know how to start. They will get on the treadmill and put on the foreign language tapes. Now this is better than nothing, but our minds work like a computer and we can use this to our benefit when we want to recall something.

On day seven, we learned how to count in Japanese. We did this by turning the first ten numbers of Japanese into English pictures and then filed them to our pencil list. You could have just as easily turned French numbers, German, Hebrew or even Latin into pictures and then filed them. Counting in a foreign language is not that hard at all when you approach it from the correct angle. And that angle would be to use our system: **Focus – Location – Code - Action - Review**

Here are some words that you don't see often:

- Sire
- Nosh
- Morangu
- Pesagu
- Bosa
- Jontar
- pie
- Puegas
- Payne
- Pastage

These ten words are not English. However, using the concept that our minds use the code of pictures to recall, we can very easily file these away. We are not going to actually stick these pictures on any of our organized file lists; we are going to file these pictures to their definitions.

- The first word is **sire** - Portuguese for a woman's skirt. Visualize a woman's skirt sighing. It is a sire (sigh-er). The word is *sire* and the definition is a woman's skirt.

- The next word is **nosh** - Portuguese for walnut. Visualize yourself eating a giant walnut and it makes you nauseous. The word is *nosh* and it means walnut.

- The next word is **morangu** - strawberry in Portuguese. See a gigantic strawberry eating a meringue pie. The word is *morangu* and the definition is strawberry.

- The next word is **pesagu** - Portuguese for peach. See a giant peach asking you to pass the goo. That's right. A giant peach asking you to, "Pass the goo." The word is pesagu and the definition is peach.

- The next word is **bosa** - Portuguese for a woman's purse. See a large piece of balsa wood carrying a woman's purse. Not that is a picture which sticks. The word is bosa and the Portuguese definition is purse.

- The next word is **jontar** and it is Portuguese for dinner. Now, file a man named John and he is eating tar for dinner. The word is jontar and the definition is dinner.

- The next word is **pie** and it is Portuguese for father. See yourself throwing a pie in your father's face. The word is pie and the definition is father.

- The next word is **puegas** and it is Portuguese for socks. Visualize some socks that have a really bad odor and you say, "Piew that smells like gas!" The word puegas and the definition is gas.

- The next word is **pan**, and it is French for bread. See a pan and the handle is made of bread. The word is pan and the definition is bread.

- The final word is **pastake** French for watermelon. See a watermelon passing a deck of cards to you. The word is pastake and the definition is watermelon.

Now, as you can see, learning a foreign language is very simple. You must turn it into a picture and then file it to its definition. Any word can be turned into a picture or something can be substituted for it. You have just learned a little bit of French and Portuguese! Can you believe that?

Pretty painless, wasn't it? Let's see how many definitions that you can recall now. Fill in the blanks below with the definitions:

1. Saia =
2. Noz =
3. Morangoo =
4. Passego =
5. Bolsa =
6. Jantar =
7. Pai =
8. Peugas =
9. Pain =
10. Pasteque =

So, how did you do? Did you get all of them? If you didn't, ask yourself why. Now, I want you to understand that this concept we just learned for foreign language can also be used for English words.

Have you ever learned words that are new to you? Sure you have. For example, take the word neophyte - an English word meaning beginner. What if you saw a boxing match or a fight and the boxers were on their knees. A knee fight, right? So, we turn the word into a picture and the word is beginner. We have the audience as a bunch of bees and they're drinking gin. It's a knee fight with bees drinking gin. That is a picture that you wouldn't forget even if you tried.

At the end of the year, I think you'll be impressed with your vocabulary. And remember this quote that I live by, "A year from now you will have wished you started today." So, seize the day with your new found skills.

DAY 15 – NUMBER THEORY MADE EASY

Welcome back. It's Day 15. Are you bilingual yet? Well, you'll get there if it's a goal of yours. What we are about to learn today is a very useful skill and I'm going to spend three days on it.
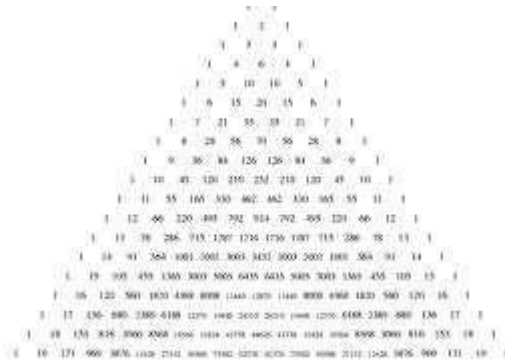
This is going to be a skill that if you master it, you will astound people with your memory. I'm going to show you how to memorize a 100 digit number after just hearing it once! When my friends get bored, they write out a series of numbers and I provide the demonstration. It never fails to get quite a reaction. I use this skill to memorize phone numbers.

When I was a student, I used to recall dates and other important numbers. This is somewhat an advanced skill, so don't worry if it doesn't make sense the first time around. This is something that you may have to review three or four times to understand the concept.

What are the five things that you need to memorize something? They are: **Focus**, **Location**, **Code**, **Action** and **Review**. When recalling a number, the location is no problem. We could use our house files, skeleton files, city files or even the pencil list. The challenge is the code or the pictures.

Numbers are abstract and must be turned into a picture before we recall them. We turned the number one through to twenty into pictures using basic association on the pencil list. However, it is sometimes hard to think of an association for every number. What if I told you that there's a system to turning numbers into pictures.

This system was actually introduced more than 300 years ago by

Stonsen Mink Vonwesenhein. Vonwesenhein's basic construction was modified by Dr. Richard Gray, an Englishman. The major system was devised to allow the master memorizers of the time to break the bonds of the previously excellent but more limited systems. This system was developed to memorize long digit numbers.

For every number from zero to nine, a consonant sound is assigned to that letter. The sounds have been assigned to these numbers for hundreds of years since Dr. Richard Gray. Here they are:

0=Suh	4=Ruh	8=Fuh
1=Tuh	5=Luh	9=Buh
2=Nuh	6=Juh	
3=Muh	7=Kuh	

All you have to do is memorize these. Does that sound like a challenge? What if I told you that I bet you could learn these in less than a minute? What if I told you already memorized them. That's right, you've already memorized these. I already taught them to you.

Remember when I told you that everything in this course is done for a reason and I'm actually going to teach you things that you are not even using yet? Well, here's an example of that. Remember when we learned our skeleton files? Let's review what our files were.

Top, nose, mouth, ribs, liver, joint, cap, fibula, ball and sand.

Now, let's review the phonic sounds. They are: tuh, nuh, muh, ruh, luh, shuh, juh, cuh, fuh, puh or buh and suh. Did you catch that? Let's go slow this time.

- The sound assigned to number one is **tuh**, and the first skeleton file is top.
- The letter assigned to number two is n because it has the **nuh** sound and the second skeleton file is nose. So two is n for nuh.
- The letter assigned to the number three is m and our third skeleton file is mouth. Three is m for **muh**.
- The letter assigned to four is **ruh**. The fourth skeleton file is ribs. Four is ruh, or r.

- The fifth skeleton file is liver, and the letter assigned to number five is l. Five is l or **luh**.

- Six is **juh** or shuh and the sixth skeleton file is joint. Joint represents the j or **juh**.

- The h file is a hard c sound or k. **Kuh**. And the seventh skeleton file is cap. Seven is a hard c or a k.

- The letter assigned to the number eight is f or v. Your eighth skeleton file is your fibula. Number eight is f or v, or fuh or vuh.

- The letter assigned to your number nine is **puh** or **buh**, p and b. And your ninth skeleton file is ball. So, number nine is p or b.

- And finally, the last skeleton file is actually number ten, but for the purposes of this system, this will represent the number zero. Zero is assigned to a soft c or s. Zero is the **suh** sound.

Now stop and review your skeleton files and make sure that you know the sounds one through ten where ten is actually representing zero. Make sure that you know them.

Here are a few examples of how you would use this system to turn numbers into pictures. Remember we only add vowels. Number Phonetic Sound Picture

Number	Phonetic Sound	Picture
35	3 = M 5 = L	MaLL
72	7 = C 2 = N	CaN
59	5 = L 9 = P	LaP
25	2 = N 5 = L	NaiL

Now you try:

Number	Phonetic Sound		Picture
17	1 = ___	7 = ___	_____
47	4 = ___	7 = ___	_____
79	7 = ___	9 = ___	_____
24	2 = ___	4 = ___	_____
14	1 = ___	4 = ___	_____
83	8 = ___	3 = ___	_____
59	5 = ___	9 = ___	_____
38	3 = ___	8 = ___	_____
49	4 = ___	9 = ___	_____
95	9 = ___	5 = ___	_____
82	8 = ___	2 = ___	_____
55	5 = ___	5 = ___	_____
45	4 = ___	5 = ___	_____
77	7 = ___	7 = ___	_____
29	2 = ___	9 = ___	_____

So, how did you do? Does this take some getting used to? Have you ever turned numbers into pictures this way before? I bet not. So, if it seems a little bit unusual to you, don't worry about it! However, you most likely never have attempted before to memorize a 100-digit number.

- 1 – Hat, 2 – Hen, 3 – Ham, 4 – Hair, 5 – Hail, 6 – Hash, 7 - Hook 8 –Ivy, 9 - Hoop
- 10 – Ties, 11 – Dot,   12 - Tin (can), 13 - Dime, 14 - Tire, 15 - Tile, 16 - Dish, 17 - Tack, 18 - Dove, 19 - Top
- 20 – Nose, 21 – Net, 22 – Nun, 23 – Name, 24 – Nero, 25 – Nail, 26 – Notch, 27 – Neck, 28 – Knife, 29 - Nap
- 30 – Mice, 31 – Mat, 32 – Moon, 33 – Mom, 34 – Mare, 35 – Mall, 36 - Match 37 – Mug, 38 – Muff, 39 - Mop
- 40 – Rice, 41 – Rat, 42 – Rain, 43 – Ram, 44 – Rear, 45 – Roll, 46 – Rash, 47 – Rock, 48 – Roof, 49 - Rope
- 50- Lice, 51 – Light, 52 – Lane, 53 – Lame, 54 – Lure, 55 – Lily, 56 – Leash, 57 – Lock, 58 – Leaf, 59 - Lap
- 60 – Juice, 61 – Jet, 62 – Shin, 63 - Gym 64 – Jar, 65 – Jai,l 66: Judge
- 67 – Shack, 68 – Chef, 69- Ship
- 70 – Case, 71 – Cat, 72 – Can, 73 – Comb, 74 – Car, 75 – Coal, 76 – Cash, 77 – Kicking, 78 – Cough, 79 - Cap
- 80 – Face, 81 – Fat, 82 – Fan, 83 – Foam, 84 – Fire, 85 – File, 86 – Fish, 87 – Fog, 88 - Fife (Barney), 89 - Fob
- 90 –Bus, 91 - Pot, 92 - Pan, 93 – Bum, 94 – Pour, 95 – Pool, 96 – Bush, 97 – Pack, 98 – Puff, 99 – Pipe, 100, Doses

One through nine I use the letter "H" because it is a silent consonant sound and it helps if you have more than one consonant when creating

a word so the letter "H" helps us out here. Also it is important to note that the following phonetic sounds share a number:

1=tuhorduh 6=shuhorjuh 7=kuhorguh 8=fuhorvuh 9=puhorbuh

If you move your mouth to make the sounds puh and buh you will see that your mouth moves in the same way. These are phonetically the same. The same is true with the other sounds listed above.

There is another method for creating pictures for numbers and its referred to as "Character/Action". The idea behind this method is that you use a person or character for each number. My character for 88 is Michael Irvin the former wide receiver for the Dallas Cowboys because 88 was his number. The action for 88 for me is receiving a pass.

The challenge with this is that simply looking at each number it can be difficult to think of a person or character that this number reminds you of. Let's take 77. That is Kuh Kuh. So my character for 77 is "King Kong" and the action is climbing a building.

Let's do one more, the number 24 is Nuh and Ruh. So my person for 24 is Norris (Chuck) and the action is a karate kick. You can use the letters "N" and "R" as initials or sounds of the last name.

With this character/action method you can actually recall four digits at a time. Let's take the number 7724. For the first pair of digits use the character and for the second pair of digits you use the action. So 77 would be King Kong and 24 would be a karate kick. You have King Kong delivering a karate kick!

The number 2488 would be Chuck Norris for 24 and receiving a pass for 88. The first set of numbers is the person and the second the action. If you wanted to take it one step further you could develop an object to go with the character/action. The object for 24 could be a board (karate kicking a board), the object for 88 could be a football (catching a football). If you did this you could memorize six digits at a time!

DAY 16 - MEMORIZING NUMBERS

We are going to go a little more in depth with phonics today. The best way to practice phonics is every time you hear a number, turn it into a picture. When you are driving to work today and you happen to see Exit 56. Turn that into a picture. Say to yourself, five is luh, and six is shuh, so it's a leash!

Initially, you are going to have to go through the steps when you want to turn 56 into a picture. However, the next time the work is already done. When I hear numbers today, I am no longer turning them into a picture. I already have the pictures.

I'm going to give you thirty five pictures and you are going to file them to your house files (1-25) and your skeleton files (26-35). Each one of these pictures is representative of a number. Set a timer for five minutes for this next exercise. You will memorize a seventy digit number in five minutes. Don't beat yourself up if you don't get them all but let's aim for it.

1. Nail	13. Ship	25. Case
2. Can	14. Dove	26. Rat
3. Juice	15. Cat	27. Pan
4. Moon	16. Pipe	28. Pack
5. Mall	17. Dish	29. Nap
6. Match	18. Shin	30. Leash
7. Bus	19. Tire	31. Mall
8. Tin	20. Fish	32. Jar
9. Fire	21. Jet	33. File
10. Chef	22. Rat	34. Leaf
11. Mop	23. Mom	35. Shack
12. Pool	24. Foam	

Now, stop and write these words out 1-35. You just memorized a 70 digit number! Here it is:

1. Nail=25
2. Can=72
3. Juice = 60
4. Moon=32
5. Mall=35
6. Match=36
7. Bus=90
8. Tin=12
9. Fire=84
10. Chef=68
11. Mop=39
12. Pool=95

13. Ship = 69
14. Dove = 18
15. Cat=71
16. Pipe = 99
17. Dish=16
18. Shin=62
19. Tire = 14
20. Fish=86
21. Jet=61
22. Rat=41
23. Mom=33
24. Foam=83

25. Case = 70
26. Rat=41
27. Pan=92
28. Pack=97
29. Nap=29
30. Leash=56
31. Mall=35
32. Jar=64
33. File = 85
34. Leaf=58
35. Shack=67

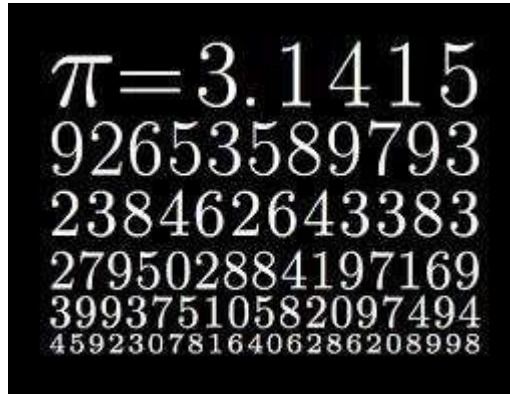How did you do? Perfect score? Did you get close? This is fun, isn't it?

One important note is for numbers starting with zero. We don't have images for 09, 08, 07, etc. Remember zero is the "suh" sound. So for 07 it is suh and kuh. My picture for 07 is sack.

Go ahead and create your own images for the digits starting with zero and enjoy!

DAY 17 – TURNING NUMBERS INTO PICTURES

Turning numbers into pictures has many practical applications. It is great for remembering phone numbers, product knowledge, technical data, product codes and more. Personally I have used this

$$\pi = 3.1415$$
9265358979 3
2346264338 3
2795028841 97169
3993751058 2097494
4592307816 4062862089 98

method to turn every number between one and 1000 into a picture. The sounds for 127 are "tuh", "nuh" and "kuh". Therefore my picture for 127 is a tank. Here are my pictures for every number up to 1000!

101: Toast 102: Dozen 103: Decimal 104: Dessert 105: Diesel 106: Dosage 107: Desk 108: Adhesive (tape) 109: Teaspoon 110: Tights

111: Dotted 112: Titanic 113: Totem (pole) 114: Theater 115: State line 116: Hot dish 117: Tie tack 118: Tooth filling 119: Tadpole 120: Tennis

121: Tent 122: Tenant 123: Dynamite 124: Diner 125: Tunnel 126: Dungeon 127: Tank 128: Tinfoil 129: Tin pan 130: Damsel,

131: Tomato 132: Diamond 133: Teammate 134: Timer 135: Oatmeal 136: Time sheet 137: Tomahawk 138: Steam fitter 139: Dimple

140: Trees, 141: Turtle 142: Train 143: Trampoline 144: Dryer 145: Drill 146: Trash 147: Truck 148: Trophy 149: Tripod

150: Tails 151: Toilet 152: Talon 153: Toll man 154: Tailor 155: Taillight, 156: Tool shed 157: Telegram 158: Telephone 159: Tulip

160: Dishes 161: Touchdown 162: Station 163: Taj Mahal 164: T-shirt 165: Dash light 166: Head judge 167: Stagecoach 168: Dish full 169: Tissue paper

170: Taxi 171: Ticket 172: Token 173: Document 174: Tiger 175: Tackle 176: Dictionary 177: Digging 178: Takeoff (airplane) 179: Teacup

180: Thieves 181: Divot 182: Typhoon 183: TV man 184: Diver 185: Devil 186: Hot fudge 187: Stuffing 188: Dive off 189: Stove pipe

190: Tubes, tubs 191: Teapot 192: Headband 193: Topmast 194: Typewriter 195: Table 196: Top shelf 197: Top Coat 198: Deep Freeze 199: Hot pepper

200: Noses 201: Nest 202: Ensign 203: Newsman 204: Newsreel 205: Nozzle 206: Incision 207: Unicycle 208: News vendor 209: Newspaper

210: Nudist 211: Handout 212: Antenna 213: Ointment 214: Internet 215: Noodle 216: Nutshell 217: Nightgown 218: Native 219: Notebook

220: Onions 221: Noontime (face of Clock) 222: Neon nest 223: Onion meal 224: Onion ring 225: Union hall 226: Union Jack (Flag) 227: Nanny goat 228: Neon foot 229: Neon pins

230: Gnomes 231: Inmate 232: Honeymoon (Niagara Fall) 233: New member (club) 234: Numeral 235: Animal 236: Animation (cartoon) 237: New microphone 238: Nymph 239: Nameplate

240: Nurse 241: Narrator 242: No running (sign) 243: Unarmed 244: Honorary (degree) 245: one-reel 246: Nourishment (food) 247: New York 248: Nerve 249: Unwrap (sandwich)

250: Nails 251: Unload 252: Nylon 253: Newly made (Fresh Bread) 254: Inhaler 255: Nail hole 256: Unleash (dog) 257: Nail cup 258: Nail file 259: Nail polish

260: Notches 261: Unshod 262: Engine 263: in gym 264: Insurance (policy) 265: Enchilada 266: Hinge joint 267: Inject (needle) 268: Unshaven 269: Hunchback

270: Yankees 271: Nugget 272: Noggin (head) 273: Honeycomb 274: Anchor 275: Nickel 276: Engagement (ring) 277: Necking 278: New calf 279: Innkeeper

280: Knives 281: Nevada (Las Vegas) 282: Infantry 283: Navy man 284: University 285: Navel 286: Navy ship 287: Navigator 288: Knife fight 289: Navy Pier

290: Knobs 291: Neptune 292: Knee band 293: Napalm (bomb) 294: Neighbor 295: Napoleon 296: Nuptials (marriage Ceremony) 297: Napkin 298: Unpaved 299: Nabob

300: Moses 301: Moustache 302: Messenger 303: Museum 304: Masseur 305: Missile 306: Massage 307: Musket 308: Mice food 309: Misprint

310: Maids 311: Matador 312: Mitten 313: Madam 314: Metre 315:

Motel 316: Midshipman (at Annapolis) 317: Medical (student) 318: Mid-field (50-yard line) 319: Meatball

320: Mayonnaise 321: Mint 322: Manhunt 323: Monument 324: Miner 325: Moonlight 326: Manager 327: Mannequin 328 – Manifold (engine) 329: Money bags

330: Mummies 331: Mammoth 332: Memento 333: Mamma Mia 334: Mom reads 335: Mammal 336: Mom shouts 337: M&M Candy 338 – Home movie 339: Mumps

340: Mare saddled 341: Martini 342: Marine 343: Mermaid 344: Mirror 345: Mural 346: Martian 347: Marker 348: Moor fight 349: Marble

350: Mills (fabric mills) 351: Mullet 352: Melon 353: Mailman 354: Molar (tooth) 355: Molehill 356: Mulch 357: Milk 358: Mile face 359: Mailbag, mailbox

360: Matches 361: Machete 362: Mission 363: Matchmaker 364: Mushroom 365: Match holder 366: Magician 367: Mashing 368: Home chef 369: Matchbook

370: Hammocks 371: Macadamia (nut) 372: Mechanic 373: Homecoming 374: Microscope 375: Mogul (skiing) 376: Mug shot 377: Home cooking 378: Megaphone 379: Makeup

380: Movies 381: Amphitheater 382: Muffin 383: Movie maker 384: Mover 385: Mayflower (pilgrims), Muffler 386: Movie show 387: Movie camera 388: Mafia family 389: Movie pilot

390: Embassy 391: Amputee 392: Embankment 393: Map maker 394: Umpire 395: Maple (syrup) 396: Ambush 397: Hymnbook 398: Mop face 399: Humpback (whale)

400: Roses 401: Roast 402: Raisin 403: Horseman 404: Razor 405: Wrestle 406: Horseshoe 407: Race course 408: Receiver 409: Raspberry

410: Roadster 411: Redhead 412: Red nose 413: Radioman 414: Radar 415: Radial 416: Radish 417: Red coat 418: Artifact (fossil) 419: Redbreast (Robin)

420: Rhinoceros 421: Hornet 422: Reunion (class) 423: Rain Main (movie) 424: Runner 425: Rain, hail 426: Ranch 427: Rank 428: Rainforest 429: Rainbow

430: Arms 431: Hermit 432: Roman 433: Roommate 434: Armory 435: Airmail 436: Armchair 437: Arm guard 438: Earmuff 439: Ramp

440: Errors (baseball) 441: Reward (sign) 442: Warranty 443: Re-warm 444: Rear horse (race) 445: Rear alley 446: Worship (church) 447: Rear-guard 448: Rear view (mirror) 449: Hair rope

450: Rails 451: Roulette 452: Airline 453: Heirloom 454: Roller 455: Whale Oil 456: Relish 457: Relic 458: Airlift 459: Earlobe

460: Ridges 461: Ratchet 462: Russian 463: Rushmore (Mount) 464: Rush hour 465: Ritual 466: Rush job 467: Reject 468: Hair shave 469: Airship

470: Rugs 471: Rocket 472: Reagan (Ronald) 473: Rug man 474: Rocker 475: Regular 476: Air gauge 477: Rock cliff 478: Rock fall 479: Rugby

480: Harvest 481: Raft 482: Orphan 483: Roof man 484: Roofer 485: Rifle 486: Refugee 487: Ref Call 488: Revival 489: Wave Pool

490: Ribs 491: Robot 492: Ribbon 493: Air bomb 494: Robber 495: Ripple 496: Rubbish 497: Reebok (Shoe) 498: Repave 499: Rope Bull

500: Lazy Susan 501: Holster 502: Lozenge 503: Wholesome 504: Lizard 505: Lysol 506: Yellow sachet 507: Alaska (baked) 508: Lucifer (devil) 509: Lace pajamas

510: Lighthouse 511: Low tide 512: Lightning 513: Altimeter 514: Ladder 515: Ladle 516: Late show 517: Lithograph 518: lead-off (baseball) 519: Ladybug

520: Aliens 521: Island 522: Linen 523: Lineman 524: Liner (baseball) 525: Linoleum 526: Lingerie 527: Lincoln (Abe) 528: Lion family 529: Line-up

530: Limousine 531: Helmet 532: Lemon 533: Alma mater 534: Hallmark 535: Oil hill 536: Lime juice 537: Lamb kills 538: Lamb face 539: Lamp

540: Lawyers 541: Lard 542: Lure net 543: Alarm 544: Lure watch 545: Laurel (wreath) 546: Allergy (sneezing) 547: Lark (bird) 548: Larva 549: Lure bag

550: Lilies 551: Hall Light 552: Lowland 553: Oil lamp 554: Lily wedding 555: Low lily 556: Low latch 557: Lilac 558: Yellow liver 559: Lollipop

560: Latches, lodges 561: Lodged 562: Lotion 563: Hall chime 564: Ledger 565: Oil shale 566: Ill judge 567: Latchkey 568: Low shaft 569: Oil ship

570: Legs 571: Locket 572: Lagoon 573: Locomotive 574: Locker 575: Legal 576: Luggage 577: Leggings 578: Lake front, alcove 579: Helicopter

580: Leaves, loaves, olives 581: Lift 582: Elephant 583: Leaf man 584: Lever 585: Level 586: Live Show 587: Lifeguard 588: Laughing 589: Lifeboat

590: Lips 591: Halibut 592: Albino 593: Album 594: Librarian 595: Label 596: Hill Bush 597: Law book 598: Leapfrog 599: Oil pipe

600: Cheeses 601: Chest 602: Chasing 603: Chessman 604: Juicer 605: Chisel 606: Cheese shop 607: Cheesecake 608: Juice vat 609: Cheeseburger

610: Shades 611: Shaded 612: Shut-in 613: Showtime 614: Ashtray 615: Shuttle 616: Judiciary (Supreme Court) 617: Shotgun 618: Shut off (water)   619: Shot put

620: Oceans 621: Giant 622: Chain noose 623: Chain male 624: Shiner 625: Channel 626: Chinchilla 627: Junk 628: Ocean front 629: Chin up, shin bone

630: Gems 631: Gummed 632: Chimney 633: Jam maker 634: Shamrock 635: Gemologist 636: Gym shoe 637: Shoemaker 638: Jam full 639:

Chimp 640: Cherries 641: Chariot 642: Journal 643: German 644: Juror 645: Cheerleader 646: Charge 647: Shark 648: Giraffe 649: Cherry pie

650: Jailhouse 651: Gelatin 652: Chow line 653: Jail man 654: Jewelry 655: Shell hole 656: Jail shade 657: Chalk 658: Jellyfish 659: Jailbird

660: Judges 661: Judged (condemned Man) 662: Shoe shine 663: Judgment (day) 664: Cheshire cat 665: Judge lawyers 666: Judge showdown 667: Judge kids 668: Shoe shuffling 669: Shoe shop

670: Cheeks 671: Jacket 672: Chicken 673: Jackhammer 674: Joker 675: Chocolate 676: Ejection 677: Jockey kick 678: Chock-full (of nuts)   679: Checkbook

680: Chefs 681: Shaft 682: Chiffon 683: chief-mate (Navy) 684: Chauffeur 685: Javelin 686: Chef show 687: Chef cake 688: Shave off (a beard) 689: Chef bakes

690: Chaps 691: Chapter (book) 692: Jawbone 693: Chipmunk 694: Shipwreck 695: Shoplifter 696: Egyptian 697: Shopkeeper 698: Shop Lifter 699: Ship builder

700: Kisses 701: Cassette 702: Cousin 703: Casement 704: Geyser
705: Gasoline 706: Quiz show 707: Casket 708: Goose foot 709: Gazebo

710: Kites 711: Cathedral 712: Cotton 713: Catamaran 714: Guitar
715: Cattle 716: Cottage 717: Catacomb 718: Catfish 719: Octopus

720: Gunnysack 721: Candle 722: Cannon 723: Gunman 724: Canary 725: Kennel 726: Gunshot (wound) 727: Eggnog 728: Convict 729: Canopy

730: Chemist 731: Comet 732: Commander 733: Comb, men 734: Camera 735: Camel 736: Gumshoe 737: Kamikaze 738: Camouflage 739: Camp

740: Corsage 741: Cardinal 742: Carnation 743: Aquarium 744: Courier 745: Corral 746: Crutch 747: Cork 748: Graffiti 749: Crab

750: Gallows 751: Kilt 752: Gallon 753: Column 754: Caller 755: Galley 756: College 757: Calk 758: Cauliflower 759: Caliper

760: Coaches 761: Caged 762: Cushion 763: Cashmere 764: Catcher 765: Eggshell 766: Cash, shoe 767: Cash Cow 768: Cash fire 769: Ketchup

770: Quicksand 771: Cactus 772: Coconut 773: Cucumber 774: Cockroach 775: Google 776: Cowcatcher 777: Cake, cover 778: Kickoff (Football)   779: Cookbook

780: Caves 781: Cavity 782: Coffin 783: Cave man 784: Gopher 785: Gavel 786: Coffee shop 787: Coffee cup 788: Coffee field 789: Coffee pot

790: Cowboys 791: Cupid 792: Cabin 793: Cab man 794: Copper 795: Cable 796: Cabbage 797: Cupcake, hockey puck 798: Cupful 799: Copyboy, kabob (shish)

800: Faces, fuses, vases 801: Faucet 802: Pheasant 803: Face Make up 804: Officer 805: Vaseline 806: Physician 807: Physique (body builder) 808: Face-off (hockey) 809: Vice President, Office boy

810: Fights, foot-stool, vats 811: Faded (blue jeans) 812: Footnote, evidence (Trial) 813: Fat man, vitamin 814: Father, feather, Veterinarian 815: Fiddle, foot- locker 816: Food show 817: Vodka, photograph 818: Photo finish 819: Football, footpath, Footprint

820: Fence, fins, vines 821: Fountain 822: Phone Nokia 823: Venom 824: Vineyard 825: Funnel 826: Finish (line) 827: Vinegar 828: Fanfare 829: Fan Belt

830: Foams 831: Foam hat 832: Half-moon 833: Foam mouth 834: Femur 835: Family 836: Famished 837: Fumigate 838: Family Fun 839: Fumble

840: Firehouse 841: Fruit 842: France 843: Fireman 844: Forearm 845: Overalls 846: Fresh 847: Frog 848: Forefinger 849: Fireplace

850: Fleece (sheep) 851: Flood 852: Flannel 853: Flamingo 854: Flare 855: Fuel oil 856: Flesh 857: Volcano 858: velvet 859: Flap

860: Fishes, vichyssoise 861: Fishtail 862: Fashion (show) 863: Fish mouth 864: Voucher 865: Fish oil 866: Fish jaw 867: Fishhook 868: half-shaved 869: Fishbowl

870: Figs, 871: Factory, avocado 872: Afghan 873: Vacuum 874: Foghorn 875: Focal 876: Vacation 877: Half-cocked (gun) 878: Ivy-covered 879: Fig bowl

880: Fives (High Fives)   881: Five toes 882: View finder 883: Five men 884: Favor (party)   885: half-oval 886: Five shoes 887: Five Kids 888: Five fingers 889: Five pins (bowling)

890: Fobs (watch) 891: Half a bat (baseball) 892: half pint (ice cream) 893: Fob maker (Watch maker) 894: Fabric 895: Feeble (old man) 896: Ivy bush 897: Halfback (football) 898: half-paved 899: Half bib

900: Buses, bosses 901: Pastor 902: Bison 903: Pacemaker 904: Pacer 905: Pussy willow 906: Pasture 907: Bicycle 908: Pacifier 909 -Baseball

910: Beads 911: Potato 912: Baton 913: Badminton 914: Battery 915: Pedal 916: Beautician 917: Bodyguard 918: Boat Full 919: Bat boy

920: Pencil 921: Bayonet 922: Banana 923: Panama (Canal or hat) 924: Pioneer 925: Panel 926: Pawnshop, poncho, Banjo 927: Pancake, pin cushion, Bank 928: Pinfish, bonfire, Bowie Knife 929: Pinball

930: Beams 931: Beamed (ceiling)   932: Pimento 933: Boom man (crane Operator) 934: Boomerang 935: Palm oil 936: Bombshell 937: Pomegranate 938: Pamphlet 939: Bambi

940: Purse 941: Pirate 942: Piranha 943: Barmaid 944: Prayer 945: Pearl 946: Brush 947 -Brick 948: Perfume 949: Barbecue

950: Pills 951: Bullet 952: Balloon 953: Palomino 954: Polar (bear) 955: Pool hall 956: Blue Jay 957: Pelican 958: Billfold 959: Pallbearer

960: Badges,961: Poached (Eggs) 962: Pageant 963: Pajamas 964: Pusher (drugs) 965: Pugilist 966: Beach shoe (sandals) 967: Paycheck 968: Pitchfork 969: Bishop

970: Pigskin 971: Picket 972: Bacon 973: Pac-Man 974: Packer 975: Pickle 976: Bookshelf 977: Peacock 978: pick-off (baseball) 979:

Bagpipe 980: Beehives 981: Beef tongue 982: Bouffant (hair style) 983: Pavement 984: Beaver 985: Buffalo 986: Beef Jerky 987: Bifocals 988: Beef feeder 989: Beef burger

990: Bobsled 991: Puppet 992: Baboon 993: Pipe man 994: Pepper

995: Bible 996: pea patch 997: Popcorn 998: baby face 999: Baby bib

1,000: Diseases

If you chose to memorize the list provided in this section...Good on you! On the other hand, pictures for numbers 1-100 will be great for most applications.

DAY 18 – REMEMBERING THE PRESIDENTS

Welcome back to Day 18! Are you memorizing a 100-digit number yet? Not right now, but I'm sure you are well on your way. Remember, you will just need 50 files to accomplish this feat.

We are going to spend the next few days working on names and faces: one of the most rewarding aspects of memory training. Dale Carnegie's book, *How to Win Friends and Influence People* is one of the bestselling books of all time. Dale Carnegie discovered two important facts - everyone's favorite subject is actually themselves and that the sweetest sound to a person's ear, is the sound of their own name.

How many times have you been introduced to someone and as soon as that handshake breaks, boom, the name drops to the floor. It is very embarrassing. When you recall someone's name, you have just set yourself apart from the rest of the group in their mind.

What are the five things that we need to recall anything? Focus, Location, code, action and Review. We utilize this knowledge to recall names. People's faces are actually the file. The code we use is the picture, and that picture is determined by the name.

We are going to have a memory test and this actually will help us with name memory. Your goal is to memorize this list of words below. Don't spend more than ten minutes memorizing it and see if you can memorize it faster than that. There are 44 words so you decide **BEFORE** you start which 44 files you are going to use.

So here we go take a look at the list on the next page:

1. Washing Machine
2. A Dam
3. Chef cooking the sun
4. Medicine
5. Man in a row boat
6. A Dam and Cue Balls
7. Carjack
8. Van on fire
9. Hair
10. Tie
11. Polka dots
12. Tailor
13. Filling up a glass more
14. Earring
15. Blue Cannon
16. Beard
17. Ants drawing
18. College Campus
19. Fog mist or Haze
20. Garfield the cat
21. Author
22. City of Cleveland
23. Benji the Walt Disney Dog
24. City of Cleveland
25. Mount McKinnely (in Alaska)
26. Roses
27. Raft
28. Wilson tennis ball
29. Hard surface
30. Cooler
31. Vacuum cleaner
32. Roses
33. Man telling truth
34. Eyeball
35. Ken doll (Barbie and Barbie)
36. Airplane "landing"
37. Gate with water rushing through it
38. Ford truck
39. Peanut Butter
40. Jelly Beans
41. Bushes
42. Lint
43. Bushes
44. Bahamas

There you have it. Now number 1-44 and see how many words that you recall. Remember the answer doesn't come to mind right away skip it and continue. Don't get slowed down with the ones that you don't recall. Finish the ones that you do know and then return to the ones that you initially missed.

So what do you think we just memorized? Well, we were talking about names so if you guessed 44 names then you are correct! But let's take it one step further, these are important names!

They are the names of the 44 Presidents of The United States!

Here are the answers:

1. Washing Machine = Washington
2. A Dam=Adams
3. Chef cooking the sun=Jefferson (Chef Sun)
4. Medicine = Madison
5. Man in a row boat=Monroe
6. A Dam and Cue Balls = Q. Adams
7. Carjack=Jackson
8. Van on fire=Van Buren
9. Hair=Harrison
10. Tie = Tyler
11. Polka dots = Polk
12. Tailor=Taylor
13. Filling up a glass more = Fillmore
14. Earring=Pierce
15. Blue Cannon = Buchanan
16. Beard = Abe Lincoln
17. Ants drawing = Andrew (Johnson)
18. College Campus = Grant (college grant)
19. Fog, mist or Haze=Hayes
20. Garfield the cat=Garfield
21. Author = Arthur
22. City of Cleveland=Cleveland
23. Benji the Walt Disney Dog=Benjamin (Harrison)
24. City of Cleveland=Cleveland
25. Mount McKinely (in Alaska)=McKinley
26. Roses=Roosevelt
27. Raft=Taft
28. Wilson tennis ball=Wilson
29. Hard surface = Harding
30. Cooler=Coolidge
31. Vacuum cleaner=Hoover
32. Roses=Franklin Roosevelt
33. Man telling truth=Truman
34. Eyeball=Eisenhower
35. Ken doll (Barbie and Ken)=Kennedy
36. Airplane landing =Lyndon Johnson
37. Gate with water rushing through it = Nixon (Water Gate)
38. Ford truck = Ford
39. Peanut Butter = Jimmy Carter
40. Jelly Beans=Reagan
41. Bushes=Bush
42. Lint=Clinton
43. Bushes=Bush
44. Bahamas=Obama

There you have it! 44 presidents!

Now, let's go back to names and faces. The five things that you need to recall a name is focus, location, a code, action and review. All we are going to focus on today is the code or turning names into pictures. We will concentrate on the others tomorrow and the next day.

How many times have you been out and you see someone you know

but you don't know where you know them from? Then they walk up to you and they say, "Hey, how are you?" And you say, "Good!" and you wish you could recall their name. Then two hours later, when you're driving home, the name pops up in your head. What does that prove?

Well, actually it proves a couple of things. We recall faces better than names because we see the face and not the name. It teaches us that our mind never actually forgets a name. Accessing and retrieving the name is the difficulty.

Now, at this point, people always say to me, wait a minute. Are you telling me that every time I meet someone, I'm going to have to go through this whole process and turn their name into a picture? Well, no. The first time that you meet someone you'll have to turn the name into a picture. However, the next time you meet them the work is already done. You will have the picture already made.

DAY 19 – VISITING THE SKELETON FILES AGAIN

nce again, it is very simple, to remember anything all you need is: **Focus - Location - Code - Action – Review.**

I want you to start to file your to do list to your skeleton files. Start with your top, always start with number one. Whenever you go through the process in your day, use your skeleton files. Let's say you have five things to do, and someone calls you through the day and says, "Don't forget to call Tom!" Your picture for Tom is a tom cat. So, you immediately file that to your next open file. When you complete a task on your files, change the picture set it on fire, throw water on it, or visualize a big red checkmark

How about directions? Have you stopped and asked somebody for directions and then you don't remember what the guy said? They'll say, "Go down to Maple Street and take a left and go two stop signs and take a right. Go to King Street and take a left and you're there." You drive away thinking, "Great!" and then you can't recall what they just told you. This is because right and lefts are abstract. Here is something you can do to recall directions.

Make every right, rain and every left a lamb. So when someone says, "Go down to Maple Street and take a left", file maple syrup and a lamb to your first file. Then they say, "Go two stop signs and make a right." File two stop signs and rain to your next file. Then when they say, "Go to King Street and take a left", file king's crown and a lamb to your number three file. What you're doing is simply turning abstracts into pictures.

How about this one? You go to a friend's house and you can't recall where you put your keys. You know, I do this all the time. Every time I place my keys, where I set them is my file and the picture, of course, is my keys, and the action is an explosion whenever I set my keys down. My friends don't know it, but when I go to their house, I'm exploding all of their furniture. You have a great system in your hands.

I want to conclude today's program by practicing some numbers and how to turn them into pictures using phonics. Let's do ten numbers from eleven through to twenty.

- Eleven would be tuh and tuh, so that is **tot**.
- Twelve would be tuh and nuh, so that is like a **tin can**.
- Thirteen would be tuh and muh, so that is time. See a **clock**.
- Fourteen is tuh and ruh, so that would be a **tire**.
- Fifteen is tuh and luh, so that would be **tile**.
- Sixteen is duh and shuh, so that is **dish**.
- Seventeen is tuh and cuh, so that is **tack**.
- Eighteen is duh and vuh, so that is **dove**.
- Nineteen is tuh and puh, so that is **tap**.
- Twenty is nuh and suh, so that is **nose**.

Phonics is a skill that if you master, you are going to find yourself with an unstoppable memory. When I get a phone number, I use phonics to file it to my skeleton files. Do I have a day timer for my phone numbers? Absolutely! However, I'm not in a rush to put the numbers in there. When I get a phone number, I use phonics to turn it into a picture, and then I file it away.

Here is a memory test for today. Turn the following names into picture:

- Frank
- Harold
- Tommy
- George
- Blaine
- Sally
- Sarah
- Natalie
- Daniel
- Rebecca
- Heidi
- Judy
- Melissa
- Missy
- William
- Davey
- Barney
- Jacob
- Burt

DAY 20 – THINGS TO DO REMEMBER

Well, it's Day 20. We're getting closer and closer to making sure you have an instant recall memory. At this stage, feel free to go back and review any portion of this program at any time. There are many sections like the phonics and names that you need to review again. Learn the basics and then move on to the advanced stuff.

Today I want to give you some ideas for your files. Your house files can be used for product knowledge and I want to make sure you see that. You have five rooms and five files in each room. If you were an automobile sales professional, you can dedicate each room to one type of car. If you're a real estate agent, you get listings. Make each room represent an area of town and then always have five listings in each room.

If you're a student, you are going to have to take notes the exact same way you have always done. You still read the chapters the exact same way that you've always done. The difference is when you study, you only have to study once. As a student, that is exactly what you are going to be doing with this system. Doing it right the first time.

Let's say you are studying for a history test in your first room. You could make that room the causes of the Civil War. The next room could be the key leaders or battles. Maybe the next room, some of the changes the war brought about.

If you are studying for a psychology test and you make the first room their theories and ideas or Sigmund Freud. The second room could be theories and ideas of Carl Jung. The third room could be five theories or ideas of B. F. Skinner. Perhaps you could simply have a room that lists all psychologists.

Now, for our activities, do you remember your city files? Review them real quick. Stop the program if you have to. Mentally file the following ten items to your city files and remember to move quickly and see creative items with a lot of action!

1. Sun
2. Mercury
3. Venus
4. Earth
5. Mars
6. Jupiter
7. Saturn
8. Uranus
9. Neptune
10. Pluto

You just memorized the planets in order from the sun! If you wanted you could go back and add an item to each picture. For example you could turn the miles from the sun into a picture and place that picture on top of each file. Then you would have two items on each file.

If you want to memorize sub points for something you do it using the system that we learned with the Mount Rainer story. Remember when you created that story? Well you would actually be filing much more than Mount Rainer to the number 1 file; you would file almost 20 items.

So, if you want to recall sub points to something you will file the initial item or word and then go back and create layers. File the second "layer" then the third and fourth and so on. This is how you memorize sub-points!

DAY 21 – GRADUATION DAY

Welcome to Day 21, the last day of the program! The most important part of the program is going to be to implement it. You have twenty five house, ten skeleton, twenty pencil and ten city files. That is a total of sixty five items. That is very impressive, guys.

Yesterday, I met four people. Today as I was driving, I was reviewing their pictures and the names of their pictures. I met an Andrew with a goatee and I had ants drawing on a goatee. I met an Elizabeth with glasses. I had a lizard with bad breath on her glasses. I met a Paul with sideburns. He had a basketball bouncing on his sideburns. Finally, I met a Tim with bushy eyebrows. He had a tin can on his eye brows. Did that require a little bit of thought? Yes a little bit. But few things are more rewarding than making another person feel special and important, and that is exactly what you do when you recall their name.

I want to show you another filing system that I have seen used before. Actually, kids really like this one. Not only is it good to use as files, but when you need to recall letters such as the letters in product codes or sequences, this system works great, and it works on the concept that you must see something to recall it. Here are 26 Alphabet files:

- A = Ax
- B = Bicycle
- C = Computer
- D = Drum
- E = Ear
- F=Fire
- G = Grass
- H = House
- I=Igloo
- J=Jet
- K = Knight
- L=Light
- M=Moon
- N=Net
- = Octopus
- P = Pen
- Q = Quilt
- R=River
- S = Sign
- T=Tent
- U = Umbrella
- V = Vase
- W=Wine
- X = X-Ray
- Y=Yo-Yo
- Z = Zipper

Now, what are these 26 items? Good question. And the answer is, they're whatever you want them to be! If you find yourself in a situation where you see a math formula and there are letters that keep repeating, well, these 26 items give you pictures for those letters.

They also give you 26 files if you choose to use them for that. This system is meant to give you a system that you can change to your own needs. Review it a couple of times, if you want, or whenever you encounter something that you feel these could be of use, come back to them.

It could be great for memorizing product codes with letters in them, serial numbers that have letters in them or license plates. These items all contain letters and now you have pictures for letters!

END OF THE 21 DAYS PROGRAM

f you have read up to here then congratulations! You are the ten percent that have succeeded in reading the whole book. Your hard work to improve your brain memory will be paid off and you can now remember your things easily.

Remember keep practicing and challenging your memory and you will marvel at the results.

CONTACTING US

Dear Reader,

If you have enjoyed reading the book, feel free to send feedback. On the other hand, if you feel I have left something important out, I would still love to hear from you.

We would also like to find out if this book has inspired you to take any practical steps in your day-to-day life in improving your memory.

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Wilson Alexandre
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