WHAT YOU WILL LEARN IN THIS MODULE

- What Do I Mean by Images?

- Why Create Images for Memory?

- How to Make Images Memorable

- Visualization

- "Ink Blot Test" - My Trick for *How to Create Images for Anything*

nextLEVELMEMORY

WHAT YOU WILL LEARN IN THIS MODULE

- NLM Memory = Review **Images** Attached to Checkpoints

NEXTLEVELMEMORY

WHAT YOU WILL LEARN IN THIS MODULE

- Last module you learned about the Journey Method. <u>Where</u> to file information and memories.

- Today you'll learn about images. Images are <u>what</u> you will store in your Journeys.

- We'll focus on creating imags

NEXTLEVELMEMORY

WHAT DO I MEAN BY IMAGES?

- To memorize information, you need to convert it into a mental <u>image</u>.

  - Information = ANYTHING (words, concepts, figures, numbers, names, objects, etc…)

- **An image is simply a <u>mental picture</u>, something you can imagine.**

- Create images that look like, sound like, or remind you of the information you want to remember.

WHY CREATE IMAGES FOR MEMORY?

- Your brain has evolved to remember images, people, and stories.

- **Your mind prefers images over facts, abstract concepts, words, numbers, etc…**

- No right or wrong way to create an image, it is unique to you. Trust what your mind creates.

- If you ask 100 different people to "picture in their mind" a dog…

  - …you will get 100 different dogs (different sizes, colors, breeds, actions).

NEXTLEVELMEMORY

WHY CREATE IMAGES FOR MEMORY?

- I memorized 20 runners (names, bib color & 5 digit number) on TV

- I converted their name into an image, the color into an image, and the number into an image.

  - Stuart =

  - Green =

WHY CREATE IMAGES FOR MEMORY?

- What are you more likely to remember a month from now?

451623

- You will remember the image of Obama punching MJ. Why?

  - It's an image. It's visual. It's bizarre.

NEXTLEVELMEMORY

WHY CREATE IMAGES FOR MEMORY?

- Now here's the crazy part…

- That image of Obama punching MJ is actually one way to memorize the number 451623!

= 451623

WHY CREATE IMAGES FOR MEMORY?

|		
45	Barack Obama was the 45th U.S. president	
16	Muhammad Ali died in 2016. Ali = boxer = "punching"	
23	Michael Jordan famously wore the #23 for most of his career.	
451623	= Obama + Ali (punching) + Jordan **This creates a story, in a single IMAGE.**	

NEXTLEVELMEMORY

TURN INFORMATION INTO AN IMAGE

- How do you turn information into an image?

  - The image can be exactly what you are memorizing

    - If you want to remember a duck. Think of a duck.

  - The image can <u>sound</u> like what you're memorizing

    - <u>Tachycardia</u> (rapid heart beat) = image of tacking a card to your heart
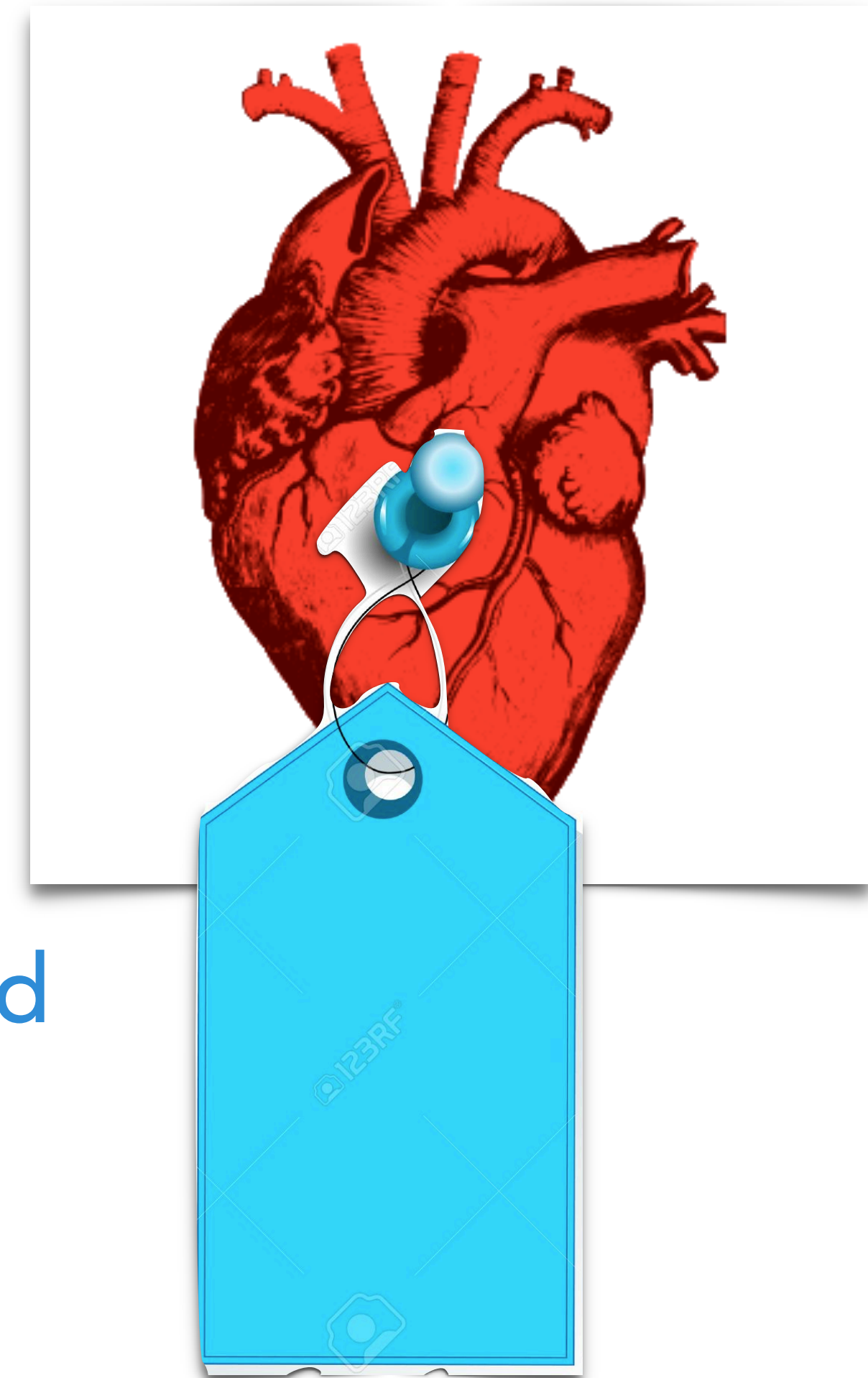
NEXTLEVELMEMORY

TURN INFORMATION INTO AN IMAGE

- The image can remind you of what you're memorizing

  - When I think of my great grandma, I think of ginger snap cookies

  - Personal connections like this are highly memorable

NEXT**LEVELMEMORY**

WHY CREATE IMAGES FOR MEMORY?

- Here are simple examples of creating an image:

  - Learning the periodic table - Helium

  - Reading a book on Marketing - concept of "Sales Funnels"

  - Meet a woman named Amber

or

NEXTLEVELMEMORY

WHY CREATE IMAGES FOR MEMORY?

- Reminder to check your Bitcoin

- Your presentation includes a "case study"

- Meet a man named Dustin

NEXTLEVELMEMORY

HOW TO MAKE IMAGES MEMORABLE

- Some images that you create will be easier to remember than others.

- Weird images = More Memorable

  - Make your images **Exaggerated, Weird, Gross, Violent, Sexual…**
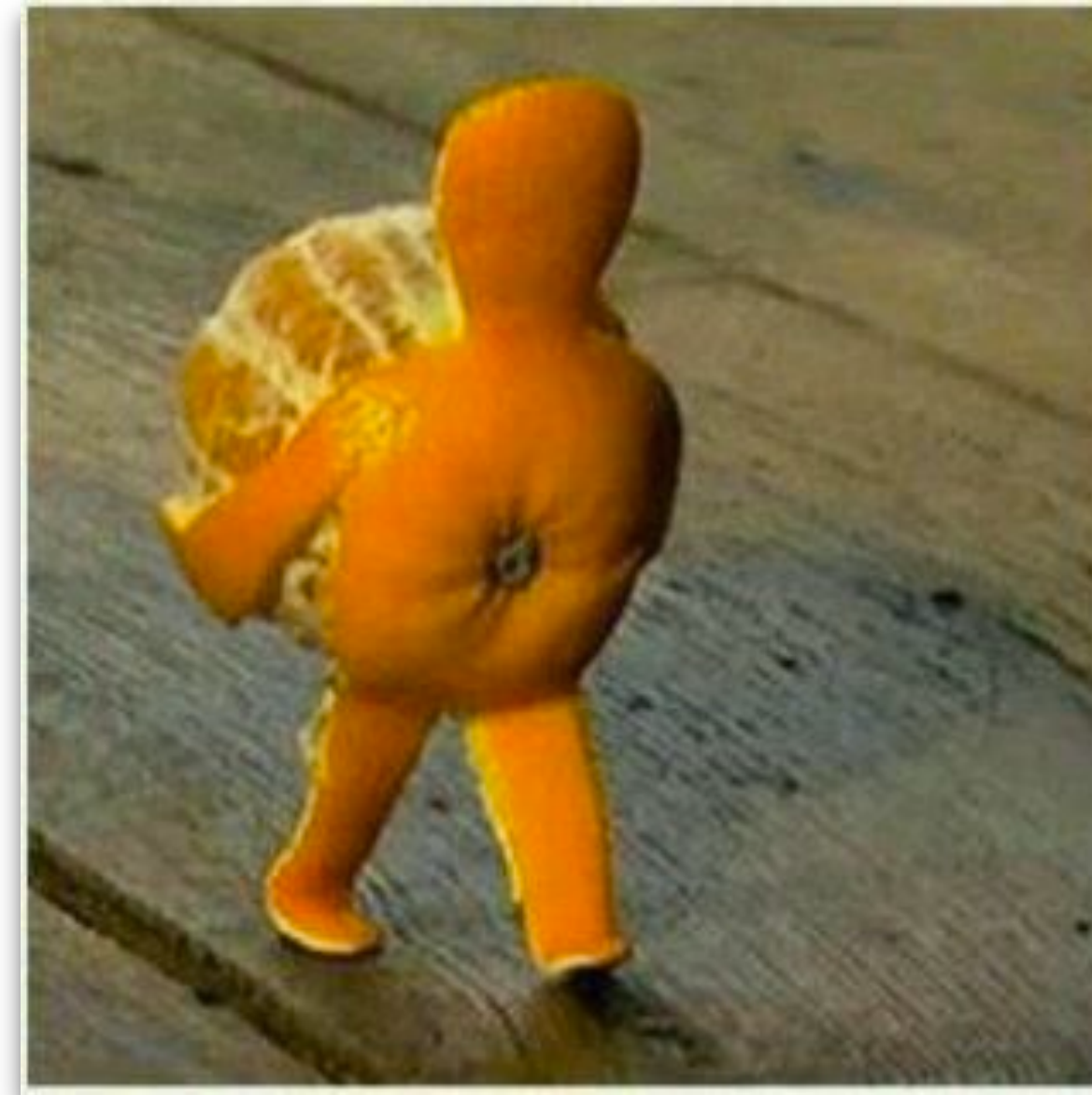

NEXTLEVELMEMORY

HOW TO MAKE IMAGES MEMORABLE

- What image is more memorable?

A

B

NEXTLEVELMEMORY

HOW TO MAKE IMAGES MEMORABLE

- What image is more memorable?
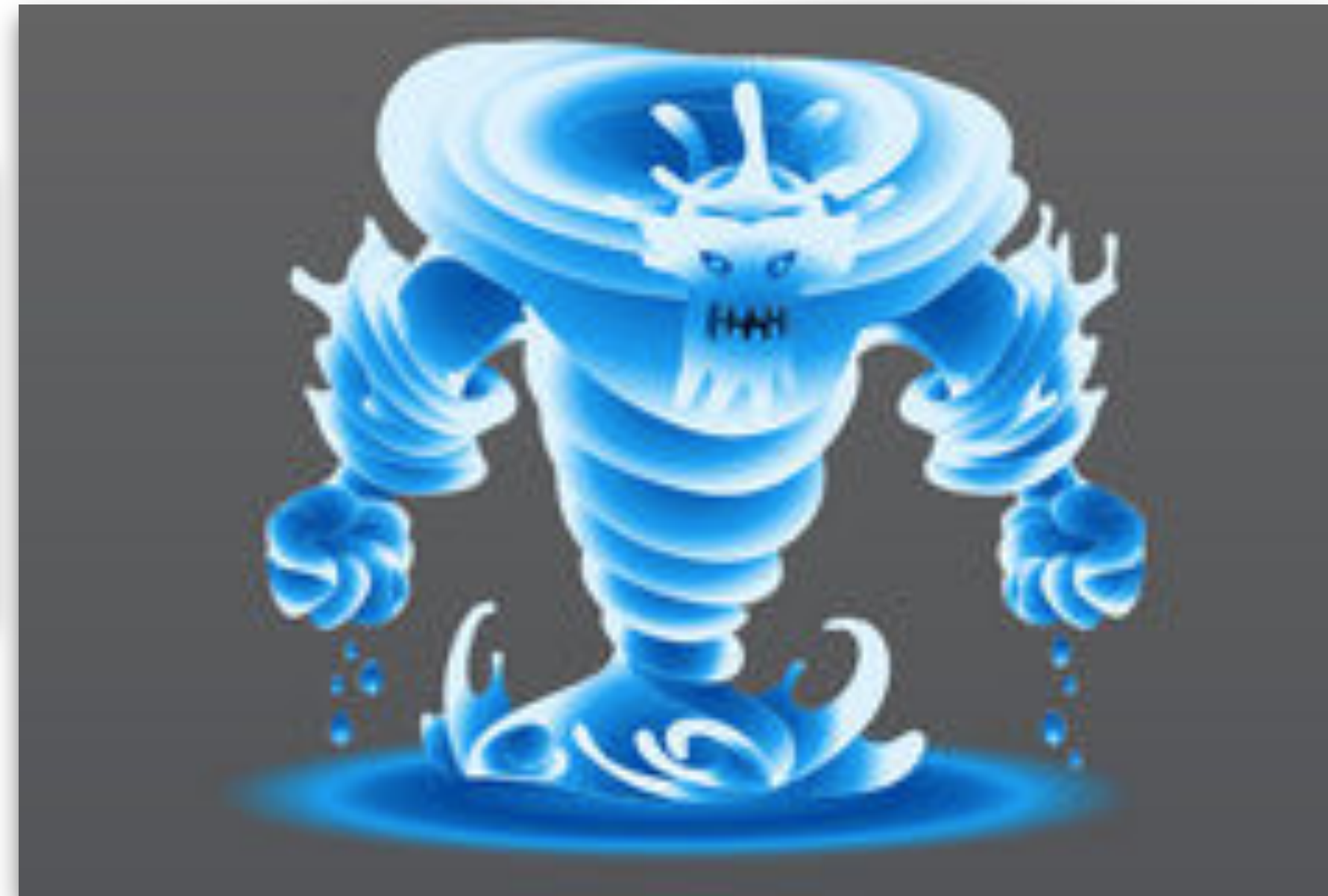
A

B

NEXTLEVELMEMORY

HOW TO MAKE IMAGES MEMORABLE

- What image is more memorable?

A

B

HOW TO CREATE IMAGES FOR ANYTHING

- You will have trouble coming up with images for certain things you want to remember.

- This tip will help you create images for anything

- This is how I personally do it…

NEXTLEVELMEMORY
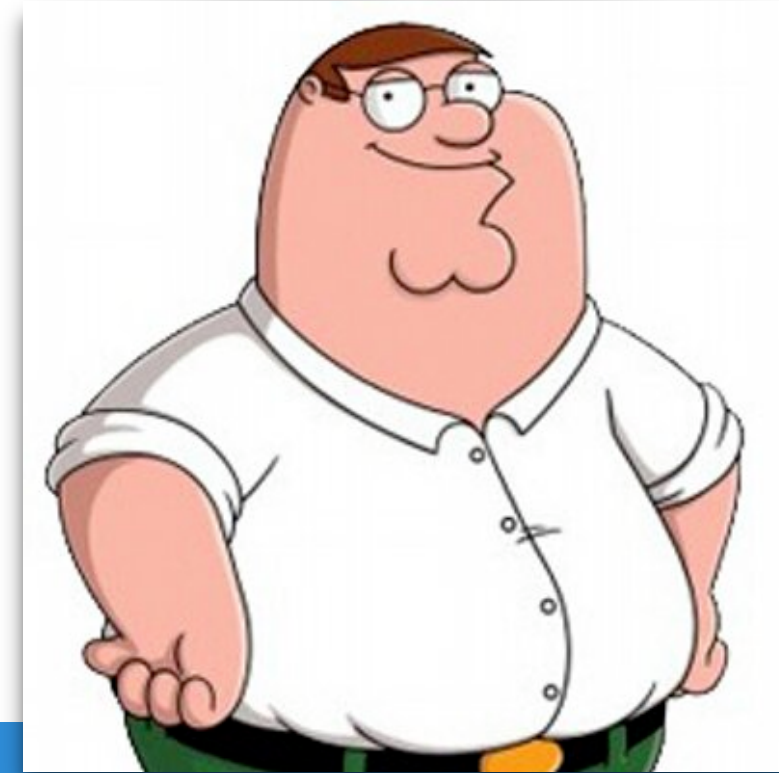
HOW TO CREATE IMAGES FOR ANYTHING

- Have you heard of an ink blot test (AKA Rorschach test)?

  - Psychological test

  - Psychologist holds up random ink blot images

  - You have to say first thing that comes to your mind. Without thinking.

nextLEVELMEMORY

HOW TO CREATE IMAGES FOR ANYTHING

- INK BLOT TIP:

- Whenever you can't think of an image for something:

  - What is the <u>first thing</u> that pops into your mind when you think of it?

  - Use whatever pops into your mind as your image.

- Sometimes the image might not even be related. But, in your mind, there is a <u>connection</u>.

- For example: When I think about Rhode Island, my mind imagines Peter from the TV show, Family Guy.

VISUALIZATION

- You may be thinking: "All my images are hazy. They're nowhere near as clear as real life."

- How much visualization is needed?

- Does my images need to be crystal clear?

VISUALIZATION

- Imagine a red elephant in front of you. Yes, I'm serious.

- Can you see it?

  - Which way is the elephant facing?

  - Is the trunk up or down?

- If you could answer those two questions, your visualization was perfect!

NEXTLEVELMEMORY

VISUALIZATION

- To visualize an image of a red elephant, you don't need to be able to "see" it in High Definition. You don't need to see all it's hairs and wrinkles.

- All you need is what I call a "phantom" image.

- I call it a "phantom" image because it's sort of ghostly, hazy, not always fully formed. It's similar to daydream imagery.

- Your images won't be as clear as real life.

- They will become better with practice (exercising your "imagination muscle")

NEXTLEVELMEMORY

KEY TAKEAWAYS

- An image is a mental picture, something you imagine.

- Create an image(s) that look or sound like the thing(s) you want to remember.

- Weird, gross, violent, or sexual images <u>are more memorable.</u>

- Images won't be crystal clear. "Phantom" images. Red Elephant.

- Ink blot test. For difficult images, "what's the first thing you think of?"

NEXTLEVELMEMORY

ACTION ITEM!

- Very simple exercise that takes just a minute

- Look at the list of 8 items on next slide

- One at a time, create an image(s) for each item

- Imagine seeing those images next to you

nextLEVELMEMORY

ACTION ITEM!

1. Light bulbs

2. Maine

3. The name "Paul"

4. The name "Carol"

5. Coconut Avenue

6. Client

7. Cold Beverage

8. Supply and Demand

NEXTLEVELMEMORY

I'LL SEE YOU IN THE NEXT MODULE:

HOW TO MEMORIZE ANYTHING

STORING IMAGES IN YOUR JOURNEY