



NEXTLEVEL MEMORY

NEVER FORGET A NAME AGAIN

- Has this scenario ever happened to you?
- You meet someone new, they tell you their name, you shake their hand, and not even 10 seconds later you've completely forgotten their name!



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- I used to forget names all the time. I would lose confidence when lots of new people were around. I would avoid them just because I didn't know their names.
- Why does everyone forget names?
- The reason you can't remember someone's name is because...
 - You didn't store it in the right place



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- When someone tells you their name, where do you put it?

- In your brain?

- Where in your brain?

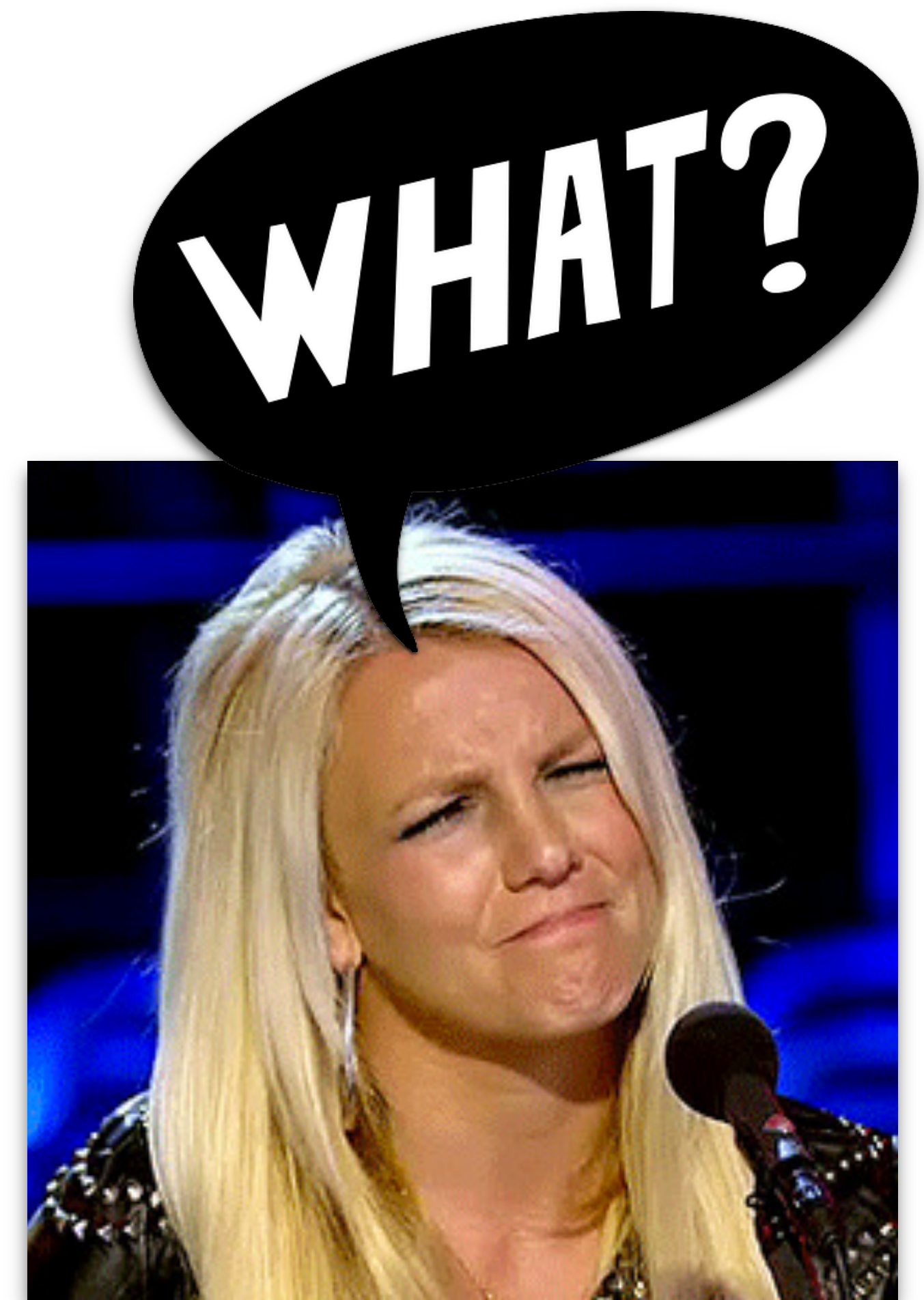


- Do you put "Ann's" name in your brain with all the other "Ann's, Annie's, Annabelle's, Dan's, Fran's, Jan's...?"



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- You need to stop storing names in your brain.
 - YES, you read that right
- Instead, here's what I want you to do...
- Store their name...
- on their FACE!



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Here's How...

In 2 Steps



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STEP 1: TURN THEIR NAME INTO A MENTAL IMAGE

- What do you think of when you hear their name?
- Does their name sound like something else?
 - Jenny = Penny
- Do you think of a celebrity with that name?
 - “Jenny” from Forrest Gump



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STEP 1: TURN THEIR NAME INTO A MENTAL IMAGE

- Friend or family member with that name?
 - Your crazy Aunt Jenny
- Is it a brand or from pop culture?
 - Jenny Craig



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STEP 1: TURN THEIR NAME INTO A MENTAL IMAGE

- You need a mental Image that reminds you of their name
 - It can be anything (person, animal, object, action...)
- If you have trouble coming up with an image, use the Ink Blot tip
 - *What's the first thing you think of?*



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STEP 2: ATTACH THAT IMAGE TO A FEATURE

- Pick a unique feature on their face/body
- What's the 1st thing you notice about them?
 - Curly hair, large nose, freckles, scar, facial hair
 - hat, glasses, piercing, tattoo



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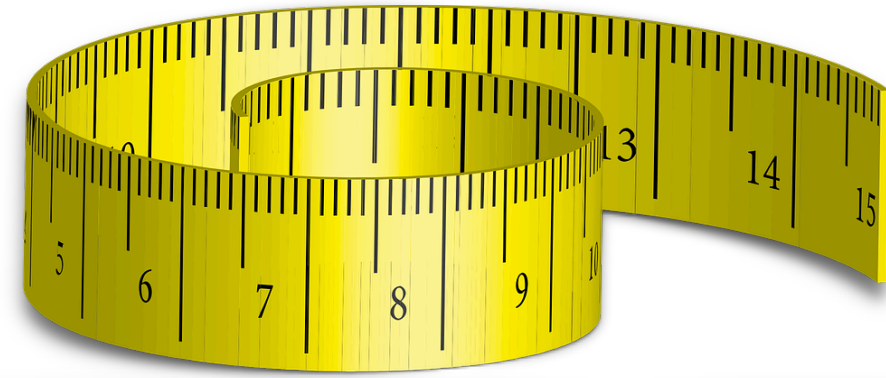
STEP 2: ATTACH THAT IMAGE TO A FEATURE

- Now, mentally Attach the Image you created to the Feature on their body
 - Kinda like “pin the tail on the donkey”
- Make a simple story out of it...



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STEP 2: ATTACH THAT IMAGE TO A FEATURE



Jenny

Feature = her big nose



OR



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STEP 2: ATTACH THAT IMAGE TO A FEATURE

- If your image is person, you can imagine a bond between both people.
- Imagine your image is doing something to the new person (kissing their feature, stabbing their feature, etc.)
- Imagine they are buddies (arms around each other)
- Imagine they're related

"new" Jenny

Your Aunt Jenny



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STEP 2: ATTACH THAT IMAGE TO A FEATURE

- The next time you see this person, you won't be searching through your cluttered brain for their name.
- Their name will be on their face, body
- You will look at their face, notice their feature, and see the image that you "put there".
- The image will remind you of their name.



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EXAMPLES

- What image do you think of with these names?

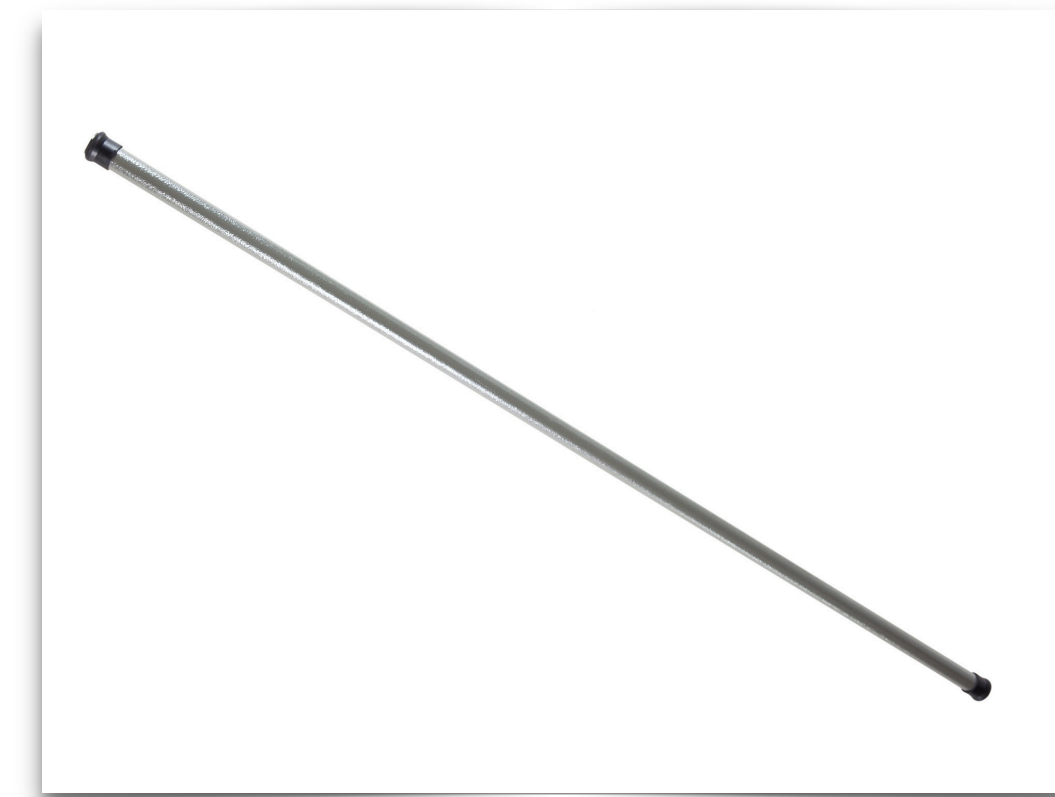
Matt



Abby



Paul



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EXAMPLES

- What image do you think of with these names?

Jim



Shantel

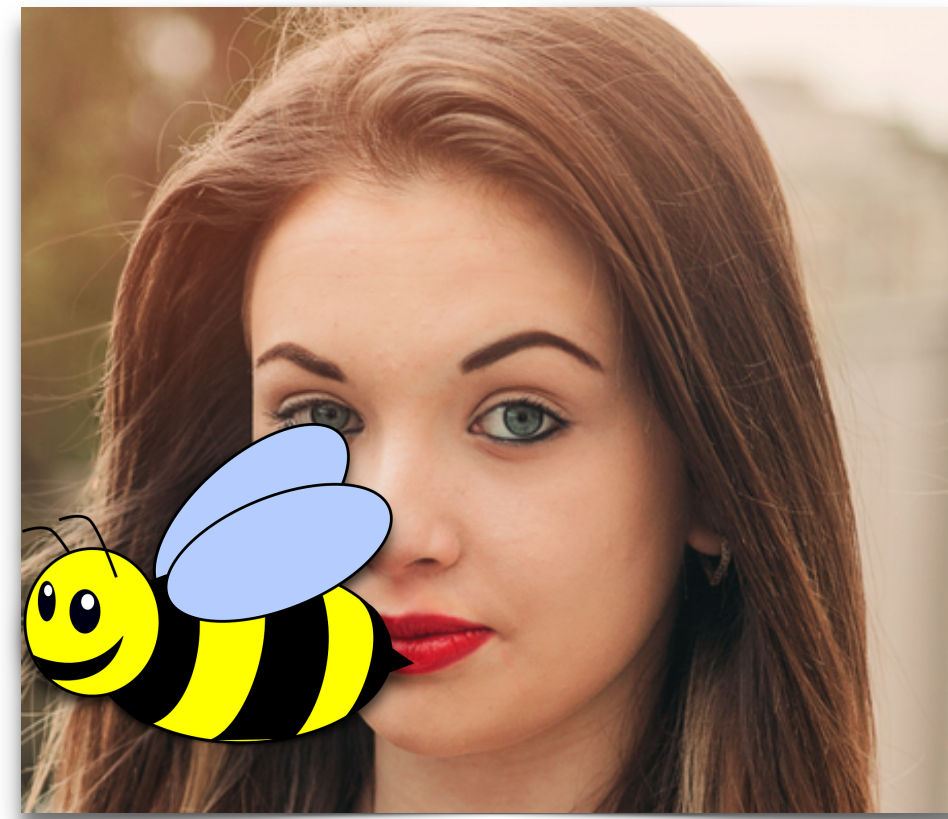


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ATTACHING EXAMPLES



Matt



Abby



Paul



Jim



Shantel



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KEY TAKEAWAYS

- Focus on getting their name! “What is their name, what is their name?”
- Quick, what’s the first thing you think of when you hear their name?? Hold onto that image.
- Attach the image to a unique feature on their face
- Or create a story linking the image to them (examples: Shantel = show and tell / Jenny + your Aunt Jenny)
- REVIEW - see the image a few times while repeating their name in your head
- Make this a habit. Do this every time you encounter someone until it becomes second nature.



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ACTION ITEM!

- MAKE THIS A HABIT
- Just try it...
- This week, every time you hear or see a name, convert it into an image.
- Anyone with a name tag.
- Characters on TV, Movies, Videos.
- People you meet.



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