Quantum Marketing International

IMPORTANT:

DO NOT LOOK THROUGH WORKBOOK.

GO DIRECTLY TO TAPE 1.

Dear Valued Customer,

I hope that you enjoy this course as much as I enjoyed putting it together.

Please note the summary pages, or workbook, are only a minor portion of this course.

Your memory will be enhanced primarily by the cassette tapes in working with the mental exercises that they share.

Best wishes,

Kevin Trudeau

LESSON 1

1) Listen to tape. One lesson at a time.

2) Then go to workbook.

Each lesson is 20-30 mi ea.

Do not listen to tapes while driving because you must listen completely while going through this course. You'll only go through this course one time, if you set aside a time and a place to go through each lesson. Take a ten minute or more break between lessons!

No heavy eating before each lesson.

No alcohol or drugs before each lesson.

No sugar or white flour before each lesson.

Do not take notes while you are listening to tape.

Teachability Index: Rate yourself on a scale of 1-10.

 A.) What is your willingness to learn?

B.) What is your willingness to accept change?Example: typing; sometimes you must take a step backwards in order to go 2 steps forward!

Keep an open mind throughout this course! You have a great memory now!

This course will release the perfect photographic memory you already have!

Training Balance Scale

Motivation / Technique

Keep a balance! You need an equal amount of each!

 4 Steps you'll go through as you progress through the course.

A). Unconscious incompetence

B). Conscious incompetence

C). Conscious competence

D). Unconscious competence

FORMAT OF THIS COURSE

Each lesson builds on the next!

You must go through the course in order!

The first 12 lessons exercise the mind and work only on building a foundation of fundamentals! There will be no applications until the last 4 lessons!

Get ready for some fun, crazy mental exercises!

These exercises expand and stimulate the brain's memory

functions!

DON'T ASK WHY, JUST DO IT!

GET READY, GET SET, REMEMBER!

Do not turn the page! Go to the next tape!

LESSON 2

Your mind thinks in pictures.

Basic Association:

Tree List

1. Tree - The trunk of a tree looks like a 1.

2. Light Switch - Two words - up/down - on/off - light/dark - two screws

3. Stool - 3 legs

4. Car - 4 doors - 4 speed 4 wheel drive 4 wheels...

5. Glove - 5 fingers

6. Gun six shooter six gun six feet under

7. Dice - Lucky 7 7 come 11

8. Skate - rhymes - figure eight 8 wheels

9. Cat - nine lives

10. Bowling ball - 10 pin frames 10 lb. ball

11. Goal Post - looks like an 11 - 11 men on a football field.

12. Eggs - dozen

13. Witch - Unlucky - Friday the 13th

14. Ring - 14 carat - February 14th Valentine's Day

15. Paycheck - get paid on the 15th - April 15th, tax time

16. Candy - Sweet 16 - 16 oz. to a lb.

17. Magazine - Rhymes - Name of a magazine

18. Voting Booth - 18 years old to vote

19. Golf Club - 19th hole

20. Cigarettes - 20 in a pack

Homework:

Review the tree list!

Know the list!

Do not turn the page!

Go back to the tape and continue with the next lesson.

LESSON 3

Chaining

Take two pictures in your mind and put them together.

VIVID PICTURES - e.g., lemon story...see color - hear sounds - smell smells - see vivid detail.

STATUE OF LIBERTY STORY

Statue of Liberty - Torch - Book - Fat Man - Power Drill.

Bar of soap - purple pennies - padlock - house trailor -Black Limo - John Travolta - Black stetson hat, black vest, blackboots... Cathy Lee-Crosby - pink polkadot bikiniLetter - St. Bernard - fur coat - diamond collarHam Bone - mountain lion - palm tree - Statue of Liberty

EXERCISES:

Go through the Statue of Liberty Story again and try to be even more detailed with each picture!

DO NOT TURN THE PAGE!

Go back and continue listening to the tape.

LESSON 4

Body List Pegs

1 Toe

2 Knee

3. Muscle

4. Rear

5. Love handles

6. Shoulders

7. Collar

8. Face

9. Point

10. Ceiling

House List Pegs

A.) Pick out 4 rooms

B.) Pick out 5 pegs in each room, in sequence

C.) All pegs must be different from each other!

Exercises

Review the Body List and your House List so that you know them in order!

DO NOT TURN THE PAGE!   STOP!!!

Continue with the next tape!

LESSON 5

Pegging

Take a vivid picture of what you want to remember and a vivid picture of a peg and put both pictures together using action!

V.I.A.

Vivid Visualization

Imagination

Active Action

3 Things to Remember Anything!

A.) A place to put the information (a peg)

B.) The information turned into a picture

C.) Mental Glue! Action - movement.

Boring is Bad!

Exercises:

Review the Body List and what you pegged to the list (eggs, bacon, etc.). Make sure your pictures are vivid and your action and movement are exaggerated!!!

DO NOT TURN THE PAGE!   STOP!!!

Go to the next lesson on the tape!

LESSON 6

Abstracts into Pictures

Turn the following into pictures:

Gentile

Trading

Trust

Love

Astute

Always break word down by syllables, then by using the way the syllable sounds, come up with a sound alike picture word!

DO NOT TURN THE PAGE!!   STOP!!!

Go to the next lesson on the tape!

Gentile	A gentleman tilling soil. A bottle of gin being poured into a till. A gentleman and tile. A bear.
Trading	A tray with bells on it. A tray with dings in it.
Trust	Rust
Love	A heart. Cupid. A glove
Astute	A jackass tooting a horn.

LESSON 7

Pegging to the tree list.

Always include yourself in the picture!

It helps to get your emotions involved.

VIVID PICTURES

Action.. .Action. . .Action

Relax!

When recalling always ask yourself, "What's my peg?"

If you forgot:

A). Peg

B). Picture

C). Action

D). Stress

DO NOT TURN THE PAGE!

Go to the next lesson on the tape.

LESSON 8

Five steps the mind goes through:

Know

Create

Look (search)

Emote

Think

Stress plays tricks with the memory!

Recommend: B-complex

          C-vitamin

Also: Lecithen - 35% P/C concentration

    Gota-Kola

    Ginko-Biloma

    Selenium & Vitamin E

Candida Albicans also shows up by inducing stress!

DO NOT TURN THE PAGE!   STOP!!!

Go to the next tape!

LESSON 9

Pegging to the House List!

A.) Pegs?

B.) Pictures?

C.) Action?

D.) Stress?

Exercises:

      Say every day:

      I have a great memory!

      I remember easily!

      I recall easily!

DO NOT TURN THE PAGE!　　　STOP!!!

Go to the next lesson on the tape!

LESSON 10

How to Remember People's Names

A.) Pick a "See Peg" (Mr. Tie, Mrs. Earrings...)

B.) Turn their name into a picture

C.) Put the picture on the peg!

Exercise

Pick See Pegs!

Find people that you can look at and find a See Peg!

Example: Mr. Striped Shirt, Mrs. Red Blouse, Mr. Hat, Mrs. Necklace, etc.!

Find as many people as you can and choose a "See Peg" for each one!

DO NOT TURN THE PAGE!   STOP!!!

Go back to the tape.

REFER TO POCKET GUIDE

LESSON 11

MORE ON NAMES!

Last Names!

Break the name down into syllables and turn each syllable into a sound alike picture!

Exercises: Turn your last name into a picture:

      Turn the following into pictures:

            Smith

            Johnson

            Goldstein

DO NOT TURN THE PAGE!   STOP!!!

 Go to the next lesson on the tape!

                   Smith - A horseshoe. Blacksmith

                  Johnson – A toilet with a sun on it.

                  Goldstein – A gold beer stein

LESSON 12

Exercises: Go back to the people you chose see pegs for or find new ones, give them a name (first only), turn the name into a picture and put that picture on their see peg.

Get a magazine, find people - pick a see peg, give them a name - turn the name into a picture - put the picture on the peg!

DO NOT TURN THE PAGE!   STOP!!!

 Go to the next lesson on the tape

LESSON 13

Applications:

A). Things to do - put pictures of things to do on a peg list.

B). Where you put something - Get a picture and add action.

C). Directions - left = leaves, rate = rat - always get landmarks! Pictures and Action!

Exercises:

1). How would you remember to buy detergent? (Put a picture of detergent on a peg!)

2). Think of some kind of application. Will a picture and action be enough? Maybe you'll need a peg.

DO NOT TURN THE PAGE!

Continue on the tape.

LESSON 14

STUDENTS

Example: Columbus discovered America 1492

pictures: A column on top of a bus driving through your city with rings (14) all over the column.A cat (9) jumps on top of the bus and turns on a light switch!

The story above is a picture/action scene which is easily remembered!

NUMBERS

Use the tree list and build a chain!

example: 7132016 = Dice that you throw at a witch, she starts to smoke cigarettes and then eats somecandy!

exercise: Practice taking information

              Turning it into pictures and

              Building a chain story or putting those pictures on Pegs!

HOW TO REMEMBER!

1). You may need to expand your list.

      a). More pegs in each room

      b). More rooms

      c). A new list — office or school

DO NOT TURN THE PAGE!

Go to the next lesson on the tape.

LESSON 15

Vocabulary Exercises

Pale = light colored = picture of a pail that is white!

Think of a word and practice turning it into a picture(s) and

adding the meaning into a picture.

Foreign Words:

Exercise — Take five words - break them down by syllables and turn them into pictures - add the picture of the definition.

Spelling exercises:

Take five words and build a story with the letters you have trouble with!

DAY 1:

One of the most powerful memory techniques is pegging. That is one of the primary ways you'll memorize information. The more you practice, the faster and more accurate you'll be. Eventually your subconscious mind will peg for you, and you won't need to peg consciously! Imagine just looking at something, and remember it without even trying! Let's practice by memorizing the following list of 20 grocery items by pegging them the tree list.

No.	Tree List Peg:	Data to Peg:
1.	Tree	Bananas
2.	Light Switch	Peaches
3.	Stool	Lettuce
4.	Car	Cabbage
5.	Glove	Cottage Cheese
6.	Gun	Watermelon
7.	Dice	Chocolate Cake
8.	Skates	Spinach
9.	Cat	Coffee
10.	Bowling Ball	Apples
11.	Goal Posts	Oranges
12.	Eggs	Pears
13.	Witch	Kiwi Fruit
14.	Ring	Eggs
15.	Paycheck	Butter
16.	Chocolate	Distilled H2O
17.	Magazine	Grape Juice
18.	Voting Booth	Lemons
19.	Golf Club	Mangos
20.	Cigarettes	Bread

DAY 2:

Below there are two lists. One is a completely new PEG LIST called the car list, so get familiar with it. Then peg the alphabet list (listed on the left) to it. The alphabet list can also be used as a PEG LIST, and a good way to get familiar with it is to peg it to something else.

A. Alligator	1	Seat
B. Bobsled	2	Seat belt
C. Computer	3	Steering wheel
D. Donkey	4	Shift (gearshift)
E. Elephant	5	Starter (the ignition)
F. Family	6	Air conditioner (vents)
G. Guitar	7	Ashtray
H. Hammer	8	Dashboard
I. Indian	9	Radio
J. Jello	10	Glovebox
K. Kangaroo	11	Emergency brake
L. Ladder	12	Brake
M. Monkey	13	Accelerator
N. Noodles	14	Floormat
0. Octopus	15	Hump
P. Porcupine	16	License plate
Q. Quaker	17	Left headlight
R. Roulette Wheel	18	Left front tire
S. Shots	19	Left tail light
T. Television	20	Tow bar
U. Umbrella	21	Windshield
V. Vacuum	22	Wipers
W. Whale	23	Roof
X. Xylophone	24	Rear window
V. Yo-yo	25	Trunk
Z. Zebra	26	Spare tire

DAY 3:

Create your own personal 50 item house list. (Refer to the section for how to create a house list.)

DAY 4:

Practice your house list that you created yesterday so that if someone asks you what number 25 is, you can them relatively quickly. Next you'll learn about a new, very powerful list. It is called a reach list. A reach list exactly what it says. A list that you can create on the spot, instantly use, and consists merely of things around you that you can reach. For example, if someone is rattling off a number of things they want you to remember and you need a quick list, just reach. Things you can touch and pick up are great for items. Things like a pen a cup, an eraser, etc. Here is a sample of a typical 10 item reach list. Reach lists usually aren't much larger than 10 items.

1. Pencil   1.

2. Cup   2.

3. Manila folder   3.

4. Rolodex   4.

5. Typewriter   5.

6. Phone   6.

7. Answering machine   7.

8. Eraser   8.

9. Self-adhesive labels   9.

10. Box of tissues   10.

A. Now create your own, just for the fun of it!

B. For review and practice, write your fifty item house list on a blank piece of paper.

DAY 5:

Review your house list pegs 1-50, and create 50 new pegs ranging from 51-100. Write them down from memory three different times throughout the next 24 hours.

DAY 6:

Peg these 20 feminine first names on the first 20 pegs on your house list. That will get you familiar with some first names of ladies, and you'll be that much better at remembering them, so have at it!

Name:		Picture ideas for name to object conversion:
1	Abby	a bee
2	Abigail	a bee in a pail, a big ale
3	Ada	band aid
4	Addy	an adding machine
5	Adele	a bell, a delicatessen
6	Adeline	a dandelion
7	Adelle	a dell, a dill pickle, a ladle
8	Adrianne	a dry ant
9	Agatha	a gate thud
10	Aggy	a guy, a geese
11	Agnes	aggravated nest of bees
12	Alberta	albatross, all birds talk
13	Alexandra	a pair of legs made of sand
14	Alexis	a leg, person w/one leg running/exit
15	Alice	a lice, a lace
16	Alison	a list of sons
17	Alixe	axe, live by the axe, ale leeks
18	Amanda	a man w/panda
19	Ambrose	amber rose, ambrosia
20	Amelia	a mealy banana, a meal

DAY 7:

Peg these 20 male first names to your house list pegs 21-40. Now you'll be better at remembering men's names.

Name:		Picture ideas for name to object conversion:
1	Aaron	air gun
2	Abe	ape
3	Abel	able Abe (Abraham Lincoln)
4	Abner	apple for a nurse
5	Abraham	ape eating ham
6	Abram	ape ramming a camera
7	Adam	a dam, an apple (Adam's apple)
8	Adolf	a drink of wine
9	Adrian	a dream
10	Al	owl
11	Alan	a lion
12	Albert	albatross
13	Aldous	all, owl dust
14	Alec	almanac
15	Alex	owl leaks
16	Alexander	a leg sander
17	Alphonse	all the phones
18	AIf	an elf
19	Alfred	a red elf
20	Alger	all germs

DAY 8:

Peg these 20 surnames to pegs 41-60 of your house list. Boy, are you going to be a whiz for names now!

Name:		Picture ideas for name to object conversion:
1	Aaron	air run, heir - the son
2	Abbott	a robot, a vault
3	Abel	a bell
4	Abelson	a bell in the sun
5	Abramowitz	ape ramming a witch
6	Abrams	ape & rams
7	Abramson	ape & rams in the sun
8	Acheson	axe a son
9	Ackerman	hacker man, acre of men
10	Adams	a dam
11	Addison	add a son
12	Adler	adultery
13	Albert	all burnt
14	Albright	owl bright
15	Alcott	a long cot
16	Aldrich	a long ditch
17	Alexander	a leg in the sander
18	Allen	allen wrench, alley
19	Altman	alternator man
20	Alvares	owl virus, owl veers/residence

DAY 9:

Initializing is a technique that all of us have made up for ourselves. When you're memorizing a set of words initializing is often helpful. To use it, create another word out of the words you want to remember using their first letters. For example, do you know the names of all the great lakes? No? Well, here's how you can remember them: the word "HOMES". "H" for Huron, "0" for Ontario, "M" for Michigan, "E" for Erie, and "S" for Superior. In addition to this, you can do the reverse of it. If you have a number of abstract letters that you need to remember, create a bunch of words using those letters. For example, in music, one needs to remember which note goes on which part of the musical staff. The way to do this is: EGBDF, or, when initializing is applied to it, "Every Good Boy Does Fine".

Another example is all of the colors of the rainbow. Do you know them? No? Well, here's how to remember them: ROY G. BIV. That's the name of the man who discovered the rainbow (grin). It's also the encoded colors: (R)ed, (O)range, (Y)ellow, (G)reen, (B)lue, (I)ndigo, and (V)iolet. All these colors together make up what we know as "white light".

Let's use an example from the bible. In Phil. 4:8, it reads, "Therefore brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report, if there be any virtue and there be any praise, think on these things." Here's a way to use initializing to remember the key words in the passage:

T rue

H onest

J ust

P ure

L ovely

G ood report

Since THJPLG doesn't spell anything, make something up, like "THe JaP LeG", or a story. For example, "The Horses Jumped Past Lady Godiva

Now try using initializing yourself! How would you memorize the following using initializing:

1. The three soups available today in the restaurant that you work in (imagine yourself a waiter serving sour Clam Cho wder, Cream of Asparagus, and Noodle soup.

2. Now let's try it with some pertinent information. How about the states. We'll do the first 5 for you, and do the next 5:

1. Alabama

2. Alaska

3. Arizona

4. Arkansas

5. California

One way to initialize the preceding states is: ALLEN went to the AAA to get his CAR. Now you try these:

1. Colorado

2. Connecticut

3. Delaware

4. Florida

5. Georgia

Good! Now LOOK around and find something in your life that would be useful to memorize and do just that!

DAY 10:

Review the Statue of Liberty story, practice it, then write it down with no errors:

| STATUE OF LIBERTY | FAT MAN | ELECTRIC POWER DRILL | BAR OF SOAP |
| PENNIES | | | PURPLE |

| PALM TREE | | | PAD LOCK |

| OUT THE WINDOW | | | HOUSE TRAI LER |

| GRABS THE STEAK | | | BLACK LIMOUSINE |

| MOUNTAIN LION | | | JOHN TRAVOLTA |

WHITE STETSON HAT
BROWN LEATHER JACKET
BLACK COWBOY BOOTS

ST. BERNARD			CATHY LEE CROSBY
DIAMOND COLLAR			PINK POLKA-DOT BIKINI
MINK COAT			LETTER TO HER AGENT
STEAK			

DAY 11:

Chain these 20 things to do and pretend that this was your list of things to do.

1. Go to the post office to mail a package.

2. Buy a trash can.

3. Purchase the Institute's Advanced Numbers Course tapes.

4. Buy a light bulb.

5. Go to the grocery store for condensed milk.

6. Pick up the dry cleaning.

7. Read the booklet "The Way to Happiness".

8. Pick up today's paper and check out the movies.

9. Price shop for new speakers for your stereo.

10. Get "Instant Mind Power" by Harry Lorayne from the library.

11. Run 5 miles.

12. Call for info on the Tommy Hopkins 3-day boot camp.

13. Read Napoleon Hill's "Think and Grow Rich".

14. Sign up to learn Ballroom Dancing.

15. Buy a new VGA.

16. Buy a camera from Michael that takes 3-dimensional pictures.

17. Buy a ream of photocopier paper for the office.

18. Get the screen replaced in the bathroom window.

19. Make reservations for a vacation/ski condo on April 1-6.

20. Purchase a compact disc by Chic Corea.

DAY 12:

Since you already pegged 20 feminine first names, now chain these additional 20 feminine first names. There is an example of this below.

21	Amy	aim, amiable
22	Andrea	andromeda, ant reading
23	Angela	angel & jello
24	Angelica	angel leak, angel sprung a leak
25	Angie	ant jeep
26	Anita	ant eater
27	Anna	ant, apple, annihilate, anathema
28	Anne(e)	ant
29	Annabel	ants on a bell
30	Annette	a net
31	Annie	a knee
32	Antoinette	a torn net
33	April	ape pearl
34	Arabel(la)	air in a bell
35	Arlene	aardvark lean, car lien
36	Audrey	odd tree, air dry
37	Augusta	a gust of wind
38	Aurelia	a realtor in yellow yelling, R.E. Yellow
39	Ava	Avon lady ringing doorbell
40	Aveline	a jar of Vaseline

Here's an example of chaining 21-25 (the first 5 names):

A mealy banana is aimed, and thrown at Andromeda, but instead hits an angel, who leaves with another angel licking a lollipop. The angel, unfortunately, was run over by an ant in a jeep full of mealy bananas.

Now you chain the rest of them!

Easy. You did the Statue of Liberty story, this is a piece of cake! Have at it!

DAY 13:

Chain the next 20 names from the male first name list.

21	Alistair	ailing stairs
22	Alonzo	a long zoo
23	Alvin	ailing vintage (liquor)
24	Ambrose	amber rose
25	Amos	American moss
26	Anatole	ant whole
27	Andrew	ant drew
28	Andy	android
29	Angelo	angel/jello, Michelangelo
30	Angus	angry goose
31	Anlos	a lost ant
32	Anselm	ant psalm
33	Anthony	ants in a tree, ant on a knee
34	Archibald	archer shoots a bald head
35	Archie	arched sheets
36	Armand	arm band
37	Arnold	arm hold
38	Art	artist, art work
39	Arthur	author
40	Artie	artist wearing a tie

Chain these just like you did the feminine names!

Here are the first five chained for you:

Alistair and Alonzo went into the abandoned house and walked down the rickety, ailing stairs, and entered a room where there was a long zoo that extended for miles underneath the house. They went to the bar near the zoo and had a glass of ale. The vintage served in the bar was ailing as well. So they went and bought an amber rose but as they were leaving they slipped on some "good ol' American moss" on the way up the stairs.

Now create your own chain for the next 15! Remember, your chains will work for you better than someone else's will.

DAY 14:

Chain the next 20 names from the surname list.

21	Ambrose	amber rose
22	Amsterdam	hamster in a dam
23	Anders	antlers
24	Anderson	antlers in the sun
25	Andrews	ant drew, ant drool
26	Anthony	ant on a knee
27	Applebaum	apple with a bomb
28	Archer	archer (bow & arrow)
29	Armstrong	strong arm
30	Arnold	old arm
31	Aronowitz	a runner's wits, a running witch
32	Arthur	author
33	Ashburn	ashes burning
34	Atkins	a tough skin (on an animal)
35	Atkinson	a tough skin in the sun
36	Atwater	a tall waterfall
37	Auerbach	hour back (setting your clock)
38	Axelrod	axle & rod
39	Babcock	bad cook, baby couch
40	Bailey	bay leaf, Beetle Bailey

Chain these just like you did the feminine and male names!

The first five are done for you:

Mr. Ambrose threw amber roses to his pet hamster. The hamster jumped into a dam, and from the chemicals in the water, it grew antlers. They were shiny, and they reflected the sun, then the hamster climbed out of the dam, and began foaming at the mouth and drooling all over a little ant. The ant began drawing amber roses all over her antlers.

Now do the next 15!

Amazing! You now have memorized quite a few names! Let's count. You've memorized 120 names —40 feminine 1st names, 40 male first names, and 40 surnames! Congratulations!

DAY 15:

Imagine attending an executive buffet, or luncheon, or Kiwanis club meeting, or anywhere you would meet other business people. Haven't you ever wished you remembered what business "Joe Noname" was in because you needed someone you could trust to do business with? Well, here's a way to be more effective, and make more friends who could be potential clients, or potential associates — ultimately, more wealth and friendship for you

Practice by pegging the following feminine and masculine first names on the left to companies on the right

Feminine names/pictures:		Companies:
Avis	a whiz	Merrill Lynch
Babette	bad bet	IBM
Barbara	barber, barbed wire	Coldwell Banker
Bea	bee	Hewlett Packard
Beatrice	beat rice	AT&T
Beckie	bad key, peck a key	Epson Computers
Belinda	bell in a window	Lou Harrel Realty
Bella	bell	Royal Properties
Belle	bell	Ontario Realty
Bernadette	burn a debt, burn a net	Nike Shoes

Male names/pictures:		
Ashley	ashes & leaves	Disney studios
Aubrey	auburn key	Coca-Cola, Inc.
August	a gust (of wind)	YMCA
Augustine	august stein (brown leaves)	Motorola
Austin	august tin (brown tin)	Commodore Computer
Axet	axle	Canon Copiers
Baldwin	bald twin	University of Colorado
Barnaby	barn of bees	General Electric
Barney	barn on knee, bar on knee	Pacific Bell
Barrett	barrette	All State Realty

DAY 16:

Have someone read off the following list of words to you, and peg them as they read it. Or tape record your voice so that you don't need another person to practice with.

1.   Vice Grips
2.   Aardvark
3.   Nail
4.   Minnow
5.   Anchovies
6.   Screwdriver
7.   Trampoline
8.   Eggplant
9.   Ribbon
10. Step ladder
11. Electric eel
12. Diamond
13. Ice pick
14. Seal
15. Orange

16 & 17??   18. Night Owl
19. Battlefield Earth
20. Boomerang

DAY 17:

Test yourself on the words you pegged yesterday. Re-peg the ones you missed. Then get a hold of magazines that you don't need anymore, and cut out 20 pictures of women and 20 pictures of men. Soon you'll practice see-tagging these people (memorizing how they appear to you) and memorizing their names! (You'll use the names you already have memorized.) Review your 100 item house list, write it from memory and check it for accuracy.

DAY 18:

Peg these feminine first names to your house list pegs #61 -80:

Name:	Picture ideas:	House list item #:
Bernadine	iodine bottle, burn dinner	61
Bernice	burn a noose, burn your knee	62
Bertha	bath, berth on a boat	63
Beryl	bear that's iii	64
Bess	bass drum, bass fish	65
Bessie	bees in the sea	66
Beth	bath, bet	67
Bethel	bath with an L	68
Bittina	ballerina from Britain	69
Betty	betting window at a racetrack	70
Beulah	bugle	71
Bev	bevel, beaver, beverage can	72
Beverly	beaver with leaves, beverage	73
Bianca	breath spray, bee on a car, banker	74
Billie	billy goat, billy club	75
Blanche	black ranch	76
Bobbie	bobby pin, London policeman	77
Bonnie	bony, bonnet	78
Brenda	branding iron	79
Bridget	bridge	80

DAY 19:

Peg the names to faces of the 20 women below Use the pictures from the magazine that you cut out two days ago. It matters not that these are not the "correct" names. This is just a practice step.

Bernadine

Bernice

Bertha

Beryl

Bess

Bessie

Beth

Bethel..

Bittina

Betty

Beulah

Bev

Beverly

Bianca

Billie

Blanche

Bobbie

Bonnie

Brenda

Bridget

DAY 20:

Peg these male names to your house list pegs #81-100.

Name:	Picture ideas:	House list item #:
Barry	berry, bury	81
Bail	barn	82
Bartholomew	bar/hollow mewing	83
Barton	bar weighing a ton	84
Benedict	bean duct (duct that carries beans)	85
Ben	bench	86
Benny	bench bunny	87
Benjamin	bent pajama	88
Bennett	bend a net	89
Bentley	Rolls Royce Bentley, bend a knee	90
Bernard	St. Bernard, barnyard	91
Bernie	burn a knee	92
Bert	bird, burnt	93
Bertram	bird & ram, burnt ram	94
Bertrand	bird ran	95
Bill	duck's bill, dollar bill	96
Billy	billy goat	97
Bob	bobbing for apples, bobcat, bobsled	98
Bobby	bobby pin, London bobby	99
Boris	bore us	100

DAY 21:

Peg these surnames to your tree list pegs #1-20:

Name:	Picture ideas:	Tree list peg #:
Baird	bear with a beard	1
Baker	baker, bakery	2
Baldwin	Baldwin organ, bald one	3
Ballard	ballad, a bald mallard (duck)	4
Ballinger	ball & gear	5
Bancroft	bank & loft, bank & craft	6
Bankhead	bank & head	7
Barley	bark on a tree	8
Barnett	bar with a net	9
Barrett	barrette, beret	10
Barry	berry	11
Bartlett	bar & lettuce	12
Bartley	bar & tea	13
Barton	bar & ton, bar & tin	14
Basset	basset hound	15
Bauer	bow wower (dog)	16
Baum	bomb, bum	17
Baxter	back stir, backs tear	18
Beck	back, peck	19
Begley	bag with leaves	20

Congratulations! You have finished the American Memory Institute 21-Day program to master your memory! There are now very few people who have near as good a memory as you do! You're one in ten thousand!

Now let's use what we've learned to help us in our everyday life. Here are several examples of applying the memory

techniques to "real life".

SPECIFIC APPLICATIONS TO YOUR LIFE:

1. HOW TO CREATE AND USE A HOUSE LIST

2. HOW TO REMEMBER THE SPELLINGS OF WORDS

3. HOW TO REMEMBER PEOPLE'S NAMES WHEN MEETING THEM IN GROUPS

4. HOW TO REMEMBER NUMERICAL DATA

5. HOW TO REMEMBER DIRECTIONS

6. HOW TO MEMORIZE FOREIGN WORDS/LEARNING A LANGUAGE

7. HOW TO MEMORIZE A SPEECH OR ANY TEXT/WRITTEN INFORMATION

8. HOW TO USE YOUR NEW MEMORY TO DO BETTER IN TEST TAKING

1. CREATING A HOUS E LIST AND USING IT!

In this section, you will learn how to create one of the most effective peg lists known to memory experts. The most effective peg list is the body list, for the simple reason that you spend more time with your body than anything else. The house list is the next most useful list. You are extremely familiar with the placement of the furniture and it's easy for you to visualize the different items on the list.

Creating a house list is a relatively easy and straightforward action. There are only a few guidelines to follow. When creating your own house list, separate your list into rooms, and in each room, have 10 items. The reason for this is that later, when you're trying to remember which item number is 43, all you have to do is think of four rooms of ten, and it's the third item in the next room.

It's poor technique to try to put different amounts of items in rooms. Don't put three items in one room and 17 in another. Multiples of five are acceptable, but 10 is easiest and fastest.

Another rule to follow is this: Don't use items that are too similar. Don't use the standing lamp and the bed lamp, because there's a chance that later you'll get them mixed up. Have only ONE door, one lamp, one plant, one table, one chair, etc. Similar items will only serve to confuse you. Of course, when you're selecting the items, be sure they are solid and concrete to YOU. For example, the plumbing inside the wall is not usually a very good item to use unless you happen to be a plumber, and you've seen the plumbing inside your walls. In general, use your common sense, imagination, and in no time you'll have a working house list to remember groceries, things to do, and much, much more.

Once you have your house list created, use it just like any other peg list you have. Here is an example of a simple house list:

THE KITCHEN

1.	Sliding Glass Door	6.	Trash
2.	Refrigerator	7.	Microwave
3.	Stove	8.	Blender
4.	Counter	9.	Table
5.	Garbage Disposal	10.	Toaster

2. HOW TO REMEMBER THE SPELLING OF WORDS:

How many words are in your vocabulary that you've never been sure how to spell, that you have been too lazy to look up, and that have irritated you to no end? Well, that's all right, don't feel too bad, that's why you're reading this! Here's the answer to all your spelling problems!

Let's take a word that could cause some confusion when one tries to spell it. How about "Perestroika". Perestroika is Russian for openness. It is the policy that Gorbachev has followed that has opened up the communist nations towards self-determination. Generally, when we forget how to spell a word, it's two or three letters within the word that are confusing to us, not the whole word. For example, maybe we are having trouble remembering ii "Perestroika" is spelled with an "I" or an "io".

The first action we take utilizes the technique that is frequently used in names to convert words to pictures that one is already familiar with. If we can not even pronounce the word correctly then we need to take the preliminary step of causing ourselves to surmount this obstacle. Keep in mind that this problem (of not being able to pronounce the word correctly) is deadly to correct spelling. We must first convert the word "Perestroika" to a picture Some words that would help us get a picture of perestroika are PAIR, PEAR, deSTROY, CUp.

Now, we know that the word "Perestroika" is spelled with an "oi", so now think of words that have "oi" in them boil, coil, doily, foil, oil , soil, oink, boink, coin, asteroid, deltoid, android, . . . you only need one.

Now, picture one of the "oi" words chained/linked to a made up phrase. . . . a PAIR of. . . ( ) destroyed.. CUp. For example: a PAIR of OInkers deSTROYed the CUP. Now if you'll hold that made up phrase in SIGHT for a few moments you should have solved the problem of spelling perestroika correctly.

So, in essence, when there is a word you don't know how to spell, change it to a picture, then chain the picture to words containing the letters that you usually misspell. Voila! Now you have no excuse to ever misspell a word more than once!

3. HOW TO REMEMBER PEOPLE'S NAMES WHEN MEETING THEM IN GROUPS:

If you are going to meet a group such as at a party, begin by working deliberately. Decide to circulate and make an effort to meet everyone. After you've met two or at most three, stop and look back and repeat to yourself the names of those three you just met. Then go on. Keep rechecking every three names visually and you'll have made. It's all a question of careful handling. If it's a cocktail party, nurse that first drink until you've met everyone. Alcohol increases your self-confidence but ruins your memory. I often will give everyone in the room that I plan to meet an identifying description so that I have every single person uniquely catalogued in my mind. I call this… giving people a See-Tag. Based on how I see 'em is how I tag 'em. Examples are: Big ears, blue suspenders red vest, silver suit, etc. This is only necessary for the first five minutes or so — after that, you'll just "know everyone's names."

4. HOW TO REMEMBER NUMBERS:

A. PRACTICAL POINTERS FOR REMEMBERING NUMBERS

Now let's talk about the easy way to remember numbers. A few people have excellent number memories and they won't need this. But numbers do play an important role in our lives. Time is becoming more and more precious. Time wasted in looking up telephone or other numbers is money out of your pocket.

In addition to this, the person who can remember form numbers, marketing or other business data, regulation numbers and other business figures impresses others favorably with his knowledge. This leads to praises and raises.

The problem with most numbers is that they have no meaning. I'm sure that when we had word prefixes for telephone exchanges more of us remembered them easily than we do the three digit prefixes. Some people still make words out of the letters of the telephone dial to take care of the three figure prefix. Thus 432 spells IDA, 487 ITS, 762 SOB, 344 FIG and 349 FIX. Sometimes you will see a telephone number advertised as a word. For instance, one company advertises dial C-A-R-P-E-T-S for carpets. Another says dial C-A-R-E-E-R-S for job placement. Our Institute's number is 1-800-REMINDS.

B. ADDING MEANING MAKES NUMBERS STICK

A quick way to remember a number is to associate it with something that you already know. For instance, 1215 may suggest time for lunch. It happens to be the year in which the Magna Carta was signed. If you picture the King and his nobles for lunch at 12:15 to sign it you will remember the date.

It is reported that a touring couple arrived at Runny Mede just in time to hear the guide say "...and the Magna Carta was signed here in 12:15!" The wife turned to her husband and said, "Harry, we're always late for everything. We missed it by twenty minutes."

A few years ago, I met a man who was studying for the civil service exam for police chief. He was troubled by the necessity for remembering the chapter or section of the law that applied to a particular offense. For instance, he told me that section 314 applied to rude and disorderly conduct. I asked him if he knew anyone who lived at number 314 on any street. He said that he did. I suggested that he picture himself arresting that person for that offense. He carried this out in many, many areas and not only became chief, but trains his men very quickly.

Let's think about what he did. He took a present meaning of the number and added to that meaning the new meaning with what the offense covered. Ever since you were born you have been associating the new with what you already knew. This is simply a planned or controlled association in action and it raised this man's pay and grade.

C. GROUPING SAVES GROPING

Another way of looking at numbers is to group them. When I ask older service men to give me their serial numbers it comes out frequently as a rhythm. They have been given eight numbers in one uninterrupted or ungrouped block. They had to figure out their own system for it. Today when the army serial number is the same as the social security number it comes out three digits, two digits, and two pairs of two digits because it has been set up in those groups. The telephone company calls it putting a "dent" in a group of numbers. That's one reason for separating the first three digits from the last four, it's easier to remember.

D. SET A PRICE

Still another method is to make a price out of the number. In many areas, you know the first three digits of a telephone number but have trouble with the last four. Pretend it's a price. For instance, if the doctor's number is 3915, pretend he charged you $39.15 for a house call. Here is a number for Nurit's Beauty Parlor — 6551. If she charged you $65.51 for a haircut, would you forget it? Doing this adds meaning to the numbers.

If you had a friend whose telephone number ends in 1492 there's a very good chance that you would remember it by associating it with Columbus, for "in fourteen hundred ninety-two Columbus sailed the ocean blue." Your friend has nothing to do with Columbus, but 1492 now has meaning for you so you chain your friend's number data to the prior meaning.

E. EFFECTIVE EXAGGERATION

Another useful technique is to exaggerate. Picture yourself painting the numbers in big figures. If you want to remember your friend's address as 415 Oak Street, picture yourself painting it on his house in big red figures. A police officer who took my course pictures himself painting license numbers on the back of cars in big figures in contrasting color to that of the car. This is good when you've got to register one quickly until you have a chance to write it down.

5. HOW TO REMEMBER DIRECTIONS:

How many times have you lost an address? How many times have you lost written directions? How many times have you frantically looked through piles of paper on your desk because the meeting is in an hour, and if you can't get there, your life is over? How many times has misfortune and inconvenience occurred merely because of a sheet of paper? How much longer are you willing to let the forces of order (or confusion — whichever one reigns on your desk [grin]) control your everyday life? Since you're reading this, you're hopefully going to do something about it. Well, more power to you. Congratulations for realizing that your memory could use some improvement! That's half the battle.

When learning how to memorize directions, it is necessary to take advantage of the pegging and chaining techniques you have learned so far, as well as a concept or two you were given when you learned how to remember people's names. At first, it may seem to you that using the technique described here for remembering directions is more trouble than it is worth. Please ignore that idea. Frankly, it's wrong. If it were too much trouble, the memory experts of the world wouldn't use it, and they've been using these techniques for over ten thousand years

BECAUSE THEY WORK!!

So please ignore the utterly wrong idea that this technique is not worth applying, because you will find that its use will make your life a great deal easier.

Pegging the Address:

The first piece of information you should memorize and hold on to when memorizing directions is the address. Even if you don't know how to get somewhere, and you have the address, chances are, you'll still make it with the help of a map or friendly locals.

Step 1: For illustration purposes, let's take the address: 15 Wilshire Blvd. Los Angeles, CA. Let's break this address down into parts so we can peg it more easily:

Part 1: The number of the address such as 15.

Part 2: The name of the street, ex: Wilshire Blvd.

Part 3: The name of the city, i.e., Los Angeles.

Pegging Part 1:

These are the instructions on pegging the number part of an address, or any number, for that matter. In order to utilize this technique, one must select a peg list to use, preferably one that they already know. It only needs to be 10 items long, although a 20 item or greater peg list would be easier to use. During this tutorial we will use the "Tree List" for this purpose. (If you do not know or do not want to use the tree list, either substitute your own list for ours, or look up and learn the tree list which is in Lesson 2, of this tutorial.)

Let's assume that we want to peg the number "15", and we would like to peg it to place one on the body list (the toe). Simply look, and see which peg number 15 is on the tree list, and peg IT to your toe. Place 15 on the tree list is a paycheck. So now, peg a paycheck to your toe! (A paycheck cuts your toe — ouch! Paper cut!) Next time you want to see what you pegged on your toe, you'll see the paycheck there, which, in turn, will remind you of the number 15, since paycheck is number 15 on the Tree List. So how would YOU remember the number 10? Try pegging it on your own, then read on.

Peg the 10 (bowling ball) from the tree list to another peg such as your knee on the body list. For example, you could drop a bowling ball on your knee — ouch!

Peg the 1 (tree) from the tree list on your toe, then chain the 1 (tree) to a 0 (donut). For example, you kick the tree with your toe, breaking it, then the tree falls on top of a donut. That way, when you want to recall the number, look at your toe. You'll see your toe kicking down the tree, and having it fall on the donut.

This technique works with a number of any length. Merely add numbers into your chain, or peg more numbers. (From now on, when referring to number memorization, the list that you use to CHANGE THE NUMBERS INTO PICTURES — such as the tree list — will be called the "Code List" and the list that you use to PEG THE ENCODED NUMBERS OR PICTURES ON will be called the "Number-Peg List.") Of course, if your code list is only 20 items long, then you will only be able to peg two-digit numbers with one picture if the number is below or equal to 20. (There's no picture for 94, for example.) So, it's not a bad idea to create a 100 item code list so that you can always memorize numbers two digits at a time. However, in the mean time, if the number is greater than 20, just peg them one digit per picture. (This is where chaining becomes very useful.)

Note: There is one particular specific that must be present in a list such as the tree list that is used as a code list. This is the number 0. There must be an item for 0, else there will be some numbers (such as 150) that could get tricky. Using 150 as an example, 15 on the tree list is a paycheck, however, there's still a zero, so obviously, there must be an item for it. We use donut for the number 0 item on the tree list. (Think of a donut with the hole in the middle shaped like a zero.)

Pegging Part 2:

Part two of a given address is merely the street name. In this case, it is Wilshire Blvd. In order to memorize this, simply change the word "Wilshire" into a picture exactly like you would someone's name.. For example, when you meet someone named Michael, you ask yourself, "Michael, what's a Micahel?" Then you answer, "A Michael is a microphone." This is the same EXACT technique. Ask yourself, "Wilshire, what's a Wilshire?" Then answer. One answer could be, "A Wilshire is a wilted flower, shaking in the wind like a wire." Then add the Boulevard part. Do the same thing. "Boulevard, what's a Boulevard? A Boulevard is a bowl with art painted on it." Once you've got the two pictures, just peg them sequentially on a peg list, or chain them and just peg one to a peg list. It's that simple.

Pegging Part 3:

The last part of an address is the city. The way you memorize this is the same way you memorize the street names in part 2 and people's names when you meet them. Ask yourself, "Los Angeles, what is a Los Angeles?" Then answer yourself. For example, "A Los Angeles is a lost angel." Then just peg it either on an entirely new peg, or chain it to the street name.

Pegging the Directions:

Now that you've pegged the address, all that remains is pegging or chaining the directions. At first, you may want to peg the directions, then try to chain them. As you gain experience, you can start using longer and longer chains.

Memorize the directions? Easiest thing in the world, you say. All you have to do is convert all the Street names to pictures just like you did when you memorized the address. Right? Right. Almost. There are a few small complications. For example, how would you specify in your chain or peg whether you have to go East or West on a street? How could you tell if you have to get on the northbound or southbound freeway? Turn right? Turn left?

These questions are easier to answer than you might think. Here is the key:

USE ACTIONS IN YOUR

CHAINING/PEGGING THAT ARE

SPECIFIED AHEAD OF TIME,

AND HAVE SPECIFIC MEANINGS.

We, in our infinite wisdom (grin) have outlined a set of specific actions for use especially for memorizing directions. Here they are:

North	Nuked	(Nuclear bombed, microwaved)
South	Slashed	(Huge knives, slashing)
East	Egged	(Eggs thrown)
West	Wired	(Wiring then electrocuting)
Left	Lashed	(With a whip)
Right	Righted	(Punched by a prize fighter)
Forward	Fried	(Burned)

Using the above actions, memorizing directions becomes quick and easy. Get on the San Diego Freeway South, you say? Fine! (Slash a sand dune!) Get off at Wilshire and make a left? Sure, I can remember that! (Lash a wilted flower, shaking in the wind like a wire!) Drive until Sawtelle then make a right? (Fry a saw, watch it melt, then bury the dead saw under many rocks!)

As you can see, these actions can cover most everything someone can tell you when they're giving you directions. Of course, there are some things you're going to have to (gasp!) use your imagination for! For example, what if you're told to drive three blocks, then make a right? Well, take a look at it! You know how to memorize numbers, so convert the three in three blocks to a picture — stool for example, from the tree list. Now fry a stool, while giving it right punches! Simple!

Now that you've read this tutorial, practice pegging/chaining at least five sets of directions today, and five tomorrow, then two per day for the next week (at least)! In no time you'll be remembering directions as fast as people can tell you.

6. REMEMBERING FOREIGN WORDS/LEARNING A NEW LANGUAGE:

Let's learn the easiest way to learn foreign vocabulary quickly. These ideas will be useful to the student in remembering the words and phrases that you choose to learn. I have chosen ten words in French for this exercise.

English:	French:	Pronounced:	Mental Link:
water	eau	oh	Oh, am I thirsty for water.
Man	home	omm	The hombre was a mean man.
Money	argent	arh zhonn	John paid money for the art.
bank	banque	bahnk	Bob went bonkers in the bank.
Toilet	cabinet	cabee nay	The cabby neighed like a horse.

Peg the mental link phrases onto a list. Your house list is best for most student applications, but since I don't know your list I'll use the tree list. The story would go something like this:

Tree - I see myself watering a tree and sticking the hose halfway down my throat saying, "Oh, am I thirsty for water. The word is eau."

Light switch - When that mean hombre turned on the light switch, I stabbed him with my switch blade. Man is homme.

Stool - I see John the Baptist smashing an expensive oil painting down onto a stool. Art - John. It's argent.

Car - Bobby Bonkers crashes his car into the bank and goes bonkers and bonks the teller on the head. Bonk, the word is banque.

Glove - I slap the taxi cab driver across the mouth. "Neigh like a horse, Cabbie." He shakes his head and says, "Nay." The word is cabby nay. Cabinet.

Now it's your turn. Make up your own mental link phrase or story and peg these next five words to the tree list from gun to bowling ball.

English:	French:	Pronounced:	Mental Link:
room	chambre	shomr bray	
spell	appeler	ay pay lay	
woman	femme	fam	
eat	manger	mahn jay	
sleep	dormer	dormeer	

Write your tree list stories on the back of this sheet of paper. If you would like more practice, here's a list of ten more words and their pronunciations:

English:	French:	Pronunciation:
Right	droit	drwa
Left	gauche	gohsh
North	ford	nor
South	sud	sued
East	est	es
West	Quest	west
Bed	bett	bet
Railroad station	gare	gare
Come	venire	veneer
Go	alter	ally

7. REMEMBERING TEXT/WRITTEN INFORMATION:

Let's do a little word for word memorization. Actors need to remember their lines, musicians their music, sales people their presentations. Students are requested to know things "by heart" and students of the Bible are asked to keep "the word" in their hearts. Although we are not often called on to know things word for word, it is a very useful ability. It separates you from the mass of humanity called . . . . "Nins." Here are some tips on doing it.

First, get a photocopy of the data, and, if necessary, have it reduced so that there is some blank space on the page for your notes. Next, break the "material" down into bite sized "CHUNKS" such a s chapters, pages,paragraphs, sentences, phrases, concepts or words. Now, read aloud and pay special attention to the start of each chunk. For instance: Lincoln's Gettysburg Address begins: "Four score and seven years ago our fathers brought forth upon this continent a new nation, conceived in liberty and dedicated to the proposition that all men are created equal."

Here is an example of chunking the paragraph:

1 Four score . . . and seven years ago

2 our fathers . . . (praying) . . . brought forth

3 continent ... up on this continent

4 nation . . . a nude nation

5 liberty. . . conceived in liberty

6 proposition . . . and dedicated to the proposition that

7 created. . . all men are created equal.

You would nearly have this memorized if you would just peg the seven key words to your house list.

Let's take another example of verbatim (word-for-word) memorization. The way this is done is through a combination of pegging, chaining, and natural memory.

In order to remember something word-for-word, one MUST choose key words out of sentences (at least one per sentence, frequently two or three). By key words, I mean words that are descriptive and will remind YOU what the rest of the sentence said. These key words are for you to decide, and no one else. Once you have some key words, then, using your house list, peg the key word on each place (you might need to expand your house list or create some new lists for this) while chaining the rest of the sentence on "top of it". For example, if you were trying to remember the following sentence verbatim, "Objects in motion tend to stay in motion," then you would:

Choose a key word, in this instance, let's use "motion". Let's say, for argument's sake, that the first item on your house list was a door, so envision the door moving around, even walking around, then envision not being able to make the door stop moving. This gives you the word "motion" as well as the idea behind the sentence. When you take a look at your door again, you will most likely remember that sentence word for word. If you do not, then peg the section of the sentence you're having trouble with, and lengthen the chain of. . . "door-motion- tending to stay in motion." If you forgot the word "objects" when calling it back from memory then envision great huge objects smashing into the door. This gives you an "objects-motion-tending to stay in motion" chain on ONE PEG! Continue in this fashion until you have completed the script, poem or speech that you are memorizing.

8. STUDYING FOR TESTS:

I know, I know, at the mention of the word test, your mouth dries up, a lump in your throat rises, and a cold sweat breaks out on your brow. Always, in school, we were literally taught to dread tests, and their harrowing night- before cram. Fortunately, you have decided to do something about it, and if you ever need to take another test, or your children or friends do, the following technique(s) will enable you to make the grade while still having a life of your own. Your study time will be reduced, and your results will be much, much higher. The information:

One of the most important steps in studying for tests is determining what type of information you are being tested on. If you are being tested on dates, it does little good to memorize names. If you are being tested for word-for- word, even if you remember the concepts, you will most likely not fare very well. So step one, take a look at that which you are being tested on, and decide what kind of information it is. Then decide on the correct technique to use.

Once You Identify Your Information:

Once you understand what you're being tested on, you can decide on a technique to use. If you're being tested for names and dates, one technique will be applicable. If you're being tested for verbatim word-for-word written text, another technique will be applicable.

The techniques:

When writing a tutorial such as this one, it is clearly bordering on the impossible to predict each and every testing situation, therefore, one must, as a writer of such a tutorial, give to the student the ability to change the techniques to suit his or her needs. You, as the student, must be able to take the basic principles of memory and tailor-make them so that they work for you.

For example, if you will be asked questions in terms of numbers, such as, "What is Newton's First Law of Motion," then studying for such a test is simply a matter of pegging various pieces of information onto various peg lists. Frequently, these "pieces" of information are concepts rather than objects. However, they pose no more than 30 seconds extra time to peg. If one is pegging grocery items, it is simple to peg them on one's body list. However, to peg Newton's first law of motion takes a little more imagination. It states, "A body at rest tends to stay at rest, and will remain at rest unless acted upon by an outside force, and a body in motion tends to stay in motion, and will stay in motion unless acted upon by an outside force." The easiest way to peg it would be with its concept. One could merely envision one's foot being in motion, and continuing in motion, pulling the rest of the body along with it. (Notice that I chose the MOTION part of Newton's law rather than the REST part. Obviously MOTION is a better picture . . .) One could easily elaborate on that. The point is, that pegging information of that nature is merely a matter of pegging concepts to lists.

Frequently for tests (and in life) you'll find it necessary to memorize numbers in addition to concepts or facts. When you find it necessary to peg numbers in addition to the other information you peg, the best way to go about it is to chain it "on top of" something else. For example, if you had a friend whose telephone number ended in 1492 there's a very good chance that you would remember it by associating it with Columbus for "in fourteen hundred ninety-two Columbus sailed the ocean blue." Your friend has nothing to do with Columbus but 1492 now has meaning for you so you chain your friend's number data to the prior meaning. Recalling numbers in this way becomes easier with practice and should help anyone on tests.