



NEXTLEVEL MEMORY

REMEMBER THE NAMES OF THE NEXT
100+ PEOPLE YOU MEET
PLUS OTHER ADVANCED NAMES TECHNIQUES

WHAT YOU'LL LEARN IN THIS MODULE

- How to Remember:
 - Difficult Names
 - Multiple People's Names all at Once
 - First & Last Names Together
- 4 Advanced Tips
- How To Get People to Remember Your Name



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REMEMBERING DIFFICULT NAMES

- Ink Blot - What's first thing you think of?
- TIP: Focus on one part of the name that sticks out...form image for that part
 - Anesha (a knee sha)- knee them in the face + "shhh" (tell them to be quiet)
 - Malachi - Mail as a kite
 - Esperanza - "..anza" makes me think of bonanza. Pear bonanza.



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REMEMBERING MULTIPLE PEOPLE ALL AT ONCE

- You're in a small group situation where you're meeting people for the first time
- In less than 20 seconds you shake everyone's hand and hear all of their names
- How do you remember them all so quickly?



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REMEMBERING MULTIPLE PEOPLE ALL AT ONCE

- When meeting multiple people in succession, don't worry about attaching their names to features...yet
- Focus on hearing their names and forming a quick image for each name
 - Even if the image doesn't make any sense
- For the image, use the very 1st thing you think of
 - Can always change image later
- You will then link all the images together (link names together)



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REMEMBERING MULTIPLE PEOPLE ALL AT ONCE

- Example of meeting a couple:

- Kat and Cory

- Cat eating an apple core



- Jeff and Cherie

- Chef cutting cherries

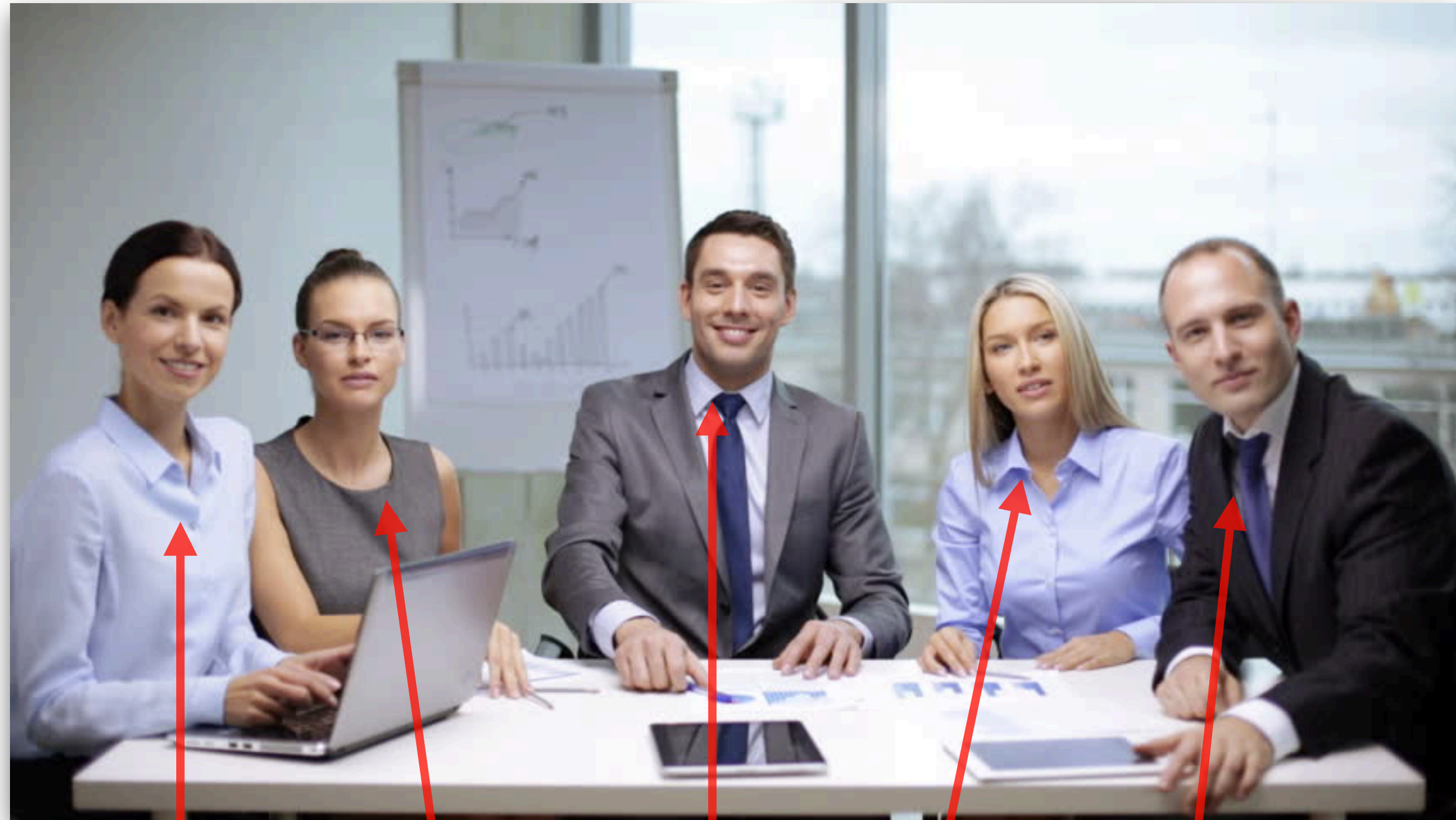
- Jif (peanut butter) drinking sherry wine



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REMEMBERING MULTIPLE PEOPLE ALL AT ONCE

- Example of meeting 5 people at once:
- You meet them in order from left to right



Shelly, Jennifer, Mark, Heather, Ryan



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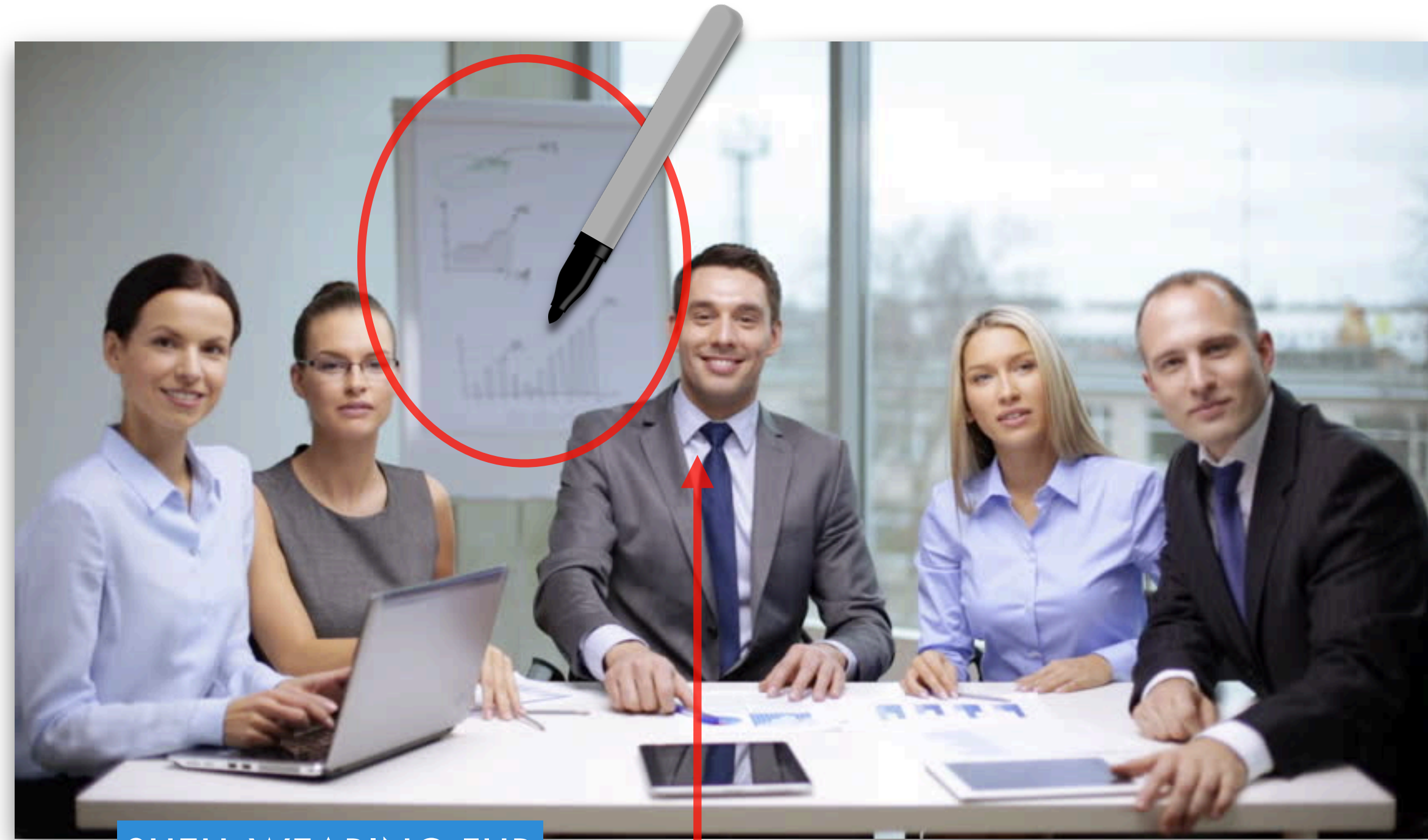
- You enter the room & sit down.
- "Hi, I'm Shelly."
- "And, I'm Jennifer"
- Shelly - you think of a shell
- Jennifer - you think of fur (Jenni-fur)
- Link images together = Shell wearing fur



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REMEMBERING MULTIPLE PEOPLE ALL AT ONCE

- “Hey, I’m Mark.”



- Mark - you think of a marker
- You might notice the drawing board behind him
- You think: Mark is the one marking on the board



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REMEMBERING MULTIPLE PEOPLE ALL AT ONCE

- Mark introduces you to the other two
- “This is Heather, my boss...
- and Ryan, our IT Specialist.”
 - Heather - sounds like feather
 - Ryan - you think of rain
 - You think: It’s raining feathers



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REMEMBERING MULTIPLE PEOPLE ALL AT ONCE

- Now repeat their names back to them. Using the images to help you.
- You - "Let me make sure I have this. You're Shelly and Jennifer, right?"
- "OK...and you're Mark"
- "Then you're Ryan and Heather."
- Repeating acts as a review for you
- You can attach the images for formed to each person or their surroundings if you have time



SHELL WEARING FUR

MARKER

RAINING FEATHERS



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REMEMBERING MULTIPLE PEOPLE ALL AT ONCE

- Control the situation & slow it down
- Repeat their names back to them to give you more time to process it
- People appreciate when take an effort to remember their name
- Write their names down in your phone when you step away. Then attach and review them later.
- If you meet 7 people and remember 6 names, that's still great!



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REMEMBERING MULTIPLE PEOPLE ALL AT ONCE

- If you don't have time to attach the images to each person, just keep the linked images in mind until you walk away
- Once you have a moment, attach an image to each person
 - Think back to what they looked like/were wearing
 - Or...look at them from across the room and attach images



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REMEMBER FIRST & LAST NAMES

- Image for first name + Image for last name
- Combine the 2 images and attach them to their unique feature or features
- John Graham
- John = toilet
- Graham = Graham cracker



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4 ADVANCED TIPS

- **Tip 1: Create a Story**
 - I don't always attach an image to specific feature. I imagine a story about that person.
 - Example: Roy
- When I think of the name Roy, I remember a kid in 1st grade named Roy.
- I hated Roy because he always kicked people right in the shin.
- Every time I meet a Roy, I imagine kicking them in the shin.



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4 ADVANCED TIPS

- Tip 2: Use the same images over and over
 - every time I meet a Jeff, I think of Jif peanut butter
 - Jessica is always a sucker
 - If I meet 2 Jessicas, I use a sucker for both of them



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4 ADVANCED TIPS

- Tip 3: Imagine people you already know with the same name
 - I use images of people most of the time (over 60%)
 - it could be "James from 3rd grade" or "Jane from Seinfeld"
- Sometimes it's easier than thinking of objects
- For example: George = George Clooney
 - If I meet a George, I imagine he is buddies with George Clooney. Clooney has his arm around him or roughing up his hair.



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4 ADVANCED TIPS

- Tip 4: Keep a spreadsheet
- This is how to remember the next 100+ people you meet
 - Every day you meet someone new, put them in the spreadsheet
 - Name, Where you met, Image, Feature, Notes about them (hobby, where they grew up)
 - Review it weekly or monthly until their name sticks.
 - Imagine how much you will stand when you see someone a year later and still remember their name from that one conference. *This* is influence!



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HOW TO GET PEOPLE TO REMEMBER YOUR NAME

- Give them “imagery” or simple statements to help them remember you
- Whenever I meet someone, I tell them:
 - “I’m John...with an H.” (I’m not giving them the toilet idea!)
 - “Graham...like Graham cracker”
- People remember little things like this. They make you stand out.
- *What images would you create for your first and last name?*



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KEY TAKEAWAYS

- For difficult names, focus on one part of their name that stands out
- When meeting multiple people at once, link their images together. Attach them afterwards.
- To remember first & last name together, form 2 images. Combine them into one image or link them together on their feature/features.
- When introducing yourself, make your name stand out by pointing out something unique about it or giving it imagery for them to remember.



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ACTION ITEM!

- Practice these more advanced skills
- Look at:
 - PDF of common names
 - PDF names test



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