How to Develop a Super-Power Memory
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The Big Idea

This book is an excellent rendition of the mechanics of memory development and retention. The ideas, methods, and techniques explained in this book are easy to apply and applicable to a wide-range of social relationships. In addition, the memory systems in this book will teach how to apply the principles and ideas of simple conscious associations in remembering anything and everything in your everyday life.

Although this work is based on solid research into memory development, you will not encounter technical concepts in this book nor scientific explanations in the workings of the human brain. Instead, you will find clear, practical, and easy to understand explanations of the ways and methods in which you can boost your brain power, not to mention how to use your imagination with more facility than ever before.

This work is an important contribution to personal planning and improvement strategies. By spending some time and effort in learning the memory systems and techniques contained in this book, you’ll be able to boast of a superb and retentive memory. Remember that there is no such thing as a poor memory, only a trained or untrained one.

The Importance of Memory

No one can ignore the importance of having a good memory. Its importance is felt in almost all areas of life. In business, for instance, an accurate and retentive memory is vital to success. Nevertheless, not everyone is blessed with it. A lot of people often belabor the fact that they have a bad memory. What they don’t realize is that their memory can be improved through training.

Just like your muscles, you can exercise and develop your memory in order for it to be of proper service and use to you. Similar to your muscles, the more you train it the more it gets stronger. In contrast, however, unlike your muscles you need not worry of overtraining or overexerting your memory. The more you remember, the more you can remember.

You can be taught to have a trained memory just as you can be taught anything else. In addition, developing a trained memory by using the memory systems of this book will help in developing a greater power of concentration, a purer sense of observation, and a stronger imagination.

Moreover, there is no such thing as a bad memory: only untrained or trained memories. And in most instances, untrained memories are one-sided - that is people who have untrained memories can remember people’s names and faces, but have problems recalling telephone numbers or dates or vice-versa. There are also those who have retentive memories, but are slow at remembering things, while there are those who remember things quickly, but can only retain it for a short period of time.

You can remember anything if you so desire. The memory systems shared in this book will make it easier for you.
The Mechanics of Memory
Memory and observation go hand in hand. You can’t possibly remember anything that you haven’t observed, for the eyes only truly “see” when the mind pays attention. Nevertheless, it is not enough to merely observe something. You also need to relate what you have observed to something which is familiar to you.

Here, then, is the crux of the matter. In order to develop a super-power memory, you have to improve your powers of observation (if you haven’t done so yet), and learn how to associate consciously until it becomes some nature to you.

Upon observing something, either by sight or by hearing, associate it with something that you already know or remember. Association, as it pertains to memory, is simply the act of connecting or tying up two or more things to one another. It may come as a surprise, but you remember because you are able to connect it to something else.

Most people, nonetheless, would say that they remember things because they repeatedly memorized them. This is true if you were making associations knowingly - which is, by the way, an important step towards acquiring a trained memory. The problem, however, is that most people generally make associations subconsciously.

Interest in Memory
Interest is of great importance to memory. It is extremely difficult to observe or to want to remember anything that you’re not interested in. If you wish to improve your memory, force yourself to want to remember. Force yourself to be interested enough to observe anything that you want to remember.

Being confident that you will remember is also a big help. If you think that you will remember chances are you will. You got to trust your memory. The more you trust it, the more it becomes reliable and useful. Hence, it is better if you just commit to memory those that you want to remember instead of writing them down in a notebook. Keep in mind that you can always lose your notebook, but not your mind.

Memory Systems
Any memory problem that you may encounter can be solved by one or more of the methods and systems taught in this book. The two major memory systems in this book are the Link Method of Memory and the Peg System of Memory. There is also the system of substitute words or substitute thoughts, which can be used in tandem with either or both of the two previously mentioned systems.

The Link Method of Memory
The Link Method is a system that works well with a series of items or long digits of numbers. The objects to be remembered are linked to each other, forming a chain. Additionally, this system relies heavily on one’s ability to associate. Here, you must associate the first item with the second, the second with third, and so on and so forth.

However, and this is a crucial point, the association that you make should be as ridiculous or illogical as possible. Avoid spending too much time thinking of the most ridiculous association that you could make. More often than not, the first ridiculous image that comes to your mind is usually the best to use.

Moreover, you should be able to clearly see the ridiculous image that you have created in your mind’s eye even for just a fraction of a second. As soon as you see it, stop thinking about it and move on to the next thing that needs to be memorized following the same steps.

The Peg System of Memory
The Peg System shows you how to count using objects (which can be visualized) instead of numbers. This is quite useful when you need to remember anything that contains numbers, especially long digit numbers, such as telephone numbers, addresses, or social security numbers. As the name implies, the system uses certain mental “pegs” which you base your substitution of numbers with objects.
Learn first the simple phonetic alphabet, which consists of only ten sounds. Each digit, from 1 to 0, has an equivalent consonant sound. This phonetic alphabet is as follows:

- The sound for #1 will always be T or D;
- The sound for #2 will always be N;
- The sound for #3 will always be M;
- The sound for #4 will always be R;
- The sound for #5 will always be L;
- The sound for #6 will always be J, ch, sh, and soft g;
- The sound for #7 will always be K, hard c, and hard g;
- The sound for #8 will always be F or V;
- The sound for #9 will always be P or B; and,
- The sound for #0 will always be S or Z.

Next, learn these sounds by heart, and practice them constantly until they become second nature to you. Note that the letters themselves are of no consequence in the phonetic alphabet. The important thing to consider here is the sounds produced by these letters. Though the vowels a, e, i, o, u, or the letters w, h, and y have no meaning at all in this phonetic alphabet, and thus, should not in any way influence the way you form pegs.

To illustrate, you could form several pegs for the #21. These pegs could be any of the following: nut, net, knot, gnat, nod, neat, note, or knit. As you can see, all these pegs begin with the n sound (for #2) and end with either the t or d sound (for #1). The only other thing to consider here is that the pegs you create should be easy to remember and picture in your mind. Once you have settled on a particular picture for any peg word, you are to use that picture always so as not to create confusion.

The System of Substitution of Words or Thoughts
This system is fairly easy to use. All you have to do is to think of a word or phrase that you could substitute for the word or phrase that you need to memorize. The substitute word or phrase must be meaningful to you for this system to work. You also need to make sure that you are able to see an image or picture of this word or phrase in your mind.

Training Your Memory
The following ideas and methods are merely aids to your true memory. They will provide you with the basis and groundwork of a trained memory. By applying these methods and ideas, you will be taking the initial steps toward developing a super-power memory.

A. It Pays to Remember Names and Faces
Forgetting someone’s name or face can be very embarrassing, especially in business. It’s even more embarrassing, not to mention potentially damaging to your business, if you pretend to remember the person’s name or trick them into giving their name. To help you remember names and faces, follow these five simple rules, and apply the system of substitution words or thoughts.

Rule # 1 - Be Sure You Hear the Name Right in the First Place
Make sure that you get the person’s name right from the start. If you haven’t heard the name correctly or if you’re not sure about it, you better ask the person to repeat his or her name.

Rule # 2- Spell the Name or Have the Person Spell It
If you’re not sure about the spelling of a person’s name, ask how it is spelled or how it should be pronounced. You’ll flatter the person by doing so.
Rule # 3 - If there is any Odd Fact about the Name or if it is Similar to a Name You Know, Mention It
Once you are sure of the spelling, and you realize the person’s name to be similar to someone you know, mention the fact. Likewise, if it’s an odd name, say so. All this will only stress the person’s name more in your mind.

Rule # 4 - Repeat the Name as Often as You Can During the Conversation
When talking to a person, use his or her name whenever and wherever you feel it is fit and necessary. Use the name as often as you can in the course of a conversation. However, be mindful of how you do it. Don’t jabber a person’s name around like an idiot.

Rule # 5 - Use the Name when saying Good Night or Good-Bye
Do use the name when you say you say good-bye and good night. Say something like: “Good-bye Mr. Johnson, I hope we meet again soon.” All this will serve to etch the name more firmly and definitely in your mind.

By using the five rules in conjunction with the system of substitution of words or thoughts, you will never again forget a name or face. To simplify the process, figure out first what to do with the name, and then ascertain how to associate the name to the face.

All names can be separated into three categories: names that have meaning to you; names that have no meaning in themselves, yet suggest a picture or something to you; and names that have no meaning at all, and do not suggest or create a picture in your mind at all. You won’t have problems with the first and second categories. They will be fairly easy to deal with. It is with the third category in which you should exert a little bit effort in remembering.

To remember a name that falls in the third category, you must make it mean something to you. No matter how strange the name sounds, it can always be broken down into a substitute word or thought. Think of a word or phrase that sounds just like the name, and try to see that you in your mind. For example, you could associate the words “fish” and “stir” to the name “Fishter.” Then, using these two words, conjure an image of a fish stirring something or of someone stirring something with a fish.

Another way to do this is to associate the name to the person’s face in some ridiculous way. When you meet someone new, look at his face and try to find one feature that stands out for you. Once you have found that outstanding feature, associate the name to that particular part of the face. You could also consider their manner of speech, character, manner of walking, and so on. Just remember, you got to see the associated image clearly in your mind for this to work.

For instance, say you meet a Mr. Sachs. You notice that he has a very high forehead. To help you remember his name, you might “see” millions of sacks falling on his forehead or you could picture his forehead as a sack instead of a forehead. The most important thing here is to keep doing this until it becomes natural to you.

B. It Pays to Remember Facts About People
Remembering pertinent facts about people can be a great advantage in business and social life (people get flattered when others show an interest in their interests). The method is similar to that of remembering names. Just include that particular fact about the person in your original association when you were memorizing his or her name and face. Any object or idea will do. Just like in remembering names and faces, the first object that comes to your mind is usually the best.

Just keep in mind that remembering a person’s name at the proper time and place may mean a great deal to you without you realizing it at the start. It could very well be the stepping stone to a better job, to a bigger opportunity, or to a much better sales contract.
C. It Pays to Remember Long Digits and Phone Numbers

Memorizing long digits is easy. You just combine the Peg and the Link methods. First, break down any long digit number into shorter digits. Let’s say you need to remember a twelve digit number. You could break it into six two digit numbers or four three digit numbers or three four digit numbers. Next, by using the peg word for each digit, make a link of those peg words.

Once you’re through making the link, go over it once or twice in your mind until you’ve memorized it. You could also link the peg words from left to right. This way you’ll remember the number forwards and backwards.

Telephone numbers in most major cities in America consist of an exchange number, an exchange number, and four trunk line numbers. When memorizing phone numbers, you need to first make a ridiculous association of the first two words of the exchange name and the exchange number.

Take for instance Columbus 5-6695. You take “co” and the phonetic sound for 5, which is the “L” sound. Next, think of a word that could represent “co” and “l” that has meaning to you. The word “coal” could be a good example for this case.

After that, break down the four digit trunk number into two digit numbers. In the case of 6695, we could use “choo choo” for 66 and “bell” for 95. Then, link the words “coal” (CO 5), with “choo choo” (66), and with “bell” (95) instead of making one ridiculous picture out of the tree peg words. Since the link system makes you remember the number in sequence, you’ll always know that you have memorized the phone number in its proper order. Finally, after you have memorized the phone number, think of one word that you could add to the original association to help you remember whose phone number it is.

D. It Pays to Remember Appointments and Schedules

To help you remember weekly appointments and schedules, first give a number to each day of the week. Since there are seven days to a week, number them from 1 to 7. Thus, Monday is 1, Tuesday is 2, Wednesday is 3, Thursday is 4, Friday is 5, Saturday is 6, and Sunday is 7. Some people, however, consider Sunday as the first day of the week. If this is the case, just change the numbering and order.

Once you know the number of each day of the week, you can transpose any day at any hour (and/or minutes) into peg words. For instance, the # 34 and the peg word “mower” will represent your appointment on Wednesday (# 3) at 4 o’clock (# 4). And to help you remember what you are supposed to do on Wednesday at 4 o’clock, just associate the appointment itself to these peg words.

Nevertheless, the hours 11 o’clock and 12 o’clock cannot be represented by a peg word because they are themselves composed of two digits already. 10 o’clock, on the other hand, can be transposed to “0.” To transpose an appointment that falls on 11 or 12 o’clock, you could transpose the day and the hour into a three digit number and think of a peg word for it. You could also transpose it by just using “1” for 11 o’clock and “2” for 12 o’clock. However, you need to use a different peg word for them to avoid confusing it with the other peg words that you used for appointments made on 1 and 2 o’clock.

Note that it is hardly necessary to trouble yourself whether the peg words refer to a morning appointment or evening appointment. The appointments that you usually make for the evening are totally different from the ones that you make in the morning. However, if you feel the need to differentiate morning from evening appointments, you could use the peg words “aim” for a.m. and “poem” for p.m. or any other related words for that matter (just as long as you remember what those words stand for).

Curing Absent-Mindedness

Absent-mindedness is nothing more than mere inattention. The easiest and most practical way to avoid being absent-minded is to pay attention to what you are doing.
You could also use associations to help you remember. Just as with the previous methods and ideas of remembering, make sure that your associations are as ridiculous or illogical as possible. For instance, you could make an association between the object that you hid and its location.