This audiobook is dedicated to Eloise Cooper.

I would like to acknowledge the contributions that you made to this book and thank you so much for all your encouragement and support in my life.
CHAPTER 3. NEVER BELIEVE A LIE

Because

1. I’m terrible with names
2. Here is the best method
3. It doesn’t work for me
4. Why not?
CHAPTER 5. BRING INFORMATION TO LIFE

First, we will use Spanish words:

**Tiger** is *Tigre*, it sounds like tea grey. Imagine a *tiger* drinking his *tea* that has turned *grey*.

**Sun** is *Sole*. Imagine that the *sun* is burning the *sole* of your one foot.

**Arm** is *Brazo*. Imagine a *bra* is *sewn* onto your arm.

Some Italian words:

**Chicken** is *Polo*. You can imagine playing *polo* with a *chicken* instead of a ball.

**Cat** is *Gatto*. Imagine saying to your friend, “You’ve got to hold my *cat*.”

Some French words:

**Book** is *Livre*. Sounds like liver, so you can imagine opening a *book* and finding squashed *liver* inside.

**Hand** is *Main*. My *main* hand is my right *hand*.

**Chair** is *Chez*. Imagine you have *shares* in a *chair*.

Some Zulu words:

**Dog** is *inja* (eenjaa). Think of an *injured dog*.

**Floor** is *phansi* (pansee). Imagine a *pansy* growing out of the *floor*.

**Snake** is *Inyoka* (eenyo’kaa). Imagine a *snake* slithering in your *car*.

Some Japanese words:

**Chest** is *Mune* (Mooneh). Imagine *money* growing out of your *chest*.

**Door** is *To* (Toe). Imagine you are kicking the *door* with your big *toe*.

**Carpet** is *Juutan* (Jootan). Imagine you are *tanning* on a big *carpet*. Or, *you tan* a *carpet*. 
Test yourself:

What is the Spanish word for tiger?
What is the Italian word for cat?
What is the Zulu word for dog?
What is the Japanese word for chest?
What is the French word for book?
What is the Italian word for chicken?
What is the Zulu word for snake?
What is the French word for hand?
What is the Japanese word for carpet?
CHAPTER 6. USE YOUR CAR TO REMEMBER

With this picture you have just learned Stephen Covey’s *Seven Habits of Highly Effective People*. By remembering all seven images you are creating points of reference within your mind for each of the habits. When you have it in your memory it will be easier to gauge if you are living the Seven Habits. When you mentally look at the car you will instantly be able to recall all the information. Remember the more you know, the easier it is to get to know more.

Let me explain each of the pictures; the Seven Habits are as follows:

Habit 1: **Be Pro-active** – I thought of a Bee that is a pro-golfer. That picture should be enough to trigger habit 1.

Habit 2: **Begin with the End in Mind** – The brain is running a race, and looking at the end in mind.

Habit 3: **Put First Things First** – the man is in 1st position, putting first things first.

Habit 4: **Think Win/Win** – the two trophies show that everyone wins with win/win.

Habit 5: **Seek First to Understand, Then to be Understood** – The man *under* the umbrella will *stand* up.
Habit 6: **Synergize** – sign balancing on the *edge* with *eyes*.

Habit 7: **Sharpen the Saw** – on the tire of the car.

With your memory always use as few pictures as possible, to remember as much as possible. The more simple and clear it is, the less you will feel overwhelmed.

You can also make the connection that the first 3 habits are the **Private Victory**: the front of your car is private; you are the only one that opens the bonnet of your car. Habits 4, 5 and 6 are the **Public Victory**: in the car, you allow others to get into your car, it is public. Habit 7 is outside the car: the seventh habit keeps everything else in check.
CHAPTER 8. PEGGING INFORMATION DOWN

Tony Robbins’s Ten Emotions of Power are:

1. Love and warmth
2. Appreciation and gratitude
3. Curiosity
4. Excitement and passion
5. Determination
6. Flexibility
7. Confidence
8. Cheerfulness
9. Vitality
10. Contribution

One rhymes with the word Bun
Two– Shoe
Three– Tree
Four– Door
Five– Hive
Six– Sticks
Seven– Heaven
Eight– Gate
Nine– Vine
Ten– Hen
Use the images below to remember your pegs.
CHAPTER 9. IN THE FIRST PLACE

John C. Maxwell's Daily Dozen:

1. Attitude
2. Priorities
3. Health
4. Family
5. Thinking
6. Commitment
7. Finances
8. Faith
9. Relationships
10. Generosity
11. Values
12. Growth

Room 1 (Kitchen)
- Washing Machine
- Fridge
- Stove

Room 2 (TV room)
- Chairs
- Exercise bike
- TV

Room 3 (Bedroom)
- Mirror
- Bed
- Cupboards

Room 4 (Bathroom)
- Bath
- Toilet
- Shower
CHAPTER 10. LINKING THOUGHTS

Here is the list of the first twelve Presidents:

1. Washing a tin - Washington
2. Adams apple - Adams
3. A chef and her son - sounds like Jefferson
4. Medicine - sounds like Madison
5. Marilyn Monroe - Monroe
6. Adams apple - Adams
7. Michael Jackson - Jackson
8. A van with beer in - Van Buren
9. A hairy sun - Harrison
10. A tiler (a person who lays tiles) - Tyler
11. Polka dots - Polk
12. Tailor – Taylor
CHAPTER 12. REMEMBERING NUMBERS

0 is the S, Z or C sound: S sounds like the hissing of a wheel (which looks like 0):

![0](image1)

1 represents the T or D sound:

![1](image2)

2 is the N sound:

![2](image3)
3 is the M sound:

If I make the word TOMATOES, what will the number be?

T: 1, O: no value, M: 3, A: no value, T: 1, O: no value, E: no value and S: 0. The number would be 1310.

What word could you make for 321?

3: M, 2: N and 1: D or T. We have the letters MNT or MND. If we add the vowel ‘i’ we have the word Mint, or if we add a ‘d’ at the end and the vowel ‘e’ we have Mend. Or, try the vowel ‘a’ and add a ‘y’, then you can make the name Mandy.

It is like learning a new number language.

4 is the R sound:
5 is the L sound:

6 is the J, Sh, soft Ch or soft G sound:

What word can you make with 654?

Jailer.
7 is the K, C sound:

8 is the F or V sound:

9 is the B or P sound, looks like the mirror and upside down image of 9:
If I say cave, what is the number?

78.

What word can you make with the number 98?

Beef.

Now you can see that the number

3472 9401215 721110 is as easy as remembering

aMeRiCaN PReSiDeNTiaL CaNDiDaTeS

Do you now see how you can use this to remember any number?

Here is a list of words for each number from 1 to 100.

This method is great because you don’t have to worry about spelling – it works on sounds.

00. Sauce
01. Soda
02. Sun
03. Swim
04. Sir
05. Seal
06. Sash
07. Sock
08. Safe
09. Soap
1. Tie
2. Noah
3. Ma
4. Ray
5. Law
6. Jaw
7. Key
8. Foe, UFO
9. Bee
10. Toes
11. Dad
12. Tan
13. Dam
14. Deer
15. Tail
16. Dish
17. Duck
18. Dove
19. Tape
20. Nose
21. Net
22. Nun
23. Gnome (Silent G)
24. Nero
25. Nail
26. Nosh
27. Neck
28. Navy
29. Nap
30. Mouse
31. Mat
32. Moon
33. Memo
34. Mower
35. Mail
36. Mash
37. Mike
38. Mafia
39. Map
40. Rose
41. Rat
42. Rain
43. Ram
44. Rower
45. Reel
46. Rash
47. Rock
48. Roof
49. Robe
50. Lassie (one S sound)
51. Lady
52. Lion
53. Limo
54. Lorry (one R sound)
55. Lily
56. Leach
57. Lock (ck one K sound)
58. Leaf
59. Lip
60. Chess (one S sound)
61. Jet
62. Chain
63. Jam
64. Chair
65. Jail
66. Cha – Cha
67. Shake
68. Chief
69. Jeep
70. Case
71. Cat
72. Can
73. Comb (Silent B)
74. Car
75. Coal
76. Cash
77. Coke
78. Cave
79. Cab
80. Face
81. Fat
82. Fan
83. Foam
84. Fire
85. Foil
86. Fish
87. Fake
88. Woof-woof
89. FBI
90. Bus
91. Bat
92. Bun
93. Bum
94. Bear
95. Ball (one L sound)
96. Beach
97. Back
98. Beef
99. Baby
100. Daisies
CHAPTER 13. ART IN MEMORY

This picture below is a memory diagram of the twelve cranial nerves that emerge directly from our brain:

The link starts with a picture of an **old factory** (sounds like **Olfactory**). The second picture is a man picking **up** a right **tick** to remind you of **Optic**. The third picture is a motor with a knife in it; it is a **killer motor** (sounds like **Oculomotor**). The fourth picture is a **truck**, with **clear** written on it, which represents **Trochlear**. The **three gems** are a reminder for **Trigeminal**. **Two cents** for **Abducens**. A lady having a **facial** is for **Facial**. Vest being worn by a **cock** for **Vestibulocochlear** – you can always add more to the picture if the picture doesn’t trigger the whole word. The **pharaoh** has red lip **gloss** on for **Glossopharyngeal**. The Las Vegas sign, for the **Vagus** nerve. The earrings are an **Accessory** and finally the **hippo** with red lip **gloss** is for **Hypoglossal**.

These pictures are all short mental reminders or triggers to help you recall the main content. By looking, linking, and locking in the image you will make the memory link stronger and easier to recall. Try it!
The next example is a picture that will help you remember the first ten elements of the periodic table:

![Image of various elements and objects]

First, we have a shiny yellow fire hydrant (Hydrogen) with helium-filled balloons (Helium) tied to the top of the hydrant. The helium balloons are touching the light bulb (Lithium). The light bulb is burning the different colored berries (Beryllium). The berries are being eaten by a smelly wild boar (Boron). A car with a bun attached to it (Carbon), crashes into the boar. Behind the car-bun is a knight (Nitrogen), and out of his armor pops a scuba diving oxygen tank (Oxygen). The oxygen tank is being used by the woman with flu (Fluorine). The spluttering and sneezing ‘flu woman’ has a massive neon sign (Neon) that blinks on and off behind her.

Look at the picture again, make the links and it will be installed in your memory.

**SPELLING**
There are two snakes (2 Ss) in the dessert.

Here is a great way to clear up any confusion between homophones:

He has a pear in his ear.

The pair of shoes are flying through the air.
**MIND MAPPING**

With every Mind Map you start in the centre of a blank page with a central image. This central image is what the whole Mind Map is about; therefore I will call this central image ‘Systems’. As we now know images are memorable and stimulate more creativity.

**Step 1:**

![Central Image]

**Step 2:**

Once you have your central image, then you connect branches to the central image and start branching out the headings. The main branches are all the memory systems we have covered.
Step 3:

Once we have our main branches, then we can connect second and third level branches to give more detail to each main branch.

We can add even more branches to the existing branches to help clarify ideas or give more detail. Remember to use only one word per branch. This aids your associating mind to bloom freely, and remember to add lots of images. Each main branch will also have one color, this helps visually to distinguish between different branches or content. A Mind Map can never end because your associating mind can always find just one more memory.
CHAPTER 14. USING THE METHODS

1. REMEMBERING WRITTEN INFORMATION WORD-FOR-WORD

SUCCESS
To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty, to find the best in others; to leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition; to know even one life has breathed easier because you have lived. This is to have succeeded.

2. PRESENTING FROM MEMORY
You can design your presentation with this FLOOR principle in mind. In a presentation we tend to remember:

   F – First things
   L – Last things
   O – Outstanding information
   O – Own links
   R – Repeated information

If you use this principle you will get your audience to remember more – making your presentation more enjoyable.
4. REMEMBERING PLAYING CARDS
With the system that I use, you will need to know the number code system from Chapter 12. The card system works in the same way as with numbers. Only this time, the first letter of each suite will start the name of each card e.g. the 3 of diamonds will be D for diamonds and 3 = M, add a vowel and you have DaM. All the Diamond cards will start with a D; all the hearts will start with H etc. And then you just add the converted number to the end of the card.

Here are all the images for all the suites:

**Diamonds**

A – Date (Ace is 1)
2 – Dan
3 – Dam
4 – Door
5 – Deal
6 – Dish
7 – Duck
8 – Dove
9 – Deep
10 – Dice (10 will be zero, s sound)
J – Diamond (Jacks will always be the image of the suite)
K – Ding (With Kings we use a word with ‘ing’ in it)
Q – Dean (With Queens we use a rhyming word)
Heart
A – Hat
2 – Hen
3 – Ham
4 – Hair
5 – Hail
6 – Hash (hash brown)
7 – Hack
8 – Hoof
9 – Hoop
10 – House
J – Heart (Jacks will always be the image of the suite)
K – Hinge (With Kings we use a word with ‘ing’ in it)
Q – Your queen of hearts (E.g. Princes Diana)

Spades
A – Sit
2 – Sun
3 – Sam (Uncle Sam)
4 – Sir
5 – Seal
6 – Sash
7 – Sack
8 – Safe
9 – Soap
10 – Seas
J – Spade (Jacks will always be the image of the suite)
K – Sing (With Kings we use a word with ‘ing’ in it)
Q – Steam (With Queens we use a rhyming word)

**Clubs**

A – Cat
2 – Can
3 – Camo (camouflage)
4 – Car
5 – Coal
6 – Cash
7 – Cake
8 – Cafe
9 – Cap
10 – Case

J – Club (Jacks will always be the image of the suite)
K – King (With Kings we use a word with ‘ing’ in it)
Q – Cream (With Queens we use a rhyming word)

Let’s practice: imagine a **King** bashing down the **Door** and entering your **House**. He finds some **Ham** and **Duck** to eat in your fridge. With that silly story you remembered five cards – King of Clubs, 4 of Diamonds, 10 of Hearts, 3 of Hearts and 7 of Diamonds. Easy isn’t it?
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About The Author

For over 25 years, KEVIN HORSLEY has been analyzing the mind and memory and its capacity for brilliance. He is one of only a few people in the world to have received the title International Grandmaster of Memory. He is a World Memory Championship medalist, and a two-time World Record holder for The Everest of memory tests. Kevin is also an author of four books, and the designer of a times table game with the Serious Games Institute at North-West University Vaal Campus.

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