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Maximum Memory Power

By John Williams

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Contents

Please Read This FIRST.	2
Terms of Use for ebook and audio version.	2
Disclaimer for ebook and audio version.	2
Contents	4
About the Author	7
You CAN Improve Your Memory	8
Looking and Seeing	9
Positive Input and Expectation	12
Ancient Wisdom	13
Get in Shape	15
Tips and Short-cuts.	17
<i>Better Focus Gives Better Results</i>	17
<i>Break Through the Fog</i>	18
The “Did I ... ?” Dilemma!	19
<i>Physical Reminders</i>	21
<i>Repetition</i>	22
Bunching	23
Sleep Learning and Hypnosis.	24
Helping Others to Remember YOU.	27
<i>Help the M.C. Promote You</i>	27
<i>Powerful Introductions</i>	27
<i>Don’t Mess Up Your Message.</i>	28
Overview of the Systems	30

Link Them & Never Lose Them32
 Test Your Pictures..... 35

Locate Your Memories.....37
 Tell a Story. 38

Power Pegs.....39

Word Pegs.40
 Picture Pegs..... 41

Numerical Pegs43

Combination Pegs.....45

How to Remember Speeches.....47
 Mapping Your Path..... 47
 Pegging Your Speech..... 47
 Linking Your Speech..... 48
 Insure Your Success..... 49

Remembering Names50
 Listening Tips..... 51
 Link Names to Significant Facial Features 52

Paper and Electronic Systems53

Memory Games and Stunts54
 Day for Any Date 54
 Tray Trouble 56
 Peg Every Page..... 57
 The Giant Memory. 58
 Pick ANY Card 59

More Memory Joggers.60

Bonus: Audio Version of “Maximum Memory Power”!62

Running Sheet for the “Maximum Memory Power” Audio version.....	63
<i>MP01 10:46</i>	<i>63</i>
<i>MP02 8:51</i>	<i>63</i>
<i>MP03 17:22</i>	<i>63</i>
<i>MP04 7:59</i>	<i>64</i>
<i>MP05 10:55</i>	<i>64</i>
<i>MP06 13:34</i>	<i>64</i>
<i>MP07 10:41</i>	<i>64</i>
<i>MP08 12:19</i>	<i>65</i>
There’s No End!.....	66

About the Author

John Williams is a professional magician and author of several ebooks.

He uses many of the simple and effective techniques in “Maximum Memory Power” for entertainment, but has also proved their power and effectiveness in business and social situations.

John says, “It’s not rocket science. The basics were laid down long ago. I’ve just tested and tweaked everything so that it’s easier than ever to remember where you left your keys, your entire shopping list and even your mother-in-law’s birthday!”

Almost anyone of reasonable health, whatever their age and other circumstances, can improve how they use the powerful record and recall system which they were born with. Like so many things that we get for free, we never value it properly or take the time (about three half-hours a week) to get anything like the best use of it.

He says, “If people realized how easy it is to learn how to remember names and the powerful, positive impression it makes - socially and in business - then maybe we’d have Memory Skills as part of every school’s curriculum!”

“And better recall will reduce the stress in your life and give you more time to do what you want to do because you won’t be wasting time looking for things!”

You CAN Improve Your Memory

Almost everybody can improve their memory significantly. The extent of that improvement is related to the current state of your physical health, your enthusiasm for the task and the importance which you place on it.

I believe that these methods and advice will help you, whatever your age and other circumstances. Of course, all readers are not starting from the same level – so, each person’s results will vary. Some of the systems and tips may not help you as much as they help other people.

Everything in this ebook is based on my experience and practical research. I’m not a professional in this area. I use the material when performing as a magician and in all my business and social activities.

A good memory is a valuable asset that enhances every part of your life - from remembering names and telephone numbers, to the punch-line of that joke which your friend told you last week.

You will get the best results by doing the simple exercises in this ebook as regularly and consistently as you can manage. There’s similarities between improving the strength of our muscles and powering up our “cognitive ability”, which includes our memory. Doing your exercises in long sessions which can be tiring and boring won’t have as much a benefit for you as shorter, more regular sessions.

Research on diseases of aging, such as Alzheimer’s and other forms of dementia, has indicated that keeping our minds active and positive may delay the onset of those diseases in some people.

I believe that tasks which involve your own creativity, such as these, may have more benefit than crosswords or computer games where the creative content is mostly provided by the creators and not the participants.

Looking and Seeing



Many people may be caring, loving persons but they go through each day in a cocoon of self-interest and worry which stops their minds getting the best mental images of the world and, especially, the people around them.



To improve the use we get from the very powerful storage and recall systems which we all have, our first task must be to remove that screen from between our eyes and our brain. If we don't really see a person as more than part of the background scenery to our day, there's not much chance that we will store a quality image of them which we will be able to recall without effort, is there?

It's very simple to crack, and then remove, that screen. Just start to focus more on your surroundings and the people you meet, and then listen more closely to what they say.

This will take conscious effort at first, because you are replacing your habitual inward focus, which probably has been part of your life for years, with a healthier and more productive outward focus. It won't happen overnight, but it will happen.

You might want to try to get more rapid improvement in your focus with some of the simple exercises in this section. Set aside up to half an hour when you won't be interrupted. Don't stress yourself if your ability to recall the people described in the exercises is very poor to start with. That's very common.

The good news is that you will probably notice a fairly quick improvement just by repeating the exercise(s), but using different people as your subjects, a few days later. Don't put a lot of pressure on yourself when doing the exercises. Your memory works best when you are as relaxed and focused as possible.

Don't worry if your first attempts show gaps in your recall. These exercises are just for your benefit and are no-one else's business.

- While sitting comfortably, try to recall the streets and the people which you pass every day on your way to work. as if it was a movie showing on a screen in your mind. You probably know the names of the streets or stations which you pass every day, but the point of this exercise is to show how well you remember what you see almost every day.

Then, instead of burying your head in your newspaper as usual the next day, look at your surroundings and, especially, the people as you travel along. You’ll probably see many interesting things which you had not taken any notice of before.

Give yourself a break and then try the same exercise a couple of days, or even a week, later. I think that you will be pleasantly surprised at the improvement in your recall. That improvement should also be apparent in other situations as well.

- Choose somebody that you see regularly but don’t have a close, personal relationship with. Try to form a very clear mental image of the person; their face, stance and clothing. What, or who, does their voice sound like? How do they walk? What exactly did you talk about on the last time that you spoke with them?

When you see them again, check how good that your recall of them was. Most people find that their recall is different in significant respects from the real person. That should encourage you to focus better on the people you meet in the future.

Try this same exercise a few days later with a different person.

- If you work outside your home, sit down when you have some free time at home and write a description of your office. Be as detailed as possible, but don’t put more than 10 minutes into this. It’s an exercise, not an essay.

You could include a diagram and mark the location of as many items as you remember.

If you work at home, try this exercise with the layout and contents of a room other than the one which you’re currently using. Pick one that has a number of varied items in it, so that your recall gets a good test.

That sounds simple and it is. But you could find some things which you’ve seen every day, maybe for years, that you haven’t recalled when I asked you to unexpectedly.

- Our final example is a bit harder. Grab a magazine or newspaper and find a page where there are a number of products or separate items - at least 10, if possible. Give the page a thorough scan, then close the magazine and write down as much information as you can about the products and companies, or people, which you just read about.

Just doing these exercises should improve your mental processes to some degree. This preliminary test will show you the current level of recall which you have. That will enhance the buzz which you will get after you start to use the systems and tips, and then see your improved results.

You can expect to achieve them while expending less effort and time as well.

These simple exercises are just for your information – no-one else sees your results, so there is no pressure on you. It doesn’t matter whether you get a 60% improvement or only 10% - your investment of time is minimal and that improvement will continue for the rest of your life! It may even increase without extra effort from you as you become more familiar with the power of your own memory.

The reward for doing at least a couple of these tests at the start, is that you will more easily see your improved appreciation and recall of your surroundings and the people you see in the future.

Then, the systems and tips in this ebook will take you to the next level.

Positive Input and Expectation

I can't explain to you how the synapses and the cortex work. I'll concentrate on detailing the best ways which I've found to help you get better results from the powerhouse filing system between your ears.

Your memory is already functioning much better than you probably realize. Even un-trained brains absorb countless impressions every day and store them in ways which are still not fully understood.

Unless there are medical reasons, due to prior injury, impairment or disease, we all have the potential to greatly improve the use of our memories. You could be very surprised how much improvement you can make without great effort, and in a short time.

There's probably just one factor which stops you from getting much better results from your memory at this point.

That's the person that stares back at you from the bathroom mirror each morning!

Have you noticed that people who say they have poor memories can probably recall the achievements and failures of their favorite sporting teams over the last several years, even if they always forget their partner's birthday?

Because the brain comes as standard equipment and costs us nothing, many people fail to value it or realize the benefits which come from using it in an organized way.

Start today to use your memory better and improve all of your social and business activities.

Stop accepting that you have second-grade mental faculties (you don't!) and filling you mind with negative impressions.

Focus, organize and use your abilities to their natural potential.

Ancient Wisdom

Before electronic diaries, reminder telephone calls and personal information manager programs, right back to Ancient Greece and Rome, people needed to remember important information, Sometimes, their survival might depend on it!

They developed most of the systems which I’ll describe in this ebook. But, there have been many improvements to the early, basic methods, as you’d expect over several hundred years.

All the books, and even the high-priced courses which you see advertised on television, have their basis in these systems, which date back centuries.

There are no “secrets” to improving your memory, but different “experts” create their own ‘recipes’, mostly using the same systems which you’ll find here along with their own selection of “secret herbs and spices” - tips and short-cuts based on their own experience, research and feedback from the people they’ve taught.

I’ve personally tested almost everything which I’ve put here and made changes where I felt something could be made easier or more effective for you to use.

Please read all the way through the book first, then pick those parts which you feel will be most helpful to your current situation and needs, and *go!*

The sooner, and younger, that you start to use your memory in a more organized way, the farther it will take you. But, anyone that starts now to use these systems will get some noticeable benefits, whatever their current age and circumstances.

Scientists ‘know’ a lot about why the systems work, but many things which are accepted as proven facts may be challenged or discarded as further study is made with our rapidly improving technology in the next few years.

They are still discovering how much more there is to learn.

People like me, that use the systems every day, fine-tune them. You will probably tweak them to fit your needs better after you have been using them for a while.

But, give them a fair trial first - just as they are set down here.

Get in Shape



You will benefit in all areas of your life by improving your use of your memory, but the amount and speed of that improvement will be strongly influenced by your current health and attitudes.

If you have been going to start or increase the amount of exercise which you do, ***start today!***

Aerobic exercise (activities such as walking, swimming and tennis) will definitely increase the quality of the results you get from these memory systems and tips, along with increasing the level of beneficial oxygen in your body.

Another proven benefit is that more exercise will encourage you to drink more water (that stuff you dilute your coffee with). Your brain needs the equivalent of several glasses of water every day. Each drink of tea, coffee or cordial which we have daily, does not replace the need for any of that water. Those flavored drinks actually cause the loss of some valuable water from our body, reducing the amount available to our physical systems and, most importantly, to our brain.

Just making the effort to drink 6 or more glasses of water each day will improve the ability of your brain to process and recall information, and have other benefits as well.

You may believe that you have a “bad” memory, but that’s doing it an injustice. Accepting lower results than you are really capable of is selling yourself short, just to avoid the little extra effort needed.

Your memory is at least as powerful as any of the teachers at your local high school. The difference is mainly that they have learnt how to use theirs more efficiently and their work makes them use their faculties at full stretch every day.

Your “bad” memory is already absorbing thousands of impressions daily. Most of them are stored for possible later retrieval. The most likely problem is that you may give your memory too little direction, not enough work and that you don’t have systems in place to help make retrieval easy and quick.

This ebook will help you to improve your ability to recall the exact information you want more efficiently than you can do it right now.

The importance which you assign to the different types of images and the instructions which you give yourself will affect which impressions are most securely stored for later retrieval and how easy that recall becomes.

Many people focus on negative images, or fill their mind with negative emotions such as envy, anger and lack of self-belief. The brain is very powerful and could still absorb all the positive and empowering messages and images which that person sees, but it will keep the negative ones ready to recall if that’s what the person mostly focuses on.

Henry Ford said, “If you believe you can do a thing or if you believe you can’t; in either case, you’re probably right!”

There is some power, I believe, in having positive expectations and, anyway, they’re more enjoyable than constant negativity for you and, also, for everyone around you.

Memory improvement is not as difficult as it may seem at first. No-one needs to know that you are doing the exercises or what improvement you get - there are no exams!

The best part is that you will still see and feel an improvement in all areas of your life even if your early results are fairly small.

Tips and Short-cuts.

Most important tip: Ask your partner or a close friend to learn the systems with you. You don't need to study every part of it together, but you can help each other by:

- ✓ preparing lists for the other person to memorize and recall,
- ✓ checking each other's progress and
- ✓ supplying valuable feedback and, especially, lots of encouragement.

The systems which you get in this ebook will help you with more complex tasks.

The tips and short-cuts in this section will help you with simpler, every-day memory mis-steps - such as forgetting to post a letter or leaving your handbag, or briefcase, in someone's office.

These mistakes are very common, so please don't start worrying that something is wrong with your memory or your mental power in general. You probably just didn't set up the best conditions for doing the task when you put down the envelope, briefcase or handbag.

That's not surprising, because we're given lots of information (though nowhere near enough to fill our brains), but not many schools teach us how to store and recall that information for efficient use.

Better Focus Gives Better Results

It's also sad but true, that many people push through their day in a fog of self-interest and distractions. We may put a large check in an envelope, then put the envelope down without focusing on where that we put it, because our mind is full of the football match which we saw last night.

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