

# Easy Memory Improvement For You

Simple Strategies for Lifelong Mental Fitness

# Names

## Telephone Numbers

## PIN #s

## Lists

## Dates

## Where did I leave my...

# Michael Tipper

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Michael Tipper is an internationally renowned specialist in memory development. Thinking he had a poor memory, he set out to improve it and went on to win the Silver Medal at the World Memory Championships and now spends his time showing others how they too can easily improve their memory.

Easy Memory Improvement For You

**This book is a must have if you:**

- \* Regularly misplace your keys, wallet or purse
- \* Have ever forgotten where you've parked your car
- \* Frequently enter a room but can't remember why
- \* Struggle to remember names of people you've just met
- \* Believe your memory is getting worse as you age
- \* Are concerned about keeping your mind sharp and alert as you get older

It is packed full of tried and tested tips, tricks and techniques to rapidly boost the powers of your natural memory, give you confidence in your ability to remember those routine things in life that you have started to forget and give you an enjoyable mental workout that will not only improve your memory but will sharpen your concentration and keep you mentally alert.



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Fitness

MICHAEL TIPPER



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## **Easy Memory Improvement For You**

Michael Tipper

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# **Dedication**

This program is dedicated to all those who seek to make the world a better place by starting with a little bit of self-improvement.

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My Own Easy Memory Improvement Story – How I improved my memory

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- Does getting older mean my memory will get worse? Why this might just be a myth
- You already have a superb mental filing system – you just need to know how to use it better
- Where memory happens – your brain – understanding your hard wiring is the start to using it far better
- How to use imagination, and association for outstanding memory and recall – the secret “memory spice” used for incredible feats of recall
- You can be successful and develop a powerful memory – how to guarantee you will improve your memory

### **Module 2 – Your Lifestyle and Your Memory**

- Reduce your stress and your memory will dramatically improve – overcome this obstacle to your ability to recall and you are halfway there
- How even just a little exercise can improve your memory – why the lose it or use it principle applies to your brain as well as your body

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- If you eat better, your memory will get better – commonsense advice on what to eat (and not eat) to fuel your brain with the right memory enhancing nutrients.

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- How to remember directions so you will get to where you need to with minimum fuss and never get lost again
- How to remember your errands and simple lists and give your brain a workout at the same time
- How to remember those sudden flashes of inspiration so you are left with your great idea instead of forgetting it
- Remembering your shopping list – how to use your routine activities to keep your mind sharp

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## **Module 5 – Let’s Stretch you a Little and get rid of those mental cobwebs**

- Remembering Names Part 2 – the Mnemonic Method – take your social skills to the next level and recall the names and faces of the people you meet for even longer.
- How to create your own mnemonics so you can instantly memorize the most obscure facts in a matter of seconds.
- How to remember longer numbers so you never have to look up an account number, telephone number or zip code ever again.

## **Module 6 – Let’s Improve Your Memory Even More and Give You A Good Mental Workout**

- The Journey Technique – the oldest, most powerful memory system ever devised used by World Memory Champions
- How to remember dates and appointments so you will never be embarrassed about forgetting another birthday again
- How to remember what you have heard so you can keep track of your conversations and impress your friends with your recall
- Learning a new skill is easy when you know how – the secret to being able to master any new skill, hobby or pastime with minimum effort
- The importance of lifelong learning to mental fitness and why the “use it or lose it” principle is so important to your long term mental fitness
- How to remember your speech – the memorization secrets of the world’s most successful professional speakers for you to deliver your speech without ANY notes or prompts
- Mind Mapping for memory improvement – a simple tool for spectacular recall

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- Learning words from another language – the simple and swift approach to rapidly absorbing foreign language vocabulary for instantaneous and long term recall
- How to retrieve memories from your past – clear memory “fog” to stimulate near perfect recall of times gone by
- How you can remember jokes – the easy way to build up a library of jokes and one liners to keep your friend, family and colleagues chortling and chuckling until they beg you to stop

### **Module 7 – You Too Can Be a Memory Champion**

- How to wow your colleagues with a simple demonstration using just a fraction of what you have learnt so far
- The amazing Major System – the 300 year old memory system uncovered and updated for modern memory
- A World Memory Champion’s Secret System – get a look behind the scenes at how astonishing memory feats are performed
- How to remember a deck of playing cards – not only vital if you are a poker, bridge or blackjack player but this will give you a stimulating, thorough and completely enjoyable memory work out
- How to remember long lists of specialized items – stretch yourself for even better mental fitness – great for quizzes too

About the Author

## **What they say about the Author...**

“Not everybody in the world can look through a shuffled pack of playing cards and then recall them in perfect order immediately. The amazing Mike Tipper can. That’s not all; remembering a 750 digit binary number is even more spectacular but his feats of the mind go well beyond that. The speed at which he reads is incredible and his comprehension is unbelievable. What is even more fantastic is that he can teach others to do all this stuff. Spectacular, amazing, incredible, unbelievable and fantastic are just some of the adjectives I’ve used in this short recommendation and I haven’t even mentioned his ability as a conference speaker or facilitator, frankly he’s world class. If you haven’t seen him already and let him work with your people then you must. Funny, sincere, enormously talented and generous is who Mike Tipper is. See him once and you’ll never forget it; he’ll teach you how to remember !!!”

Struan Robertson , *Owner and Big Kahuna, Struan Robertson Associates*

“I first met Michael when he was featured as a main platform speaker at the 2007 Personal Finance Society Conference. I'm sure most participants at the event would have regarded his subject matter as little more than a motivational sideshow, of minimal relevance to them ... before they heard him speak. He has a fantastic and very sincere presentation style and did a fabulous job, keeping over 1,000 Financial Advisers enthralled throughout. I personally thought that Michael's was the best talk of the entire conference, and told him as much. As the person responsible for marketing the event, I had access to all of the feedback on the speakers at the event. Sure enough his performance was very highly rated and his talk met or exceeded the expectations of 98.7% of participants — better than any other main platform speaker. He is not only a top rate speaker and presenter, with an arsenal of stories to illustrate the points he wants to communicate, but he is a genuine person who truly wants to help other people, and it shows straight away when you meet him. I am therefore delighted to recommend him very highly.”

Robert Clay , *Founder, CEO, Author, speaker and consultant , DSP Solutions UK Ltd - World class low-risk/high-return marketing strategies*

## **Read This First - Do You Need This Program?**

Thank you for picking up this program and checking it out to see whether or not it can help you. Well let's cut to the chase and find out just how useful this is going to be for you. Just have a quick scan through the following questions and answer a swift yes or no to each one – it will only take about 30 seconds.

1. When I meet people for the first time I have difficulty remembering their names and forget them pretty much immediately. Yes No
2. Often when I walk into a room to get something I get there and can't remember what I am looking for. Yes No
3. When I get home after a busy day at work I put down my keys/wallet/purse but can't remember where they are when I am getting ready for work the following day. Yes No
4. I am embarrassed to admit this but I have parked my car and have not been able to find it again (and no it wasn't stolen!). Yes No
5. I routinely miss important appointments because I have forgotten about them. Yes No
6. I have a terrible reputation for forgetting other people's birthdays and anniversaries. Yes No
7. In order to remember the PIN number to my ATM card I have to write it down. Yes No
8. If I lost my cell phone but had to call even a close relative who was listed in its address book, I would have no idea what number to call. Yes No
9. I dread standing up and talking to an audience and try and avoid it because I am convinced I will forget what I have to say. Yes No
10. I have lost count of the number of times I have been reading a book, newspaper or magazine and get to the bottom and can't

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remember a thing about what I have read. Yes No

11. I often find myself saying things like "I have a terrible memory" or "I will never remember that". Yes No

12. I am convinced my memory is not as good as it used to be. Yes No

13. I definitely think that my memory is getting worse the older I get. Yes No

If you have answered yes to 5 or more of these statements then this program will definitely help you.

### **But First Of All the Good News...**

Now although by answering "yes" to some of the questions in the list above you have a strong belief that you have a problem with your memory or that it is deficient in some way I am here to tell you that you probably don't and that your memory can be very good indeed – far better than you can possibly imagine right now.

I say "can be" because clearly at the moment if you did get 5 or more yes's then something is amiss. Yes, something is amiss but it is nothing to do with how good your memory is - it is how you are using it. You see even the best and fastest car will not win the Indy 500 if it is poorly driven.

So what is wrong?

Well despite having an amazing memory no one showed you how to use it properly and no one explained how some seemingly indirect actions you choose to take (or not as the case may be) can impact your ability to remember and recall.

This program is going to give you exactly what you need to help you develop an extremely powerful memory and perfect recall of whatever you choose to remember and it will do it in simple manageable steps that will also improve your concentration and mental agility.

You are on the threshold of a really exciting opportunity to develop your powers of thought, memory and recall that will astound you. And it does not matter whether you are 8 or 80 because this program is for you.

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## **One Final Thought Before You Get Started**

Perhaps the biggest fear I encounter in the memory and learning related work I do is that people are concerned about maintaining their mental abilities as they get older. If you do nothing to stimulate your mind as you age then you are at a much higher risk of becoming a victim of one of those memory debilitating conditions.

Now this program is going to help you specifically with improving your ability to recall and remember.

However what you will also get is a very thorough and extremely stimulating mental workout that will sharpen your cognitive abilities, improve your concentration and give you tremendous satisfaction.

You are about to embark on a tremendous journey that will have you USE much more of what you have between your ears so you are much less likely to LOSE what you have.

It is no accident that the subtitle to this program is:

## **Simple Strategies for Lifelong Mental Fitness**

So enjoy this program and I look forward to hearing about how your memory has dramatically improved.

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### **Disclaimer**

This content of this program is provided for information purposes only and is not intended to replace the services of a physician and is not a substitute for professional medical advice. You should consult a physician in all matters relating to your health, and particularly in respect to any symptoms that may require diagnosis or medical attention. Any action on your part in response to the information provided in this program is at the reader's discretion. Readers should consult their own physicians concerning the information in this program.

## **My Memory Improvement Story**

My memory improvement journey started back when I was just 16 years old when like you I thought I had a bad memory. I did ok at school and left at 16 to join the Royal Navy to begin technician's training.

Now leaving home at such a young age, joining the military and being thrust into a completely different way of life had its challenges but the biggest one for me was the style of teaching I was subjected to as I began learning my trade.

It was very different to the way I was taught at school and I was not used to it and as a result began to struggle particularly with having to remember so much information in such a short space of time. Naturally because I was having trouble remembering the information to pass my exams I assumed it was because my memory was at fault.

Like you have by reading this program, I sought out ways to improve it and spent a small fortune on memory improvement material. However after reading all I could on the subject I soon discovered there was nothing wrong with my memory at all – I just did not know how to use it.

Once I discovered the secret to having a powerful memory and how easy it was to develop impressive recall I started to flourish and began passing my exams with ease. I impressed my superiors and was quickly selected for officer training. After finishing a degree in engineering I joined the Royal Navy's elite Submarine service. I found myself coming top of just about every course I attended even when my fellow students were far more capable than me. The only difference between me and them was that I knew how to learn and remember things with ease and they didn't which was the difference that made the difference.

After a while I found myself sharing my knowledge on memory improvement and learning skills with my colleagues and as such discovered a passion and a talent for helping people in these areas.

At around the same time I was introduced to the World Memory Championships and decided to enter to test my skills against the world's best. At my second attempt I won the Silver Medal and became a Grand Master of Memory.

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Since then I have developed a successful professional speaking career and over the last few years I have personally worked with over 100,000 people all over the world and have developed programs that have been taught to nearly a million people.

From my own experience and from all of the work I have done with countless people over the years, I know you can improve your memory by understanding how it works and by discovering some basic ideas that are very easy to apply. This program has captured all of the most powerful strategies I have used and that have helped others use to great effect to get more from their memory and improve their recall.

So welcome to the world of Easy Memory Improvement for You and let's start the journey towards improving your abilities to remember and recall just about anything you choose.

## **Module 1 – Important Things You Need To Know About Your Memory**

As you take the steps in this program to develop amazing powers of memory and recall you will start to wonder why you have been operating at such a low level of memory performance for so long. This is natural so it is going to be very useful at the start of your memory improvement journey to help you understand why it appears that your memory is not very good.

In this first module I will explain why you forget and explain that it is not because the years are piling on and that old age beckons. I will also give you some very useful and interesting information about your brain and how it works when it comes to memory and recall. I will also give you some memory improvement principles to get you started.

Not only that I will share with you a proven 5 step plan that if followed, will guarantee your success.

## First Things First - Why Do People Forget?

The starting point for improving your memory is to understand why you forget things. This is the starting point because when you have this knowledge it becomes far easier to appreciate the importance of some of the strategies I will be recommending. So if these reasons for you forgetting stuff are related to things you are doing then commonsense will tell us that if we do the opposite of those things, then our memory will improve.

Those things that affect your ability to recall are related to the nature of the information you want to remember, your state (mental and physical) both at the time of learning and afterwards and some of the brain's natural processes.

Here are some of the common reasons:

1. **Lack of Interest** – If for some reason you have little interest in something, the chances of you paying attention are significantly reduced. If you don't pay attention then you will miss bits making it harder to understand. This means it will be difficult to learn so you won't be able to remember or recall it.
2. **Poor Concentration** – This is linked a lack of interest because you will not concentrate if something does not capture your attention. But sometimes even if something is important to us our concentration may still waiver or we think about something else when we should be focusing on the matter in hand and so miss it. It virtually impossible to consciously recall something you have not consciously processed.
3. **Being Stressed** – There is no harder time to try and get the most out of your memory than when you are stressed. It is certainly not a good state to be in if you are trying to learn new material and it definitely hampers your ability to recall.
4. **Overwhelm** – Information overload will lead to information overwhelm which will lead to stress and this will severely hamper your ability to remember and recall. At the less severe end of this scale though, taking on too much information to learn even if it is not overwhelming still creates a challenge to

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learn and remember it.

5. **Poor Organization** – This is not so much about you being disorganized, but about the information you are trying to remember. If you are presented with random bits of data it is much harder to be able to remember them than if that data is presented in a logically organized fashion.
6. **Poor Associations and Weak Links** – I will show you later that association is the mechanism the brain uses to remember things. Weak links between related pieces of information (for example between a name and a face) are often the cause for a failure to remember and recall.
7. **Too Much Time Has Elapsed** – The old adage of “use it or lose it” applies to memory too. If there are been a long time between you encountering information for the first time and then you trying to recall it, the chances are your memory of it will be much weaker.

These common causes can be overcome very easily with just a few simple changes to the way we think and the things we do.

## Does Getting Older Mean My Memory Will Get Worse?

Many people experience with their memory as they get older and naturally jump to the conclusion that age is the reason for the decline in their mental performance. However, unless there is a specific medical reason for poor memory, your ability to remember and recall information can actually improve with age. I have met some very sharp 94 year olds whose mental agility, concentration and memory were extremely sharp indeed.

### **Your Memory Does Not Have To Get Worse As You Get Older**

There has been plenty of research into memory performance with age but what studies with people aged 60 and over are showing is that there is little or no deterioration in memory performance other than slightly slower reaction times.

What most people experience as a decline in memory performance as they get older is usually a combination of the following factors:

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1. As people get older they tend not to use their memory as much as they did when they were younger. It does not matter what level of education you achieved just that having left full time schooling your memory will not be taxed as much as it was then. And as I have mentioned before, "Use it or lose it"
2. One of the things the brain needs in order to function at its best is a healthy supply of oxygen. I am sure it does not take a rocket scientist to realise that the better the quality of our breathing then the more oxygen we will be able to absorb from the atmosphere. So the more aerobically fit we are the better the quality of our breathing and this will come with exercise. One of the challenges of age is that we often choose to lead relatively more sedentary lifestyles than compared to our youth – typically we might run around less than we did when we were kids. That means the brain won't get as much oxygen as when you were younger which means it won't perform quite as well.
3. One of the things that surprised me the most as I began my journey to improve my own memory was the power of beliefs on how we perform in every area of our lives, memory included. Beliefs are learnt and grow based on the references we have. In terms of memory, someone might experience "forgetting" where they put their keys (caused by a lack of concentration and not memory). When that happens a few times they start to blame their memory. When this evidence begins to stack up it becomes easy to tell yourself that your memory is poor. After a while it becomes a routine topic of conversation, even with complete strangers! This is called self-programming because the repeated mantra of "I have a terrible Memory" will start to become a reality for you as your belief in it strengthens.
4. Possibly the biggest age-blamed reason for poor recall is that caused by poor concentration. With so much going on in our lives we often find ourselves thinking about all sorts of things whilst we are doing lots of routine tasks that we don't need to concentrate on (such as putting your keys down when you come home from work). Now our conscious mind was not involved in that process but it is our conscious mind that wants to know where the keys are – the trouble is that because it wasn't present it can't know where the keys are. Not knowing this means when it happens, we blame our memory but in reality it is our concentration that is the cause.



