

MAGNETIC MEMORY METHOD



HOW TO IMPROVE YOUR MEMORY USING A MEMORY PALACE

...SO THAT YOU CAN LEARN, MEMORIZE & RECALL ANYTHING

BY ANTHONY METIVIER

IF YOU FIND SOMETHING OF VALUE IN THIS MMM WORKSHEET, INSTEAD OF PASSING ON THE PDF, WOULD YOU BE SO KIND AS TO SEND YOUR FRIENDS OVER TO WWW.MAGNETICMEMORYMETHOD.COM/FREE-MEMORY-IMPROVEMENT-KIT TO GET THEIR OWN COPY? THANKS!

LETTER FROM THE AUTHOR

Dear Friend,

If you want the rare ability to quickly and easily improve your memory and effortlessly recall information any time you wish (including years from now), this special Memory Improvement Kit will lay the foundation for achieving that ability, starting today.

This kit contains the following:

- 1 *Introduction to Memory Palaces* (in this document).
- 2 *Sample Magnetic Memory Method Worksheets*. These are worksheets as they were completed by a gentleman of 88 years old. He went on to memorize hundreds of German words and rekindled an old friendship as a result. He also memorized more than a dozen poems after filling out the MMM Worksheets and using the Magnetic Memory Method.
- 3 *Blank Magnetic Memory Method Worksheets*. I recommend that you print these out and use a pen or pencil to complete. However, you can also type directly into the PDF document if you wish.

You can download parts 2 and 3 of this kit on the same page you found the document you're reading now. Click here if you need to find your way back to it.

<http://www.magneticmemorymethod.com/free-magnetic-memory-worksheets-dl/>

Right now, I bet you're excited to get started. What you're about to discover is based on the Magnetic Memory Method principle of building a well-structured Memory Palace in combination with effective associative-imagery that will allow you to learn, memorize and recall anything you want.

Don't worry if you think that sounds hard or advanced. As you're about to see, it's actually pretty easy.

In fact, it's so easy, that the Magnetic Memory Method is used successfully by people all around the world, the same people who once told themselves that they were born with a poor memory.

Enjoy this training and get in touch if you have any questions.

Sincerely,

Anthony Metivier

*Learn, memorize
and recall
anything you
want*

MEMORY PALACE HISTORY & THE BASICS

Before we begin learning to build Memory Palaces, *it will serve you well to know a little bit about the history of this practice.*



No one really knows whether or not the following story is true, especially given that there are so many variations of it to choose from, but as we'll see, what really matters is that the legend has clues about how to use memory techniques. I suspect it is for this reason that the “origin story” of Memory Palaces has survived.

Back in Ancient Greece, Simonides of Ceos (c. 546-468 BCE) found himself giving a speech at a banquet before a group of distinguished guests. The building collapsed and everyone but Simonides died.

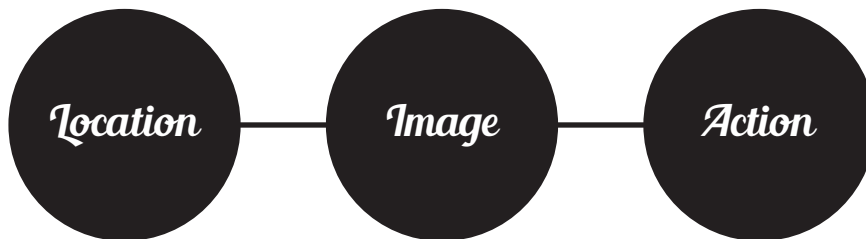
In some versions of the story, Simonides was called out of the banquet by Castor and Pollux, mythical boxers who represent heroism. There doesn't appear to be any reason these two figures called him out of the banquet, but the occasion did save him from being crushed to death.

Regardless of how the story is told, because Simonides knew the secrets of combining images with locations, he knew exactly where everyone in the building had been sitting. In what must have seemed like a miracle to the city authorities, Simonides recounted the name and exact location of every person in attendance. This enabled the families to claim the bodies of their loved ones and give them a proper burial.

It was Simonides' ability to combine the layout of buildings with mentally created imagery that led to the creation of the Memory Palace technique. The major point of the story that we will be referring to many times in this book is that Simonides used location to “store” and “revisit” memorized information.

MEMORY PALACE HISTORY & THE BASICS

In fact, much of what you'll learn in this book *boils down to the following equation:*



Location = The information you want to memorize

Image = Something that helps you recall the information, leaning heavily on reproducing how the information sounds,

i.e. a rapper MC chasing and threatening a giant letter E with a square would help you recall E=MC Squared because each element of the image is associated with the target language.

Action = Action often operates in the same way as imagery, but is useful for memorizing concepts that don't easily correspond to sounds like the E=MC Squared example. Action is especially useful for memorizing foreign language vocabulary where sound and meaning go together in critical ways.

One of the reasons Simonides was able to recall all of the attendees at the banquet is because he had associated their name with their location in the banquet hall. He did this by creating associative-imagery, wild and zany mental pictures that he used to almost instantly recall their names. Not easy names like Butch or Tom or Suzy, but Ancient Greek names that usually had many syllables.

Thus, the *crazy images* that Simonides exaggerated in his mind by *amplifying them with colors, sizes and movement*, matched with the mental locations of where he stored those images (which was coincidentally where each attendee either sat or stood), allowed Simonides to recall the names of each individual by mentally moving from station to station and “decoding” the images he created.

ABOUT THE TERM “MEMORY PALACE”

For some, “*Memory Palace*” is not the sexiest term. Technically, I refer to Memory Palaces as “*non-arbitrary space*” because ideally, all Memory Palaces are based on familiar locations. If you’re gagging at the idea of using the term “Memory Palace,” as we’ll be doing throughout this book, feel free to find a replacement.

Whatever you do, don’t get hung up on the terminology. I once coached an 80-year-old man through email who went on to memorize hundreds of lines of poetry using the Magnetic Memory Method and loads of German vocabulary, a language he had been studying in order to correspond with a long lost acquaintance recently rediscovered through the magic of the Internet. The crazy thing is that he understood the techniques I teach very well. What was really blocking him was the term “Memory Palace.” Only after we got to the root of the problem, and he finally decided to call his Memory Palaces “*apartments with compartments*”, it was smooth - or rather Magnetic - sailing.

The lesson here is that if you don’t like the term Memory Palace, come up with a term of your own. Please don’t feel that this problem is silly, trivial or unrealistic. We humans are a fickle species and sometimes even the smallest change makes a huge difference. As Wayne Dyer often says (quoting Einstein, I believe), when you change the way you think of things, the things you think of change. Although it may not be technically true, the quote demonstrates that our success with so many things in life has everything to do with how we feel about them, and everything we feel stems from how language conditions our experience.

So if using a “*Memory Palace*” doesn’t fire up your engines and motivate you to make massive improvements in your memory, try “*Mind Palace*,” “*apartments with compartments*.”



*Don't get hung up
on the
terminology*

WHY WE CALL THEM “MEMORY PALACE”

This issue raises the interesting questions of why we call them “Memory Palaces” in the first place. There are many potential answers, but one of my favorites appears in St. Augustine (354-430 ACE). In his Confessions, he wrote



“And I come to the fields and spacious palaces (praetoria memoriae) of my memory, where are the treasures of innumerable images, brought into it from things of all sorts perceived by the senses.”



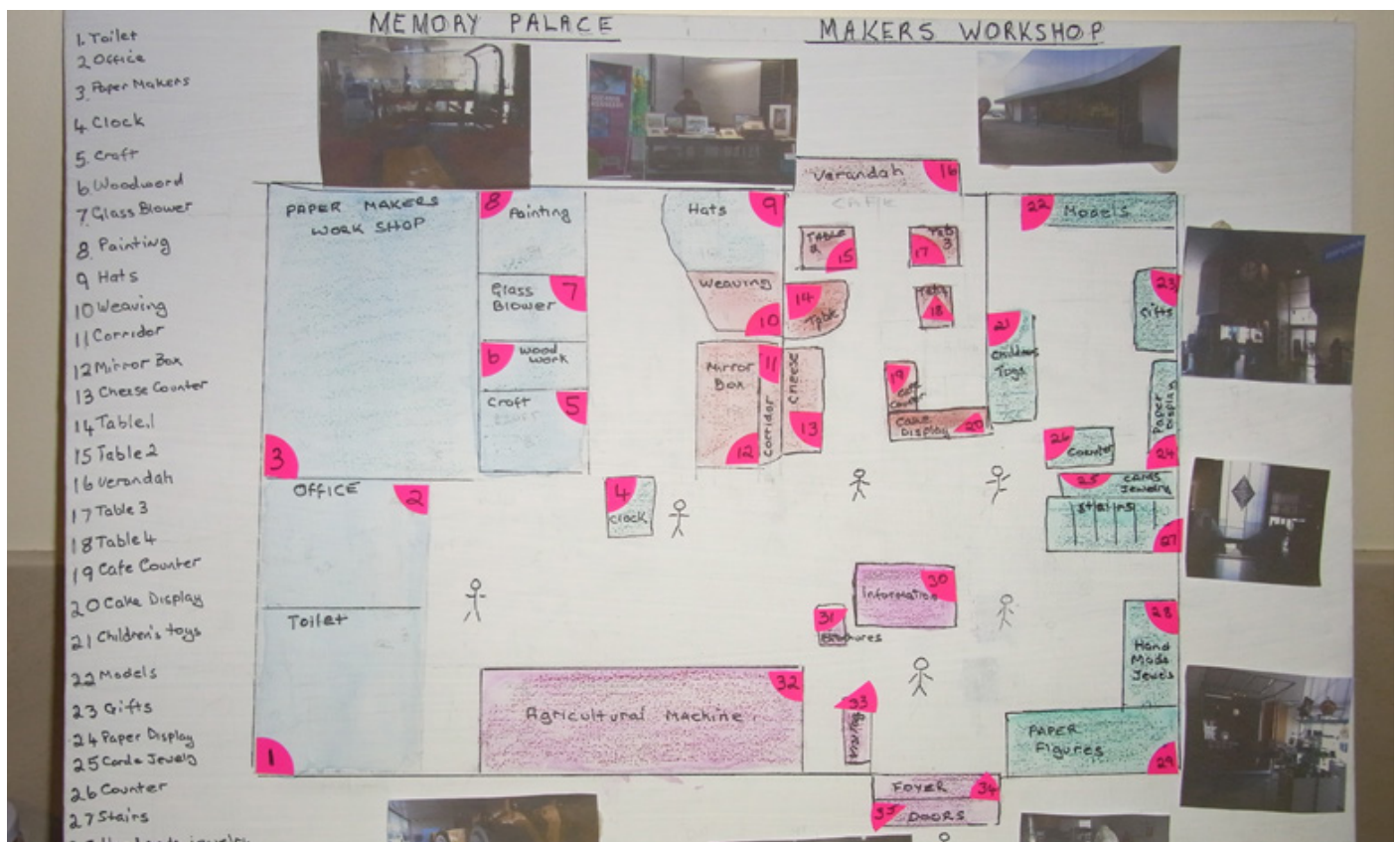
This passage is important because Augustine points out that in order for Memory Palaces to become useful, we need to combine locations with all of our senses. *By putting sensations together with locations, we create “treasure.”* We make the information Magnetic so that it will come back to us whenever we wish.

You might also find it useful to know that location-based memory techniques appear to have existed before people like Augustine and Simonides worked with them. In her book on the Buddha, Karen Armstrong mentions the use of memory techniques in Yoga that involve associating images with locations. In addition, the contemporary Buddhist instructor Michael Roach has spoken in great detail about how various meditations were remembered by the monks by placing imagery in different parts of the temple.

For example, in a meditation, which asks us to remember that death, is always behind us, monks were advised to place a black dog at a particular part of the temple to remind them of this principle. Every time the practitioner mentally journeys across this section of the Memory Palace, the image of this dog “triggers” the teaching and helps maintain enlightenment.

WHY WE CALL THEM "MEMORY PALACE"

Later religious traditions like Catholicism would take such ritualistic reminders out of the imagination and externalize them in the form of reliefs or paintings on the walls of their churches in the form of the Stations of the Cross. If you speak with a Catholic person about this, they will usually be able to name each of these with ease. When you have the opportunity to do so, ask them what they see in their minds as they recite them. Chances are they'll be mentally moving from station to station assisted by their real world knowledge of a church structure.



Memory Palace created by a Magnetic Memory Method student in Australia.

HOW TO BUILD A MEMORY PALACE

In this chapter, we're going to get into a lot of detail about constructing well-formed Memory Palaces, but for now, sit back, relax and let the concept sink in. Memory Palaces will provide you with the ultimate organizational system for learning, memorizing and recalling anything. *Think of it as a cheat sheet or crib sheet for your mind.*

However, there's one important difference. Using Memory Palaces to store information in your mind is never cheating. Some people have asked me over the years about this because they feel that the cutting edge memory "tricks" you're about to learn are unethical, particularly in test situations.

This stems back to the strange notion that memory techniques are "*artificial*" as opposed to "*natural*." For example, if you look at other language learning books and listen to podcasts, you'll often find that they use the term "*natural language learning*." What they mean, basically, is reading, writing, speaking and listening.

Yet, when you think about it, reading and writing and even the language itself is artificial, but the Magnetic Memory Method is based on a combination of buildings that you've encountered in your life and the natural abilities of your imagination to see and think in images by using words. It's the language learning books, video programs and audio presentations that press you to use rote learning and spaced repetition that are artificial. *Memory techniques are an organic means of learning information by using more of your mind, not less.*

So, none of this is ever cheating. Everything you'll memorize using the Magnetic Memory Method has been learned in a legitimate way. You've just learned it faster and more "Magnetically" than anyone else has. Your personal life experiences, the locations you know and your perfect ability to create mental imagery are your "natural" secret weapon. Of course, you can learn a great deal about language learning from those who claim that memory techniques are "artificial," but please be cautious of the argument that memory techniques somehow fall outside of nature. This couldn't be further from the truth.

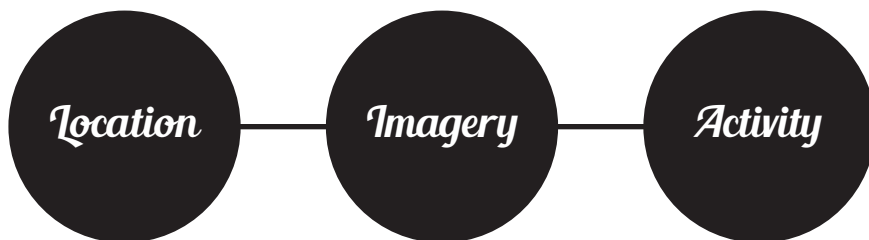


*Think of it as a
cheat sheet for your
mind*

MEGNETIC MEMORY AMPLIFICATION

That being said, *there are three main principles involved in what I call “memory amplification.”* I use this “artificial” term (wink wink) because memory techniques do seem to “turn up the volume.” This louder quality means that the Memory Palaces themselves become kind of like storage unit speakers through which our imagination roars out the information we’ve memorized.

In order to learn how to amplify your memory in order to make it more Magnetic, we need to understand three key principles. These are:



Along with these principles, we have the *two sub-principles of preparation and predetermination.*

Let’s look at them in turn. Keep in mind that each of these principles is individually important and each is interrelated. Use them independently, and they will still help improve your memory. Use them together and your memory skills will soar beyond belief.

LOCATION

Location is part of, but not the entire picture of the Memory Palace concept. At the simplest level of understanding, locations are used to store imagery. We saw how Simonides did this in our story about the birth of the Memory Palace technique in the Western world and the reason we use locations is because we tend to remember the structure of places we've lived or visited without exerting any mental effort. At the very least, we use only a minimal amount of energy to recall what our home, school, library or church looks like. The ability to recall the structures of building is one of the key principles of memory work: eliminate everything that you don't have to work at remembering and build natural associations.

You might be asking yourself, *“What about outdoor locations?”*

Great question.



*Outdoor
locations?*

For now, I suggest that you work only with indoors locations. Your mind can readily rebuild the layouts of buildings in a way that is much more structured than any forest path or journey down a busy street. You can use outdoor locations after you've worked with at least ten indoor Memory Palaces so that you really know what you're doing and why you're doing it.

As we move through this book, I'm going to suggest that you create a large number of Memory Palaces. Although there are many elements of the Magnetic Memory Method that make it unique in the world of memory techniques, it is the emphasis on multiple Memory Palaces that makes this approach work as well as it does.

Of course, when I tell people just how many Memory Palaces they should build, they think I'm crazy. When you're thinking about locations for storing memories, try doing something that I did for myself when I came up with the Magnetic Memory Method.

LOCATION

I sat down and determined all the places I have lived and all the schools I attended. At that time, I listed eight cities, twenty-five houses (or apartments) and sixteen neighborhoods within those cities. I then added the homes of my friends and family member. There are even hotel rooms that I remember very well in cities that I have visited. The path I took from an apartment in Paris to the Louvre, for instance, has served me very well over the years. I've found that the number of Memory Palaces I can build is exponential. The list expands each and every time I travel or intentionally step into a store I've never visited before.

By intentionally, I mean deliberately deciding that each new building could become a Memory Palace and paying attention to its layout. If you start doing this, you'll have more than enough buildings from your past and present to build all the Memory Palaces you could ever need while adding new ones as part of your future as a Magnetic Memorizer.

*Deliberately
decide
that each new
building could
become a memory
palace*



ACTION STEP

Start a list of all the locations with which you are familiar.

Why not try this exercise now? Get out some paper and something to write with. Start with the *first home* that you can remember. Then, list all of your *relatives* whom you've visited and have *houses or apartments* you can remember.

Move on to list all of your *friends and their homes* if you remember them. Do this for both your *past and present friends*. If you have bad memories from previous relationships, you can leave these out. However, try to be scientific and clinical about it. Just because you may have a bad memory about a particular building, it doesn't mean that you can't "cleanse" it of those feelings and use it for the sake of good.

Next, list all of the *schools* you attended.

List *churches* you've belonged to.

Clubs, Movies theatres, Shopping malls, Art galleries, Libraries, Bookstores Etc.

By the time you've completed this exercise, you'll see that we all have more territory in our minds than we could ever possibly hope to use for storing memories.

Once you have a list of potential Memory Palaces, you can then *organize them* in particular ways. You can organize them alphabetically, for example, which is a major suggestion in this book and if you've downloaded the worksheets, you'll have guided instructions.

Once we've got our Memory Palaces organized, we can then think deeply about how to best create memorable journeys within them. To do so, we will *sub-divide our Memory Palaces into individual macro-stations and micro-stations*. Don't worry too much about these terms right now. They are explained more fully in the next chapter. The point I want to stress is that you always use locations with which you are familiar. Many people want to build fantasy Memory Palaces or base them on video games.

ACTION STEP

I'll be honest with you.

This can work.

The problem is that because they're invented, you then have to remember what you invented as you move through the *fantasy Memory Palace*, and as you move through it, you have to rebuild it in your imagination. When that happens, you'll be spending way more time on your Memory Palace and almost no time on learning and memorizing!

When you get this technique right by preparing in advance, you can spend nearly all your time on rapidly memorizing as much information as you want because well-constructed Memory Palaces based on real locations ease cognitive load.

It can't be said enough:

The more you use places you already know, the less you have to remember.

The less you have to remember, the more you can associate.

The more you can associate, the more you can remember.

The more information you can remember, the more you know.



EXERCISE

Try this Exercise Now

Close your eyes and visually reconstruct the room you're sitting in using your imagination. Chances are that you easily can do so. You might actually *"see"* it or only see a kind of floor plan made of simple shapes. You may even only *"feel"* or *"sense"* the concept of the room, but in one way or another, you can reconstruct the room in your mind. Don't worry if you can't *"see"* it as if you were watching HD TV. You can also *"see"* using descriptive words and thinking about the relationship between points in space.

After that simple task is done, mentally move out into the hallway and reconstruct that space. Move throughout the entire building, recreating its rooms and its nooks and crannies in your mind. Work on making it visual, or simply develop what is now becoming a Memory Palace in whatever way works for you.

We'll talk later about becoming more visual in your imagination, but at the end of the day, we are all visual enough to create a mental construct based on a real location. So if you absolutely cannot see anything in your mind, just think to yourself about moving from place to place (or station to station) using words.

Whether you are mentally seeing or describing in words your emerging Memory Palace journey, *you are creating powerful - and Magnetic - "links"* between different locations in space. You're going to tag these as "stations" that can be revisited at will with (almost) zero effort. Once you've established these stations, you can place information at, on, beside, under or in some in these stations. By using a few other tools, you're going to *"magnetize"* that information by using associative-imagery. Then, you'll revisit those stations later in order to retrieve the information you've memorized by decoding the associative-information.

*See, feel and
sense the
concept of a
room*

If you're thinking this process sounds involved, complex and requires too much creativity ...

Don't worry. You're not alone! Lots of people have told themselves *"this will never work for me. My mind is different."*

I've warned you already about not falling into the trap of this kind of thinking, and I'll warn you again.

You can build Memory Palaces and you can use them. You just need a few more tools.

You're going to get them. Just keep reading. :)

CHAPTER 4: EXAMPLE MEMORY PALACE

In the previous chapter you constructed a Memory Palace of the room you were sitting in and extended it through the hallway and entire building - the location is established. *The next step is to set up the “stations.”*

As you’ve learned, we next divide our Memory Palaces into “stations.” These stations form the stops along a mental journey based upon “actual” paths that you could take in the real building upon which you’ve based your Memory Palace.

Everything You Always Wanted To Know About Memory Palace Stations ... But Forgot To Ask

The concept of “stations” is nothing more than an updated take on the Method of Loci. “Loci” means “locations” and the Method of Loci is the art of using them to drop and retrieve information. However, “location” is too broad and is better used to identify Memory Palaces themselves. For this reason, I have drilled down to call these “Loci” stations.

There are in fact two types of stations:

* *Macro-stations*

* *Micro-stations*

A macro-station is an entire room (i.e. bedroom, kitchen, living room, or bathroom). *A micro-station is an element inside of a room* (i.e. a bookcase, bed, TV set).

It’s important to recognize the difference between these two kinds of stations because at the beginning stages of using Memory Palaces, it’s often best for people to start out with macro-stations until they get the hang of the techniques. Many people rush too quickly into the game and wind up confusing themselves.

Again, macro-stations are entire rooms. That’s what makes them easier to use at the beginning. When you start using micro-stations, we’re talking about using beds, chairs, tables and appliances as stations. Without some practice with the bigger rooms first, you risk frustrating yourself.

CHAPTER 4: EXAMPLE MEMORY PALACE

If you don't believe me, then that's a good thing. You'll go out and try using imaginary Memory Palaces or using every windowsill and coaster as stations and fail to get results. Then you'll come back to this book and get yourself back to basics.

All that said, many people “get” how the Memory Palace works right away. This intuitive understanding enables them to make quick progress right away with micro-stations. I'll leave it up to you and invite you to email me at any time if you have questions about what you should be doing at anthony@magneticmemorymethod.com.

Rest assured that I myself still use macro-stations for many purposes. We're not playing a game of “fill up all available space with crazy images so that we can remember every word in the world.” We're talking about intelligently deciding what we want to achieve, selecting the right Memory Palaces for the job and then populating them with words in accordance.

No matter what happens as you explore the techniques you're learning in this book, get in touch with your questions. I'm happy to help you. However, you will do both of us a huge favor by first filling out the Magnetic Memory Method Worksheets before emailing. I love helping people, but far too often get emails from people looking for advice that is answered both in this book and by taking action using the Worksheets. They have been designed in such a way that merely by filling them out, you'll have a ton of Memory Palaces at the ready.

If you still need help, I'll be able to help you at a much higher level because you'll have come to me with targeted questions. Without having done some preparatory work on your own, it's kind of like going to a teacher and asking “what is math?” after he or she has given you a set of simple worksheets for practicing simple arithmetic at the end of an hour long class devoted to exactly how the plus and equal symbols work in coordination with numbers.

That hard “coaching” speech dealt with, the most important thing here is to get started ASAP. The sooner you start experimenting, the sooner you can start getting results from these amazing memory techniques. *Memory Palaces are humanity's greatest invention. One you start getting results, you'll see why.*

VISUAL EXAMPLES

Visual Examples Of Macro and Micro Memory Palace Stations

Macro-Station

Have a look at the following diagram.



Each of these rooms represents a macro-station. There are four in total, five if you count the entrance - bathroom, bedroom, living room, kitchen and entrance.

VISUAL EXAMPLES

Visual Examples Of Macro and Micro Memory Palace Stations

Micro-Stations

The following diagram represents the same home. In this case, I've provided labels that indicate just some of the possible micro-stations in this home:



By identifying a liberal amount of micro-stations within each room, we now have 30 individual spots (i.e. micro-stations) upon which to place information that we want to memorize. Again, you want to work up to this level of multiple stations per room so that you can take advantage of Memory Palace journeys that offer this many possibilities. However, do not rush into it without mastering macro-stations first.

EXERCISE

In order to let the power of building a Memory Palace journey sink in, take a moment to identify the Memory Palace macro and micro-stations in your own home. It doesn't matter if it's a house, an apartment building or a trailer. Even if you're reading this in prison, you can build a Memory Palace using your present location. I know this for a fact because both prisoners and prison guards have written to me to tell me about their experiences using them as Memory Palaces.

To fully benefit from this exercise, I suggest that you:

- * Draw your Memory Palace by hand in a notebook
- * Create a top down list



Top-Down List

In other words, tap into both your visual imagination and your conceptual, organizational imagination.

TWO KEY PRINCIPLES

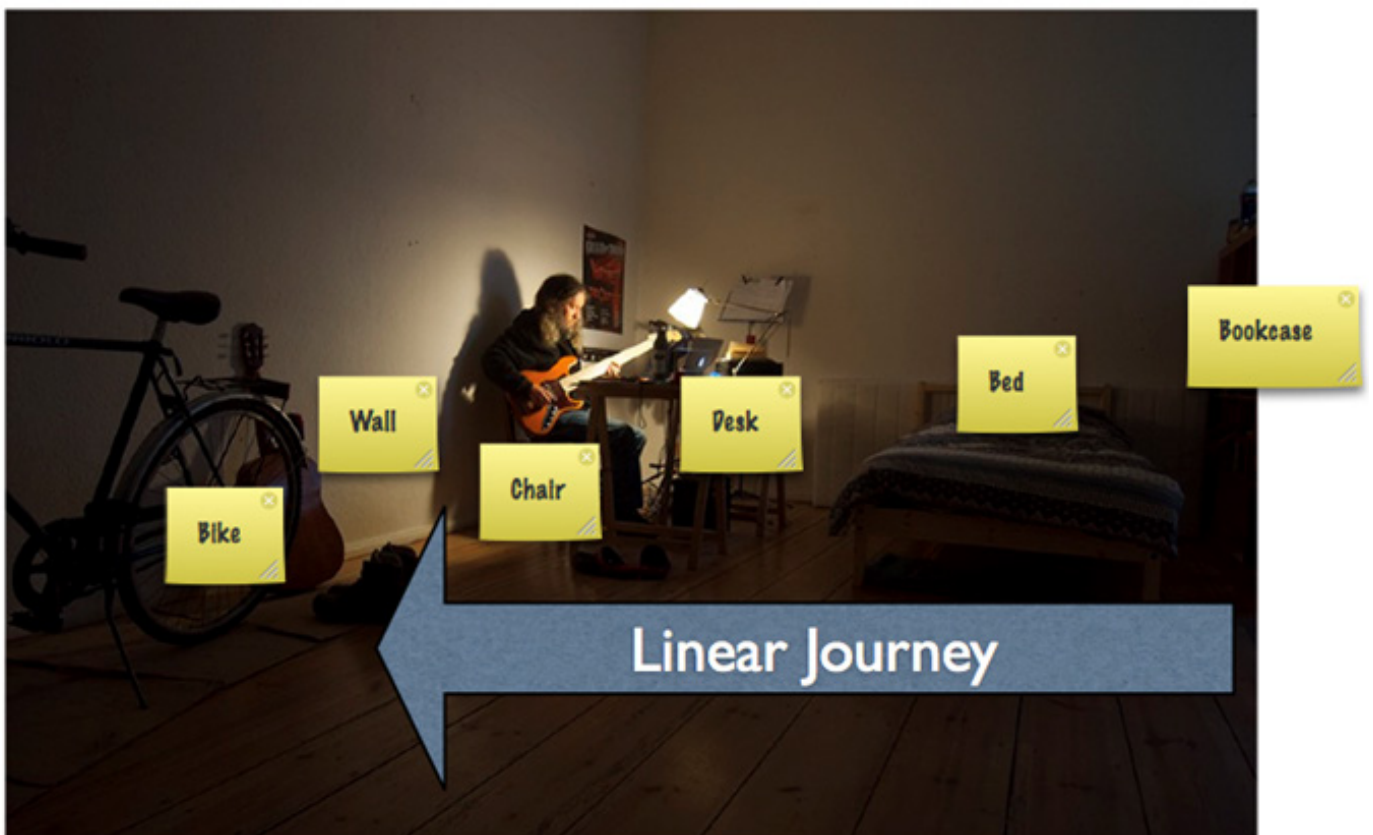
As you construct your journey through the Memory Palace by identifying your stations, obey two key principles:

** Do not trap yourself*

** Do not cross your own path*

You want the journey you create to be linear because this makes it easier to follow the journey in your mind and you will spend much less mental energy when using the Memory Palace to store and recall words.

Moving from the visual example I've given you on the previous pages, let's look now at a real set of micro-stations in a real Memory Palace that I actually use.



TWO KEY PRINCIPLES

This is the office where I write. The bookcase stores books. I use the bed to study the effects of meditation on memory and research dream recall. I use the desk and chair to write books and work on music memorization, the wall to lean my guitars on and the bike takes me home at the end of the day.

I also use all of these “micro-stations” to store information that I want to memorize. By making the journey linear with no path crossing and moving towards a door so that I’m not trapping myself, there is no confusion about what comes next along the journey and mental energy expenditure is kept to a bare minimum.

Now that you’ve had a look into just one room of just one of my many Memory Palaces, are you beginning to see the power of separating places that you already know into individual stations so that you can use them to “drop” pieces of information in order to access them later?

I certainly hope so because there is literally no other memory tool this powerful.

Now let’s learn how to use it.



*Let's
learn how to
use it!*

NOW WHAT?

Okay, I Have A Memory Palace ... Now What?

I'm going to give you several examples of Memory Palaces in action. However, because I want to show you how their use in a complete manner, there are a few other items that we need to go through first.

Here's why:

When using Memory Palaces, we store information on or beside what we have been calling "stations." The question is ... How? What does this mean?

What it means is that in order to recall information that is hard to remember, we have to associate it with something that our minds find easy to remember. If I told you that Oedipus is structured with architectonic tautology and features a fabulous example of peripeteia and anagnorisis ... your eyes would probably roll back in your head. You might even scream with frustration if you were asked to recall what these terms mean.

If I told you that earlier today I saw a giant pear punch my pet dog Ty while shouting "ya!" you'd probably be able to repeat that information back to me half an hour later. Especially if I made a big deal out of how huge and green the pear was, how fast its fists moved and how loud it shouted "ya!" and Ty yelled in pain.

Now imagine sticking that image of a giant pear punching a dog named Ty while shouting "ya!" taking place in your bathroom.

Have you done it?

Good.

If not, close your eyes and imagine that nasty pear punching a dog named Ty and shouting "ya!" If you can't see the imagery in your mind, just think about it using words.

Now, take the component pieces and put them together. Pear + Ty + "ya!" = something very close to peripeteia. Now just imagine that Ty snaps back and takes a huge bite out of that pear. That would be a reversal of the pear's fortune, wouldn't it?

NOW WHAT?

I'm glad you agree, because "reversal of fortune" is exactly what peripeteia means.

In essence, we've created a vignette that "encodes" the sound and the meaning of the target word we want to memorize. When we come across it again in a Memory Palace, we need only look at the image, break it down into its component pieces to "decode" it and retrieve the memorized word in its original form.

If you can create and imagine a little picture like a pear attacking a dog, leave it in your bathroom so that you can recall the sound and meaning of a word, then you can leave hundreds of words in a structured manner throughout the buildings you are familiar with and make rapid advancements in your studies.

There's a bit more to be said about this process, so let's dig in deeper and explain more about exactly what's going on when I suggest that you learn to make images like these so that you can spread them around your Memory Palaces with ease. *You're going to learn to combine imagery and action in a particular way that will ensure your success each and every time you study.*



*Decode
and
Retrieve*

IMAGERY

Imagery is ... well, imagery - mental pictures that you build in your mind. For the purposes of memorization, *these pictures need to be big and colorful*, and the larger and the more colorful, the better. Essentially, you want to exaggerate the size and colors because that will make the image more memorable. This will in turn strengthen the association.

Some of the students I've taught tell me that they are not particularly visual in their imaginations.

I understand this completely.

In fact, when I used to read a novel, I rarely saw images in my mind. I read the descriptions, of course, but my mind kept the imagery conceptual. It's possible that I had something called Imagination Deficit Disorder or IDD.

Whether I suffered from this condition or not, I don't know. However, I memorized a lot of information using the techniques that you're going to learn without seeing anything in my imagination. In fact, I excelled by using words alone to describe the kinds of crazy images we'll be discussing in this book. We'll talk about some of the exercises I used to become more visual, but for now, rest assured that as a person who previously experienced a low visual threshold, I am able to give my non-visual students in the Magnetic Memory Method Masterclass quite a few suggestions based on my own experiences.

Whatever happens, *do not allow a lack of imagination for intense imagery to be a barrier*. I know that you can incorporate imagination into your memory work. Here are some approaches and exercises to help you create powerful images in your mind, either at the conceptual or visual-imaginative level.

First, *if you can't think in color, don't force it*. You can try thinking in black and white. Exaggerate the black and white. How black is the black and how white is the white? Is there an opportunity to use gray in some memorable way?



*Imagery is
imagery but
they should be
big and
colorful*

IMAGERY

Another option is to *use paintings that you are familiar* with in your imagery. The more you are aware of their intricacies, the better. The next time you are in an art gallery or looking through an art book, pay closer attention to what you are looking for. The material could become fodder for better associations for the information you will be memorizing.

I must mention a small problem with artwork, however. Paintings and statues tend to be static. Unlike actors, you've seen on television and movie screens, painted figures don't move. You'll need to add motion yourself. That being said, if you can imagine the Mona Lisa walking like an Egyptian outside of her frame, or Michelangelo's David doing the Moonwalk, then you should have no problem.

You can also *use toys that you remember* in the associative-imagery you create. GI Joe, Barbie, My Little Pony ... anything goes. As with paintings, *the most important factor here is that you can put these figures into action.*

ACTION

By now, you will have thought about different locations you are familiar with, the macro-stations within those locations and different ways that you can use exaggerated imagery.

The next step is to give your images a bit of movement (more than a bit, actually). Just as you want to exaggerate the size and color of your images, you also want to *exaggerate their actions in order to make your target information more memorable*.

It's not an entirely nice way to think of things, but I have to tell you about a sensitive matter. Something that will work wonders for your memory is to make the action in your associative-imagery violent. Think about highway accidents. Unfortunately, they serve as the perfect example of how memorable scenes of violence can be - even in their aftermath. If after seeing an accident or accident site you could not shake the memory of your mind, then you know how powerful violent images can be.

This is not to suggest that lives need to be lost in your memory work. Cartoon violence that makes you laugh will work too. Wile E. Coyote, for instance, provides a strong example of someone willing to savage himself in some pretty hilarious ways when trying to make the Road Runner his dinner.

Again, the goal is to create something so potently memorable that working hard to recall the image is unnecessary. It will instantly come to mind when you look for it because you've given yourself no other choice. You've made the image impossible to forget.

Now, you may be thinking that using this technique is going to lead to a brain cluttered with bizarre images. This may indeed happen in the beginning when you are first learning the Magnetic Memory Method. With practice, however, the images you have used will ultimately fall away. You'll still wander your Memory Palaces and have a hankering of what the images were that you used, but they will be secondary. The words and their meanings will be the central artifacts on display. They will be part of your fluency.



*Violence
imagery is very
powerful*

PREPARATION AND PREDETERMINATION

At this point, you've gotten most of the "big picture" of how memory techniques work. However, *there are still two principles we need to cover before moving on to some examples*. These are Preparation and Predetermination. *Please don't skip them. They are cornerstones of the process.*

Preparation involves relaxing the mind. I will share several thoughts about it in the concluding chapter, but for now, please realize that when the mind is tense, busy or exhausted, it will resist attempts at memorization.

Being stressed out does not mean that you won't be able to remember, it only means that your mind won't be in the most receptive state possible to remember. When your mind is open and relaxed, you'll be amazed by how these techniques will double, triple and even quadruple in effectiveness.

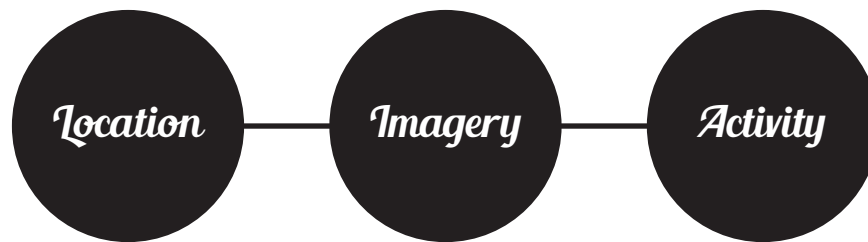
Predetermination involves charting out the memory locations and stations in your multiple Memory Palace system before making any single attempt to place the words you want to memorize.

I must stress that before populating your Memory Palaces, you will want to have built the entire system first. Having tried to make up my Memory Palaces as I went along and helped hundreds of people who have tried the same, I can tell you that this leads to little more than frustration and impoverished results. Please spend the necessary time to predetermine the locations that you want to use and label the individual stations within them. The Magnetic Memory Method Worksheets makes this easy for you.

So with that said, I've included the Magnetic Memory Method Worksheets here for you. Just turn the page, start filling them out, and *you'll soon have an entire system of Memory Palaces you can use to learn and memorize anything.*

WHAT NEXT?

You are now are familiar with the following three principles:



To become truly fluent or all encompassing when it comes to memorizing a particular subject area, we want to create as many palaces as there are letters in the alphabet, and in some cases more. The following pages include example exercises and worksheets that you can print out and use when building your own unique memory palaces.

Exercise Number One:

To begin, think about 10 locations that you know well. These will become the basis for your first ten memory palaces. Whenever possible, try to link the place with the letter. For instance, I might associate A with Aberdeen Mall, S with the Sony Center and Z with Zoltan's Movie Theatre. You will undoubtedly have more than 26 locations, so save the extra ones to build palaces for grammar or miscellaneous material you might want to pick up from time to time.

Remember, there are two very important principles when selecting your stations.

1. *Never trap yourself*
2. *Never cross your own path*

WHAT NEXT?

This means that when identifying your palaces, you should pick a starting location in a place that will allow you to move forward without running into barriers or dead-ends. For example, you would not want to start at the front entrance of your home and then end in the basement. This would prevent you from extending your Memory Palace. However, if you start in the basement, you can then move outside your home and then add new stations for as long as you would like. In terms of not crossing your own path, we do this in order to avoid confusion. One of the main principles of this method is to avoid having to remember the order of your stations. If you cross and re-cross your own path, you can wind up having to spend too much time remembering which station comes next. Avoid this.

Using the Magnetic Memory Method Worksheets in the third PDF included with this Memory Kit, do your best to link your Memory Palaces with locations that match each letter of the alphabet.

If for any reason you can't, keep identifying locations that you can use anyway. You can always come back and organize your locations more thoroughly and alphabetically later. *One of the keys to the Magnetic Memory method is to keep moving forward.* To paraphrase Edison, *make a mess now and clean it up later.* That's what these worksheets are for, so print them out as many times as you like and start fresh.

You can also think in substitutions. For example, I have several X Memory Palaces, but they connect with a library where I read Malcolm X and a movie theatre where I saw one of the X-Men movies. Get creative and you'll easily be able to associate a Memory Palace with each letter of the alphabet.

So what are you waiting for? Have a glance at the sample Worksheets, and then print out PDF 3 document and start filling out the Magnetic Memory Method worksheets now. :)



*Keep moving
forward*

ANTHONY METIVIER BIO



*Founder of the
Magnetic
Memory Method*

Bestselling author Anthony Metivier is the founder of the Magnetic Memory Method, a systematic, 21st Century approach to memorizing foreign language vocabulary, dreams, names, music, poetry and much more in ways that are easy, elegant, effective and fun.

Metivier creates memory trainings for a variety of people who need help with a number of different memory needs. What separates him from other authors on memory skills and memory development is that he doesn't focus on long strings of digits or training for memory championships. He offers simple techniques for memorizing the information that will change your daily life: foreign language vocabulary, names and faces, material for tests and exams. There's no hype to the Magnetic Memory Method, just techniques that work.

And if you are interested in learning more, click here: www.magneticmemorymethod.com/masterclass