

Secrets, Tips, and Tricks of a **POWERFUL MEMORY**

Barry Reitman

Secrets, Tips, and Tricks
of a

POWERFUL MEMORY

The Memory Shock™



As presented to associations,
corporations, universities,
and the NYPD Police Academy

User's Guide for Your Brain

Barry Reitman

**AUTHOR'S REVIEW COPY
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What they are saying about “Secrets, Tips and Tricks of a Powerful Memory”

With both wit and wisdom, Barry Reitman’s “Secrets, Tips, and Tricks of a Powerful Memory” unlocks the untapped power within us to recall the things we need to remember. Distilled from science and his own years of practice, Barry’s book makes for a journey of self-discovery that is both fun to take and seriously helpful. According to Barry, we can all remember more than we realize and he teaches us simple ways of doing so in a way we can easily retrieve—on demand—the names, dates, numbers and other information we struggle with day to day. That’s a leadership skill and Memory Shock will teach you to master it.

—Gerry Egan, Executive Director
National Equipment Finance Association

I’m a radiological scientist that can easily remember the half-lives of radioisotopes but can’t remember anyone’s name. It’s been downright embarrassing. But, after reading Barry’s book, I have greatly improved. I can even remember my wife’s name now—those beautiful green eyes, like a Cathode-ray tube. And, Barry himself, after forgetting his name while playing cards with him, I can’t forget it now: Yes, the element Barium, used in a certain proctologic procedure. The better the image fits, the easier the name is to remember!

But seriously, Barry has done a huge amount of work on this subject and has written a great book—easy-to-read and humorous while helping to cure all of our poor memories.

—Theodore Rahon, Ph.D. President, CoPhysics Corporation

Anyone who has a need to know or memorize a lot of different things, be it faces, numbers, or a seemingly endless list of facts that do not seem to have any rhyme or reason, will learn how they can master this learned skill. And, in doing so, they will amaze not only their friends, coworkers and employers, but themselves as well.

—Richard Picciotto, Deputy Chief, FDNY (Ret.) Author,
*“Last Man Down: A Firefighter’s Story of Survival and
Escape from the World Trade Center”*

Easy and fun reading ... How often can we go to a seminar or a class where we learned something practical and useful? Once? Maybe twice? Now with “Secrets, Tips and Tricks” we can return to the Memory Shock seminars over and over. I’ll have them available twenty-four-seven.

—Brian Huey, Author, *Perpetual: the Never-Ending Series*
www.BrianHuey.com

Now that I’ve read “The Memory Shock Book,” I’m realizing how often being able to remember a name or place is a real advantage. The techniques are starting to become a part of my thought process, a pleasant surprise and revelation.

—Arlene Romoff, Author, *Listening Closely: A Journey to Bilateral Hearing and Hear Again: Back to Life with a Cochlear Implant.*
www.ListeningClosely.com

“Secrets, Tips and Tricks of a Powerful Memory” is very informative, useful, and entertaining as well. Mr. Reitman’s witty, conversational style ensures that reading this book is a delight. His tips yielded immediate results when applied, especially for someone who does not usually adhere to “exercises” presented in books. Mr. Reitman’s method is easy to understand and apply. This book is a must-read for anyone looking to improve memory skills!

—Heather von Barga, President, Fine Art Photographer,
www.CuratedImages.com

The writing style makes the book fun to read and easy to understand. A learning experience for everyone to enjoy and utilize!

—Henry Porcaro, FDNY, (Ret.)

Worry no more! The Memory Shock method improves ALL levels of ability to recall, and if you think you have an awful memory, this is exactly the place you want to start to master your memory. You have a natural memory. This method helps your natural memory by forcing it to use images that help you retain what you need. Here you will learn a simple two-step method of focusing on faces, names, places and things that will make it impossible not to remember them!

—Sonia von Matt Stoddard, Stoddard & Associates Business Writing Services, Author, *The Legal Assistant’s Letter Book*
www.StoddardAssociates.com

A creative and fun way to a better memory. Well written in an easy-to-pickup form!

—Joy McGroarty, Graphic Artist

Having spent most of my life as a ‘bad with names’ person, Memory Shock came to me as a game changer. Within a few hours of reading the first few chapters and doing the names and faces exercise, I tried those techniques in the real world, and have had great success with them. I can’t wait for the next Freemasons’ convention where I’ll be in a room with 300 people!

—Ajit Nathaniel, Senior Financial Editor, Hyderabad (India)

Does “in one ear and out the other” describe your ability to recall names, numbers and events? The tools provided by Barry Reitman in Memory Shock can improve that dramatically. It is a book that manages to be entertaining while providing the means to improve your life. If you follow the suggestions and practice, the results will be impressive. In my job, I meet hundreds of people and Memory Shock has helped me to significantly improve my recall of these individuals and many other important details in my business.

—Michael G. Meacher, CEO Front Sight Firearms Training, Las Vegas, Nevada.

What they are saying about the Memory Shock system, courses, and lectures:

Not only were the strategies and tips you shared well received, but many in attendance would have liked to have several more hours with you to continue reviewing your system. I commend you on your course content as well as on your instructional style; both were an absolute hit with our audience.

—Captain Daniel E. Sosnowik, Commanding Officer,
Leadership Training Section, NYPD

Barry Reitman’s Memory Shock presentation was both effective and valuable to professors, teachers, and graduate students.

—Elaine Geller, Director of Field Experience and Outreach,
Rockland Graduate Campus, Long Island University

Barry Reitman is a brilliant instructor . . . The strategies that he taught will stay with me forever and will help me succeed in everything I do. I am so impressed with this course.

—Margarita Benejan, Customer Service Manager

Excellent—Unleashed huge powers in me.

—Simon Haysom, Esq. Attorney, Goshen, NY

Darn, I need to remember to ...” (at my age, there are a lot of options that can go here) when I get home—or back to my desk—or some place I usually go that I can’t remember right now. In the past, I might plan to call and leave a message for myself on the answering machine. But, of course, that would require that I remember to do that when I got to a phone. After spending some time with Barry Reitman and his Memory Shock technique, I don’t need to remember. I just create an image to remind me at the most appropriate time. For example, when someone asked to borrow my full second season of Glee, I created the image of an opening garage door as a smiling face. Sure enough, as I pulled up to the garage, I was reminded to put the DVD set into my briefcase to bring to work the next day.

I first got to know Barry as a business associate. When we would make a joint sales call, I was always amazed by his ability to remember the name of everyone in the meeting. After some time, he decided to share his technique with me. After a call, I’d ask about the specific picture he created for the various people we had met. His images were quite graphic and, yes, shocking. But once he shared them, I would always remember the names of those people. When I first started to try this on my own, I’d ask myself

“What Would Barry Do?” It worked. And after a while, I could come up with some pretty interesting pictures on my own. Though I can’t come close to the ones Barry conjures up, they work for me.

Perhaps the best part of this process is that Barry makes it fun. So it’s not a chore—it doesn’t even seem difficult. It’s among the best games I’ve ever learned to play. (And certainly better than the ones I’ve never learned—like golf. Maybe if I pictured a little birdie sitting on the golf ball)

—Linus Dirnberger, President and General Manager, New Horizons
Computer Learning Center of Syracuse and Rochester

I have known Barry Reitman for close to 30 years. He has somehow taken a lifetime of experience, stories, jokes, political yearnings and somehow woven them into a course (or system if you will) that is easily readable and adaptable in many situations and circumstances. Barry has been perfecting this system for decades. 20 years ago we had the opportunity to “car pool”. At the time, decades before the author in him came out, he would have me write down the numbers of ALL the licenses plates we passed on the way to work. He would then thrill and amaze me as we would go thru the list of almost 100 hundred plates and he could tell me the cars they were associated with or I could give him the type of automobile and he could give me the license plate # from memory (backwards or forwards). As Barry’s friend I can also attest to the fact that 1.) He has NO natural memory, 2.) He never exceeded the speed limit when we played our commuting game. The others were just really slow drivers.

—Daryl Warmbrand, Principal, DW Events www.dwevents.com

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of a

POWERFUL MEMORY

The Memory Shock
Oh-So-Easy
How-to-Remember
User's Guide for Your Brain.

Barry Reitman

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DEDICATION

For Rita. I'll always remember.

IMPORTANT! -

The Memory Shock system builds upon itself chapter by chapter.

Parts 1, 2, and 3 are required before jumping ahead to anything that may be interesting in a later chapter.

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FOREWORD

Working as a police captain on the Lower East Side of Manhattan not long ago, I spotted a woman walking in the park with a large black poodle wearing a red sweater. I didn't know the woman's name, but I knew the dog's.

"Wendell Willkie," I called out.

Wendell Willkie didn't seem to notice he was being paged, but the woman turned around, surprised, then smiled.

"You have a scary-good memory," she said. "I can't believe you remembered his name."

But I don't really have a particularly good memory. It's just that I had chatted with her briefly earlier that week when she was walking her dog in the same area. I had patted him and asked his name; she told me, adding that his namesake "was a politician who ran against FDR in 1940. He was a Republican and I'm a lifelong Democrat, but I liked the name, and ..."

And, as it happened, I always associate Wendell Willkie with an old book of poetry I like that makes reference to Willkie—and the red of the dog's sweater reminded me of that book's cover. So, with all these associations, all these mental pegs upon which to hang the memory, how could I possibly *not* remember the name of this poodle upon seeing him again?

It might not have seemed so easy, though, had I not been fortunate enough, a few months before, to attend one of Barry Reitman's one-day Memory Shock training sessions. Although I won't try to explain Barry's system—the rest of this book will do

that quite simply and enjoyably—I will say that mental associations are one of his keystones. Barry will teach you that when hearing someone’s name for the first time (he’s usually talking about humans, not poodles), a few quick steps to form those associations will engrave that name on your brain forever. And, with a little practice, those steps will quickly become habit.

I attended Barry’s class through my department’s training bureau, all the students being supervisory law-enforcement professionals. We cops are a notoriously tough audience for trainers who aren’t cops themselves—we listen politely (usually), but we often believe that we know more, have seen more, and are generally sharper and more clever than any civilian instructor (and we’re often right).

But within a short while, Barry had won everyone over with his humorous, self-deprecating and engaging teaching style. Not to mention his ability to recite every word in that day’s *New York Times* crossword puzzle, from memory, without looking at anything but the audience.

Yes, Barry had memorized the entire puzzle, and was able to reconstruct it out of thin air, first giving the number—“seven down,” etc.—and then the word. For those of us who, like me, find it challenging to *do* the *New York Times* crossword puzzle, the fact that he had completed it and then committed it to memory, all before our 9:00 A.M. class, was rather, pun intended, memorable.

Barry went on to show us the elements of memorizing names and, just as important, connecting each name to the face it belongs to. Projecting a grid of anonymous faces on the screen at the front of the room, he soon had every student able to rattle off each character’s moniker. This led him to demonstrate the ability to memorize long, long strings of numbers, turning them into words and sentences in order to make them easier to recall. And then ... but I won’t go on—you’ll be doing the same things yourself before you’re too far into this book.

Beneath Barry’s down-to-earth Bronx attitude is a richness of knowledge, experience and interests. Get him talking and he might tell you about his years supervising the installation of nuclear components on submarines; express a strong and well-informed

opinion on history, politics or culture; describe being in Atlanta for Martin Luther King's funeral; recount making it to and playing in the World Series of Poker Main Event in Las Vegas; or give you a funny story about his beloved dog, Nathan. I've gotten to know Barry a bit since that class, and have yet to find the topic about which he has nothing interesting to say.

Fortunately, he's put a lot of that unique personality into this book—along with his simple, fun and useful system for remembering all the things we all have to remember, living busy, complex lives in a fast-moving world. I've found Barry's Memory Shock system helpful on numerous occasions, personal and professional, and I think you'll like it—and this book—as much as I do.

George Molé is a captain in the New York City Police Department, and a writer whose work has appeared in the New York Times, New York Daily News, New York Post and other publications. He blogs at the Finto File (www.FintoFile.com).

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Rick Soldin, designer and principal at www.book-comp.com, took over an ugly project and accomplished everything I wanted and more. The sign on the car mechanic's wall says, "Good, cheap, fast. Pick any two." Rick gave me all three and with the patience of a saint.

Joy McGroarty and Neil Zabler selflessly offered artwork and photography, respectively. I felt so safe in their professional hands. George Molé, a writer of extraordinary talent, graciously agreed to write the foreword. I can't imagine anyone doing it better.

And to my friend and mentor, Gerry Egan, I offer profound thanks. This acknowledgement page is one of the few things I've done in the last decade without seeking his guidance.

PREFACE

One night at my local poker club, one of the women regulars, Lisa, happened to be sitting on my left, with Lee, her husband, on my right. (There are several married couples among the 200 members.)

She mentioned to Lee that she was somewhat concerned about the following morning. Her regular pattern was to drive to her office in Morristown, New Jersey. But occasionally she had to spend the morning in a satellite office in the town of Budd Lake. Every time she had to do this, she drove halfway to Morristown, in the opposite direction, before realizing the mistake and turning around.

I asked her if she leaves the house through the front door or the garage in the morning. Lisa looked at me like I was nuts. But Lee, with whom I've discussed Memory Shock, said, "Lisa, listen to Barry and answer his questions."

Lisa said that she leaves through the front door; the car is always parked in front of the house. I asked if the front door had a brass door knob. Now, she figured that Lee and I were *both* nuts. "Yes, it does," she answered.

"Tomorrow," I told her, "you're going to have a problem opening the door. When you grab the knob it won't be made of brass. Instead it will be a rose bud and get all squished. You'll have to gently pry the door open. Can you picture that? Can you imagine the feel of a squished up rose bud in your hand?"

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Before she could call for someone to lock me up, I explained that by seeing that picture in her mind's eye, she would not be able *not* to see and feel it as she reached for the door knob in the morning. The door knob that had become a rose *bud* would remind her to steer the car toward *Budd* Lake.

The next time I saw her, Lisa reported on the success of her new system.

That story, which you'll see again later in this book, is the Memory Shock system in a nutshell.

How will it enable you to easily remember the names in a roomful of new people, long numbers and passwords, days of the week for years, talking points for a public speech, and virtually everything else you want to remember? The answer unfolds as you take this book chapter by chapter, building a new skill that will unlock the hidden power you already possess.

INTRODUCTION

Many people, when they learn that I teach memory techniques, react in an interesting way. “Well, I have a terrible memory; it wouldn’t work for me.” Duh! While application of Memory Shock improves ALL levels of ability to recall, it is super-important for those who “have a terrible memory.”

Forget about writing the Gettysburg address 20 times or reading the same test material over and over. No one gets better at that. If you’re like most people, it is an absolute bore, and you hate the thought of it. I sure do. Throw that out the window.

This book will not teach you new ways to do the kind of remembering you’ve never been able to master. Instead, it’s going to give you skills you’ve never heard of. They’re easy to learn and they’re fun to use.

Memory Shock is a whole ’nother thing. It makes sense. You’ll start using it by the time you finish the first chapter, and banging the heel of your hand into your forehead (just figuratively, I hope) wondering why you didn’t think of this yourself. It’s that kind of good. With each new chapter you will learn and use more and more of these incredibly effective tricks of the trade.

At the end of my one-hour keynote speeches, attendees are shocked at their own ability to use the one or two techniques I introduce to them. They haven’t just seen me demonstrate an amazing ability to memorize; they have done it themselves.

How to use this book

Best use of *Secrets, Tips & Tricks of a Powerful Memory* is based on a thorough reading and practicing of the material in Parts 1 through 3—about 20 minutes a day. As you'll see, that practice will take virtually no time from your schedule—and may actually save you time. You'll begin using many of the techniques for things you wanted to remember anyway.

Step 1: Learn Parts 1 through 3 by reading one or two chapters at a time, as little as every other day. (But try to practice every day.) Together with their simple—and fun—practice exercises, they'll bring out the memory powers that are locked away within you. These three parts present the groundwork for everything that comes after.

Step 2: Optional, but important, is Part 4—Dates. It's not required for a powerful memory, but since you already will have learned the basics behind this skill, um, why not? (It's optional because it is not one of the building blocks.)

Step 3: Read through Parts 5 and 6—Additional Techniques and Special Applications. When you come upon those that are of interest to you, focus on them as you did the material in Parts 1 through 3. I encourage at least a brief reading of all of them because they will give you ideas on how to mold the system to virtually any memory problem.

Step 4: The Advanced Material in Part 7 is for the very curious (and/or masochistic 😊).

Step 5: Become acquainted with the appendixes. They provide good practice material, as well as some interesting concepts.

Will I have to keep practicing?

My favorite question! When a child learns how to speak, does he have to keep practicing? No, he just does it every time wants to communicate.

You *will* be practicing these techniques every time you want to remember something. This material will become second nature to you.

What will I be able to remember?

The simple answer is ... virtually everything! As part of learning the specific topics in the book, you'll be training yourself to see things in a new way. And that means you'll actually know things better than you've ever been able to know them before. A big part of the problem of forgetting is that you often never knew the material in the first place.

For example, you can't possibly "remember" the names of people you meet at a cocktail party if you were distracted (and nervous) during the introductions. Here, you'll learn a simple two-step method of focusing on their faces and names that will make it impossible not to remember them.

Is there a special section for school work?

No. Virtually all of this system is applicable to deriving the most from an education. You will learn which parts to apply to various subjects.

How long will it take to improve my memory?

While this book can be read in a day or two, I strongly encourage you not to do that. Take it a chapter at a time. Do the exercises. They are not boring, and they take virtually no time from your schedule. (Almost all the practice can be done during "mindless time" like mowing the lawn, doing the dishes, driving your car, riding the train.) This means you will have completed reading the chapters and doing the exercises over a period of three to four weeks, BUT you will not wait that long to see a difference in your ability to remember.

You will—like those who attend my lectures and classes—instantly see big, measurable improvement. This is not a magic bullet, but rather a new way of seeing things. (Am I starting to

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repeat myself? Yes. You're going to overcome a lifetime of not seeing things, of not focusing, of not using my simple systematic way of remembering—and that bears repetition.)

Within the first few chapters you'll have a better functional memory than you ever thought possible before—and a better memory than probably anyone you know.

So, the answer to “how long will it take?” is an hour ... a few weeks ... and the rest of your life! That's because you'll be learning a new way of thinking and will soon discover your own twists and techniques. You will be applying this new way of thinking to every problem you come upon. That's a good thing.

Can Memory Shock overcome age-related and medical-related problems?

Otherwise-functional people who are seeing “forgetfulness” and/or “memory loss”¹ as they get along in years are definitely able to benefit from the Memory Shock system. Some retain much of the system, others less. What's my genuine belief about whether or not you'll succeed? If you stick with the lessons and give them the twenty minutes a day I ask for, you will be able to take it to levels you never thought possible. And it will give you firmer abs! Um, no, I got carried away.

Shucks. Take this book over to the latte bar (or click on “Look Inside” if you're online), and try the first three chapters. Not just the first few pages, but all three chapters. Even without the little bit of practice I ask for at the end of most chapters, you'll see changes in your thinking. You will recognize in yourself more potential to be a first-class rememberizer² than you ever before imagined. If it doesn't feel right, don't buy this book.

Does everyone who buys the book wind up with a better memory? That's a trick question. Some people buy it and never

¹ Not necessarily the same.

² Yes, I make up words—and you should also. You'll be learning new ways to think about and imagine things here, and that's part of it.

read it. (Yup, there's the old gag about the guy who buys a memory course and forgets where he put it.) And, some folks give up without trying. So, while they benefit from a new knowledge about observation and a few tricks at the beginning, there's not a lot gained. *But I firmly believe that everyone who follows these lessons, and does the exercises and minimal practice will wind up with a much better functional memory.*

I can also answer this way: The “instructor evaluation forms” filled in by students at the completion of my courses range from very positive to glowing. The same is true of the evaluation forms from attendees of my one- and two-hour presentations.

You get what you put into anything, and Memory Shock is no different. Do not buy this book if you intend to speed-read it and put it away. (Unless you have a photographic memory and can retain it all. ☺)

Can it slow down the onset or progression of dementia? Perhaps. There's a lot of chatter about this kind of thing—brains developing and staying toned by exercising the way muscles do. But I do not have a definitive answer. I certainly do not think this system can prevent dementia entirely—although it's a great fantasy.³

Maybe this will answer some of your questions: On the first day of class each time I teach Memory Shock, and before each of my speaking engagements, I completely work the crossword puzzle in that morning's New York Times. The attendees are handed photocopies of the completed puzzle. I start the hour by reciting every cell in the puzzle's answers from memory. While that's pretty impressive, I then shock them by saying this:

“Undoubtedly, I have the worst natural memory in the room!”

³ Regarding those who already have dementia, I am determined to study this carefully. I do have a very profound experience over a period of years with a dear friend who has Lewy Body Dementia. He was ultimately confined to a residential institution. If any professionals or patient family-members want to discuss this, please contact me by email or phone. Current contact information is available at www.MemoryShock.com.

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It's true. I discuss the fact that a combination of factors, including a certain prescription drug and my current age,⁴ has deteriorated that part of my brain where memory functions happen. It was the realization of this fact—and its destructive impact on my business (my “day-job”)—that caused me to go back and polish the memory system, now Memory Shock, that I began developing as a youngster.

By the way, if you want to have fun, come with me to the busy waiting room of any of my doctors in New York City. As often as not, at least one person there will be working the Times puzzle. At the very least, there usually will be a copy of that morning's paper on the stack of reading material. “Pick a number of a word going across from the puzzle clues,” I say. Or, “If you're stuck on any of the clues, tell me the number—*not* the clue, just the number.” And then I tell them what the answer is.

Better than that, give this book a try, and YOU perform this—and a million other—amazing feats.

Let's get started!

⁴ I'd rather not say exactly how old I am as I write this, but it's a big number, and has two sixes in it.

Caveat: I am not a medical doctor. And while educators at some highly respected universities, community colleges, and professional academies have praised my creation and teaching of Memory Shock, I do not have any impressive academic credentials in this field.

Many years ago, I was hired as an installation machinist at the General Dynamics/Electric Boat submarine construction facility in Groton, Connecticut. I was in the group that installed nuclear reactor components in the then-new Trident class of “big boomer” submarines. The normal course for being promoted through the ranks was to work at your particular trade over several years up to foreman level, and then either move up within that trade or cross over to the “Ship Management” department. That department has supervisory responsibility over all the various trades that work on the submarines under construction. It is the problem-solving group to whom the trade foremen turn for direction and resolution of conflicts. (If a welder, an electrician, and a pipe-fitter all need to complete a job in the same small corner of a compartment, each sees his job as most important.) The Ship Management group (Ship Superintendents) knows how all the pieces fit, and in what order they must be installed.

Entry into Nuclear Ship Management requires a good working knowledge of all the various trades, expertise in reading blueprints and work-authorizations, understanding myriad nuclear construction protocols, possession of solid management aptitude, and a basic understanding of nuclear propulsion systems. It’s that last item—and its written test—that strikes fear into the hearts of mere mortals. Most applicants spend many years in the trades before taking the forty-plus hour nuclear propulsion course taught by U.S. Navy personnel and sitting for the test.

I was encouraged, by the powers that be, to give it a try during my second year of employment as a nuclear machinist. I put my still-evolving Memory Shock system to use, and the outcome was a giant success. (I was told that I had one of the highest scores ever on the test.) Was that cheating? I’ll say this: I used all that memorized knowledge of systems and components to be the best Nuclear Ship Superintendent I could be, and was always rated near the very top of the 71-person department evaluations. For the last year before I chose to leave (to start up a very successful unrelated entrepreneurial business) I was the supervisor responsible for all nuclear construction on the very active midnight shift.

In Part 2, you’ll learn the part of the system that I used to prepare for that exam. The techniques that you will easily learn in this book will give you opportunities that might now seem unimaginable.

PART I

Memory Shock System Basics
and
Remembering Names & Faces

CHAPTER 1 **Memory Shock**

How is your memory? Your interest in this book indicates you may have a problem—or at least room for improvement. Here’s the good news: Your ability to recall is much better than you think it is. The simple techniques in this book will bring about an instant improvement in your ability to remember numbers, and names & faces (and which name goes with what face), and lists, and where you put the car keys and ... and ... and ... everything you want to remember.

Isn’t it interesting that every toy and device you buy has a user’s manual to help you get started, but you never received one for your inherent ability to remember? Here it is: *The User’s Guide for Your Brain*. And like all good user’s manuals, *Memory Shock* gives you quick access to all the features and short-cuts for getting the most out of it. This is not a manual for the mechanic; you will not see sections about how to set the gap on your spark plugs and how to test compression of the cylinders. But you will see sections comparable to turning on the windshield wipers and selecting the right gear to use in snow.

In other words, you want to know how to use your memory. This is not the place for brain surgery and esoteric theory. This is a book for the everyday tricks of the trade. How to remember the names of the people you meet. How to remember your to-do list for today. How to remember the features and benefits of your company’s new product line. How to remember birthdays and anniversaries and appointments. And, yes! How to remember where you put the car keys.

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Theory will be at an absolute minimum. Instead, you will be immediately launched into the easiest ways to use your memory. And you'll have fun doing it. Will practice make it even better? Of course, and you'll be rewarded instantly for it.

At the beginning of every lecture I do, I ask, "How many of you can meet nine or ten new people, perhaps at a business meeting or a party, and remember every name? Use their names throughout the event and into the future. Raise your hand if you usually can do that." Every time I ask that question, the number of hands that are raised is the same: Zero. (And there are more than a few attendees who openly laugh at the suggestion.) Then, I show them the simple secret that the memory professionals use. I put up a PowerPoint of nine or ten people⁵ and the group learns the names and the trick to remembering each.

Then, and for remainder of the lecture, as we move on to remembering lists, I flash those faces unannounced on the screen. To their own surprise and delight, virtually everyone shouts out the names.

Yes, it really is that easy once you've been shown how to do it; and no, there is no monotonous repetition or difficult study like there would be in a rote system. It's just a simple method that, frankly, you should have been taught in kindergarten. Instead of the dread of having to meet a roomful of new people, you'll look forward to it. Instead of struggling to recall the names of people you recently met, you will welcome the opportunity to show off your new skill.

"It was so nice to meet you, Evelyn. I'm looking forward to speaking with you sometime soon about your project."

At the end of most chapters there will be some easy exercises. The really good news is that most will take **NO TIME** from your already cluttered schedule. They can be done while you are doing other things. Not only can they be done without a drain on your time, but they can actually make the time fly when you are doing boring chores.

⁵ A group of twenty-five professionals and clerical staff at a major veterinary hospital learned how to remember pets and their owners.

How much practice time should you put in? That's up to you. I certainly suggest no less than ten minutes twice a day. But I'm confident that you'll enjoy your practice sessions, and typically do more practicing than you planned. Many of the practice sessions can be built around things you want to remember anyway. It's like a baking class where you get to eat those wonderful deserts you just made.

So relax and be ready to enjoy the acquisition and use of a skill that you will use for the rest of your life.

Here we go!

In the days of the three- and four-masted sailing ships, over a hundred years ago, there was an old captain who was well-known in the mercantile navy as among the most knowledgeable and most respected of all the captains.

Each morning he would open a safe in his cabin, take out a piece of paper, read it, and lock it up again. For decades the sailors wondered what his secret was. Then, one day he died at sea. While everyone was saddened at the death of this grand old man, they finally had the opportunity to learn his secret. All the junior officers ran to his cabin, and the purser, who had all the combinations, opened the safe. He took out the piece of paper and read ... "Port left. Starboard right."

That silly story about an apocryphal ship's captain illustrates an attempt at rote memorization. Constant repetition. Now, let's introduce him to Memory Shock. What if, on his very first day at sea, one of the older sailors poured a full glass of bright red port wine onto his left hand, where his wedding band was, and said, "Now you will always know that port is left." Would he always know that port is left? Of course! But he didn't need to have that port wine actually poured over his left hand. All he needed was to mentally see a picture of that happening.

CHAPTER 2 **Pay Attention!**

Sometimes, it's the most obvious lesson that trips you up. The message here is that even if you have a photographic memory, you cannot possibly remember something if you haven't actually seen it. Too often, when we think we can't remember something, it's really because we didn't know it in the first place.

From this point forward, everything in your life that is important to you will be seen in a new way. You will learn how to really know something so that you can apply your new memory skills to it.

You'll start to consciously focus on things you want to retain. In the upcoming chapters, I'll give you some examples, and perhaps the best example regards the topic of remembering names and faces.

Most people walk into a party or business meeting *knowing* that they will never remember the names of everyone there. They give up before they start. While those who know the simple tricks of the trade are focusing on each person's face and using their memory skills, most people are too busy telling themselves, "I'll never remember all these names."

By using the Memory Shock system, you will replace that self-fulfilling prophecy with a technique that forces you to actually see the face and connect it to the name. And no, you won't be staring at the ceiling, saying to yourself, "Must focus. Must focus. Must focus." Instead, you will actually *be* focusing on the face and the name in a way that makes the process easy—and fun.

You'll learn how to take control and stop distractions. You'll learn how to embed that person's name and face in your memory so that you can't possibly forget it. And you'll learn how and when to review for reinforcement.

You have a natural memory⁶ that is always working to some degree. By applying Memory Shock, you are helping your natural memory along. You are forcing yourself to give your natural memory the images it needs to retain things. Your natural memory and your system memory form a symbiosis. Together they are your functional memory. One is always helping the other. The problem has been that up until now, you've probably had little or no system to do its share. Memory Shock is a tool that lets your natural memory work at its most efficient level.

The really good news is that this is not a rote memorization technique. You will not be like the school child who is forced to repeat the Gettysburg Address over and over and over. While that might work for some people, it is far too much effort for too little return. And, by the way, if public speaking is something that you enjoy or must do as part of your employment, you are in for a real treat. But, please! Do not jump ahead to that or any other section. The Memory Shock system has many parts, and each builds upon the preceding. Some people will use this book to learn the system just up to the part or parts that pertain to their needs. That's fine. But jumping ahead without the grounding provided by the earlier sections will not allow you to be successful at Memory Shock.

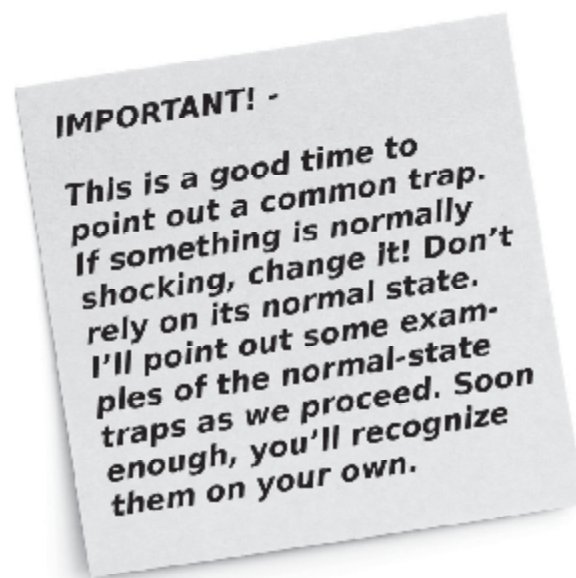
Shocking Pictures are the Key

You may see a thousand cars on your drive to work. But the one that's crumpled up against a telephone pole is the one you don't forget. It is the shocking or unusual or violent or gigantic or silly thing that you remember most easily. Let's use that to our advantage. Let's take the commonplace and make it startling. Then—and this is so very important—actually SEE that silly or

⁶ For our purposes, "Natural Memory" is simply the part that works without applying any system or technique.

shocking picture. [From this point forward, I'll just say "shocking" for the most part. But you'll know that I mean anything that takes the usual and makes it UNusual.] See these pictures in your mind's eye. If you merely think the shocking picture momentarily or conjure it up briefly, that won't be enough. Stop. Even close your eyes if that will help.

I promised that I wouldn't bog you down with theory, but it's important to know that we human animals are programmed to remember best that which we see. Study after study confirms this. At first, you may have to force yourself to see your shocking pictures. That's OK. With a bit of practice, it will become automatic.



And one other thing: None of this is rocket-science. Some of it is so practical that you'll wonder—"Why didn't I think of this?" As you become more aware of your memory, you will begin to add your own tricks and gimmicks.

Here's a real simple one: You know those dopey refrigerator magnets? Why not use them as front-door magnets! Yup, if your home has a steel entry door, as most homes do, you can move a few of them there. Never again forget to take anything important

as you rush out of the house in the morning. At first, you can put a scrap of paper under the magnet with, say, “Smithers Contract,” scrawled on it. The fun part comes when you start to use shocking pictures instead of written notes. Keep a few different magnets on the hinge side of the door. Then, move one of them over near the door handle and (in this case) see it being blown to SMITHERines! When you reach for the handle in the morning, you will see that picture and, of course, remember the Smithers Contract.

With several different colors or designs, each magnet can be assigned an item. And those items can be changed each day. And, yes, some can have permanent pictures, like one that reminds you to check your pockets or purse each morning for essential items like keys, wallet, and cell phone.

The use of shocking pictures makes this work. You didn’t want that car to crash on the highway today, injuring those people. But you understand that the memory of it will stay with you for a while. THAT’S IT! That’s the key to the whole system. I’m going to show you how to make everything you want to remember stay with you—for as long as you want. How? By showing you the tricks to how to make those pictures in your mind.

What kind of pictures are best? Shocking pictures. That can mean silly or gigantic or tiny or excessively violent or vulgar or anything else that is striking because of its unnaturalness. Incongruous pictures are great. You may or may not remember seeing a tourist looking at a gorilla in its cage at the zoo. But there’s no question that you’ll remember the scene if the tourist is in the cage and the gorilla is looking in.

You may have seen one of my presentations, maybe live, maybe on Youtube. The crossword shtick,⁷ I am told, is very impressive. But I think the fact that I can do that even though I always have the worst natural memory in the room is even more impressive. Really. If I can do it, you can do it. If you’ve been able to read this far without going back too many times, your power of concentration is probably better than mine.

Now, let’s start to put this into practice.

⁷ shtick—(Yiddish) a contrived attention-getting part of a performance.

In 1983, I decided to leave my job in nuclear construction to start an equipment finance business. As my only salesman, it was my job to call on vendors of business equipment of all types, offering to help them make sales by providing “easy monthly payments” to their customers. The new, hot product in the business world was desktop computers.

I telephoned every computer vendor within 50 miles of my new office to sell them on letting me visit to talk about my financing product in person. One of those calls was to John Hadley, the sales manager of a well-financed new computer store in Wayne, New Jersey. John was very receptive, even telling me that he was going to be speaking to several leasing companies to select the best. Yes, I could come visit.

I must have done a good job of telling him about my company, because he agreed to let me come back the following Monday morning to speak with his ten sales reps at their weekly meeting.

I arrived early, greeted John, and stood at the entrance to the meeting room. As each rep came into the room, I introduced myself, “Hi. I’m Barry, from Keystone Leasing. What’s your name?” For the next hour I said nothing that didn’t begin or end with one of their names. “Herb, I’m glad you asked. I agree that... .” “Good idea, Harold, but there are some exceptions, such as... .” “I think you’ll find, Wendy, that if you give your customers a choice... .”

By the end of the hour, everyone in that room wanted me to be their “leasing guy,” and John Hadley agreed. I no longer had any competition to worry about.

Did I have a good financing product and know my stuff? Sure. But speaking to them by name helped me reach them on another, more personal, level.

CHAPTER 3 **Remembering First-Names and Faces**

Nice to meet you, um... .

Imagine if everyone always wore a name badge. You know, the “Hello, my name is... .” badges that are used at conventions. That sure would make it easy to know their names. From now on, you’ll have something even better! Everyone’s name will appear right on their face. You won’t even have to look down at their lapels. Whether you are a teacher, salesman, cop, nurse, or anyone else who ever has to deal with people, you’ll win their confidence—and they may not even know why.

Have you ever considered that you seldom forget a face? You may not remember the name that goes with it, but you know you’ve seen the face. Why is that? It goes to the material in the previous chapter: You’ve seen the face, but you’ve only heard the name. (And only if you were paying attention!) We need a way to SEE names. By that, I don’t mean the name as written. While name tags (like everyone might be wearing at a convention) can be a small help, they haven’t let you SEE the name. The name tag has just shown you some alphabetical characters that allow you to sound out the name.

Instead, we need a way to really picture names, because then we can make them shocking. First, some basics:



This is particularly important when you are meeting several new people at once. Make sure you actually hear the name by repeating it. “Is that Emory?” There is no shame or embarrassment in misstating the name at this point. People are pleased that you want to make sure you know their names. If the person who is making the introductions says, “and I’d also like you to meet... .”

Stop them cold with something like, “John, I want to meet everyone, but let me make sure that I really know each of your friends.” Turn back to Emory, and tell him that you’re pleased to meet him.

Now, here’s the part that makes learning and remembering names easy—and fun. Pick out the most distinguishing feature on Emory’s face. There’s no right or wrong here. It’s simply what strikes you as his most important feature. Does he have a big nose? Floppy ears? A small dimple that’s not quite centered on his chin? Really see it. Exaggerate it, and now ... link it forever with a PICTURE of his name. If Emory has a big nose, file it down with an emery board! Make it bleed! AND SEE THAT PICTURE.

Yup. As long as the sound of a name can be an object, or an action, simply SEE that object or action in the picture with his or her most distinguishing feature. As we move along, I’ll show you that every name can be pictured. If you meet someone named “Bill” who has big ears, see the image of dollar bills instead of ears. If you meet someone named “Jack” with a small chin, see yourself jacking him up with a car jack hooked under his chin as you would when changing a tire. “Tommy” with a broken front tooth? How about playing a rhythm on it like a tom-tom drum (or shooting out that tooth with a Tommy gun)?

In Appendix A, you'll find a starter list of name-pictures. But you really won't need it. And if you have better pictures than mine for some of the names, by all means, replace mine with yours! Again, this is not a system of rote memory. Use your imagination to make up word-pictures for names. And once you decide, stick with it. If you want to see Bill as the bill of a duck-billed platypus, fine. But make *every* Bill the bill of a duck-billed platypus. That will make you quicker at nailing the name of every Bill you meet.

Coming up are nine faces with their names. Let's walk through the list. As always, talking about this stuff does no good whatsoever. SEE THE PICTURES as we discuss each one. Now, names are one of those parts of Memory Shock where I encourage you to go wild. Normally, I'll suggest you choose any feature and any name-picture that you like. But for the purposes of illustration, stay with me this time.

So here's the premise. We are at a party and I introduce you to these nine people. Will you ever be able to remember all nine names and faces? (Don't worry, I have confidence in you!)

BEATRICE: While you might ordinarily focus on her tight smile or arched eyebrows—and that would be fine—I'm going to point to her unusual hairdo. Now, for the name-picture: Hmm ... Beatrice, bee-atrice, bee. Yup, I'm going to see a giant bee living in Beatrice's hair. (Or a bee hive built in her hair.) If I take your arm right



Beatrice



Bridget



Eddie



George



Herbert



John



Phillip



Roberta



Roseanne

now and try to turn you to the next person, STOP ME! It is important for you to spend a long moment seeing the giant bee in Beatrice's hair. You also should conversationally say her name at least twice. Something like, "Hello, Beatrice, I'm pleased to meet you. My favorite aunt was named Beatrice." Or, "I've heard a lot of nice things about you. Perhaps we can talk later, Beatrice." Or, "I see I have a lot of folks to meet, but I hope we can chat later. By the way, Beatrice, your bracelet is beautiful."

While your comments are sincere, you will be looking at that dopey giant bee in her hair the whole time—and trying not to laugh!

BRIDGET: Now, you're ready to move on. Let me introduce you to Bridget. Despite the fact that she has a rather prominent nose, I think her large mouthful of teeth are even more exceptional. The picture? A bridge, of course. As a matter of fact, you can actually SEE a railroad train traveling across the top of her teeth—which looks like a railroad bridge to me. (Yes, you can certainly go to the bridge of her nose as well and see a picture. Maybe a sign that makes you laugh because it says, "You are about to cross the Bridget's Bridge Bridge." OK, let's put this into practice: "Hi, Bridget. It sure is nice to meet you. I'm a fan of old European movies, and Brigitte Bardot is my all-time favorite actress." (The fact that they spell their names in different ways doesn't matter.)

EDDIE: An "eddy" is a swirling current moving counter to the main flow; or Eddie could be short-hand for an editor, which you can picture by someone making corrections with a blue pencil. I use the picture of eating, as in "it must have been somethin' I et." Now, the Eddie you are meeting here has a pair of glasses with big lenses. So big, in fact, that you're going to eat (or you et) a plate of spaghetti from them. So you are actually going to have difficulty seeing Eddie's eyes because of the spaghetti you see on his glasses. If you chose to see an "editor," you might see Eddie's glasses all marked up by a blue pencil.

GEORGE: George? When you meet a George, you will see his most prominent facial feature tied to a gorge. The George that we are meeting here has big masculine eyebrows, and in the middle

there is a gorge. I'm going to picture a hiker walking across his left eyebrow, toward the right one. But, horror of horrors, when he gets to the middle between the two eyebrows, he falls into that gorge to his death! (Did I mention that violence is good?) Don't just say it. See that picture.

HERBERT: Herb. Herbs. Oregano. Parsley. Pepper. Achoo! Yup, take another look at Herb's face. He almost looks like he's about to sneeze. Do you know why? Of course! It's all those herbs in his beard. Now say hello to Herb while you're seeing the picture of all those herbs in his beard. But don't get too close. You don't want him to sneeze all over you!

JOHN: OK. This will be a tad sensitive. But I would be doing you a big disservice if I didn't tell you about my standard picture for John. The john. The restroom. Earlier, I told you that the shocking thing in your shocking pictures can be gigantic or tiny or violent or Well, vulgar was on that list, and this is where the vulgarity hits the fan.⁸ Look at John's Romanesque nose. Now picture it as, or in, or using, something in the restroom. (If you'd rather stay out here, you can simply picture the words "Men's Room" written across his nose.) Are you seeing your picture? Good. Let's just chat briefly with John, then we'll wash our hands and see whom we're going to meet next.

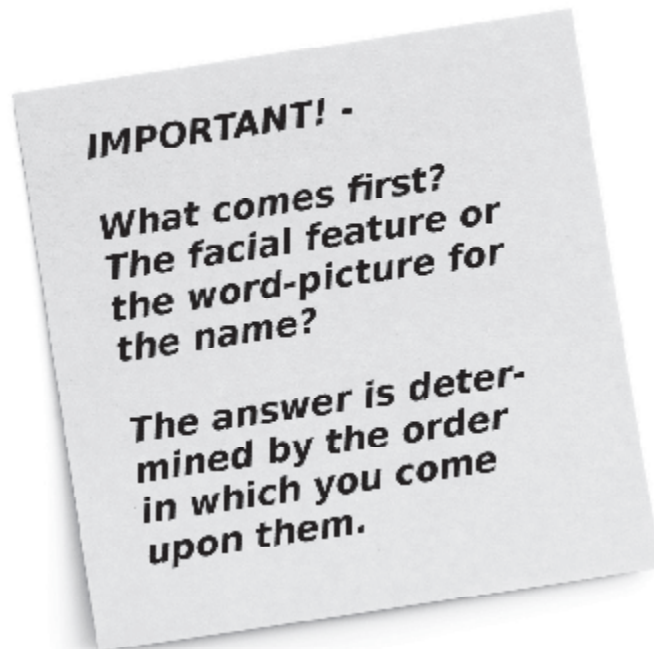
PHILLIP: See those pursed lips, the scrunched forehead. Do you know why? It's because he's FILLED UP with something, and he's having a difficult time trying to keep it in. Yup. Phillip is filled up. Try to picture him straining to keep in whatever it is that he's filled up with. OK, let's just say a fast hello to Phillip and move on to . . .

ROBERTA: Roberta looks like she knows that something is going to happen. I think Ro-bird-a knows that a whole flock of birds about to land on her broad nose or on her landing pad of

⁸ If you are uncomfortable with this, don't use it. Otherwise, give it a try. (You're the only one knowing about your pictures.)

a flattened out hairdo. You decide which and see that picture of Roberta and the birds. As soon as you've said hello and seen that picture, we'll meet ...

ROSEANNE: Believe it or not, Roseanne has a fetish. She has a compulsion to jam rose stems into her right ear. See how she has pulled the hair aside, inviting you to do it for her? Picture that ... maybe with blood pouring out.



If you first meet Carol on the telephone or are told that you will be meeting Peter later at a party, before you even know what they look like, you're going to form the word-picture for the name first. You'll be prepared. You'll be all set to picture something on Carol's face as singing or otherwise involved with Christmas carols. You'll be prepared to picture something on Peter's face as tired, petered out.

On the other hand, if you see an old friend steering someone toward you at a party, anticipate that you'll be introduced to this person. Pick out his feature before they are even in talking range. If you focus, say, on his big, square jaw, and your mutual friend says, "this is Steve," you are all ready to picture a wood-burning stove (Steve) balanced on that jaw.

Well, here's the group you just met. How will you do?



In chapter 21 you'll learn how to remember last names. You'll be amazed at how simple it is.

Practice:

- Practice this skill every time you see new people. Even if you are not going to meet them, pick out and focus on everyone's prominent facial feature. Similarly, when you hear names, even if you'll never see their faces, see—or make up—the word-picture for that name.
- Being introduced to someone new? Great! Watch how confident you are with your new skill.
- Practice whenever you see anyone with a name badge—waitresses, gas station attendants, check-out clerks.
- Watch TV? Most shows provide opportunity to practice names of new people. Police shows are particularly good because they have new characters in each episode.
- In Appendix A there is a list of several hundred male and female first names for you to try your hand at creating pictures. (Feel free to change them.)

PART 2

Picturing Numbers

It's easier than you think.

Mastering numbers is an important part of a memory system. So much of your everyday life revolves around numbers: serial numbers, computer password numbers, telephone numbers, style numbers, stock numbers, license-plate numbers ... numbers of all types.

Just as you probably thought there was no way to picture names, you may be skeptical about a simple way to picture numbers. They are, by definition, abstract. The next few chapters will let you see how easy it can be.

Portable Random Number Generator

Throughout the remainder of this book, I'll be asking you to use your "Random Number Generator." More on this later, but for now—for numbers up to ten—simply look at the minute hand on your wrist watch or a clock on the wall. Use the last digit. That's it! If the time when you glance at your watch is 9:53, your randomly generated number is 3. If the time is 4:30, your randomly generated number is either 0 or 10, depending on the particular lesson. (You'll know which one applies.) If you need a fast series of random numbers, you can do the same thing by using the second hand on your watch, taking the last digit of the number (56 seconds = 6, etc.).

CHAPTER 4 **Body Parts as Number Pictures**

Yeah, really!

This will be a quick-start guide to everything you do with numbers. Some of these “rules” will seem arbitrary, but follow them exactly. You’ll soon see why. In any case, they are easy to learn. As with everything else in Memory Shock, the key will be in making and seeing shocking pictures.

Because virtually all the numbers in our daily lives revolve around the decimal (“based on ten”) system, we will start with the numbers from 1 to 10. Just think about it. When you were a young child, you learned to count from 1 to 10. Then you soon realized that everything beyond that was basically the same. 1 to 10 is pretty much the same as 11 to 20 (or 31 to 40 or 81 to 90 or 141 to 150). Things fell into place once you mastered counting from 1 to 10.

Memory Shock number pictures will be quite similar. We will start off with a trick to help with those first ten, and then move on to mastering all the others. The trick is based on body parts: very simple—and always with you. ☺

We’re going to start at your big toe and move up the body. Here’s the list, and a cartoon drawing of a man, to lay it out. Again, although it may seem silly at first, follow along exactly as we discuss it. Notice that the numbers actually go up the body

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from one (TOE) to nine (BRAIN or PATE), and then start back at the toes (plural of toe) for number ten. The reason for that will be explained a little later. For Number 6 see/say both Chin and Jaw, and notice that “Pate,” an old-fashioned word for the top of a head, is used along with Brain for the Number 9. See/say both Brain and Pate while you’re learning this.

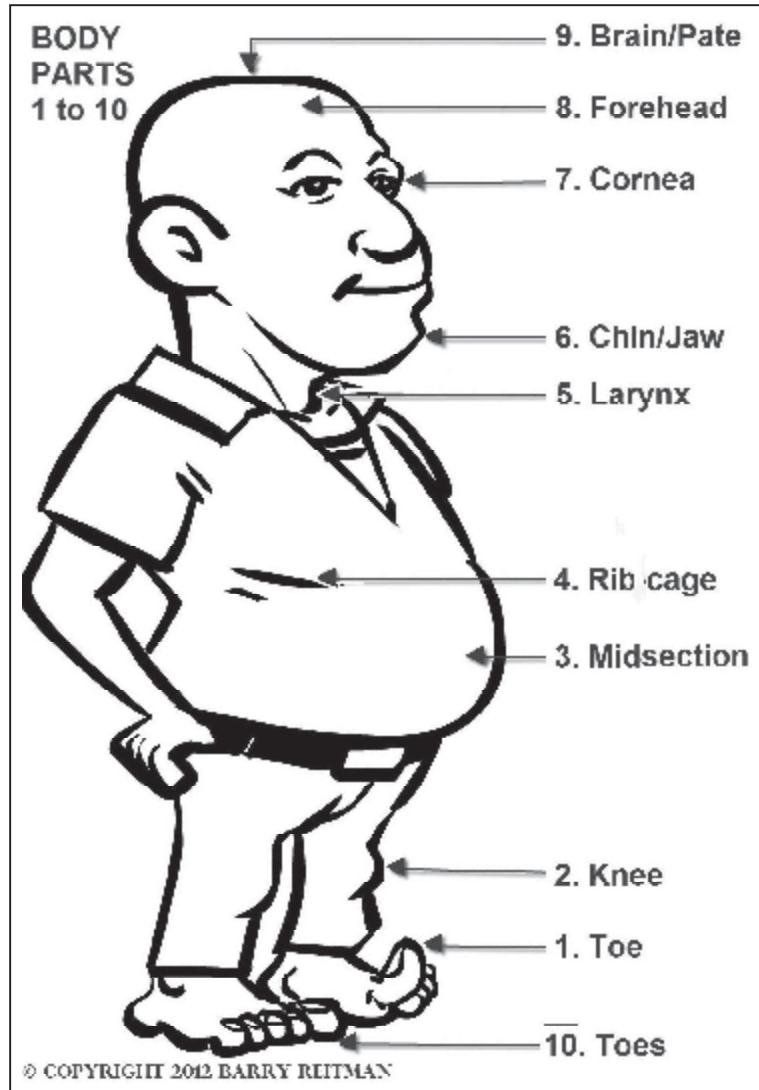
It will be a good idea to spend some time with the body parts from Toe (1) to Larynx (5), before moving on. Practice counting up and down, *always picturing* the body part. When you feel comfortable with Toe through Larynx, move on with Chin/Jaw through Toes. Then, practice all ten body parts, counting forwards and backwards, and testing yourself whenever you see numbers. One simple, easy way to do this is to look at the license plate numbers on the cars in front of you as you are driving. Like most Memory Shock practice sessions, it will take absolutely NO time from your busy schedule.

Later, when you’re using this part of the system, you’ll automatically sense where on the body; i.e., how high up a number, it is. That will help you use the system. Very soon, these body parts will be, well ... part of you.

| | | | |
|----------|------------|-----------|------------|
| 1 | Toe | 6 | Chin/Jaw |
| 2 | Knee | 7 | Cornea |
| 3 | Midsection | 8 | Forehead |
| 4 | Rib Cage | 9 | Brain/Pate |
| 5 | Larynx | 10 | Toes |

Each of these body parts has been carefully chosen to make later parts of the system easy to learn. So, while number 3 points to the area that you might think of as “belly” or “stomach,” be sure to think “Midsection.” (And, of course, SEE that picture.)

I’ve divided the parts into two groups of five for ease of learning. For example, when you want to use the body part for number 5, you’ll know that it’s (the larynx) at the top of the bottom half of the body part group. Similarly, it will be easy to focus in on the body part for number 9 because it’s at the very top of the upper half. As with *everything* in Memory Shock, picture the



parts as you say them. It is not enough to know that the number 5 is represented by the larynx. You must SEE the larynx (voice box/Adam's apple area) as you review. So see the area and think larynx. Take several minutes now to practice, first 1 to 5 (toe to larynx), and then, after you are confident that you have them down, move on to 6 (chin and jaw) to 10 (toes—plural of toe).

When you have spent a few minutes to have them down pat, forwards and backwards, we can move on to how this will open up a whole world of remembering things by the numbers. Put this book down now, and practice a bit.

This might also be a good time to remind you that one of the exciting parts of learning the system is that your practicing can be almost any time—driving to work, folding laundry, mowing the lawn. When I ask you to practice your lessons, I am really not asking you to give up any time at all.

Become very comfortable with these body parts before you move on to the next pages. Remember, it's especially easy, because you are moving up the body, and not jumping around—except for important big jump down to number ten (toes).

In the next chapter we'll start to put all this together in a way that will be surprisingly easy to use.

Practice:

- Count to yourself from one to ten and back, using your new number pegs.
- Use your “random number generator”^{*} to pick a starting number. Now PICTURE your way up, then down, from that number. Remember, always SEE the pictures of your Body Part list.
- Use the seconds on your “random number generator” and speed drill on the pictures of your Body Part list as the seconds change.

^{*} Described in the Introduction to Numbers Chapter.

CHAPTER 5 **Body Part Hooks—A Numbered List**

Now what? How does this help me?

A “hook”⁹ is something to hang something on. If the hook represents a number, and we can hang something on its proper Number Hook with a shocking association, we can do what other people cannot: We can SEE that Number Hook (like we are now able to SEE names).

As a simple example, if I were going to the Post Office because I needed to buy eight postage stamps, I might see a giant stamp glued to my FOREHEAD—number 8. (I would NOT have to see eight stamps, because the forehead in the picture IS the number eight.) If I have really seen that picture, when I get to the Post Office I can’t possibly forget what I want to buy (stamps) and how many (eight).

It’s important to keep in mind that the “re-usable” thing here is the forehead (number 8). Consider the body part numbers as a permanent new “vocabulary.”

Now let’s try something a bit more complex. I have composed a temporary list. I’m going to surprise you later in this chapter as to why I composed the list the way I did. For now, play along.

⁹ Some systems refer to these as peg words, because like hooks, we can hang pictures from them. Others say folders, because we can file information in them. I use them all interchangeably.

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This is just a practice list, but I think you may want to retain it—and you will!

| | | | |
|----------|--------------------------|-----------|----------------|
| 1 | Speech from a pulpit | 6 | Race track |
| 2 | A rifle | 7 | Jury box |
| 3 | Soldier | 8 | Whip |
| 4 | Julius Caesar | 9 | Last rites |
| 5 | Double image in a mirror | 10 | License plates |

If you are not yet comfortable with your body part list, stop here and review it. Now, I'll give you some help in making up the shocking pictures that you might use for this temporary list. Important: SEE the pictures that I give you. (Where have I heard that before?)

| # | List Item | Picture of Item with Body Part |
|-----------|---------------------------------------|---|
| 1 | Speech from a pulpit | BIG TOE giving a sermon (or speech) |
| 2 | A rifle | KNEE smashed by rifle butt |
| 3 | Soldier | MID-SECTION of fat soldier pops his uniform buttons (look like quarters.) |
| 4 | Julius Caesar | Caesar searching for something through a plate of greasy BBQ'd RIBs. |
| 5 | Double image/ mirror | Your LARYNX covered by a small mirror, and seen in bathroom mirror. |
| 6 | Race track | CHIN/JAW racing around track instead of horses. |
| 7 | Jury box | CORNEAS instead of people in a jury box. (Oh my!) |
| 8 | Whip | A whip bloodying a FOREHEAD |
| 9 | Rites (Like last rites of the Church) | A priest giving the last rites to someone's exposed BRAIN. |
| 10 | License plates | TOES in place of car license plates. |

As you go over this list, don't think in terms of memorizing it by rote with constant repetition. Instead, just see the pictures. That's the beauty of the system. As the body parts become second nature to you, you will NOT have to remember that "number 7 is a jury box." All you have to do is see a picture of a jury box that is filled with corneas instead of people. Once you have seen that picture, can you possibly forget it? Of course not.

Now, when you want to remember "What was the seventh item on my list?"—don't even try to remember it! All you have to ask yourself, "Where have I seen a cornea?" As a matter of fact, you probably won't even have to ask that question. If you were to print out the list and hand it to a friend, and they asked you "What is number 7 on your list?" you can't help but see corneas—and you'll see them in a jury box. That is because your system memory is working together with your natural memory without your even trying.

Those last two paragraphs are super important. The more familiar you become with your body parts, the easier this part of the system becomes. From there, it is a short step to being able to picture ALL numbers. But for now, let's return to our practice list. When you've reviewed the ten pictures, SEEING them clearly, you'll be ready for the next chapter—and a fun surprise.

CHAPTER 6 **The U.S. Constitution's Bill Of Rights**

How many of the First Ten Amendments do you know?

One could study the Bill of Rights—the first ten amendments to the U. S. Constitution—for a lifetime. But for most of us, it would be wonderful to know at least the basic concept of them. That would allow us to cite which amendment prohibits cruel and unusual punishment or which grants the right to a speedy trial. Too many Americans never learned them in school. Sure, everyone has heard that the Second Amendment has to do with the right to bear arms. But most people aren't familiar with much more than that and maybe one or two more. You, on the other hand, now know the basic premise behind all ten!

Do you know what I mean by that? Let's take a look. The list that you just pictured to practice your all-important body part numbers was a short-hand version of the Bill of Rights. Let's take a look at the amendments, together with our practice list to see how our pictures are all we need to remember the basic premise behind each.

The following table presents the amendments, followed by the explanation of why our pictures were chosen. As always, other pictures might have worked just as well. Feel free to replace my pictures with other shocking pictures of your choice.

Don't lose sight of the fact that the reusable thing here is the Body Part list.

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AMENDMENT 1: “Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.”

NUMBER 1: TOE—Making a speech from a pulpit. So when your TOE (number 1) makes a SPEECH from a PULPIT (religion), you’re seeing the basics. Want to go further? Picture your toe reading the speech right from a NEWSPAPER (freedom of the press).

AMENDMENT 2: “A well regulated militia, being necessary to the security of a free state, the right of the people to keep and bear arms, shall not be infringed.”

NUMBER 2: KNEE—Smashed by a rifle butt. Even if you didn’t know that before, your picture made it clear that the right to bear arms is discussed in Amendment Two (KNEE). Now certainly there are serious disagreements among people who honestly differ on the interpretation of the words. But without this starting point, you can’t be part of the discussion.

AMENDMENT 3: “No soldier shall, in time of peace be quartered in any house, without the consent of the owner, nor in time of war, but in a manner to be prescribed by law.”

NUMBER 3: MIDSECTION—Fat soldier popping his uniform buttons. (I see those buttons as 25¢ pieces. That reminds me that this amendment speaks of soldiers being QUARTERED.) I don’t think I’ve ever heard this one brought up in conversation or on a talk show. But I have heard someone say that something unrelated was covered by the Third Amendment. I was able to politely, but firmly, correct him.

AMENDMENT 4: “The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no Warrants shall issue, but upon probable cause, supported by Oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized.”

NUMBER 4: RIBS (or RIB CAGE)—Greasy ribs being searched through by Julius Caesar, who then wipes his hands on his white toga. When you think of Number 4 you see RIBS, and when you see RIBS, you will instantly see a “searching Caesar.” (Are you laughing yet?) Get it? SEARCH and Seizure! Is that dopey? Is it silly? Is it wacky? Yes! Yes! Yes! And that is what makes it work. Unreasonable searches and seizures are one of the most commonly discussed legal terms. It seems that it is in the plot of every television crime show. “Sorry, Detective, that bloody knife can’t be admitted into evidence blah, blah, blah.” You will be the one who knows the basis of those story lines. Hmmm. Unreasonable search and seizure? Oh yeah! Julius Caesar searching through his greasy ribs. Number four! Make sure you see him wiping that greasy barbecue sauce all over his new white toga. (Mrs. Caesar will have to take it to the dry cleaner now.)

AMENDMENT 5: *No person shall be held to answer for a capital, or otherwise infamous crime, unless on a presentment or indictment of a Grand Jury, except in cases arising in the land or naval forces, or in the Militia, when in actual service in time of War or public danger; nor shall any person be subject for the same offence to be twice put in jeopardy of life or limb; nor shall be compelled in any criminal case to be a witness against himself, nor be deprived of life, liberty, or property, without due process of law; nor shall private property be taken for public use, without just compensation.*

NUMBER 5: LARYNX—Double image of a mirror pasted on your LARYNX being seen in a bathroom mirror. That one picture gives you a key to two prominent parts of the Fifth Amendment: protection against double jeopardy, and protection from being forced to witness (testify) against yourself. If you want to take this a bit further, make it a public bathroom because your own bathroom was taken from you. (That will remind you of deprivation of property, and that it was “taken for public use.”)

AMENDMENT 6: *In all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial, by an impartial jury of the State and district wherein the crime shall have been committed, which district shall have been previously ascertained by law, and to be informed of the nature and cause of the accusation; to be confronted with the witnesses against him; to have compulsory process for obtaining witnesses in his favor, and to have the Assistance of Counsel for his defense.*

NUMBER 6: CHIN/JAW—How about a racetrack to represent “speed.” Now, instead of jockeys racing horses around the track, let’s have JAWS riding those horses. Yup, chins and jaws bouncing up and down as they sit in the saddles of those horses. (Or, jockeys riding on CHINS and JAWS instead of riding on horses.)

AMENDMENT 7: *In suits at common law, where the value in controversy shall exceed twenty dollars, the right of trial by jury shall be preserved, and no fact tried by a jury, shall be otherwise re-examined in any court of the United States, than according to the rules of the common law.*

NUMBER 7: CORNEA—There you are on the witness stand. You look over at the jury box, and instead of seeing people, you see CORNEAS sitting there. If you SEE that picture, you’ll remember the 7th Amendment forever.

AMENDMENT 8: *Excessive bail shall not be required, nor excessive fines imposed, nor cruel and unusual punishments inflicted.*

NUMBER 8: FOREHEAD—Picture a FOREHEAD being whipped viciously to a bloody mess. Cruel and unusual, isn’t it?

AMENDMENT 9: *The enumeration in the Constitution, of certain rights, shall not be construed to deny or disparage others retained by the people.*

NUMBER 9–BRAIN/PATE—You’ve pictured a priest giving the last rites to someone’s BRAIN. The basic concept of this Amendment is to say that “if we forgot something, that doesn’t mean that you necessarily don’t have that right.”

AMENDMENT 10: *The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States respectively, or to the people.*

NUMBER 10: TOES—Few common items symbolize the states as much as license plates, each with different colors. Your picture of TOES in place of car license plates will remind you about “states’ rights.”

As always, the key to using these shocking pictures is NOT to frantically try to remember the Ten Amendments. Rather, it is to ask yourself what you saw in the shocking picture associated with the number in question. In other words, if someone asks me the focus of the 3rd Amendment and it doesn’t spring to mind, I DO NOT try to remember it! I just ask myself what Bill of Rights picture was associated to midsection? Oh yes! That fat soldier popping his 25¢ buttons all over the house. Now, without trying, I know the answer because the picture tells me it’s about soldiers quartered in my house.

Similarly, if you are asked which of the Ten Amendments talks about cruel and unusual punishment, do NOT worry about it if it doesn’t come to mind instantly. Just ask yourself what Body Part received cruel punishment. OH, I know! It was my forehead. Now I know—for a certainty—that it is the 8th Amendment that I want.

Does this sound too easy? It is!

Using the Body Part system to remember the Bill of Rights is an example of the ways you will use your new skills to remember sales presentations, speeches, and even your doctoral thesis. More on that in later chapters.

Practice:

- Start using Body Parts every time you want to remember a list of numbered items (up to ten).
- Try it with any of the zillions of lists available on a Google search: top ten songs, top ten baseball batting averages, ten biggest countries in order, etc.

CHAPTER 7 **A Little Bit More About Body Parts**

Trust me. Have I been wrong yet?

Before we move on to the next concept, I want to expand our Body Part system just a bit. If you need a little more familiarity with Body Parts, go back to chapter 4, then return here.

We're going to add just a few additional thoughts that will pay dividends in the upcoming chapters.

First, to Number 1, TOE, we'll add "DIGIT." This is pretty easy, because in addition to being defined as "one of the ten Arabic number symbols from 0 to 9," digit also means "a human finger or toe."¹⁰ So our picture can remain the same, a TOE, but we can let our natural memory also include DIGIT. Number 1 is now TOE and DIGIT—but with the same picture.

Next, to Number 8, FOREHEAD, we'll add "VEINY." That should be easy; it's the same picture, a forehead, but now it's got a lot of veins showing. This just makes a more vivid picture—for now. But in a little while, you'll see how it helps you learn the important material to follow.

¹⁰ <http://www.thefreedictionary.com>

Body Part Sounds

The other idea I want to add is that in addition to SEEING these Body Parts, notice their beginning sounds.

- For TOE and DIGIT, we'll hear the T and D sounds.
- For KNEE, we'll hear the N sound. (Important: while knee starts with a K, we don't hear it. The sound we need to associate with knee is the sound of the letter N. (Why? The explanation begins in the next chapter.)
- Number 3, MIDSECTION, of course is the M sound.
- Number 4, RIB CAGE (or just RIB) is the R sound,
- Number 5 is the L sound.
- Number 6, CHIN or JAW is the CH or J sound. It's also the soft G as in George. All those squishy sounds.
- Number 7, CORNEA, sounds like the hard letter C, and also the hard G. Notice that it is the hard C, like the sound of the letter K, and the hard G as in gorge.
- Number 8, VEINY FOREHEAD, sounds like a V or an F.
- Number 9, BRAIN or PATE, sounds like a B or a P.
- This brings us to 10, TOES, on the Body Part list. Let's discuss this a bit. Actually, the sound we are going to focus on is the S sound at the end. We used that S (or 0) to pluralize toe. In the next sections we are going to be focusing on the individual sounds of the ten decimal digits, so let's start to think in terms of that zero, and its S (or Z) sound. Note that it is also the sound of the soft C as appears twice in Cicero.

So our complete Body Part list is now upgraded to include these few additions:

| # | Body Part | Letters Sounds |
|----|-------------------|-------------------|
| 1 | Toe / Digit | T, D |
| 2 | Knee | N |
| 3 | Midsection | M |
| 4 | Rib Cage (or Rib) | R |
| 5 | Larynx | L |
| 6 | Chin/Jaw | CH, SH, J, soft G |
| 7 | Cornea | Hard C, K, G |
| 8 | Veiny Forehead | V, F |
| 9 | Brain/Pate | B, P |
| 10 | Toes | S, Z, soft C |

This will be a good time to stop and review all you have learned. Spend a little time with this slight variation on your original body parts list. Coming up, I have a wonderful surprise for you. Most people find it the most challenging part of a good memory system, but you already know most of what others dread. Curious?

Practice:

Mentally go through the Body Parts, but this time, as you see each part, hear the sound of its initial letter or letters. See a TOE/DIGIT and hear the ta and da sounds. See a KNEE and hear the nnn sound.