Dark Side Inner Circle

Edition 007

Alright... This is Cameron Crawford and I would like to welcome you to The Inner Circle for this month.

This month I'm going to cover something which I've had a lot of emails about, and that is The Photo Memory.

A lot of you have been asking me to record audios for this for a long time, so this is the month for you if that is what you're after.

So first up, you've probably heard whispers of people being able to read through an entire book in less than a minute and being able to remember hundreds of pages of information in
seconds, but the truth is, there's not all that much evidence that actually suggests that
the idea of a photographic memory actually exists.

Instead, what people with a seemingly photographic memory use are advanced memory systems and that's exactly what we're going to get into in this section so you can easily develop such a good memory that people will actually think you have a photographic memory just because of the ease in which you can remember any piece
of information.

I'm about to show you memory systems which are tried and tested so you might want to try them out and see the results you get.

Alright, so grab a pen and paper right now if you haven't already because we're about
to do a little experiment which is going to introduce you to the foundations and the real secret behind the Photographic memory formula.

Ok, I want you to write down these ten words in this order: Fish, Cheese, Smoke, Rabbit, Cucumber, Shoe, Necklace, Spider, Telephone, and Ice.

Ok did you get all those…

Just to be sure you got them all and they're in the right order… once again they are: Fish, Cheese, Fire, Rabbit, Cucumber, Shoe, Necklace, Spider, Telephone and Ice. Now what I want you to do is just give yourself about thirty seconds to try and learn as many of them as you can in the right order…and I do actually want you to try this because I want you to realize just how quickly you can use the these Photographic Memory systems to change your life and the people lives around you.

Ok, so go ahead and take 30 seconds and try and memorise the list in order.

Ok…So welcome back…now, what I want you to do is turn your piece of paper over

and I want you to try and recall all ten of the words in the right order.

So, again take 30 seconds and write down as many items as you can in order.

Alright, welcome back.

So how did you do?

Most people can remember between four and seven of the words and the reason for that is because when we try and remember a lot of information then it just doesn't work because we try to over fill the short term memory by pushing too much information into it.

So the reason most people can only remember around four to seven from the list is because once we get to around seven units of anything at any one time then we start to
forget little bits of the information and so we can't remember any new information that comes our way.

A good example of this is if you think of any person's phone number that you know off by heart then most likely you'll find that the way you remember the number is by breaking it down into parts… the reason we break numbers down into parts is because
it makes them easier to process.

If you don't phone numbers into parts then most likely you do some kind of rhyme in your head which is also another common way people remember numbers.

So, back to the list, how did you do?

If you remembered more than 7 in the right order then that's above average.
If you got less than five then you're going to love these techniques I'm about to reveal
to you. This memory system will let you remember insane amounts of information and it's the easiest way I have found to do it.

So what if I told you that I could show you how you can triple your memory in just a few minutes?

That would be pretty good right?

Ok, so what I want you to do is just forget about the words for now…and I'm going to reveal to you the secret to remembering any list easily, quickly and in the right order. To remember the list you first need to think of a journey that you take pretty regularly that you are very familiar with, it could be a journey around your house from room to room, a journey down to the mall or a journey to a friend's house.

It doesn't matter what the journey is as long as it has at least 10 stages at this point. So for instance a journey to the mall with 10 stages could be…stage 1 leaving through

the door of your house…stage 2 walking through the gate at your driveway…stage 3 walking past your neighbour's dog that's always barking…stage 4 getting to the end of
the street and crossing to the other side…stage 5 walking past the 2 mail boxes…stage
6 walking past the old wishing well….stage 7 walking past the block of apartments…stage 8 walking past the Church… Stage 9 walking past the school…. And finally stage 10 walking past the bus stop.

It just needs to have 10 stages.

Now the way to remember the list easily is to place each one of the 10 items from the
list at one of the locations along the journey.

But the big secret is you need to really make these images stand out in your mind so you need to make them crazy make them so extreme that you would never hope to see
something like that in a million years. And you need to include all of your senses, so you need to see it, hear it, feel it and smell it.

So here are the locations from my journey with each item from the list.

Front door - Fish
Driveway - Cheese
Neighbours Dog - Smoke
End of Street - Rabbit
2 post boxes - Cucumber
Wishing well - Shoe
Apartments - Necklace
Church - Spider
School - Telephone
Bus Stop - Ice

So for example at stage number 1 leaving through your door you would see a giant fish flapping around stuck in the middle of the doorway making the floor of your house soaking wet…you can hear the sound of the splashing water and feel the water
as it hits your skin and you clothes soaking you and I can smell the stench of the stinky old fish.

Then finally when you squeeze past the giant fish you walk down your driveway and you can smell a really strong odour of old stinky cheese and you see the end of your driveway has turned into cheese and it's melting under the hot sun and you can hear it
bubble as it melts then as you go to walk over it you begin to feel yourself sink into the cheese until eventually you're swimming through a pool of melted cheese.

Then after you've pulled yourself out of the melted cheese you begin walking past your neighbour's house and you can see their house is on fire and you can hardly

breath because of the smell of the toxic fumes from the smoke and you can feel the heat on your face and the neighbour's dog is barking even loader than usual and he is
running round in circles trying to catch his tail which is also on fire.

Then you get to the end of the street and you go to cross the road when you see a giant
Rabbit is blocking the road and all you can hear is the sound of the cars as they honk
their horns trying to get the giant rabbit out of the road.

The you get to the two post boxes and you see that someone has pulled a prank on the
postman and filled the post boxes with cucumbers and you can hear the postman yelling at everyone who walks past.

Then as you continue on your journey you see the old wishing well and for some reason there are hundreds of people standing around it and instead of throwing coins
down the wishing well they're all taking off their shoes and throwing them down the well. And you can hear the people as they make their wishes and you can hear the sound of the water at the bottom of the well as they throw their shoes in and because so many people have taken their shoes off all at once you can smell the cheesy feet of
everyone surrounding the well.

Next you get to the block of apartments and you see the whole apartment block is shining in the sun because it's covered in gold necklaces, in fact it's so bright that you
have to close your eyes because you're worried it might blind you.

Then you get to the church and you see that the whole church has been covered in an
giant spiders web and the everybody who goes to the church is getting stuck in the web as they try to go through the door and you can hear everybody as they're shouting for help as you walk by and then you see the legs of a giant spider start to come over the top of the church so you make the quick decision that you better get out
of there.

Next you get to the school and you see that the school itself has been made to look like a telephone and the kids are all climbing to the top of the telephone and then sliding down and around the coil of the telephone cable, and you can hear the sound of the kids as they play and you can hear the sound of the telephone as it rings.

Then finally you get to the bus stop and see that the bus stop has frozen over with ice
and you try to read the bus timetable but you can't see it as it's frozen so you pull out a lighter from your pocket and try and melt the ice but you can't stand up as the sidewalk is frozen and you keep slipping so you hold onto the bus stop to support

yourself and then your hands get frozen and you can feel how cold they are and you're worried about getting frost bite.

So that's all you need to do, now notice how bizarre the images are. The point is the more bizarre they are the more memorable they will be for you.

And the reason for that is because when you visualise the stages on your journey and
then you visualise an image of something that's really bizarre and interesting it creates this association between the two images.

So when you visualise all these insanely bizarre and crazy pictures at the different stages of your journey, they really stick in your mind, and I bet some of the images I described to you have stuck in your mind just from me telling them to you a second ago.

So all you need to do is picture the information and it will stick in your mind because on some level a part of your brain actually believes it's happening.

So just be sure to make those images really visual, make them as bizarre as possible,
as crazy as possible and they will stick.

But here's the secret…

Always use the first thing that comes into your head, that way you're more likely to remember it.

Ok, so right now, try and remember a journey of your own that you know well enough to remember 10 stages.
Then link each stage of your journey to one of the images.

You'll be surprised just how well this works…but if you do run into trouble and you find that you can't remember one of the images or a few of the images then all that means is that you're not making your images memorable enough and you need to make them even crazier even more extreme.

Ok, so that's how you can remember a simple list and it's shows you how you can use
the mind and the imagination to remember a lot of information, now I know remembering a list of 10 items isn't the most amazing thing in the world but this is only the beginning believe me…by the end of this section of the course you'll be able to easily memorize the order of a whole deck of cards within minutes, if you want to.

PEOPLES NAMES

Alright…how about I show you how to memorise people's names, because I think this
is going to be especially important to those of you who are listening to this and want

to climb up the career ladder, I mean imagine going to a conference or a seminar and
being able to go around the room and remember every ones name.

Because at a conference or a seminar you'll probably find there's a few hundred people there so if you can remember every ones name then people are definitely going
to remember yours and as well as that, they'll remember you as an interesting person
who had an amazing memory…

Instead of that uninteresting person who sat in the corner, didn't talk to anybody and had nothing interesting to say…

Ok, so what you need to do to remember anyone's name is first look at a person's face
before finding out what their name is…and the reason why we do this is because a lot
of the time a person will remind you of someone else, it might be someone you know like a friend or a relative or it could be someone who is in the spotlight all the time like an actor or singer…whoever it is that they remind you of it doesn't make a difference.

The main thing is that the likeness is there even if it is just a small likeness…because
all we need is a small reminder and that's going to act as an anchor for us.

So let's say you're standing there at a business seminar and this person reminds you of
Brad Pitt…my guess is you probably know who Brad Pitt is, so he's a pretty good person to use as an example.

Ok, now we're already half way there even though you don't even know the guy's name yet…you just know that in some way, shape or form he reminds you of Brad Pitt.

Ok, so next we need to imagine a location that is closely connected to Brad Pitt, so I would say when I think of Brad Pitt I think of the movie "Fight Club" and then I think of a basement full of men ready to fight.

Now I know this all may seem like a lot to process but believe me it comes a lot easier
with practice and soon enough you'll be able to do it all in a couple of seconds.

Ok, so now we've got the location for our Brad Pitt lookalike we are ready to hear the guy's real name…

So let's say he introduces himself as Michael Spears…

So now you know his name, now what you need to do is take his surname and ask

yourself what does his surname make you think of…

So let's say spears make you think of Britney Spears.

So now what you need to do is take that image of Britney spears and then put her in out Brad Pitt location of the basement from Fight Club full of angry men ready to fight…so now we have an image in our mind of Britney spears in a basement surrounded by angry men and all she wants to do is sing for them.

Ok, now finally we need to the guys first name…and of course his first name was Michael.

So the way to do this is to think of a friend or someone you know at least that goes by
the name Michael and then you need to introduce them into the scene.

So what I would do here is picture the scene of the basement full of angry men all wanting to fight and they're surrounding Britney spears and all she wants is to do is sing so the men are getting angrier and it looks like some trouble is
about to kick off and then…the doors to the basement open and someone begins walking down the stairs…and it's my good buddy Mike and he's here to rescue Britney Spears.

So that's the image I would create in my mind to remember the name Michael Spears.
So can you see now how this technique is comes together…?

It works because we're creating a chain of associations so when I come to meet the guy later in the day I will immediately think of the actor Brad Pitt, then that makes me think of a basement of angry men, and then I see that in the middle of the angry men is Britney spears and all she wants to do is sing and then I see the basement doors open and it's my good friend Michael come to rescue Britney…

So now I know the guys name is Michael Spears.

Now I know that sometimes you might meet someone and they don't remind you of a public figure, but normally they always remind you of someone even if it's a cartoon character…I mean I've actually met two separate people on two different occasions and they actually reminded me of 2 different characters from the Simpsons.

And likewise you might not have a friend with the same first name as the person you're meeting…but that's ok too…if that's the case then you can use a public figure or whatever helps you.
And I know sometime you might meet someone who reminds you of no one but we'll get to that technique in a minute.

Don't be scared to bend the rules ok.

And just remember when you first start out using this technique… it may not be easy at first and it will take you a while come up with associations…but the more you use

it….like anything…the easier it becomes, so when you're just starting out, don't try and remember a room full of people, just one or two names will do and then as you get more confident with the technique you can progress.

DOESN'T REMIND YOU OF ANYONE

Alright, so what if the person we've just met doesn't make you think of anybody you've ever met in your entire life or any public figure or any cartoon character or anyone else.

So what you want do is decide what kind of person he or she is, maybe when you first
meet them they strike you as a librarian type or maybe the type of person who would be a mad scientist or a computer hacker…whatever the impression you get then use it…

Oh and by the way this is the impression you get and not what their actual job is…so just the impression.

Ok…so let's say we meet a woman at our imaginary seminar and she reminds us of no one but she does give of the impression of a Librarian…so this time the location will be a library.

Then she tells us her name and it's Monica Lesickova. So then we take her surname and we realize we don't know of anyone called Lesickova so instead we break the surname down…and when you think about it…it kind of sounds like…LESS-SICKOVER…

Now, I want to apologise in advance but I'm about to describe a scene where a person
is throwing up, but really more humorous than disgusting…so here we go.

So what we do is imagine our librarian and she's just had her lunch but she's eaten some bad eggs and now she's being sick everywhere, all over the library…but now she has covered the floor with buckets and covered the books with plastic because she
is trying to get LESS SICK OVER the books and the library.

So that's how we remember her last name.

Ok, so now for the first name…I don't actually know anyone called Monica personally but I do know a Monica from the TV show friends.

So now I imagine Monica walking into the library only to see the sick everywhere and as we all know Monica likes to keep things tidy, so now she is grabbing a bucket and trying to catch the sick as it comes out of the librarian's mouth.

Ok, so there are the images…now when we meet Monica Lesickova later on, we'll instantly remember that she looks kind of like a librarian and then the whole scene will play out in our memory and then we remember her name….easy as that.

BLAND AND UNINTERESTING

Alright so I've given you two techniques to remember someone's names so far and that covers a couple of bases but what do you do when the person you've just met doesn't remind you of anyone or even any type of person?

Well whenever this happen you need to use whatever location you're in right then at that moment when you're meeting them as the location.

So for example let's just say for a second that you're at a party and you get talking to a guy and he reminds you of no one you've ever met before, he doesn't remind you of
any actors or public figures, he doesn't remind you of any cartoon character and he doesn't even remind you of a type of person like the librarian…

So if you're stuck in this situation as I just said you use whatever location you're in right then in the moment as the location to remember their name… so obviously as you're at a party then the location would be the party.

The next step is to ask their name…

So let's say the name is Raymond Picoult…

Now let's say you already know someone called Raymond who you went to school with so you can use his image to remember the first name, and you are using the party
itself as the location.

So the first step is to imagine you're old school friend Raymond in a memorable location at the party, so let's imagine him doing some kind of crazy rain dance while standing on the table right there in the middle of the party.

Now how do we remember Raymond's last name which is Picoult…

Well unless you already know someone call Picoult which for this example we're going to imagine you don't, then the easiest thing to is break the name down into parts
phonetically.

So when you break down Picoult it becomes the word "Pick" and the word "Cult". So you've already got the image of your friend from school called Raymond dancing on the table in the middle of the party, now you decide to add to that image a Cult of people all wearing long dark robes all surrounding Ray as he does his rain dance but they're not just any old Cult… Oh no… this cult is a "Pick" Cult, they love anything to do with picks… they're holding pick axes, they all have tooth picks in their mouths and they're all holding guitar picks (which is another name for a guitar plectrum which is the little plastic thing you pluck the strings with in case you don't already know).

So this cult all has tooth picks in their mouths, they're all holding pick axes and they have guitar picks… and you could even make the mental image even more memorable by making the cult of people play their pick axes like guitars using their guitar picks to play some heavy rock tunes because as I said… the crazier you can make the image the more likely you are to remember it.

So now later on when you bump into this same person again who didn't remind you of anyone or anything you'll instantly think to yourself "damn, what was his name… he doesn't look like anyone, oh yeah… My old school friend Raymond dancing on the table surrounded by a Pick Cult… so his name is Raymond Picoult.

Alright, so that was how to remember names now I want to talk about how you can memorise the shuffled order of a whole deck of cards.

So when you take the time to learn this, you can use it as another awesome social proof technique to completely dominate any social situation.

I mean imagine next time you're at work or in a bar or a party and some guy brings out a pack of playing cards trying to show off his latest magic trick that he's been learning for the last two weeks.

Then after everyone's seen him perform the trick and pretended to be amazed you can
say to the whole group "I bet you if you shuffle the entire deck in any order you like and then hand it to me and I can memorise the entire sequence of cards in less than 3
minutes".

Now what do you think is going to happen, do you think people are going to believe you can do it… probably not, but more importantly what do you think the reaction will be that you get from people when you do it.

Well, I can tell you from experience it works like crazy, people love it. And remember earlier when we were talking about DHV's… demonstrations of higher value and social proof tactics.

Well just imagine how this demonstrates your value and how you'll be able to completely control any group of people by using this technique.

So with that said lets' get right on into it…

Now we've already been through the journey method to remember a list of ten items and that's basically the same system that we're going to be using here except this time
you're going to need a journey with 52 stages instead of just 10 like we did before.

Now I know this might sound challenging but really when you think about it it's not actually that hard, you probably go on a journey that has 52 memorable stages every day.

For instance, if you drive to work or to school or wherever it might be then you most have to travel for at least 20 minutes on that journey each day.

Now I know if you're in a car for 20 minutes then there must be 52 memorable stages
of the journey… if there's not then you have two options:

The first option is to go and take that journey right now and try and find 52 stages that
are memorable enough for you to use. The second option is for you to go and walk around your town or your city and then work out a route that you can use that's going to give you 52 memorable stages for you to use.

Or if you think you already know your town or the city you want to use well enough, then you can imagine your town in your mind and imagine yourself walking through it and just note down each stage as you pass it.

Ok, so next I want t tell you how we're going to remember the playing cards.
Now obviously remembering your 52 stages of your journey is pretty easy, but when it comes to the cards this is where it gets a little bit harder.

The reason it gets a little bit harder is because playing cards are inanimate objects so
they're boring, they have no life, there's nothing you can really do to make them memorable…

So instead of focusing on that fact what you need to do is just change each playing card into a person and the easiest way to do that is to change each card into pairs of letters so for example the Ace of Spades will become the letters AS.

Then all you need to do is think of someone you know with the initials AS, or if you're like me and you don't know anyone with the initials AS then you can just choose a celebrity or some kind of public figure but if you still can't think of anybody then don't worry because I've got you covered and I'm going to give you tricks of how you can get around that in a minute.

But for now based on the principle I just told you, you need to change all the Ace cards into A's, all the 2 cards become B's, and of the 3's become C's, all of the 4's become D's, all of the 5's become E's, all of the 6's become F's, 7's G's, all the 8's become H's, all the 9's become I's and all the 10's become J's.

Ace = A	4 = D	7 = G	9 = I
2 = B	5 = E	8 = H	10=J
3 = C	6 = F	9 = I	

Next to find the second letter for each card you just have to look for the suit, so as the
example I gave before with the Ace of Spades the initials were A for ace and then S for spades, which is AS and that makes me think of Adam Sandler.

Have a look at the table so you can get more of an idea about what I'm saying and you can see how you can get the letters for the cards Ace to ten.

So if spades is S, then Diamonds is D, Hearts is H and Clubs is C.
Card Spades Diamonds Hearts Clubs

Ace	AS	AD	AH	AC
2	BS	BD	BH	BC
3	CS	CD	CH	CC
4	DS	DD	DH	DC
5	ES	ED	EH	EC
6	FS	FD	FH	FC
7	GS	GD	GH	GC
8	HS	HD	HH	HC
9	IS	ID	IH	IC
10	JS	JD	JH	JC

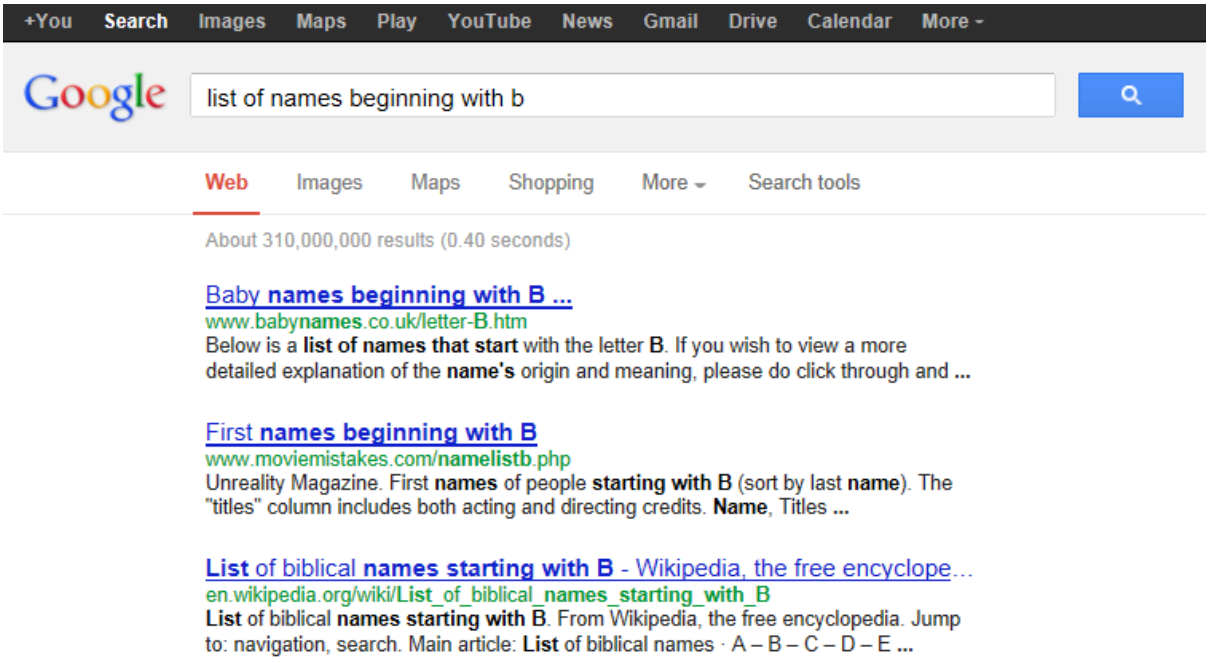
So what you need to do is have a look at those letters and then work out who each card makes you think of based on the initials.

Now as I said before, I'm willing to bet a lot of you are just like me and some of the initials just won't make you think of anyone, so when this happens all you need to do is ask Google to help you out.

So what we do is head over to Google and as we've already talked about the Ace of Spades and we got Adam Sandler as our person to represent that card, let's move on
and do the 2 of Spades.

So the 2 of Spades gives us the letters BS so we need to find someone to represent that card with the first initial of "B".

So the first step is to type into Google "list of names beginning with B".



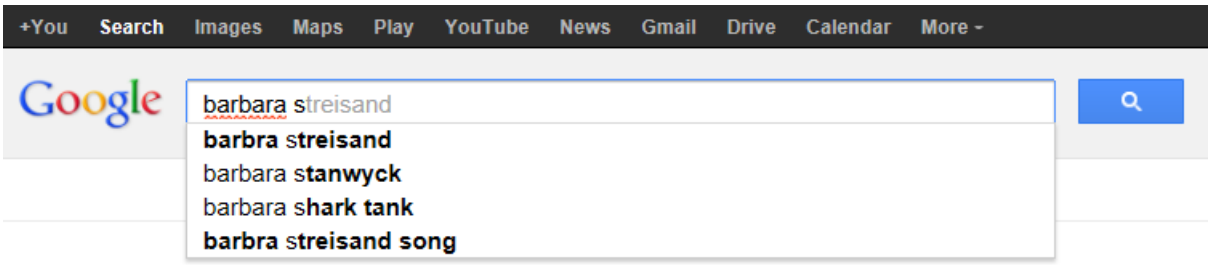
And then click on the first result and we're taken to the list.

You might find that there's a lot of names which you've never even heard but just go through the list and you might find that you come across a name and a certain celebrity jumps into your head or a friend you didn't think about for a while but if no one comes into your mind
then you can just scroll down until you find a name that you consider to be fairly popular or a name that you've at least heard of.

So for example "Barb" or I might even try "Barbara".

So head back to Google then in the search bar type in "Barbara S" but don't press

search, it should give you a little drop down box that will show you the most searched
phrases with the search term “Barbara S” in it.



Then you need to look at all the search terms with Barbara S in it and you can be sure
most of them are famous faces, so as an example one of the ones that’s come up here
is “Barbra Streisand”.

Now most people will probably know who she is already so… great you can use her, but if you’re not sure then you can just go to Google images and find a picture of her and see if you recognize her.

If you don’t then no big deal, you just go back to your list of names, find another name beginning with “B” and do the same process again until you find someone that you want to use to represent the card “2 of Spades”.

Then once you’ve found someone for the “2 of Spades” then you need to go through the rest of the cards and find other people to represent those cards.
Now one thing I want to point out is as you’re assigning different people to each card if you happen to come across a certain card for example the “8 of Spades” and you know that the letters are “HS” and immediately when you see those letters they make
you think of “Harry Sanford” then that is the person you want to assign to that card, that way you will have a much easier job of remembering who represents each card.

Another point I want to make is that the letters are only there for you to use at the beginning to help you, they will help you learn that each card represents a person and
then after a while and after a bit of practice you won’t need to even think about the letters.

As soon as you see the Ace of Spades you will immediately think of Adam Sandler or
whoever you chose to represent that card, or as soon as you see the 2 of spades you’ll
think of Barbara Streisand and it won’t even take you a second, you will automatically think of the person.

Now another thing I need to point out is you need to assign an action or something memorable about them like what they’re wearing.

So for instance if my Ace of Spades which as you know is Adam Sandler comes up then I would place Adam Sandler on my journey screaming at a golf ball.

Why is he screaming at a golf ball?

Well if you've seen the movie Happy Gilmore then you know that there's the scene where he's actually talking to the golf ball, and then he's yelling at it telling it to go in the hole.

So the reason I chose that scene s because it's the first one that came into mind and it's memorable, and if I create the image of Adam Sandler screaming at a giant golf ball somewhere along my mental journey then it is going to be and image which is quite hard to forget which is the whole idea.

As with the remembering a list of ten objects from earlier and remembering the peoples names, the crazier you can make these images in your head the more likely it
is that you will remember them.

Court Cards

Ok, so now for the court cards. These ones are should actually be easier for you to remember as they're people already, so when you're looking at the court cards and trying to come up with someone to represent that card then just think about the card and thing about what it represents and see if someone comes into your head.

So for me here's what each suit represents… Clubs I think of young socialites that you hear about all the time in magazines of on the "E channel", so for example for the
Jack of Clubs I immediately think of Jack Osborne as first of all his name is jack, second he's young and to me the court card of a Jack represents a young person and
finally I think of Jack Osborne as I hear he's always out with his entourage in the clubs in LA.
The next card is the queen of clubs and for me I immediately think of Paris Hilton, and again she is another example of someone you always hear about as being a young
socialite and she's always hanging out at the hottest the bars and the clubs.

And finally the king of clubs now the first person who comes to mind for me is "P Diddy" AKA "Puff Daddy". Now the reason that P Diddy comes to mind is because he is someone who is well known as a bit of a king of the rap and hip hop world and also I hear he throws huge parties in the most exclusive clubs… so he is the king of clubs.

Now for diamonds I think of people who have got a lot of money so for the Jack of Diamonds I think of Mark Zuckerburg – the creator of Facebook because in case you didn't know he is the youngest billionaire with an estimated net worth of 1.65 billion dollars.

For the queen of diamonds I think of Ivana Trump who is Donald Trump's daughter.

And for the King of Diamonds I think of the richest man in the world Bill Gates.

For the courts card spades I think of people who I know to have jet black hair. So as an example for the Jack of spades I picture Edward Scissor hands, for the queen of spades I picture Angelina Jolie as the character of Lara Croft from Tomb Rader and for the king of Spades of picture the King… Elvis Presley.

And lastly for hears I think of people who are considered to be sex symbols right now so for the Jack of Hearts I picture Zac Efron as I know he has made a name for himself in recent years as a bit of a sex symbol. For the queen of hearts I think of Megan fox as for the last 2 years she has been voted FHM's sexiest woman in the world and for the king of hearts I picture Brad Pitt as even though he is into his 50's now a for at least the last decade he has been considered as the heartthrob of Hollywood.

So there you have it, that's my court cards.

Now have a look at the chart below and you'll see some examples. Spades

AS - Adam Sandler
BS - Bart Simpson
CS - Calvin Smith
DS - Dusty Springfield
ES - Edward Scissorhands
FS - Frank Sinatra
GS - Gwen Stefani
HS - Hilary Swank
IS - Ian Somerhalder
JS - Edward Scissor Hands
QS - Angelina Jolie (Lara Croft)
KS - Elvis Presley
Diamonds
AD - Alan Davies
BD - Barny Dinosaur
CD - Cameron Diaz
DD - Daniel Day Lewis
ED - Ed Deline
FD - Fred durst
GD - Gavin degraw - I don't wanna be
HD - Hilary Duff
ID - Ian Darke - commentating
JD - Mark Zuckerburg
QD - Ivana Trump
KD - Bill Gates
Hearts
Ace - Anthony Hopkins
BH - Ben Harper - playing guitar

CH - Colin Hay - playing guitar
DH - Daryl Hannah
EH - Edwin Hubble - juggling planets
FH - felicity Huffman
GH - George Harrison - Beatle
HH - Helen Hunt
IH - Imogen Heap
JH - Zac Efron
QH - Megan Fox
KH - Brad Pitt
Clubs
AC - Alan Carr
BC - bill Clinton
CC - Cameron Crowe
DC - Dane Cook
EC - Edward Cullen
FC - Francis ford coppolla
GC - George cloony
Hc - Hillary Clinton
IC - Isabelle Caro
JC - Jack Osborne
QC - Paris Hilton
KC - P. Diddy

Now what you need to do is assign your own people to each of the 52 cards in a pack
using the techniques we've just talked about and then make sure you commit them to
memory.

Once you think you've memorised all you people and which cards they represent then
deal yourself a pack of cards and see how many you get wrong.

To start with chances are you will probably have a hard time remembering most of the
cards but with a bit of practice you'll find yourself starting to see the card and then immediately the person who represents that card will come into your mind.

Now the next step once you've got all of the cards mastered is to figure out the journey you want to use. Now of course the one thing you need to be sure of is… does
it have at least 52 stages?

If it does then good, if not then you need to find a new journey or you need to dig deeper into that journey and find some more stages that you might have missed.

For me when I came up with my first journey of 52 stages I actually imagined walking around my city which I know pretty well and I was able to come up with 52 stages which I was pretty confident I would be able to remember.

Of course one of the things you want to be sure you do is take your journey in a logical order and when you're taking this journey in your head actually write down the stages of the journey, that way you can be sure you've got 52 stages.

Once you're sure you've got 52 stages then you want to be sure to memorize them and then imagine yourself taking the journey and see if you can remember all of the 52 stages.

If you're having a hard time remembering any of the stages then it could be that the particular stage is too close to the previous stage or maybe it's just not memorable enough so you might want to try finding something else.

Another thing you want to do is imagine the scene as being completely empty and dead silent, you don't want to imagine any people or cars or anything else that might make it harder for you to remember your playing cards at their specific location.

Now personally for me when I imagine my journey I picture myself walking through the stages as if I'm actually there but I know some people prefer to see the journey as
a still image as if you're looking at photographs. So if that's what you think you'd prefer to do then by all means you can do that.

Ok, so let's imagine by now we've taken the time to memorize all the playing cards and the people who you have assigned to the cards, and now we've memorised our 52
stages of the journey.

Now it's time to put what we've learnt to the test.

Ok so the first thing I do is visualise my first stage of the journey which is the hotel, then I turn over the first card. Let's say it's the Ace of Spades so when I see the Ace of Spades I know that card is Adam Sandler because Ace of spades = AS.

So now I want to take the image of Adam Sandler and his action of screaming at a golf ball and combine it with the image of the hotel and I want to make it memorable enough to be sure that I remember it.

So what I do is I imagine a giant golf ball in the entrance of the hotel and Adam Sandler is there and he's screaming at the ball and he's whacking it with his hockey stick and he's trying to get it through the door of the hotel but it won't fit and every time he hits it just rolls back so he hits it again and I can hear the windows of the hot smash every time this giant golf ball rolls into the windows on the door of the hotel. Now I can imagine this whole scene playing out in a couple of seconds but when you're just starting out it might take you 15 or 20 seconds to really burn that image into your mind, but that's ok.

The more you practice the faster you will get.

Ok, now as I turn over the second card I have moved on to location 2 on my journey

which is the restaurant. So I turn over the second card and it is the Jack of Spades so I
instantly know that the Jack of Spades is Edward Scissorhands and I know that his action is carving an ice sculpture. So I go to walk past him and I can feel the cold ice as flakes of it touch the skin of my face and I can hear the sound of the scissor blades
as they chop the ice.

Then I move on to the next stage of my journey which is the jewellery store as I turn over the third card. And the third card is the King of Hearts. So as we said earlier we know that the king of heart is Brad Pitt so what I would do is imagine the jewellery store and outside the jewellery store is the film première for Brad's new movie, so I can see the red carpet and the velvet rope and brad is waving but he is upset because
no one has turned up to the premiere so he thinks his movie won't make any money so he begins stealing the goods from the jewellery store. Now, I'm pretty sure I'll be able to remember that image.. and that's the point of all this, to make those images as
crazy as possible so it's more likely you'll remember them.

So that's how you remember playing cards, and I've given you a few examples, I'm pretty sure you get the idea by now, so next up I want to talk about how you can remember speeches.

How To Remember Speeches

So this is going to be good for anyone who want to remember large amounts of information like an actor who needs to memorise a monologue for his next audition, or the best man at a wedding who want to memorise his best man's speech or maybe
you even need to memorise a presentation for you next business meeting.

Whatever it is, I'm sure you'll be able to remember a time when you wished there was
an easier way to remember large chunks of information and this is it.

Ok, so if any of you have ever tried to learn a speech or a monologue then you'll know that the easiest way to memorise the information is to break it up into chunks… and again the reason for this is just because that's how the human brain works, just like with telephone numbers, we break them down into chunks.

So what I normally do is I take my speech and I make sure I've got it on my computer, so I write it out if I haven't already and then I break it into chunks so I have about 4 lines of text per paragraph.

Then with each paragraph I look for key points and then I create an image for those key points, and then all we need to do is place those images for the key points along the journey so we can remember each section of the speech point by point.

So when we use memory techniques to remember a speech like that it first of all take

a lot of the pressure of as at all times we can know exactly where we are in the speech
and what is coming up next.

All you need to do is walk the journey in your mind and as you get to each stage start the part of the speech that has that particular key point.

TIME TRAVEL

Alright, so now I want to move on and talk to you about **using your mind and your memory for Time Travel.**

Now when I say time travel I don't want you to get the wrong idea…I'm not actually talking about jumping into a Delorian and physically travelling back in time to 1988. Instead, what I'm talking about is using you mind to go back in time mentally and recall scenes from your child hood.

And this works really well, for example I've been able to recalled scenes as far back as being 3 years old and I was too scared to go to sleep because I was afraid of the dark
so I was sitting at the bottom of the stairs, holding my security blanket because I was too scared to go to sleep and my parents we in the front room watching TV and I just felt safe knowing that they were there in the room beside me…

And I'll tell you what, I can recall that scene now so vividly that it actually feels like I'm right back there, I can see, I can feel it and I can smell the smells of my old house.

And the reason I can remember all this is because of this technique…and you may be
thinking It sounds like it's going to take a lot of work but it doesn't…in fact, this memory recall is probably one of the most enjoyable and most relaxing parts of the whole system…so I definitely recommend you try it out.

Ok, so here's how it works…

What you need to do is return to a particular time and location from your past and try to recall as much detail of that time and location as possible.

And the big secret is we all do this all the time anyway, I mean how many times have you been doing something and then a certain smell or a sound reminds you of something from your childhood.

Maybe you hear the sound of an ice cream truck go by and you instantly remember being 10 years old and playing chase with the kids on your block…

Or the smell of strong chlorine from a swimming pool reminds you of being 6 years old and going on a family trip to a holiday park.

These are both memories of mine by the way and we all do this all the time.

And it's a good feeling to be able to be able to have all these memories come flooding
back.

And I understand that for some people maybe they didn't have a happy childhood and
maybe they don't want to remember and that's completely fine, but I know that some people maybe they lost someone that was special to them and for a long time all they
wanted to do was forget this person but now as the years have passed maybe they've
come to terms with it and they want to remember every detail about this person who died, and they want to remember the good times they spent together so this is a good
way for you to get in touch with those memories.

Ok, so let's get down to the nuts and bolts of this thing…

The first thing I want you to do is start by returning to a location that brings back quite a few memories for you…so it doesn't have to be too far back at this point… Just think of time where you have a lot of good memories, so maybe your old school or a park you used to play in or even the house you grew up in.

And then you want to choose one specific thing about that memory that you can use as a starting point, so if it was the house you grew up in it may be the dining room table where you used to sit for every meal or it could be the fireplace where you remember the smell of roasting chestnuts around Christmas time.

Whatever the starting point is, just make it personal for you…and it doesn't matter what it is.

And now that you have that starting point just look around you and notice the small things that you can see, maybe you can see the fireplace right in front of you and then
you notice the fire poker and then beside that you see a pile of logs ready to be thrown
on the fire.

Then maybe you realize you're sitting on the floor and you can see you are quite small, maybe 10 years old…

So really look around, and then I want you to notice what are the noises you can hear?
maybe the sound of the burning log fire, or the sound of the television in the background or the sound of your parents talking in the kitchen.

Then notice what you can feel, so maybe you can feel the carpet beneath you where you're sitting, or the heat from the burning fire…

The notice what smells you can sense, maybe you can smell the roasting chestnuts

and smell the log fire and you can smell your dinner being cooked in the kitchen. So really use all of your senses…

And the thing you'll begin to notice about time travel is association is what makes it work…

So one thing sparks off another memory and then that thing sparks another memory…and then after a while you really begin to feel like you're there again and you can even start to notice how you feel…

Maybe you feel happy, or maybe you feel hungry because you're waiting for your food
to be on the table…

And the deeper you go into each memory, you'll notice the more you begin to remember about your life…

Because that one memory will trigger of a whole bunch of other memories.

And the key to getting the most out of this is to do it every day…set aside some time, maybe as you're going to sleep…to really dig deep into a memory until you feel like there is absolutely nothing left to discover.

And the thing is you'll realize that every time you return to this particular memory the picture will become clearer and clearer every time.