

Nightingale  
Conant

**KEVIN  
TRUDEAU'S**

# **MEGA MEMORY**

**W O R K B O O K**

# **MEGA MEMORY**

**HOME STUDY COURSE**

**BY KEVIN TRUDEAU**

## American Memory Institute

**"The world's largest memory  
training school."™**

Dear Valued Customer,

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

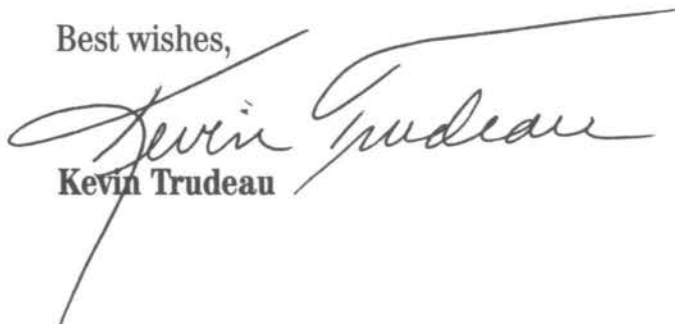
These summary pages are a minor portion of the course.

Your memory will be enhanced primarily by the cassette tapes and by working with the mental exercises we will be doing together.

Because this has been designed for you as an experiential program, it is important that you follow all instructions—exactly as they are given, when they are given.

Enjoy the memories!

Best wishes,



**Kevin Trudeau**

## LESSON

# 1

### Ground Rules for the Mega Memory Home Study Course

1. **Listen** to each lesson in order.
2. **Listen** to the tapes first!
3. **DO NOT LOOK AHEAD THROUGH THIS WORKBOOK!**
4. **Stop** when the tapes tell you to stop; go to the workbook when the tapes tell you to.
5. **Do not listen** to the tapes while driving.
6. **Take** a ten-minute break between lessons.
7. **No heavy eating** before going through a lesson.
8. **No alcohol or drugs** before going through a lesson.
9. **No sugar or white flour** before going through a lesson.
10. **Do not take** notes while listening to the tapes.

## Teachability Index

Rate yourself on a scale of 1 to 10 (10 being highest) on the two variables of the Teachability Index.

**What is your willingness to learn?**

1 2 3 4 5 6 7 8 9 10

**What is your willingness to accept change?**

1 2 3 4 5 6 7 8 9 10

## Important Information

**It is vital to keep an open mind throughout this course. We will think in a different and unique way. Don't challenge what is said; don't think of reasons why it won't work.**

**BE OPEN AND HAVE FAITH.**

## Training Balance Scale

There are two sides to the training balance scale: motivation and technique. Throughout this course, you will see that we maintain an excellent balance between these two variables.



## Charting Your Progress: Four Steps

1. *Unconscious Incompetence:*  
You don't know what you don't know.
2. *Conscious Incompetence:*  
You know what can be done, but you can't do it.
3. *Conscious Competence:*  
You think your way through the process.
4. *Unconscious Competence:*  
You apply the techniques automatically.

## Mega Memory's Format

The format of this course is important, with each lesson building on techniques done correctly in the previous lesson.

The first twelve lessons exercise the mind and establish the foundation for the last four lessons.

All lessons will stimulate and strengthen your neurotransmitters (brain receptors) which are the basis of short-term memory.

**I want you to enjoy this course. Relax. Have fun. Though some exercises may seem simplistic, they do work. Don't ask why we're doing something – just do it!**



Do not turn the page  
Go directly to the tape  
**BEGIN LESSON 2**



## LESSON

# 2

## **R E V I E W   O F   L E S S O N**

On our journey to your Mega Memory, we begin with the oldest form of memory aid: basic word association.

Although the memory system I teach is not based on word association, there are three important reasons why we begin here:

1. **Know** what not to do
2. **Increase** your mind's speed with a form of mental gymnastics
3. **Help** you understand how the mind works

### **An Important Fundamental Concept**

#### ***The Mind Thinks In Pictures***

### **Definition**

#### ***Basic Word Association:***

Linking together in *logical* fashion something you know and something you don't know.

## Tree List

<u>NUMBER</u>	<u>PICTURE WORD</u>	<u>ASSOCIATION THAT LINKS PICTURE WORD WITH NUMBER</u>
1	TREE	THE TRUNK OF A TREE LOOKS LIKE A 1
2	LIGHT SWITCH	2 WORDS, 2 POSITIONS, 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	6 SHOOTER, 6 GUN, 6 FEET UNDER
7	DICE	LUCKY NUMBER 7, 7 COME 11
8	SKATE	RHYMES, FIGURE 8, 8 WHEELS
9	CAT	9 LIVES, CAT-O'-NINE-TAILS
10	BOWLING BALL	10 PINS, 10 FRAMES, 10-POUND BALL, A STRIKE
11	GOAL POST	LOOKS LIKE AN 11, 11 PLAYERS ON A FOOTBALL TEAM
12	EGGS	DOZEN
13	WITCH	UNLUCKY, FRIDAY THE 13TH
14	RING	14-CARAT, FEBRUARY 14 (VALENTINE'S DAY)
15	PAYCHECK	GET PAID ON THE 15TH OF THE MONTH, APRIL 15 IS WHEN YOU GIVE YOUR PAYCHECK AWAY FOR TAXES
16	CANDY	SWEET 16, 16 OUNCES TO A POUND
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



## Required Mental Exercise

### *Review the Tree List*

If you're going through the course alone, go over the Tree List in your mind—at your desk, while cooking, as you drive.

Say to yourself, "Five is glove, because five fingers gives me a glove. Six is a gun because a gun is a six-shooter, puts you six feet under, etc. Ten is bowling ball because of ten pins, ten frames, ten-pound ball," and so on.

If you're going through this course with a partner, quiz one another by calling out items from the Tree List throughout the day.

You must know *why* the picture word and the number go together. Remember the association!

I cannot emphasize enough how important this basic conditioning is to your mind.

## **Remember**

**The deposits you make in these beginning lessons will pay great dividends in memory development in the months and years ahead.**



**Do not turn the page  
Go directly to the tape  
BEGIN LESSON 3**

## LESSON

# 3

## R E V I E W O F L E S S O N

### Important Definition

#### *Chaining or Linking:*

Putting together in *illogical or nonsensical* fashion a vivid picture of something you don't know and a vivid picture of another thing you don't know.

There are **three differences** between Basic Word Association and Chaining:

1. In Basic Word Association, the term *picture* is never used
2. In Basic Word Association, the link is logical; in Chaining, the link is illogical
3. In Basic Word Association, the link is between something you know and something you do not know; in Chaining, the link is between two things you do not know

## The Statue of Liberty Story

(Note: As you go through this story, make sure the pictures are vivid!)

STATUE OF LIBERTY → TORCH → BOOK → BIG FAT MAN →  
ELECTRIC POWER DRILL → BAR OF SOAP → PURPLE  
PENNIES → PADLOCK → HOUSE TRAILER → BLACK  
LIMOUSINE → JOHN TRAVOLTA → BLACK STETSON HAT →  
BLACK VEST → BLACK BOOTS → KATHY LEE CROSBY → PINK  
POLKA DOT BIKINI → LETTER TO HER AGENT → A BIG SAINT  
BERNARD → FUR COAT → DIAMOND COLLAR → HAM BONE →  
MOUNTAIN LION → PALM TREE → STATUE OF LIBERTY.

### Required Mental Exercise

1. **Close** your eyes
2. **Vividly see** and go through the entire Statue of Liberty story by memory
3. **Call out loud** all the previously mentioned story items you see

### Let's Do It Again!

But this time. . .

**Vividly describe** out loud *everything* you see.

Create as detailed, colorful and crystal clear an image as you can – the more details you describe the better.

This exercise will get you thinking in pictures while simultaneously verbalizing.

Have fun.



Do not turn the page  
Go directly to the tape  
BEGIN LESSON 4

# R E V I E W O F L E S S O N

## LESSON

# 4

### Important Concepts

*You remember virtually everything you see and think about.*

*If it comes through the senses, it is committed to memory.*

These concepts explain why you can wake up at two in the morning three days after seeing someone you are certain you know but whose name you can't remember—and suddenly remember the name.

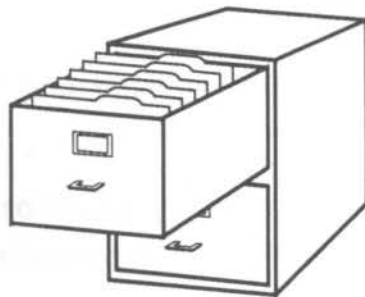
### How Your Memory Works

***Short-Term Memory***— Recalls things you hear, see and think about for a few seconds to several hours.

***Long-Term Memory***— *Accessible long-term* (knowledge bank)  
Information you couldn't forget if you tried: your name, address, etc.

#### *Inaccessible long-term*

All other experiences recorded by the human tape recorder (the ear), the human camera (the eyes) and all other senses.



Your mind is like a file cabinet.

When you have a trained memory, your mind is organized. Things you hear, see or think go into mental files so they can be recalled easily.

With an untrained memory, the files are literally jumbled together, thrown onto the floor.

### Body List Pegs

You already know this list—so it can't be forgotten.

Here are the specific peg names and their natural sequential order.

- |                 |              |
|-----------------|--------------|
| 1. TOES         | 6. SHOULDERS |
| 2. KNEES        | 7. COLLAR    |
| 3. MUSCLE       | 8. FACE      |
| 4. REAR         | 9. POINT     |
| 5. LOVE HANDLES | 10. CEILING  |

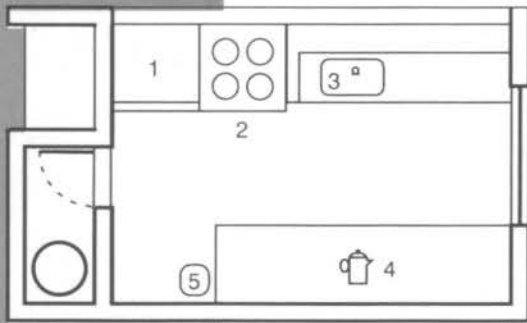


## House List Pegs

- A Pick out 4 rooms
- B Pick out 5 pegs in each room, in a sequential order
- C Remember that each peg should be completely different from every other peg

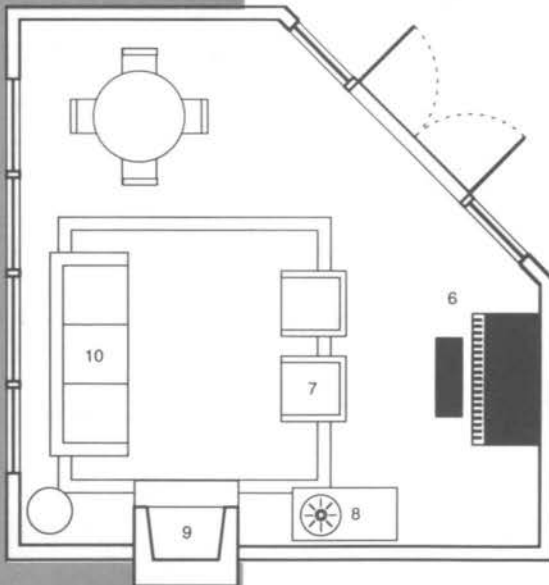
### Example of a House List

#### *ROOM 1*

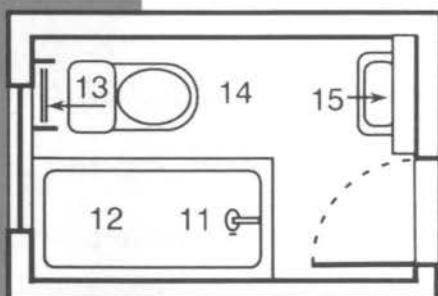


- 1. REFRIGERATOR
- 2. STOVE
- 3. SINK
- 4. COFFEE POT
- 5. TRASH

#### *ROOM 2*

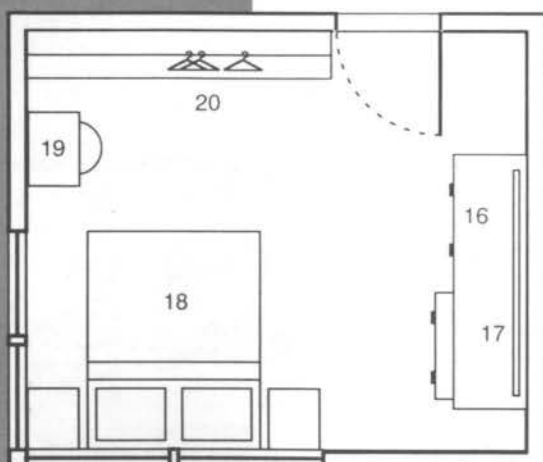


- 6. ORGAN
- 7. CHAIR
- 8. LAMP
- 9. FIREPLACE
- 10. COUCH



### ***ROOM 3***

- 11. SHOWERHEAD
- 12. TUB
- 13. TOWELS
- 14. TOILET
- 15. MEDICINE CABINET



### ***ROOM 4***

- 16. DRESSER
- 17. MIRROR
- 18. BED
- 19. VANITY
- 20. CLOSET

### **Required Mental Exercise**

1. **Review** visually the Body List and the House List.
2. **Review again**, from memory, these lists—do it while you drive, eat dinner, watch TV.
3. **See vividly** in your mind's eye the pegs on the Body List and throughout the House List.
4. **Make sure** you have them in order and call them by name.



Do not turn the page  
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BEGIN LESSON 5

## LESSON

# 5

## R E V I E W O F L E S S O N

### Important Definition

#### *Pegging:*

Linking in a *ludicrous, nonsensical fashion* a vivid picture of a pre-established peg and a vivid picture of the thing you want to remember.

### Key to the Pegging Process

#### Remember VIA:

#### Vivid Visualization, Imagination and Active Action

All of the pictures you use in your mind when pegging must be vivid and **crystal clear**.

They must be **in color**, they must be **detailed**, they must be **real** in your mind's eye.

Your imagination will become **more stimulated**; your mind will be capable of **doing more**.

It will also be **more relaxed**, and your body will have **less stress**.

Not only will your **memory improve**, but so will your **problem-solving ability**, your **creativity** and your **lightheartedness**.

You may even **sleep better** and **smile more**.

## Three Things You Need to Remember Anything

1. A **place to put** the information (*a peg, a hook, mental file folder, etc.*)
2. A **vivid picture** of what you want to remember
3. **Mental glue** holding the picture on the peg (*action! action! action!*)

### Important Concept

*The mental glue you need is ACTIVE ACTION! Active action is any type of fast movement – running, jumping, smashing. Passive action – talking, sitting, walking – is weak mental glue and, thus, is not as useful when pegging.*

### Things to Keep in Mind While Pegging

1. **Exaggeration:** always exaggerate your pictures, making them bigger than life
2. **The Senses:** pictures should be extremely vivid, in color and so real you can smell, hear and feel them
3. **Animation:** use your imagination to make pictures of inanimate objects come to life
4. **Action:** the best type is nonsensical, ludicrous, crazy

## **More, More, More!**

**More action, more movement, more stories,  
more scenes.**

***Boring is bad!***

### **Required Mental Exercise**

- 1. Review your Body List (toes, knees, muscle, rear, etc.)**
- 2. Remember what you've pegged to each item**
- 3 . Ask yourself these questions for each peg:**
  - What is the first peg? (*the answer is toes*)**
  - What action did I do to the toes?**

## **A Key Question When Pegging**

*What was my action?*



Do not turn the page  
Go directly to the tape  
**BEGIN LESSON 6**



## LESSON

# 6

## R E V I E W O F L E S S O N

### Let's Play *Concentration*! (sort of)

Have you watched the TV game show *Concentration*?

In this show, pictures appear on a big board and contestants try to figure out what words the pictures represent.

In our version of *Concentration*, we will be doing the exact opposite: taking words, breaking them down by syllable and coming up with sound-alike pictures.

### Rules for Turning Abstract Words into Pictures

1. **Break** the word down by syllable
2. **Avoid** looking at how the word is spelled
3. **Repeat** each syllable out loud
4. **Focus** on the syllable's sound
5. **Create** a sound-alike or symbolic mental picture based on the syllable's sound
6. **Relax and have fun!**

## **An Example to Get You Started**

### ***Management***

Close your eyes and say the first syllable. *Man*. It instantly gives you a picture.

Say the next syllable. *Age*. That gives you a picture too.

Say the final syllable – *ment* – out loud several times and it, too, will give you a picture.

Now, combine the pictures. You might see: an old man eating mints or a man sitting on the edge eating mints.

## **And One More For Good Measure**

### ***Category***

Close your eyes and say the first syllable out loud. *Cat*. You instantly get a picture, right?

The next syllable is *e*. You'll probably need to combine this with the last 2 syllables to come up with a picture. Now you have *egory* (Ah, Gore, E.) You can practice being really vivid on that one.

Now, combine the pictures. You may see: a bloody, gory cat.

## **Now You're On Your Own**

For the following words, come up with vivid mental pictures of each of their syllables—as you did in the previous examples.

If a syllable does not conjure up a picture for you, combine it with the next syllable and work with that sound.

Be sure to always say the syllables out loud.

1. Trading 2. Conduit 3. Consternation 4. Patience 5. Change

Say the following words out loud, then come up with a sound-alike picture for each.

Once you've done that, also create a picture of something that symbolizes or represents each word.

1. Proud 2. Peace 3. Trust 4. Find 5. Freedom

## **Some Hints For Improvement**

- **Relax, have fun, let your imagination go**
- **Repeat each syllable several times**
- **Create several pictures for each syllable**
- **If you do create several, choose the simplest picture**

## Required Mental Exercise

Let's continue turning abstract words into vivid pictures.

Review the hints listed on the previous page.

Possible answers are printed upside down at the bottom of this page. Please do not look at the answers until you have done the exercise for yourself.

For the following words, create vivid mental pictures of each of their syllables.

1. Astute    2. Denial    3. Conform

For the following words, besides creating mental pictures of their syllables, also create pictures that are representative or symbolic of the whole words.

1. Gentle    2. Love    3. Happiness

astute-	a jackass tooting a horn	your knee and the Nile River or the Nile or D's floating in the Nile	conform-	a convict filling out a form	a gentleman holding a tile	or a gentleman pouring gin in a till (money drawer) or gems on tiles or pouring gin on tile	representative: a lamb or bear (Gentle Ben)	love-	dove, glove	representative: heart, cupid, diamond engagement ring, wedding cake, a bride and groom	happiness-	a hat in a nest	representative: a smiley face
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BEGIN LESSON 7

## LESSON

# 7

## R E V I E W O F L E S S O N

Remember your Tree List? If not, refer back to page 9.

It is vitally important that you know the Tree List pegs—tree, light switch, stool, etc.

### **Pegging to the Tree List**

The process is exactly the same as we learned in Lesson 5.

You need a vivid, crystal clear, colorful, detailed picture of the peg (tree, light switch, stool, etc.) and a vivid, crystal clear, colorful, detailed picture of what you want to remember.

The first thing you want to remember always goes on the first peg and the second thing you want to remember always goes on the second peg, etc.

Take both vivid pictures, exaggerate and animate them, and put them together using action, **action** and **MORE ACTION**.

### **Helpful Hints**

- **Include yourself in the picture**
- **Close your eyes to help you focus**
- **Concentrate on one peg at a time**
- **Incorporate lots of exaggerated, ludicrous, impossible action**
- **Remember that boring is bad**

## Two Important Questions

1. What is my peg?
2. What am I doing to my peg?

## Reasons Why People Forget Their Pegs

- They never knew it
- Pictures weren't vivid enough
- Not enough action
- Not enough of the right kind of action
- Stress

## Required Mental Exercise

***Repeg your Tree List with the items discussed in Lesson 7.***

Come up with as many action scenes as possible, using exaggerated action, including yourself, and making it as ludicrous as possible.

Open up your imagination; be creative.

Come up with stories that make you smile.



Do not turn the page  
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**BEGIN LESSON 8**



## LESSON

# 8

### **Five Stages of Information Processing**

1. Think
2. Emote
3. Look/Search
4. Create
5. Know

### **What to Avoid When You Need Optimal Thinking:**

**stress, heavy eating, turkey, sugar, white flour,  
excessive caffeine and alcohol**

## **Nutritional Supplements for Good Memory:**

B-Complex Vitamins

Vitamin C

Lecithen (30 – 35% p/c concentration)

Gotu Kola

Ginko Biloba

Selenium

Vitamin E

Niacin Pantothenic Acid

Phenylalanine

Glutamine

Choline

Alternative medical treatments may also enhance your memory. For a listing of recommended homeopathic clinics, call the American Memory Institute at (212) 340-4100.



Do not turn the page  
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**BEGIN LESSON 9**

## LESSON

# 9

## R E V I E W O F L E S S O N

### **How We Program Our Memories to Fail**

- **“I have a terrible memory”**
- **“I never remember people’s names”**
- **“I better write this down or I’ll forget”**
- **“I just know I’ll forget that appointment”**

Begin reprogramming yourself today by making positive statements.

### **Pegging to the House List**

Review your House List mentally while your mind’s eye sees the pegs vividly, in detail and in the exact order you chose them.

Once again, peg a to-do list to the House List. Include yourself in the action, and don’t put the picture together in any logical fashion. Your pictures should be like watching a cartoon.

## **Filing Information into Long-Term Memory**

Review what you want to remember and the pegging process, emphasizing the action, over a period of approximately 72 hours. The information becomes lodged in the knowledge bank or long-term memory; the pictures and action seem to “disappear”. Suddenly, you just “know” the information.

## **Required Mental Exercise**

Say out loud three times daily for the next 21 days:

**“I have a great memory.**

**I remember easily.**

**I recall easily.”**

This is the beginning of reprogramming your subconscious mind.



Do not turn the page  
Go directly to the tape  
**BEGIN LESSON 10**

## LESSON

# 10

## R E V I E W O F L E S S O N

Observation, focus and attention are keys to engaging and locking in your own memory.

### Important Definition

*See Peg:*

**The first thing you notice about a person.**

### Two Types of See Pegs

1. *Permanent:* something about the facial features of the individual, i.e. large nose, unique ears, pronounced eyes, a dimple, scar, etc. This type does not give you as many options, since there are limited number of facial features.
2. *Temporary:* something noticeable but transient about a person's appearance, such as an article of clothing or jewelry. This is the most useful kind of See Peg.

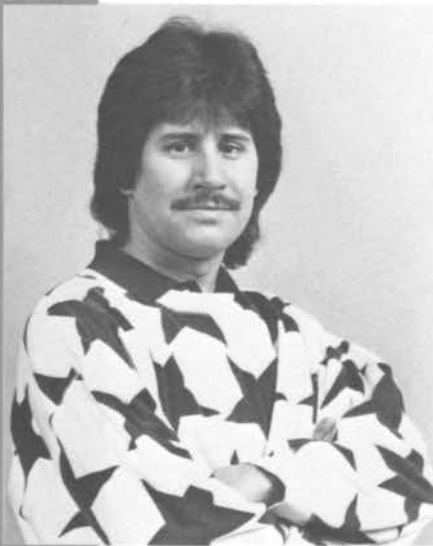
Look at the following pictures and for each one establish what you would use as this person's See Peg.



1



2



3



4



In Photo 1, there are several things we could use as a See Peg. However, the man's bolo tie struck me most.

So I'm going to call the gentleman Mr. Bolo Tie. In this manner, give each of the pictured people a name based on the See Pegs you selected.

It is important that you be able to close your eyes and describe in great detail the See Peg you have chosen for each person. Study each photo again, really observing the See Pegs and the individuals.

Close your eyes. You should be able to recreate not only the See Peg but the person's whole face.

On the next page, upside down, I've listed the See Pegs I chose for the people in the pictures.

There are many *correct* answers so don't worry if your See Pegs aren't the same as mine.

1. Mr. Bolo Tie
2. Ms. Striped Shirt
3. Mr. Star-Sweatshirt
4. Ms. Brass Buttons



Do not turn the page  
Go directly to the tape  
**CONTINUE LESSON 10**

## Review of Lesson 10 (continued)

By picking See Pegs, we fulfilled the first of three steps toward remembering anything: we found a place to put the information.

In this lesson, we will learn how to fulfill the second of the steps, turning the information into vivid pictures.

Because names are abstract, we must develop a mental picture vocabulary for ourselves.

Earlier we discussed how to turn abstracts into pictures. Here's a quick review.

1. **Break** the name into syllables; if the name is one syllable, use the whole name.
2. **Close** your eyes and say the syllable (or whole name) several times out loud.
3. **Create** a sound-alike picture or something representative or symbolic of the sound.

Using these rules, come up with mental pictures for the names listed below.

Remember, if you can't create a sound-alike picture, try to come up with something representative of the sound.

And don't look at how the name is spelled; it's the sound that's important.

Pictures I've come up with are printed on page 39. As always, do not look at my answers until you've come up with your own.

- |          |            |          |           |           |
|----------|------------|----------|-----------|-----------|
| 1. Waldo | 2. Wallace | 3. Dolly | 4. Debbie | 5. Nicole |
| 6. Jan   | 7. Ann     | 8. Jim   | 9. Joe    | 10. Mark  |

### Helpful Hints

- **Never use celebrities, though you may use something representative of a celebrity.**

**Example:** for Michael, many people picture Michael Jackson, which will *not* work. However, a white sequined glove, representative of Jackson, *will* work.

**Exception:** You *can* use cartoon characters.

- **Anytime you have a large picture, simplify it.**

**Example:** If for Jim you have a large picture of a gymnasium, reduce that to a smaller picture, such as a basketball.

Create a picture word for each of the following names, and write it in the accompanying blank. If you get stuck, you can refer to the *Pocket Guide*, but I highly recommend you do it on your own first.

Al _____	Anita _____
Andy _____	Betty _____
Art _____	Carol _____
Barry _____	Cindy _____
Ben _____	Diane _____
Bob _____	Dorothy _____
Carl _____	Elizabeth _____
Dan _____	Fran _____
Donald _____	Jean _____
Ed _____	Kris _____
Frank _____	Mary _____
Harry _____	Nancy _____
Jack _____	Pat _____
Jeff _____	Ruth _____
Martin _____	Toni _____

Do not turn the page  
Go directly to the tape  
CONTINUE LESSON 10



1. Waldo – a wall with dough on it
2. Wallace – a wall with lace on it or a walrus
3. Dolly – a doll or a mechanical dolly  
(note: Dolly Parton will not work! See Helpful Hints)
4. Debbie – a dead bee
5. Nicole – a nick on a piece of coal or a nickel
6. Jan – jam
7. Ann – an ant
8. Jim – gymnasium/basketball (See Helpful Hints) or a Slim Jim
9. Joe – a hoe or GI Joe or coffee
10. Mark – a marking pen or marker

## **Review of Lesson 10 (continued)**

Now we've learned to pick a See Peg and to turn a person's name into a picture.

We'll learn about the third rule for remembering names in an upcoming lesson.

Review this lesson often if your job requires meeting lots of people.

Remembering people's names can be a key to business success. People tend to like and want to work further with people who remember them after just one meeting, however brief.

## Required Mental Exercise

Each day for the next 21 days, pick out five male first names and five female first names. Without looking at the *Pocket Guide*, come up with a mental picture for each one. Make the pictures either sound-alike or representative or symbolic.



Do not turn the page  
Go directly to the tape  
**BEGIN LESSON 11**



## LESSON

# 11

## **R E V I E W   O F   L E S S O N**

Turning last names into mental pictures is done exactly the same way we turned first names and abstracts into pictures.

If possible, divide the words into syllables; close your eyes; say the syllables out loud (combining two or more if necessary); and create sound-alike or representative images. Avoid creating a picture of a real person who has that last name.

Practice creating mental pictures with the following last names. My answers are printed upside down on the next page.

- |  |               |             |
|--|---------------|-------------|
| 1. Atwater                             | 2. Carmichael | 3. Crawford |
| 4. Gardner                             | 5. Hawkins    | 6. Jarrett  |
| 7. Rabinowitz                          | 8. Schuster   | 9. Shelton  |
| 10. Wayne (note: don't use John Wayne) |               |             |

Do not turn the page  
Go directly to the tape  
BEGIN LESSON 12



- |  |   |
|--|---|
| 1. Atwater – ants in water   | 6. Jarrett – a jar and a rat<br>or a chair and a rat          |
| 2. Carmichael – car and a bicycle<br>or car and a white sequined glove | 7. Rabinowitz – a robin and a witch                           |
| 3. Crawford – a crow driving a Ford (car)                              | 8. Schuster – a shoe stirring<br>or a shoe store              |
| 4. Gardener – a gardener   | 9. Shelton – a shell weighing a ton<br>or a shell made of tin |
| 5. Hawkins – a hawk with fins<br>or a hawk entering an inn             | 10. Wayne – a cane  |

### Required Mental Exercise

Each day for the next 21 days, pick out last names of five people who you know. Come up with a mental picture for each one. Make the pictures either sound-alike or representative or symbolic.

## R E V I E W O F L E S S O N

### LESSON

# 12

1. **Pick See Peg**
2. **Turn name into picture**
3. **Put picture on the See Peg with ACTION  
in a ludicrous way**



**Harry**

**1**



**Judy**

**2**



**Bill** 3



**Mary** 4



**Mark** 5



**Janet** 6



Do not turn the page  
Go directly to the tape  
**BEGIN LESSON 13**

## **R E V I E W   O F   L E S S O N**

---

When learning to memorize addresses and directions, we must use the pegging and chaining techniques we've already learned.

### LESSON

# 13

### **Remembering an Address**

15 Wilshire Boulevard

Los Angeles

#### **A. *Pegging, Part I:* The Number Part of an Address**

1. **Select** a peg list you already know (Tree List, Body List)
2. **Find** your number (15) on the Tree List (paycheck)
3. **Decide** where you want to peg it on the Body List (i.e. toe)
4. **Create** a mental picture linking the two (a paycheck cutting your toe)
5. **Don't worry** if there's a 0 in the address; use a doughnut as the peg for 0.
6. **Divide** longer numbers into sections and follow the same rules as above.

**B. *Pegging, Part II: The Street Name***

1. **Break** the street name into syllables  
(wil. shire./ boul.e.vard)
2. **Create** a sound-alike or representative mental picture for each word in the street name (a legal document—will—being cut in two with a pair of shears; a bull carrying a work of art)
3. **Peg** them sequentially to a peg list, *or*
4. **Chain** them and just peg one to a peg list

**C. *Pegging, Part III: The City***

1. **Follow** steps 1 and 2 in Pegging, Part II.  
(Los Angeles=lost angels)
2. **Peg** it on an entirely new peg, *or*
3. **Chain** it to the street name

Using the steps described above, peg the following addresses:

- |                                    |                                  |
|------------------------------------|----------------------------------|
| 1. 100 Nightingale Court<br>Peoria | 2. 1512 Main Street<br>Boston    |
| 3. 9 Phillips Circle<br>Fort Hood  | 4. 723 Jackson Drive<br>Wheeling |
| 5. 1902 Tremont<br>Seattle         |                                  |

## Remembering Directions

It's easier than it may seem.

Just convert all street names into pictures—like you did when memorizing addresses.

But there are a few small complications.

How do you indicate that you go east or west on a particular street? Or that you need to get on the northbound or southbound freeway? That you turn right? Or left?

I'm glad you asked.

**When chaining/pegging directions, use pictures determined ahead of time to have specific meanings.**

What follows is a list of specified mental pictures (sound-alike and representational) used especially for memorizing directions.

<u>Direction</u>	<u>Mental Picture</u>
North	North Pole
South	Sow (female pig)
East	Chop Sticks
West	Cowboy Hat
Left	Leaves
Right	Rat

Using the list of specified mental pictures, as well as the mental pictures you create for street names, memorizing directions becomes quick and easy.

### **Some Examples**

**Get on the San Diego Freeway South =**

**Sow on a sand dune**

**Go west on Catterson =**

**Cowboy hats on a cat and her son**

**Turn right on King Drive East =**

**Rat wearing crown eating with chop sticks**

### **Required Mental Exercise**

Practice pegging at least fifteen sets of directions per week. You can begin with the ones below.

1. Turn left on Ashbury
2. Go south on East Maple
3. Drive west on Eagleton Way
4. Turn right on Ramsdale Road
5. Go north on Bellevue Avenue



Do not turn the page  
Go directly to the tape  
**BEGIN LESSON 14**



## LESSON

# 14

## **R E V I E W   O F   L E S S O N**

Some of the most important memorization we are required to do involves committing text and other written information to memory.

Whether studying for a test, reviewing business reports prior to an important meeting or learning our lines for our big break onstage, it is vital that we learn to memorize text quickly and consistently.

### **One Method of Memorizing Text**

1. **Read** the information as if you are saying it to someone else.
2. **Question** yourself about things in the text you don't understand.
3. **Tell** yourself to remember particular items of information; at the same time, jot down a brief note to yourself.
4. **Condense** your notes into single-word phrases if possible, each phrase representing lots of information.
5. **Convert** the phrases, one syllable at a time, into pictures.
6. **Combine** the pictures into a nonsensical story similar to the Statue of Liberty story we learned earlier in the program.

## Another Method of Remembering Text: Chunking

This method is especially useful for actors and students required to learn things “by heart.”

1. **Break** text to be memorized into “chunks” (paragraphs, sentences, phrases, concepts or words)
2. **Read** text aloud, paying special attention to the key word in each chunk. It will represent all of that chunk.
3. **Convert** the beginning of each chunk into pictures.
4. **Peg** these pictures to your house list.

For instance, let’s assume you need to memorize the first line of Lincoln’s Gettysburg Address: “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.”

After chunking the line, it may look like this (the remainder of the chunk represented appears in parentheses):

1. Four score (...and seven years ago)
2. our fathers (...brought forth)
3. continent (...upon this continent)
4. nation (...a new nation)
5. liberty (...conceived in liberty)
6. proposition (and dedicated to the proposition that)
7. created (...all men are created equal)

Converting the beginning of each chunk into pictures, you could then peg them to your house list—and you have the first line of the Gettysburg address memorized.

## Remembering License Plate Numbers

1. Convert each item of the license plate into mental pictures (remember your Tree List for some of the items)
2. Combine them into a ludicrous Statue of Liberty-type story.

*Example:* License Plate Number A71416D

A = apple

7 = dice

14 = ring

16 = candy

D = dog

Your story? You're eating an apple but decide to throw it at the large dice lying on the floor. The apple breaks open the dice and out fall lots of diamond rings. After examining the rings, you realize you're hungry (you just threw away your apple, after all) and you go to the store to buy candy bars. Happily eating the candy as you exit the store, a dog jumps on you and takes your treat away.

## Required Mental Exercise

Memorize the following quotes and license plate numbers using the methods we just reviewed.

1. "The moon could not go on shining if it paid attention to the little dogs that bark at it." (—Anonymous)
2. "The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher." (—Thomas Huxley)
3. "To be or not to be, that is the question. Whether it is nobler to suffer the slings and arrows of outrageous fortune or to cast my fate against a sea of troubles and by opposing, thus end them...." (—William Shakespeare)
4. A11H13D                      5. 18194C                      6. B4U28RT



Do not turn the page  
Go directly to the tape  
BEGIN LESSON 15

# LESSON

# 15

## REVIEW OF LESSON

**With the skills you have learned in this program, you can learn a foreign language and improve your spelling.**

### Learning a New Language

Let's learn the easiest way to acquire foreign vocabulary quickly. I have chosen words in French, but this process is just as useful with other languages.

<u>English</u>	<u>French</u>	<u>Pronounced</u>	<u>Mental Link</u>
water	eau	oh	Oh, am I thirsty for water
man	homme	ömm	The hombre was a mean man
money	argent	ärh zhönn	John paid money for the art
bank	banque	bähnk	Bob went bonkers in the bank

All you need to do is to peg the mental link phrases onto a list. Your House List is best, but we'll use the Tree List here.

The stories would go like this:

Tree—I'm watering a tree and drinking from the hose. "Oh," I say, "am I thirsty for water." The word for water 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 with a stool. Art. John. Money is argent.

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

## How to Remember the Spelling of Words

1. **Look up** the correct spelling of a word that gives you trouble.
2. **Understand** what it is about the word that trips you up.  
(ible or able? cei or cie?)
3. **Convert** the word into pictures.
4. **Add** to the series of pictures one that reminds you of the correct spelling.

For example, if the word “Perestroika” confounds you because you never quite remember what comes just before the “ka”—oi? oy? o?—first convert the word itself into pictures:

**PAIR, deSTROY, CU**p

To remind yourself that “oi” is the correct spelling of your trouble spot, think of “oi” words and make a picture of one of them. Some choices are:

boil, coil, doily, foil, oil, oink, coin, asteroid

Now chain them together:

The **PAIR** de**STROY**ed the **OIL**y **CU**p.

You had to look the word up once; you won’t ever have to again.

## Required Mental Exercises

We have pegged four French words to the Tree List. Now it's your turn. Create the mental links for the following French words, using the Tree List, from glove to cigarettes.

<u>English</u>	<u>French</u>	<u>Pronounced</u>	<u>Mental Link</u>
room	chambre	shömm brūh	
woman	femme	fām	
eat	manger	māhn jāy	
sleep	dormir	dōre mīr	
dog	chien	shē ěn	
right	droit	drwā	
left	gauche	gōhsh	
north	nord	nōr	
south	sud	sūěd	
east	est	ēs	
west	ouest	wěst	
bed	lit	lēē	
station	gare	gār	
to come	venir	vānīr	
father	pere	pār	

## Spelling Tough Words

Using the process we discussed, come up with chained pictures of how to spell the following words correctly.

- |                |              |                  |
|----------------|--------------|------------------|
| 1. bookkeeping | 2. precede   | 3. liaison       |
| 4. receivable  | 5. census    | 6. questionnaire |
| 7. pneumonia   | 8. subtle    | 9. macabre       |
| 10. compliment | 11. wreckage | 12. license      |



Do not turn the page  
Go directly to the tape  
**BEGIN LESSON 16**



## LESSON

# 16

## R E V I E W   O F   L E S S O N

**Listen to this tape as often as you like. It will help you get into a state of mind most conducive to improving your memory.**

### **Congratulations!**

**You have completed the Mega Memory tapes. You are ready to amaze your friends and impress your colleagues with your ability to remember names, numbers and facts.**

**Good luck on your path to certain success.**

**—Kevin Trudeau**

**THE 21-DAY  
PROGRAM  
START IMMEDIATELY!**

## DAY 1

As we discussed, one of the most powerful memory techniques you can use is **pegging**.

Pegging causes you to process and organize information for instant recall. It also stimulates your neurotransmitters, increasing your recall ability—you will remember things without trying.

### Today's Exercise

#### Review Your Tree List

How fast can you call out all the pegs from memory?  
Do you know why each picture word goes with its number?  
Be *specific* about the list's pegs.  
What type of tree is it?  
What color is the light switch?  
What is the stool made of?

### Today's Exercise

#### Create a Car List

Most people won't need more than the Tree, Body and House Lists.

However, I want you to understand how to create lists any time you might need them in the future.

Sit in your car to create this list. Start from your left and continue to your right, picking out pegs as you go.

Your Car List should have at least 20 pegs. Air conditioning vent? Headlight switch? Steering wheel? Radio? Be creative as you make this list.

Review the list until you can recreate it in your mind's eye.

## DAY 2

## DAY 3

### Today's Exercise

#### Peg to Your Car List

While sitting in your car, think of 20 grocery items.

Peg these items to your Car List. Exaggerate the pictures, but see them clearly. Make them funny; make them crazy.

Basically, destroy your car!

Throughout the day, in or out of your car, review the items you've pegged. See how many you can remember.

## DAY 4

### Today's Exercise

#### Think Healthy!

Review the state of your health.

What do you eat?

Does your diet exclude things that may dull your mind?

Do you avoid large quantities of alcohol and caffeine?

Do you take a daily vitamin supplement?

Do you exercise to avoid stress?

Your memory can't be at its best unless your health is. Perhaps it's time to make an appointment with your doctor in order to get a current overview of the shape you're in. Call him or her today!

If you're not satisfied with the medical treatment you're currently receiving, look into alternative medical disciplines and treatment methods.

## DAY 5

### Today's Exercise

#### Increasing Your Picture Vocabulary of Names

Take ten first names and ten last names you know you will encounter and, using the power of your imagination, turn them into vivid mental pictures.

## DAY 6

### Today's Exercise

#### Using the Pegging Technique

In the blanks below, list ten actions, such as going to the cleaners, writing a letter, reading a magazine.

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

Turn these actions into simple, silly pictures. Remember that pain is especially memorable. Peg these actions to your Body List. The first action goes the Body List's first peg, the toes. Throughout the day, think of the items pegged to your Body List—reviewing the pictures, reviewing the actions.

## DAY 7

### Today's Exercise

#### Watching Cartoons

Go to the video store and rent videocassettes of the following cartoons:

Bullwinkle  
The Road Runner  
Bugs Bunny  
Daffy Duck  
Sylvester and Tweety Bird

Spend at least a half hour watching these cartoons—the more the better.

Watching these cartoons will help you regain your powers of imagination and loosen up your sense of fun and fantasy.

In addition, cartoons can be good examples of what to strive for when turning words into mental pictures: exaggerated, colorful, lots of action.

## DAY 8

### Today's Exercise

#### Remembering Names

You can never have too much practice coming up with vivid mental pictures.

Pick out ten male first names and ten female first names and, using the powers of your imagination, turn them into pictures.

## DAY 9

### Today's Exercise

#### The Statue of Liberty Story

Review the Statue of Liberty story; make sure you know it in vivid detail.

Write down the story from memory; as you write the description, you should be seeing it as well.

### Today's Exercise

#### Expanding Your House List

Expand your House List to create 50 – 100 pegs using the accompanying chart. Here are hints to make this exercise easier:

1. Pick out as many rooms as you can in your house, even using the front and back yards and the garage.
2. Choose ten pegs in each room. Use the space on the following page to list them.
3. Read the list out loud—slowly, one peg at a time. After you read the word, look up, close your eyes and vividly see the peg in your mind's eye.
4. Review the House List throughout the day, mentally going to each of the rooms and calling by name each of the pegs you have chosen.

Room 1 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Room 2 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Room 3 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Room 4 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Room 5 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Room 6 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Room 7 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Room 8 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Room 9 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Room 10 \_\_\_\_\_  
Pegs \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## DAY 11

### Today's Exercise

#### Chaining a To-Do List

Chain the following activities, pretending this is today's to-do list. The example to follow is the Statue of Liberty story.

1. Go to the post office to mail a package
2. Buy a trash can
3. Return a defective flea collar
4. Buy a light bulb
5. Go to the grocery for condensed milk
6. Pick up some flowers for your significant other
7. Spend 15 minutes reading a positive-thinking book
8. Get your car washed
9. Do thirty minutes of aerobics
10. Get your shoes polished

### Today's Exercise

#### Remembering Names

Pick out 10 male first names and 10 female first names and, using the powers of your imagination, turn them into pictures.

## DAY 12

## DAY 13

### Today's Exercise

#### Remembering Text

Spend 15 minutes reading any book, using the techniques described earlier on how to read and remember information.

Later in the day, give someone the book and have them ask you questions about the material you read to see how well you remember the information.

## DAY 14

### Today's Exercise

#### Remembering Speeches

If you are in sales, make an outline of your sales presentation. If you are not in sales, make an outline of a 15 to 30-minute talk that you might give at your office, church or civic organization.

Using the techniques taught on how to commit a speech to memory, memorize your outline.

Later in the day, test yourself by giving your speech from memory.

## DAY 15

### Today's Exercise

#### Remembering the Alphabet

Create a picture for each letter of the alphabet.

Example, A = apple, B = banana, C = cat, D = dog, etc.

Then sing the Alphabet Song using the name of the pictures instead of the letters. Next, sing it in your head using pictures without words. Practice until you can scan the entire alphabet using pictures only.

## DAY 16

### Today's Exercise

#### Reviewing the House and Body Lists

Review your expanded House List (Day 10), making sure that your pegs are committed to memory in order.

Also, practice calling out the Body List pegs numerically.

Example, 1 = toes, 2 = knees, 3 = muscle, etc.

Now that you are a body pegs expert, scramble the numbers on a sheet of paper and practice listing the body pegs out of order.

## DAY 17

### Today's Exercise

#### Remembering Names

Pick out 10 male first names and 10 female first names and, using the powers of your imagination, turn them into pictures.

## DAY 18

### Today's Exercise

#### Pegging Faces

In a magazine, find pictures of people and for each of them choose a See Peg.

Throughout the day, go back to the magazine, look at the pictures and recall by memory the See Pegs you chose for them.

## DAY 19

### Today's Exercise

#### Remembering Names

Pick out 10 male first names and 10 female first names and, using the powers of your imagination, turn them into pictures.

## DAY 20

### Today's Exercise

#### Pegging to Your House List

Write a schedule of prioritized tasks for the next week at work and peg the tasks in order to the House List.

## **DAY 21**

### **Today's Exercise**

#### **Remembering Names**

Pick out 10 male first names and 10 female first names and, using the powers of your imagination, turn them into pictures.

**You have now completed the Mega Memory 21-Day Program. By consciously thinking about and applying these techniques on a daily basis, your overall observation and memory power, I'm certain, has increased dramatically.**

#### **Remember this Proverb:**

**"It's not what you eat but what you digest that makes you strong; it's not what you earn but what you save that brings you wealth; it's not what you learn but what you remember that makes you wise."**



Kevin Trudeau is available for personal appearances at seminars. He can help your company or organization attain greater success through more effective use of memory.

The American Memory Institute is always developing exciting new breakthrough technologies related to expanding and increasing your memory.

For more information about Kevin Trudeau or the American Memory Institute, please call (212)340-4100.

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