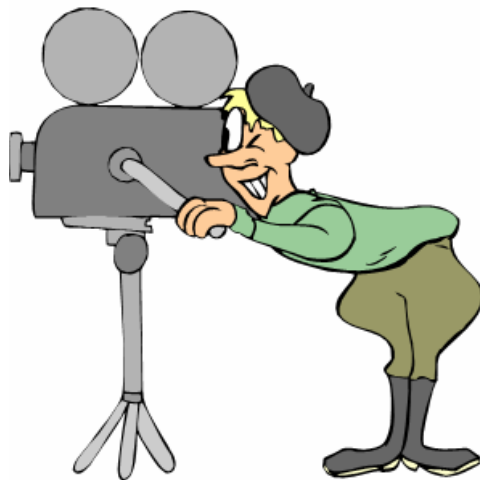


Power Memory Excellence

A Fresh, Easy, *Fast* and Unique Approach
To Significantly Improve Your
Powerful Memory

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Chapter 1

Systems, Methods & Techniques

Overview

This chapter covers the basic memory concepts used in virtually all memory techniques. It is intrinsically similar to directing and producing your own short memory movies. The basic theme is that you have two components within a film frame: a picture or character and another picture or character. The first picture/character is called a Peg, and the second is called 'new information'. The movie contains the (inter)actions of the two. Your aim is to create the most exciting memory movies, so the audience (you) can remember them for a long time to come.

The chapter will cover the following topics:

- Memory Systems: Chain, Peg and Framework
- Memory Method: Lights, Camera, Action
- Lights
- Camera
- Action
- Sample Movie
- Memory Technique

Memory Systems

Memorising new information, in any form, is usually achieved by one of the following systems:

1. The **Chain**; where each piece of new information is linked to the next



2. The **Peg**; where each piece of new information is 'pegged' (attached) to an already established series or list



3. The **Framework**; where each piece of new information is positioned in a predefined section within a framework



The Chain System

The chain is the simplest memory technique, as it does not rely on any pre-requisites. You link each piece of information, in a list, with the next. Hence, no 'outside' references are necessary.

The Peg System

The Peg system relies on the prior establishment of a familiar list (table, matrix) of Pegs. The Pegs are objects that are chosen according to a specific technique. Once the Peg list is established, any new information is attached (hooked/linked) to the Pegs in sequence according to a certain method. The recall of the actual objects/items/pieces of the new information is performed by going through the Pegs list and recalling for each Peg the attached object/item (using the memory method).

For example, the Pegs list, a frame of reference that you can easily remember, can be established using one of these techniques:

- Sound of numbers (e.g. one, two, three, etc.)
- Shape of numbers (e.g. 1, 2, 3, etc.)
- ‘Inspirational’ picture of numbers (4: car/wheels, 9: cat/lives, etc.)
- ‘Phonetic picture’ of numbers (t, n, m, etc.)

So, should you decide that the shape of numbers is your preferred technique, and that the digit/number 1 is to be represented by a pencil, the pencil becomes your first Peg in the list. The first new Object in the list to be remembered will be attached (linked/hooked) to the pencil Peg using a memory method.

The Framework System

The Framework system relies on the prior establishment of a familiar framework; an entity that can be sub-divided into discrete divisions, which can also be sub-divided into smaller sections, and so forth. The Framework divisions are chosen according to a specific technique. Once the Framework divisions are established, any new information is positioned in the divisions in sequence according to a certain method. The recall of the actual objects/items/pieces of the new information is performed by going through the Framework divisions and recalling for each Division/Section the positioned objects/items (using the memory method).

For example, the Frameworks that you can easily remember, and their divisions, can be established based on the following entities:

- House (e.g. entrance, lounge, dining, kitchen, bathroom, etc.)
- Office (e.g. reception, desks partitions, fax/copy room, conference room, etc.)
- Body (e.g. head, neck, chest, back, shoulders, etc.)
- Earth (e.g. Antarctica, Africa, Asia, Europe, etc.)

So, should you decide that the House is your preferred framework, and that the Entrance is your first division of the House, then the first new Object in the list to be remembered will be positioned in the Entrance of the House, using a memory method to link the new Object with the Entrance.

Which System for You?

The best memory system for you is the one that suits YOU best, not the author or any other person. We are fundamentally similar, but everyone is unique in their thinking and memory preferences. You have to feel comfortable with the system you choose and find it easy to use in real-life situations.

Hence, if you are not clear upfront, from the discussion above, which system is best for you, then try them all. Once tried, with structured content and practical exercises, you will 'know' which system is best for you. You may actually find that you prefer to use different systems for different memory needs (e.g. Pegs where sequence is important, and Framework where groups of objects are to be positioned in the same division).

Memory Method

The memory method used in our programme is called 'Lights, Camera, Action!', the words in film making when a new scene is to be filmed. The reason for the name is that advancing memory to the limits is essentially about making movies, memory movies. The memory movie has 2 stars in the leading roles:

- In the Peg system, the Peg and the picture Object
- In the Framework system, the Division and the picture Object

The human brain has a phenomenal capacity to remember images; far greater than abstract numbers or textual words. Hence, the basic theme of all memory systems is to represent each new piece of information with a pictorial, visual Object and then link the Object with the next Object (Chain), a Peg or a Division (Framework). This link is achieved by creating a memory movie, starring the system component and the new Object.

Lights, Camera, Action!

The sequence of the 'Lights, Camera, Action' method is composed of the following steps:

- Lights; the spot lights will show the 'peg' or 'division' of your memory technique, lighting the initial scene
- Camera; the camera will focus on the picture 'object' representing new information, hence putting the Peg/Division and the picture Object in the frame
- Action; the 'movie' starring the Peg/Division and the Object in an exciting story or plot

The Peg and Division are treated in exactly the same manner. Hence, for the sake of abbreviation, we shall refer to the Peg system Pegs in the remaining text of the chapter, but you can apply the same concepts and principles to the Framework divisions.

Lights

The first step in 'setting the scene' for our memory movie is to shine the proper lights on the stage. When you think of a Peg, a 'light' will shine on it so you can focus exclusively on that Peg in the list. The Peg can be a still picture or a moving character. The first step is completed; the Peg is now under the spotlight.

Camera

Each new piece of information needs to have its 'picture' taken by visualising it in the same 'frame' as the Peg. When a new piece of information is presented, you will create a mental picture or 'character' of it and put the Peg picture/character and the new information Object picture/character in your camera frame (e.g. the 2 leading characters in your short memory movie).

Depending on how you assigned the roles, the scene or frame can either contain 2 characters (best), a picture and a character (good), or 2 pictures (at least one needs to be animated and/or exaggerated). The second step is completed; both pictures/characters are in the same frame or scene.


Action

Now you need to create the 'Action' or the short memory movie linking the Peg and your new information Object character or picture. This is your movie and, if you wish to remember it for a long time, you basically need to ensure it contains the following:



- Exceptional, exciting, funny, unusual or strange characters and/or pictures
- Animated, vivid, vibrant and energetic actions
- Sensual, emotional or surreal surround scene and/or music
- Stunning special effects (if you are so inclined)

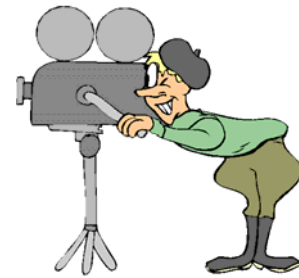
The action need to be sensational with plenty of energy (this is not a soap opera). Hence, use the following Action Table as a guide:

 <i>Action Table</i>	
<i>AVOID</i>	<i>USE</i>
Looking	Jumping
Watching	Shouting
Thinking	Clapping
Sitting	Kicking
Standing	Screaming
Walking	Running
Sleeping	Punching
Yawning	Tearing
Snoring	Squashing
Staring	Smashing

A Sample Movie

Let us assume that your memory list contains 'Toe' as a Peg, and the new information you need to remember is a hammer, as in you are going to the shopping mall and need to buy a hammer.

The first picture/characters are your GIANT TOES. They are so big that they are almost BURSTING out of your shoes. They are out of proportion with your slim feet and the nail of each toe is a different COLOUR.



The second picture/character is the GOLD hammer. Its metal part is SHINING under the sun and its handle is RADIATING a BLUE glow. It SCARES all the nails in the neighbourhood.

The movie shows you RUNNING into the hardware store, your giant toes SHAKING the earth underneath. Unfortunately, as soon as you DASH inside the store, the hammer feels the presence of your toe nails. The hammer comes RUSHING towards your feet and starts HAMMERING your toes, with its blue handle FLASHING. This causes you great PAIN, so you take the hammer by the neck and THROW it with all your might making it FLY through the air and VANISH into the sky.

The idea is that when you go to the hardware store now, you will remember to buy a hammer. As you walk into the store, you will think of your toes and this will lead you, through recalling the movie, into remembering the hammer.

If you are wondering how you will remember to think of your toes in the first place, then you will need to cover the numbers 'Phonetic Pictures' memory technique.

Memory Techniques

Memory techniques refer to assigning the proper Pegs to your Peg list or the Divisions to your Framework. As an example, let us assume we are evaluating between two techniques to remember numbers: the shape of the digits or the inspiration of the number. If it is easier for you to link the digit/number 4 by its shape to a sailing boat or wind surfer, then you would probably chose the Shapely Numbers technique. However, if you feel that the number 4 always reminds you of your car (4 wheels) or dining table (4 legs), then you may prefer the Inspirational Numbers technique. The same can apply, say, for the number 7; it can either be represented by its shape (a scythe, axe, street light, etc.) or its inspiration (dice for lucky 7, water for the 7 seas, etc.).

An important factor in selecting your preferred technique is **scalability**; the ability for the technique to expand to cover tens, hundreds or even thousands of new objects (pieces of information). Hence, if you find the shapes of numbers technique is not scalable enough to address your memory requirements, as it can run 'out of steam' after the number 12, then you should evaluate the Phonetic Numbers technique. The beauty of the Phonetic Numbers is that it has no virtual limit; the practical limit is set by you.

The memory chapters cover techniques related to remembering:

1. Lists (agenda, recipe, to do, buy, etc.)
2. Numbers (credit cards, names/phones, bank accounts/PINs, etc.)
3. Dates (appointments, anniversaries, etc.)
4. Names and Faces (recall the name as soon as you see the face)
5. Addresses
6. Directions (from source to destination)
7. Entertainment (playing cards, days of a date, memory 'stunts', etc.)
8. Knowledge (facts, figures, history, etc.)
9. Literature (words, sentences, poems, etc.)
10. Business (accounts, customers, suppliers, employees, items, orders, etc.)
11. Logins and Passwords

And virtually anything else worth remembering!