



MIND AND MEMORY

— M A S T E R Y —

SPECIAL REPORT



Supercharge your Memory and Hone
your Brain By Employing these
Adept Techniques!!!



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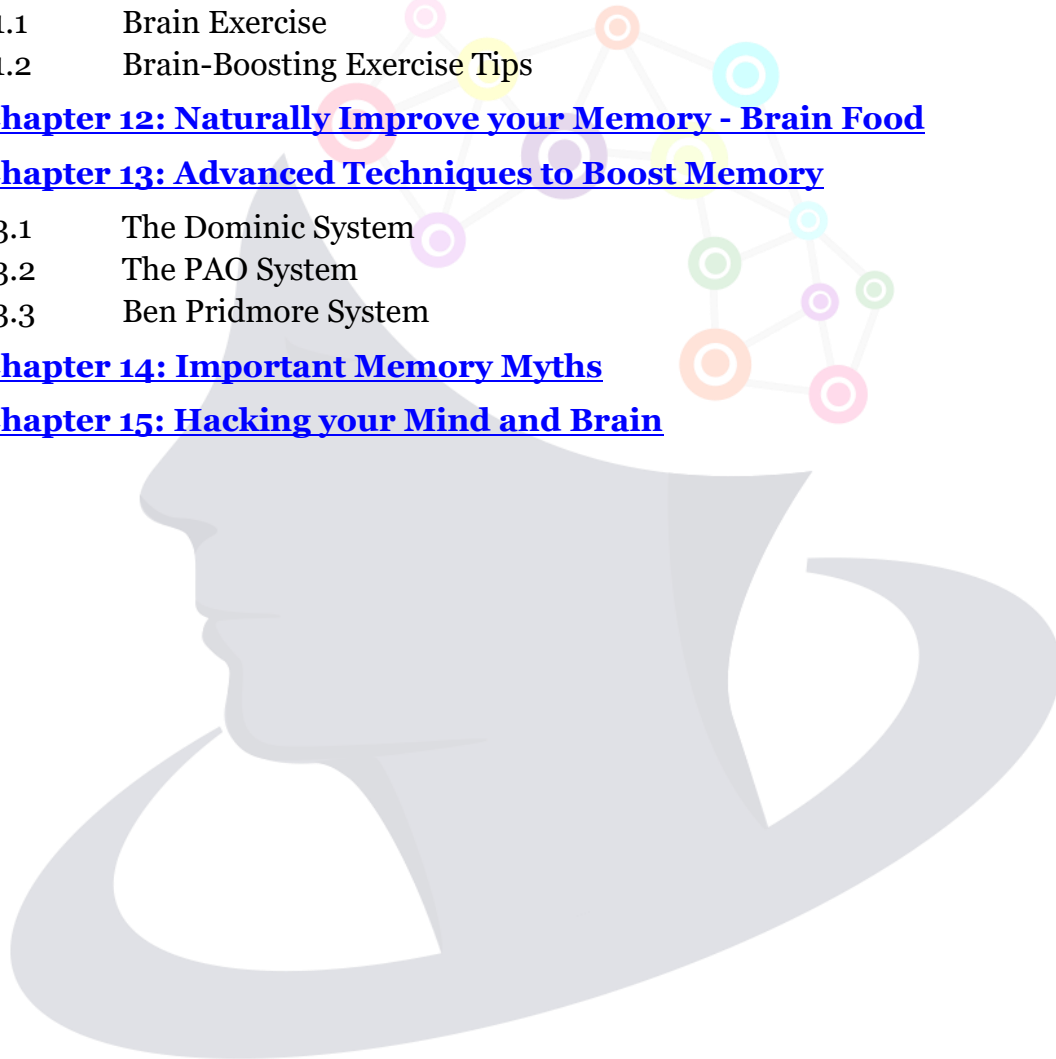
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Introduction

“Memory is the scribe of the soul.” – Aristotle

Experiencing a little fuzzy thinking and memory loss is a normal part of the human lifestyle. At some point, we all forget someone's name or struggle to find just the right word. But memory can always be sharpened and improved to avoid such situations where you fail to recall important things.

Memory strength is just like muscular strength. The more you use it, the stronger it gets. But you can't lift the same size weight every day and expect to get stronger. You'll need to keep your brain constantly challenged. Learning a new skill is an excellent way to strengthen your brain's memory capacity. In this course, we have covered different and unique ways to improve your memory by learning something new, doing different activities that keep your brain challenged and active.

This training also deals with extraordinary and effective ways to sharpen your memory and have better learning experiences like creating a memory palace, using mnemonics for remembering long lists of information, etc. It covers other important aspects for building a healthy memory and fighting off memory loss. Through this course, we have tried to cover everything that you need to know about mastering your memory and brain training exercises to boost and sharpen your brain.

Keep in mind that forgetting the name of a former acquaintance or making a mistake on your monthly bills is likely normal. What's not typically normal is forgetting the name of a grandchild and forgetting to pay your bills. So do not take your memory loss lightly and get started before the symptoms worsen and lead to a slip.

Let's get started...



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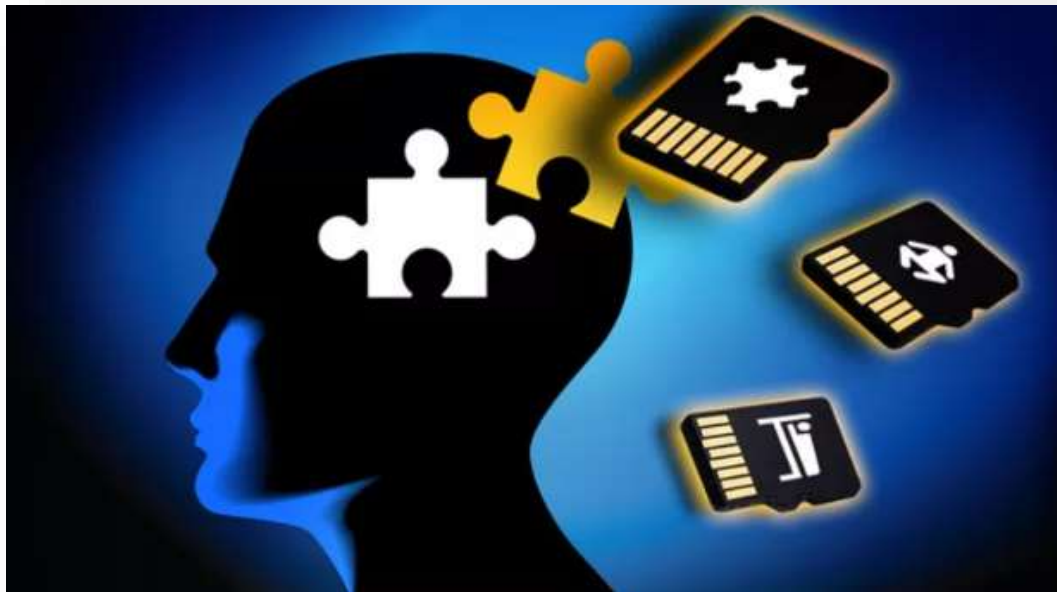
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Chapter 1



MIND AND MEMORY — AN OVERVIEW

Consider your morning routine. You probably got up, got dressed, drank a cup of coffee and drove to work (or university) while listening to a radio station. You paid no special attention to your route, sang along with a tune you learned maybe years ago, and mentally tuned out an ad you have heard too many times. The day is still young, yet you have already performed thousands of actions without thinking about them.



Have you ever wondered how you manage to remember information for a test, a meeting or a presentation? The ability to create new memories, store them for periods of time, and recall them when they are needed allows us to learn and interact with the world around us. Consider for a moment how many times a day you rely on your memory to help you function, from remembering how to use your computer to recollecting your password to log-in to your online bank account.

The ability to remember major facts and small details is essential for daily life. The processes of the supercomputer - the human brain - which facilitates memory, has intrigued the cognitive realm of psychology and has prompted research particularly in the last three decades. Human memory has a remarkable ability so familiar to us that we usually take it for granted. That ability is simply that one thing reminds us of another.

This brings us to an important question – how do you define memory and what is it?

1.1 What is Memory?



Essentially, memory is a complex process that involves acquiring, storing, and recalling information. Not all memories are the same, however.

- Memory refers to the processes which are used to retain and store information and later retrieve them.
- It is our ability to encode, store, retain and subsequently recall information and past experiences in the human brain.
- In more simple terms, Memory is the sum total of what we remember and gives us the capability to learn and adapt from our previous experiences as well as to build relationships.
- The power of recalling to mind the previously learned facts, experiences, impressions, skills, and habits.

In more physiological or neurological terms, memory is, at its simplest, a set of encoded neural connections in the brain. It is the re-creation or reconstruction of



past experiences by the synchronous firing of neurons that were involved in the original experience.

As we will see, though, because of the way in which memory is encoded, it is perhaps better thought of as a kind of collage or jigsaw puzzle, rather than in the traditional manner as a collection of recordings or pictures or video clips, stored as discrete wholes.

Our memories are not stored in our brains like books on library shelves but are actually on-the-fly reconstructions from elements scattered throughout various areas of our brains.

Human memory involves the ability to both preserve and recover information we have learned or experienced. As we all know, however, this is not a flawless process. Sometimes we forget or misremember things. Sometimes things are not properly encoded in memory in the first place. Memory problems can range from minor annoyances like forgetting where you left your car keys to major diseases that affect the quality of life and the ability to function.

1.2 Different Stages of Memory

There are 3 main stages of memory – **Encoding, Storage, and Retrieval**. Some theorists equate these processes in human memory to the elements of information processing by computers. Encoding involves...

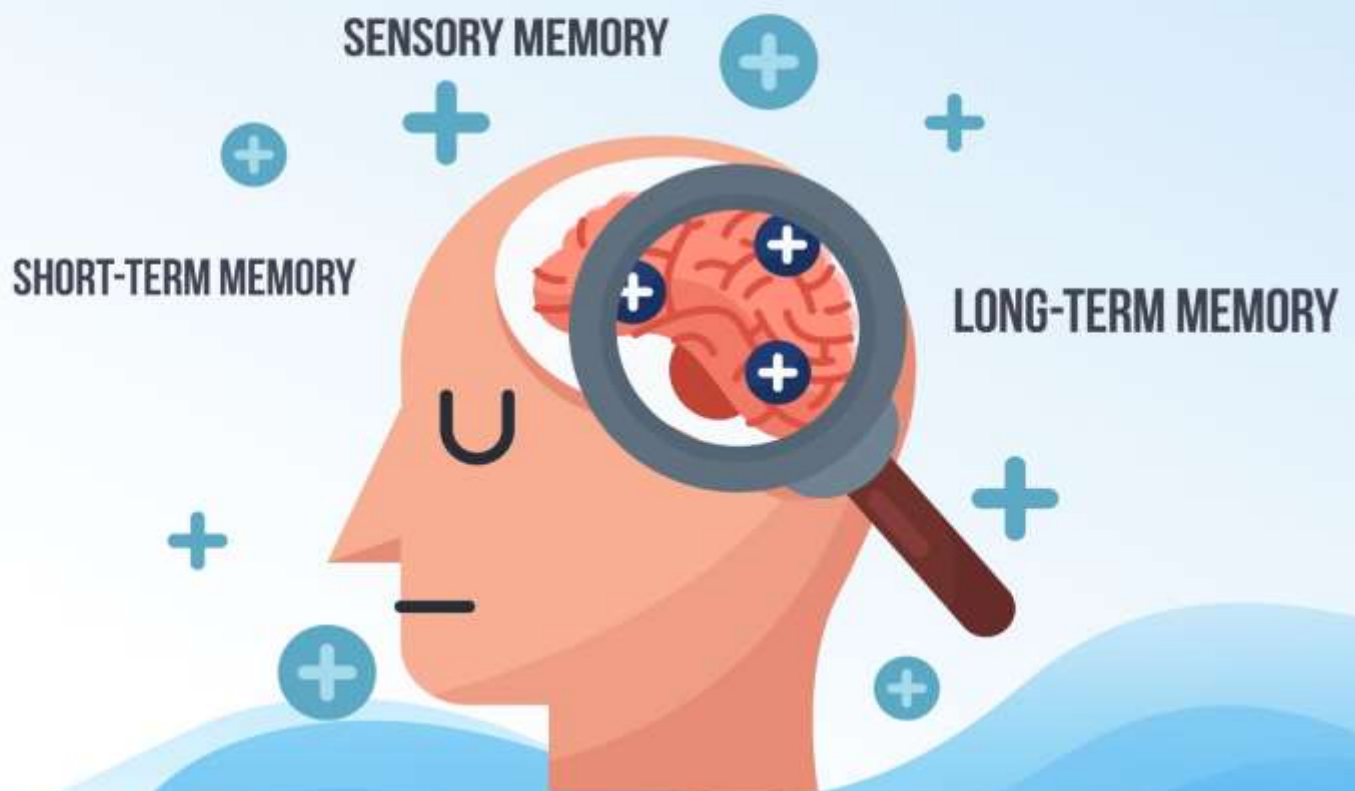
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Chapter 2



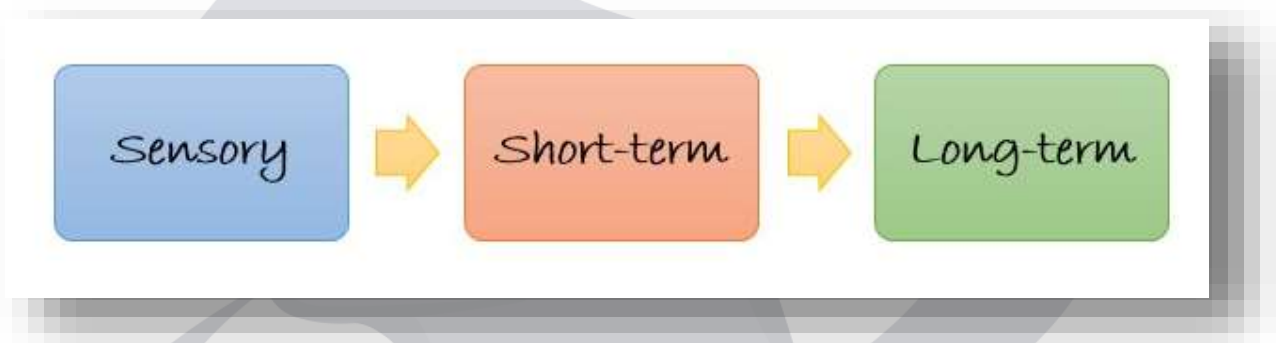
TYPES OF MEMORY

Memory is the mental function that enables you to acquire, retain, and recall sensations, impressions, information, and thoughts you have experienced. It actually takes many different forms. We know that when we store a memory, we are storing information. But, what that information is and how long we retain it determines what type of memory it is.

There are several different types, stages, classifications, and functions of memory. Most people think of memory as either short-term or long-term. However, memory can be divided into many more types or categories. We categorize short-term and long-term as stages of memory than types of memory. Types of memory are mostly subsets of long-term memory.

2.1 Stages of Memory

We have discussed this section in the previous chapter, but now let's get some more detailed insight on this:



Information that you come across on a daily basis may move through the three stages of memory. However, not all information makes its way through all three stages. Most of it is forgotten somewhere along the way. The determination of what information makes its way through the different stages depends on what you pay attention to and process. Information that you pay attention to and the process will move to the next stage of memory. However, any information you don't pay attention to doesn't make it way to the next stage.

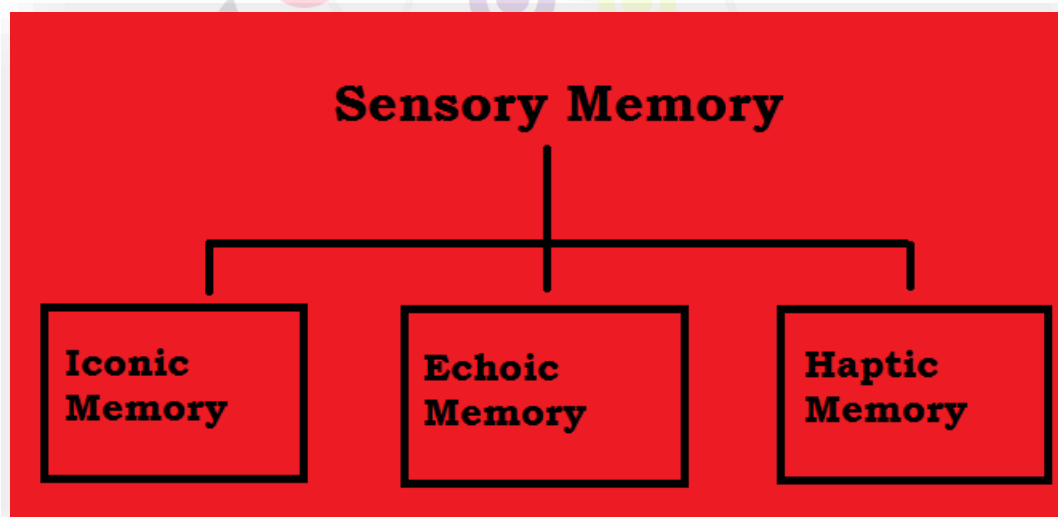
2.1.1 Sensory Memory

Sensory memory allows an individual to remember an input in great detail but for only a few milliseconds. It processes information from the environment

and holds it for a very brief period of time, generally for no longer than a second. Most of the information that gets into sensory memory is forgotten, but information that we pay attention to passes into short-term memory.

Types of Sensory memory:

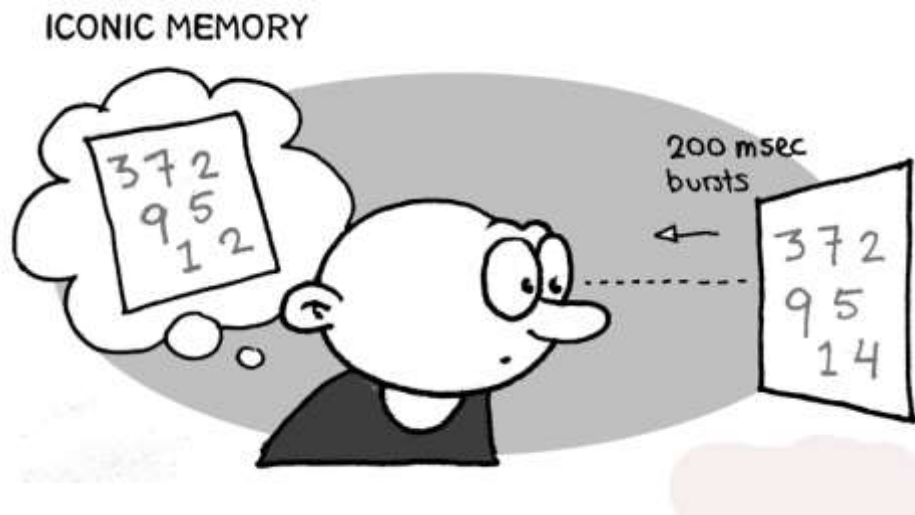
It is assumed that there is a subtype of sensory memory for each of the five major senses (touch, taste, sight, hearing, and smell); however, only three of these types have been extensively studied: **echoic memory, iconic memory, and haptic memory.**



(a) Iconic Memory

Iconic Memory is the visual sensory memory that holds the visual information for a very short span of time. It has a duration of about 100ms that lasts very briefly before quickly fading.

For example - The phenomenon when bright light moves rapidly at night and is perceived as forming a trail. Another example is depicted in this image pertains to iconic memory.



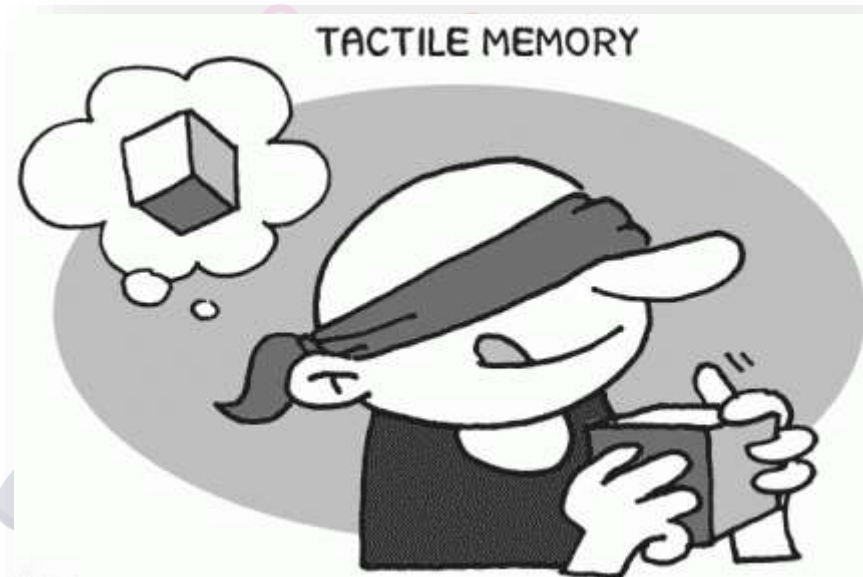
(b) Echoic Memory

Echoic memory is a type of sensory memory used by the auditory system. It is capable of holding a large amount of auditory information, but only for 3–4 seconds. Overall, echoic memories are stored for slightly longer periods of time than iconic memories.



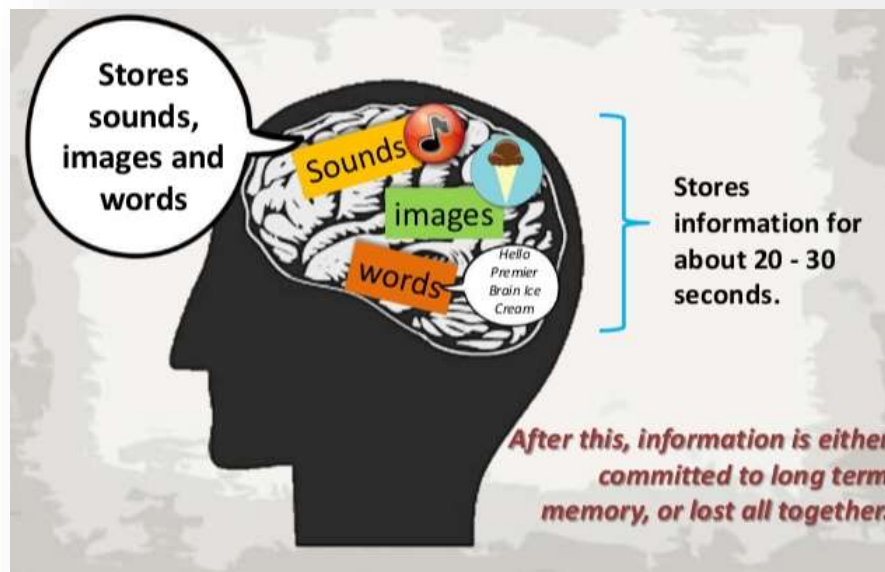
(c) Haptic Memory

Haptic memory, also known as **tactile memory** is another type of sensory memory used by the sense of touch. This type of memory seems to be used when assessing the necessary forces for gripping and interacting with familiar objects. Sensations like pressure, itching, and pain, which are briefly held in haptic memory before vanishing or being transported to short-term memory. This type of memory seems to decay after about two to three seconds.



2.1.2 Short-Term Memory

Short-Term memory is also known as **working memory or active memory**. It stores information for a brief period of recall for things that happened recently. So, basically, it acts as a scratchpad for the temporary recall of information being processed.



Short-Term memory decays rapidly and a limited capacity to store information. In simple words, this is the information that a person is currently thinking about. The average time any information is retained in the short-term memory is 20-45 seconds. While many of our short-term memories are quickly forgotten, paying attention to the information and processing it allows it to continue into long-term memory.

Short term memory not only has a limited time, but it also has a limited capacity. It is believed to only hold a few items. Research shows the number is around 7 ± 2 items.

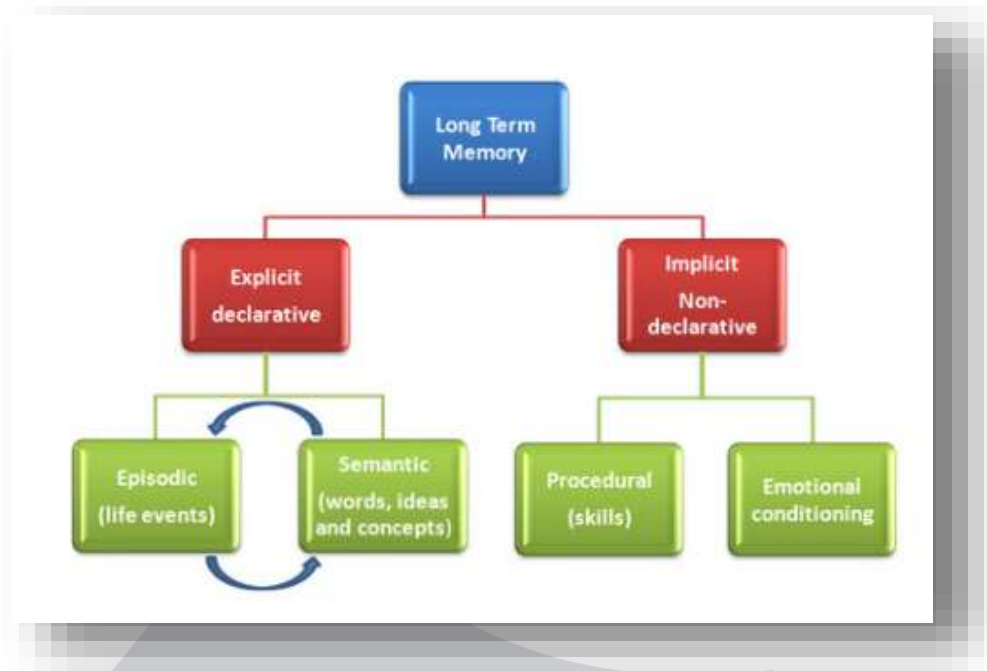
2.1.3 Long-Term Memory

Long-term memory refers to the storage of information over an extended period. It is everything that we store for a range from a few seconds to a lifetime. It is the final, semi-permanent stage of memory having infinite capacity.

The information can last in our long-term memory for hours, days, months, or years. Although we may forget at least some information after we learn it, other things will stay with us forever. As you would imagine, long-term memories are much more complex than short-term ones. We store different types of information (procedures, life experiences, language, etc.) with separate memory systems.

Types of Long-Term memory:

There are several different types and categories that people use to describe long-term memory:



(a) **Explicit Memory**

Explicit also known as **Conscious Memory** involves ...

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Chapter 3



HOW DOES MEMORY WORK?

We tend to think our memory works like a filing cabinet. We experience an event, generate a memory and then file it away for later use. However, according to medical research, the basic mechanisms behind memory are much more dynamic. In fact, making memories is similar to plugging your laptop into an Ethernet cable -- the strength of the network determines how the event is translated within your brain.



Most people talk about memory as if it were a thing they have, like bad eyes or a good head of hair. But your memory doesn't exist in the way a part of your body exists -- it's not a "thing" you can touch. It's a concept that refers to the process of remembering.

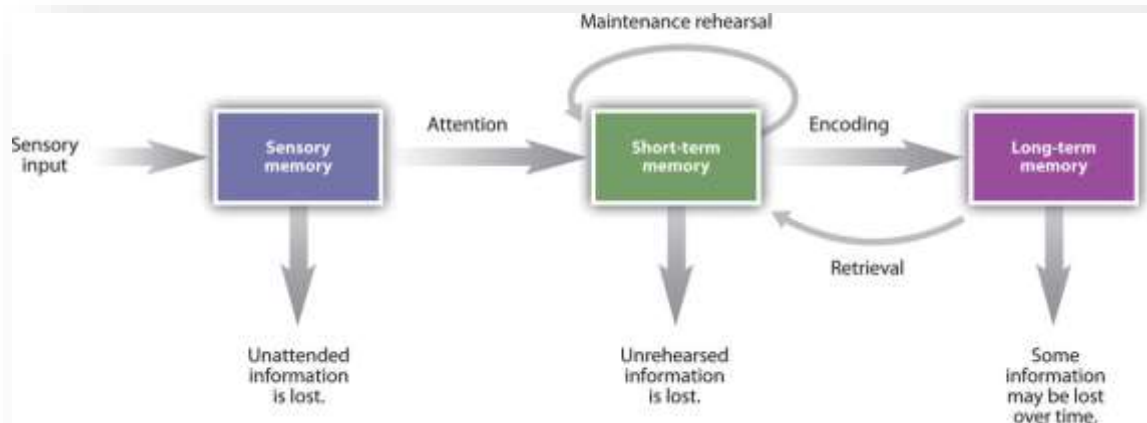
- Your "memory" is really made up of a group of systems that each play a different role in creating, storing, and recalling your memories. When the brain processes information normally, all of these different systems work together perfectly to provide cohesive thought.
- What seems to be a single memory is actually a complex construction. If you think of an object -- say a pen -- your brain retrieves the object's name, its shape, its function, the sound when it scratches across the page. Each part of the memory of what a "pen" comes from a different region of the brain. The

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entire image of "pen" is actively reconstructed by the brain from many different areas.

3.1 The Working and Process

To remember something, a human brain goes through the following process:

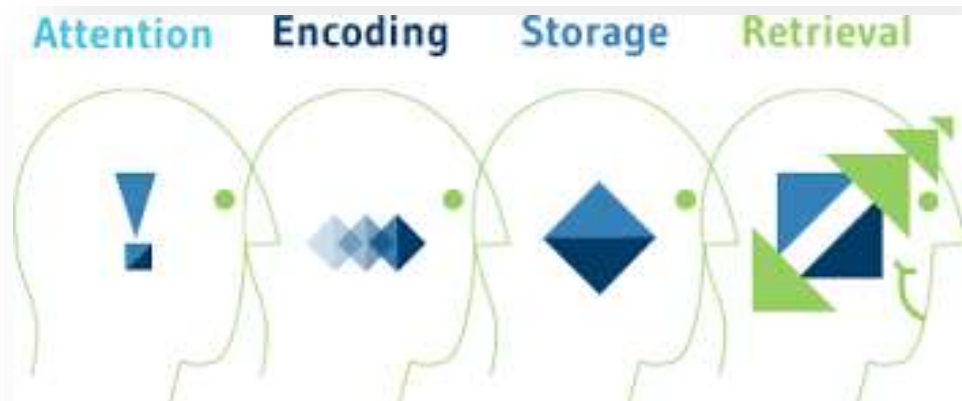


1. Encoding

- First, your brain consciously registers the memory, a process called **encoding**. This is the first step in creating a memory. It's a biological phenomenon, rooted in the senses, that begins with perception.
- Consider, for example, the memory of the first person you ever fell in love with. When you met that person, your visual system likely registered physical features, such as the color of their eyes and hair. Your auditory system may have picked up the sound of their laugh. You probably noticed the scent of their perfume or cologne. You may even have felt the touch of their hand. Each of these separate sensations traveled to the part of your brain called the **hippocampus**, which integrated these perceptions as they were occurring into one single experience -- your experience of that specific person.
- Hippocampus, along with the frontal cortex (another part of the human brain) is responsible for analyzing the various sensory inputs and

decides if they are worth remembering. If yes, they become part of the long-term memory.

- To properly encode a memory, you must first be paying attention. Since you cannot pay attention to everything all the time, most of what you encounter every day is simply filtered out, and only a few stimuli pass into your conscious awareness. If you remembered every single thing that you noticed, your memory would be full before you even left the house in the morning.



2. Storage

- Once a memory is created, it must be stored (no matter how briefly). Experts say that there are three ways we store memories: first in the sensory stage; then in short-term memory; and ultimately, for some memories, in long-term memory. Because there is no need for us to maintain everything in our brain, the different stages of human memory function as a sort of filter that helps to protect us from the flood of information that we're confronted with on a daily basis.
- The creation of a memory begins with its perception: The registration of information during perception occurs in the brief sensory stage that usually lasts only a fraction of a second. It's your sensory memory that allows a perception such as a visual pattern, a sound, or a touch to linger for a brief moment after the stimulation is over.
- After that first flicker, the sensation...



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Chapter 4

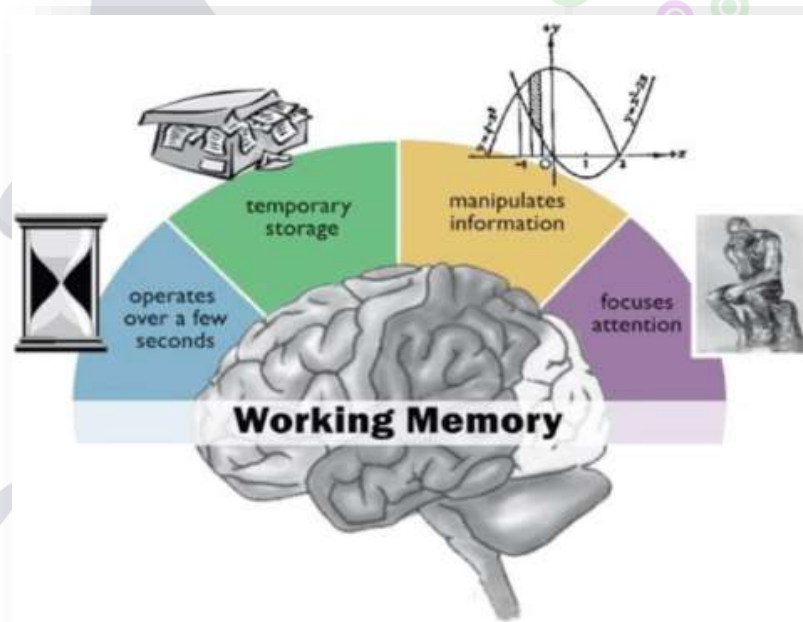


INSIGHT INTO WORKING MEMORY

Have you ever gone to the store without a list, thinking you'll remember everything you need, but discovered when you got home that you forgot several items? If so, you've experienced the limitations of working memory. Working memory is the mental sticky note we use to keep track of information until we need to use it.

4.1 What is Working Memory?

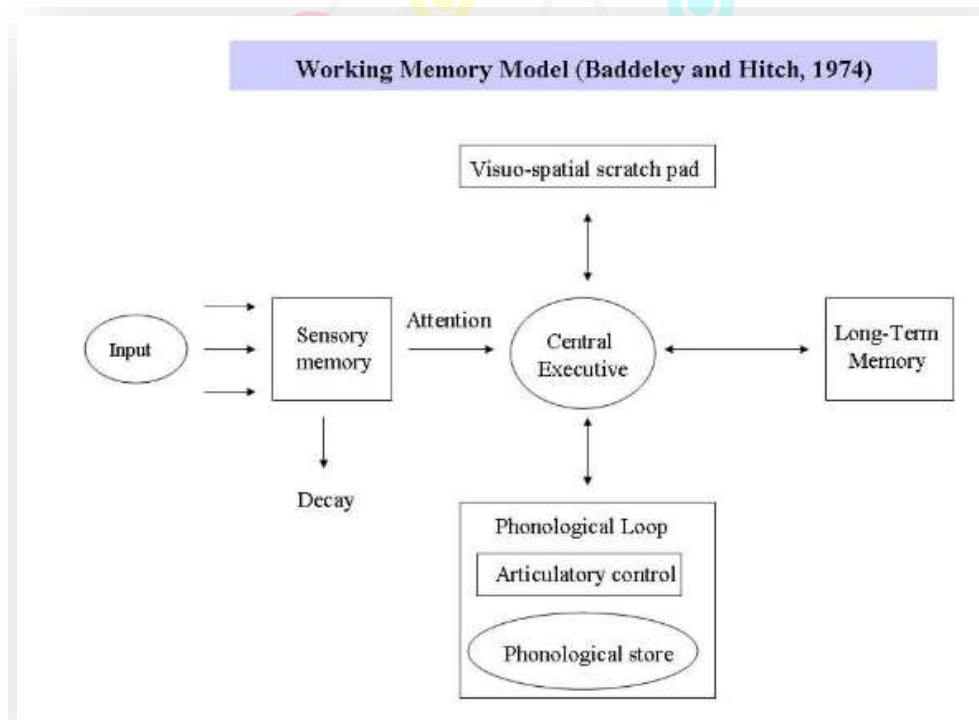
Working memory is a short-term memory. Short-term memory holds a limited amount of information for a short period of time with a little processing. It is a unitary system. This means it is a single system without any subsystems. But working memory is not a unitary store. This means, instead of information flowing into one single store, there are different systems for different types of information.



An important characteristic to understand working memory in humans is that it can only hold a limited amount of information. As one example of this, most people can only accurately hold about 7 numbers in working memory at any given time. Another defining characteristic is that the information in working memory is transitory. It is only held briefly in order to attempt to accomplish a task or activity and then it is gone (unless other measures are taken to convert it into a more long-term memory).

- Working memory helps kids hold on to information long enough to use it.
- It plays an important role in concentration and following instructions.
- Working memory effects in different subject areas especially calculations and carrying out important daily tasks like reading, remembering instructions, etc.

4.2 Working Memory Model



Working memory consists of 3 main systems:

(a) Central Executive

- The central executive is the most important and versatile component of the model because it is responsible for monitoring and coordinating the operation of the slave systems (i.e., visuospatial sketchpad and phonological loop) and relates them to long-term memory.
- The central executive decides which information is attended to and which parts of the working memory to send that information to be dealt with. For example, two activities sometimes come into conflict, such as



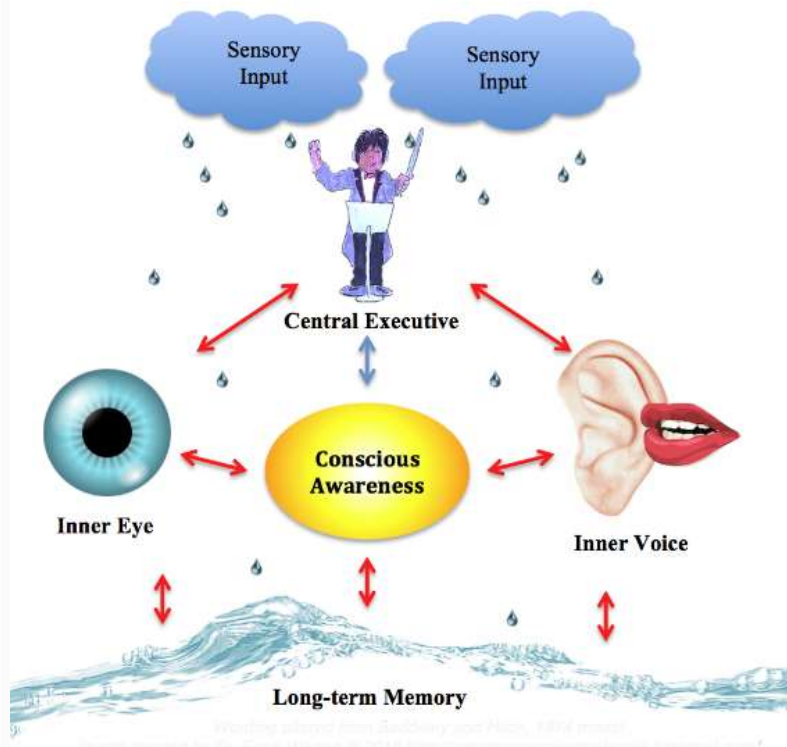
driving a car and talking. Rather than hitting a cyclist who is wobbling all over the road, it is preferable to stop talking and concentrate on driving. The central executive directs attention and gives priority to particular activities.

- It acts more like a system which controls attentional processes rather than as a memory store. This is unlike the phonological loop and the visuospatial sketchpad, which are specialized storage systems. The central executive enables the working memory system to selectively attend to some stimuli and ignore others.
- The Central Executive drives the whole system (e.g., the boss of working memory) and allocates data to the subsystems: the phonological loop and the visuospatial sketchpad. It also deals with cognitive tasks such as mental arithmetic and problem-solving.

(b) Visuospatial Sketchpad (Inner Eye)

- The visuospatial sketchpad (**inner eye**) deals with visual and spatial information. Visual information refers to what things look like.
- According to Baddeley, it is likely that the visuospatial sketchpad plays an important role in helping us keep track of where we are in relation to other objects as we move through our environment.
- As we move around, our position in relation to objects is constantly changing and it is important that we can update this information. For example, being aware of where we are in relation to desks, chairs, and tables when we are walking around a classroom means that we don't bump into things too often!
- The sketchpad also displays and manipulates visual and spatial information held in long-term memory. For example, the spatial layout of your house is held in LTM. Try answering this question: How many windows are there in front of your house? You probably find yourself picturing the front of your house and counting the windows. An image has been retrieved from LTM and pictured on the sketchpad.

Working Memory



(c) Phonological Loop

- This is a part of the memory that...

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Chapter 5



WHY DOES MEMORY FADE?

Forgetting is an all too common part of daily life. Sometimes these memory slips are simple and fairly innocuous, such as forgetting to return a phone call. Other times, forgetting can be much dire and even have serious consequences, such as an eyewitness forgetting important details about a crime.

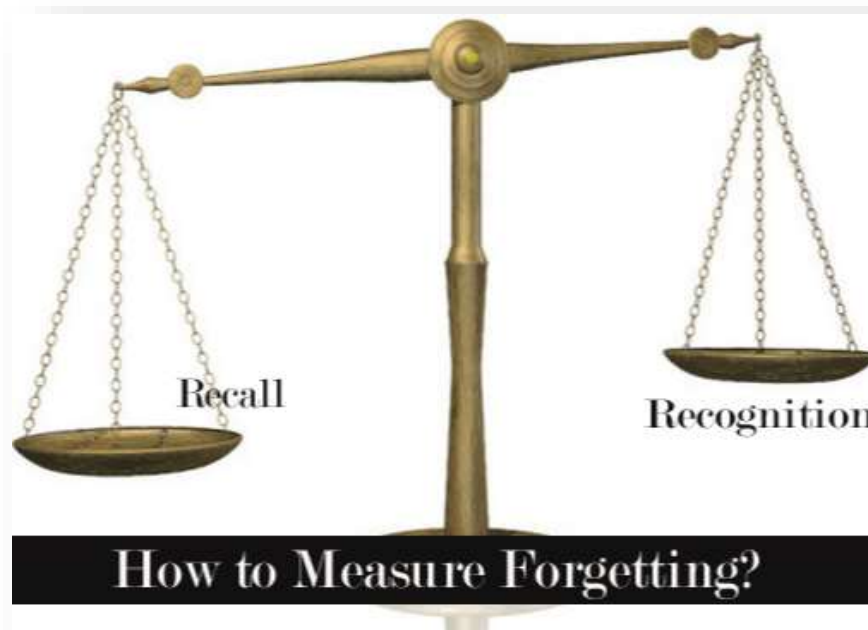


From forgetting where you left your keys to forgetting to return a phone call, memory failures are an almost daily occurrence. Forgetting is so common that you probably rely on numerous methods to help you remember important information such as jotting down notes in a daily planner or scheduling important events on your phone's calendar. However, forgetting is generally not about actually losing or erasing this information from your long-term memory. Forgetting typically involves a failure in memory retrieval. While the information is somewhere in your long-term memory, you are not able to actually retrieve and remember it.

5.1 How to Measure Forgetting?

Sometimes it might seem that information has been forgotten, but even a subtle cue can help trigger the memory. A simple example to understand this is remembering your school days and the time of examinations. While you initially feel forgetful and unprepared to fight the exam, looking at the test paper and the information available

on it, helps cue the retrieval of information you might not have known you even remembered.



This gets us to an important question – how to know if something has been forgotten? Well, there are different ways to measure this-

(a) Recall

People who have been asked to memorize something, such as a list of terms, might be asked to recall the list from memory. By seeing how many items are remembered, researchers are able to identify how much information has been forgotten. This method might involve the use of free recall (recalling items without hints) or prompted recall (utilizing hints to trigger memories).

(b) Recognition

This method involves identifying information that was previously learned. On a test, for example, students might have to recognize which terms they learned about in a chapter of their assigned reading.

5.2 Why Do We Forget?

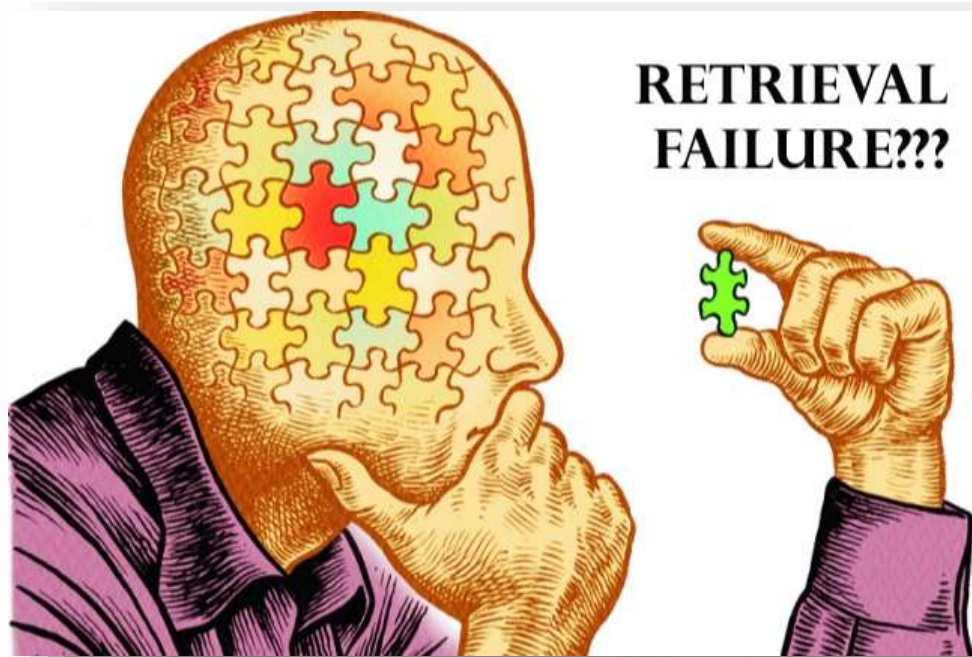
Why do we forget information we have learned in the past? There are four basic explanations for why forgetting occurs: **retrieval failure, interference, failure to store and motivated forgetting.**



Sometimes information is simply lost from memory and in other cases, it was never stored correctly in the first place. Sometimes memories compete with one another, making it difficult to remember certain information. In still other instances, people actively try to forget things that they simply don't want to remember.

1. Retrieval Failure

Have you ever felt like a piece of information has just vanished from your memory? Or maybe you know that it's there, but you just can't seem to find it. The inability to retrieve a memory is one of the most common causes of forgetting.



Sometimes the memories are there, we just can't seem to access them. Two of the basic reasons for this failure in memory retrieval are related to encoding failures and lack of retrieval cues. A common reason why we don't remember information is because it never made it into long-term memory in the first place. Mostly, we aren't able to recall a piece of information because it wasn't ever encoded into our long-term memory.

Another reason why we are unable to retrieve information from memory i.e. retrieval failure is known as **decay theory**. According to this theory, a memory trace is created every time a new theory is formed. Decay theory suggests that over time, these memory traces begin to fade and disappear. If the information is not retrieved and rehearsed, it will eventually be lost. However, on the contrary, there are some memories which are not rehearsed or remembered but are still remarkably stable in long-term memory.

2. Interference

Another theory known as **interference theory** suggests that some memories compete and interfere with other memories. When information is...

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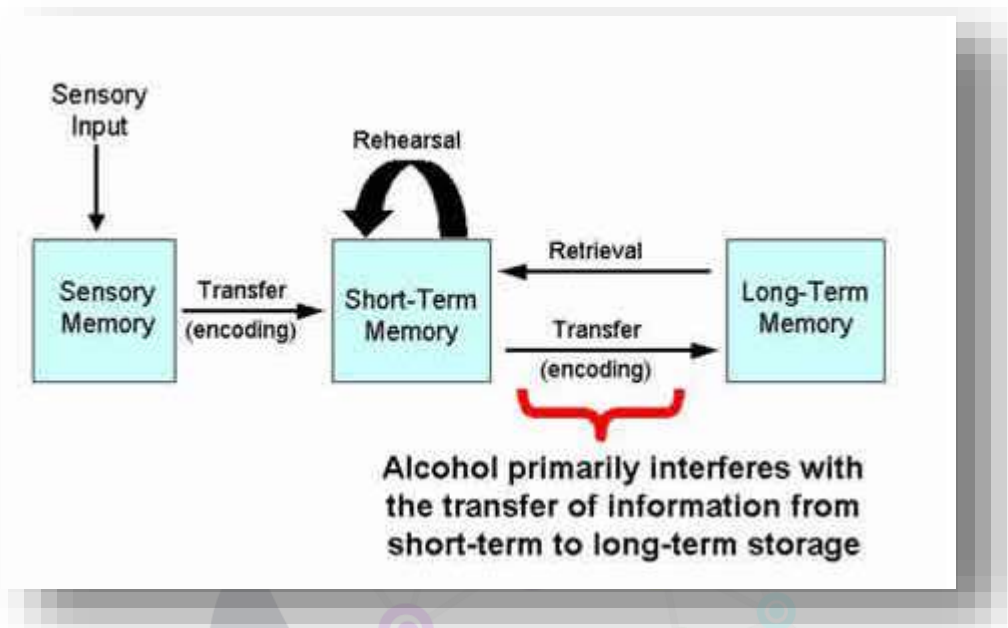


THE IMPACT OF ALCOHOL ON MEMORY

The human brain is a very complex organ involved in just about every aspect of human life. The three main regions of the brain are the brain stem, cerebrum, and cerebellum. The cerebellum, that makes up to 85% of the brain by weight, is involved in controlling motor functions and balance, and also cognitive functions such as language, attention, and the emotional responses to pleasure and fear, and processing and storing task-based, or procedural, memories.



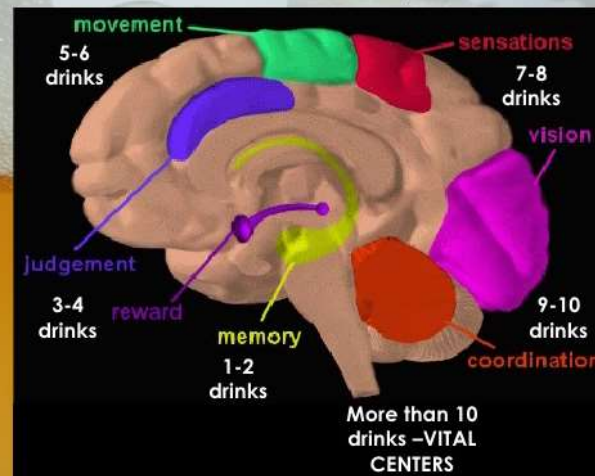
Many factors can influence memory impairment and memory loss; for example, as people age, they lose neurons in the hippocampus, which is part of the limbic system, and it may disrupt their ability to learn new things. Alcohol primarily interferes with the ability to form new long-term memories, leaving intact previously established long-term memories and the ability to keep new information active in memory for brief periods.



Alcohol and the effects of alcohol on memory and general cognitive functioning have been the subject of much research over the years.

Alcohol acts as a general central nervous system depressant, but it affects some areas of the brain more than others. Specifically, it leads to distraction and inattention and significantly inhibits neuronal activity in the hippocampus, which impairs memory encoding since the hippocampus plays an important role in the formation of new declarative memories.

Alcohol's Effects on the Body: BRAIN



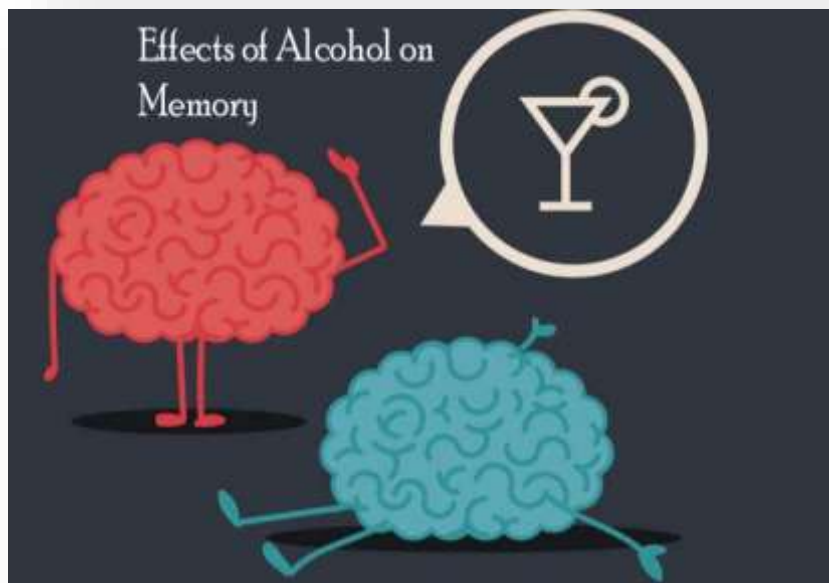
6.1 Effect of Alcohol on Long-Term Memory

- Although light to moderate drinking does not appear to impair long-term cognitive functioning significantly (and according to some studies, may actually decrease the risk of cognitive decline), heavy drinking and chronic alcoholism are associated with long-term impairment in sustained attention and working memory function, especially visual working memory.
- Serious over-consumption of alcohol, especially in comparison with the intake of other foods, can cause a thiamine deficiency, leading to a much more serious form of amnesia known as **Korsakoff's syndrome**.



6.1.1 Impact on Explicit Memory

- Explicit memory requires a conscious and intentional effort for recall. It includes both **episodic** memory (for specific events, such as a party) and **semantic** memory (for general information, such as one's name).
- Alcohol particularly impairs the encoding of episodic memory (that part of declarative memory that relates to our personal experiences and specific events in time), especially for certain types of recall, such as cued recall, the recognition of completed word fragments and free recall.
- A "**blackout**" is an example of a difficulty in the encoding of episodic memories due to high doses of alcohol. It is caused by a rapid increase in blood alcohol concentration, which in turn distorts the activity of neurons in the hippocampus, thus impairing a person's ability to form new episodic memories.



- High doses of alcohol severely disrupt the storage process of semantic memories. Alcohol was found to impair the storage of novel stimuli but not that of previously learned information. Since alcohol affects the central nervous system, it hinders semantic storage functioning by restricting the consolidation of the information from encoding.
- Alcohol also severely disrupt the **encoding and storage process of new semantic memories** (our memory of facts, meanings and acquired knowledge about the external world), although apparently not that of previously learned information.
- Retrieval of explicit memory is significantly impaired by alcohol. When compared to sober participants, intoxicated participants performed quite poorly on a recall task for everyday events (i.e., episodic memory). Intoxicated participants are also slower to respond in reaction time tasks.
- Alcohol also impairs retrieval in word recognition tasks. When both encoding and retrieval take place during intoxication, there are surprisingly more impairments for cued recall than for free recall. In terms of gender differences in retrieval processes, females tend to score lower than males on recall tasks when intoxicated.

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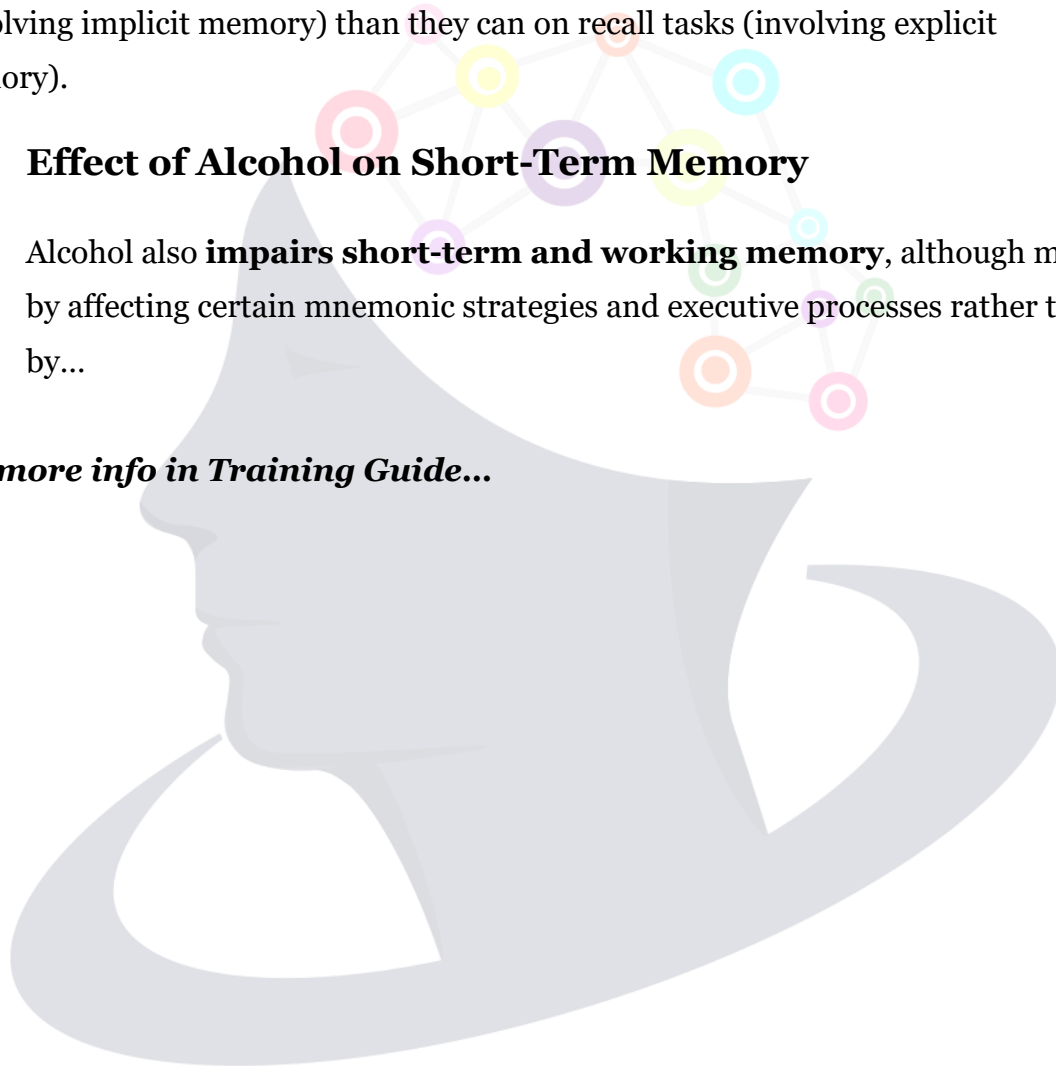
6.1.2 Impact on Implicit Memory

Implicit memory does not require conscious effort or intention for recall. Implicit memory includes procedural memory, which influences our everyday behaviors, such as riding a bike or tying shoes. People can perform these abilities without even thinking about them, which means procedural memory functions automatically. While retrieval of explicit memory is severely impaired by alcohol, retrieval of implicit memory is not. Intoxicated subjects score higher on recognition tasks (involving implicit memory) than they can on recall tasks (involving explicit memory).

6.2 Effect of Alcohol on Short-Term Memory

- Alcohol also **impairs short-term and working memory**, although mainly by affecting certain mnemonic strategies and executive processes rather than by...

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MIND AND MEMORY

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Chapter 7



THE IMPACT OF DRUGS ON MEMORY

It is well known that using illicit drugs or abusing controlled substances is harmful to the body and brain. Memory loss may be a common side effect of drug abuse. Drug abuse also interferes with the way the brain communicates and processes memories, which can cause memory loss. It is a serious factor in memory loss and a lack of concentration, which can affect aspects of your life you may not have considered.



Drugs can make it hard for you to study, improve your skills at work, learn and retain new concepts, and even pay attention to what's happening around you. When you think about the activities that require your full attention – like driving – this side effect is certainly one to think about.

Drug abuse may go hand-in-hand with other potential contributors to memory loss, such as:

- **Stress:** High levels of stress due to traumatic events and chronic stress are risk factors for substance abuse and addiction, as published in the Annals of the New York Academy of Sciences. Stress can make changes in the brain that can cause memory loss or inhibit the growth of new neurons in the hippocampus, which is important for the formation of new memories.
- **Poor nutrition:** Drug abuse can deplete the body of healthy levels of vitamins and nutrients that are necessary for proper brain function.
- **Depression:** Mood disorders can create an inability to focus and a lack of attention that can disrupt memories. A third of those suffering from a major depressive disorder also meet the criteria for a substance abuse disorder, according to studies published in Current Opinion in Psychiatry.



- **Unhealthy sleep patterns:** A disruption of quality sleep, which is often a side effect of drug abuse, can interfere with memory functions.

Many people who suffer memory problems due to drug abuse aren't even aware that they've been affected. A British Study shows that 75 percent of Ecstasy users have memory impairments, and that goes for both long- and short-term users. Another study found that ecstasy can impact your 'prospective memory', the part of your brain that remembers that you need to remember something. This can leave many people with the feeling that you've forgotten to do something after drug abuse. This type of memory is linked to the brain's ability to organize, plan, and do multiple things at the same time. These findings were also consistent in participants who use a mix of recreational drugs.

Emotions and memory are complexly intertwined. It is understood that drug abuse alters moods and interferes with the regulation of emotions and therefore with memory formation, processing, and storage. Some of these effects may only last as long as a user is intoxicated or "high," while others may persist longer and increase with regular abuse. Different types of drugs affect the brain in differing ways; therefore, some may be more detrimental to memory functions than others.

1. Marijuana

- This is the most commonly abused illicit drug in America with close to 40 percent of high school seniors abusing it in the month leading up to the national survey.



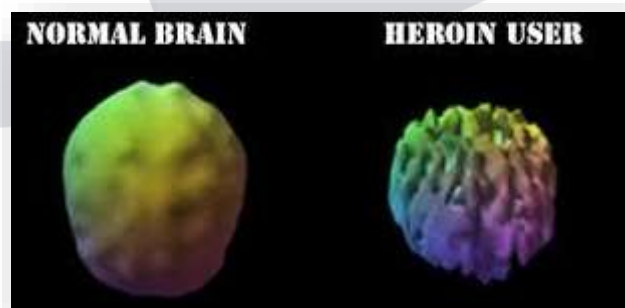
- The main active ingredient in marijuana is delta-9-tetrahydrocannabinol, or THC, which binds to cannabinoids receptors in the brain, over activating them and producing “high” and other mind-altering effects.
- The hippocampus is involved in memory processing and the transferring of short-term memories into long-term ones, which is disrupted by the introduction of THC.
- Typically, marijuana primarily affects the formation of new short-term memories and their transference to long-term status, meaning that while someone is “high,” they may not be able to make new memories or remember what happened while they are intoxicated.
- When marijuana is introduced before the brain is finished forming, cognitive abilities, which may include memory functions, may be disrupted permanently.
- A study published by NIDA found that people who started abusing marijuana as adolescents and used it regularly lost an average of 8 IQ points that were unrecoverable even upon the cessation of marijuana abuse in adulthood.
- The shape of the hippocampus was also shown to be altered by chronic and long-term marijuana abuse in adolescents in a study published

in Tech Times, and this change negatively affected long-term memory functions.

- Teens who smoked marijuana daily from age 16 or 17 for at least three years were tested on long-term memory functions and found to perform 18 percent lower than their peers who didn't abuse the drug regularly.
- Other studies indicate that marijuana abuse significantly affects short-term memory functions and attention levels while intoxicated and immediately thereafter, and continued and regular abuse may perpetuate these deficiencies in memory and attention long-term.

2. Heroin and Prescription Opioids

- Opioids are a class of drugs including both illegal heroin and prescription narcotics like Vicodin, OxyContin, and morphine.
- Opioid drugs bind to opioid receptor sites in the brain and effectively block feelings of pain. They also stimulate the production of dopamine, which is one of the brain's chemical messengers, or neurotransmitters, involved in feelings of pleasure within the limbic system.
- When normal neurotransmitter functions are disrupted, cognitive functions like short-term and long-term memory may be impaired. Heroin abuse, when perpetuated long-term, disrupts the integrity of white matter in the brain and therefore interfere with decision-making abilities, a person's response to stress, and emotional and mood regulation.



- While opioids are not thought to cause significant memory loss or disruption directly, their effects on the central nervous system,

particularly on respiration, may lead to permanent brain damage, coma, or death. Opioids slow breathing functions by acting on the brain stem, which may result in a toxic overdose.

- Those who survive an opioid overdose may experience impaired cognition and disrupted memory functions as a result of the brain being deprived of oxygen for a length of time.

3. Benzodiazepines

- Prescription medications such as Valium, Xanax, and Ativan are commonly abused. Many people seeking treatment for a drug abuse or dependency issue are reported abusing benzodiazepines.
- These medications are prescribed to treat anxiety, insomnia, and seizures. They also may be used during a medical procedure as a part of an anesthesia regimen due to their ability to induce short-term memory loss with their amnesic properties.



- Benzos are central nervous system depressants which may interfere with the way people process memories and the transference of short-term memories into long-term ones as well as the formation of new memories.
- Benzos may also interfere with episodic memories, which are memories related to recent events. In some cases, users have reported “blackouts”



when taking a benzodiazepine, meaning that they engaged in an activity they had no recollection of afterward.

- Taking or abusing benzodiazepines long-term can increase the risk of developing Alzheimer's, a form of dementia involving memory loss and cognitive impairment.
- The elderly population is warned against taking benzodiazepine medications as well as slowed metabolisms and interactions with other medications can cause adverse reactions and increase cognitive impairment and potential memory troubles.

4. Cocaine

- Cocaine is a powerful stimulant and a highly addictive drug that works to block the reabsorption of dopamine in the brain, causing a flood of this neurotransmitter and an intense euphoric effect.
- The brains of cocaine-addicted individuals have been studied through magnetic resonance imaging (MRI) and show...

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MIND AND MEMORY

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Chapter 8



**BUILDING A HEALTHY MEMORY -
TOOLS AND TECHNIQUES**

Memory is more than recalling information for exams, trivia games or quizzes. It's an important work skill that you can develop and improve. Whether it's remembering key statistics during a negotiation, or quoting a precedent-setting action when making a decision, or impressing clients with your knowledge of their product lines – your ability to remember is a major advantage.



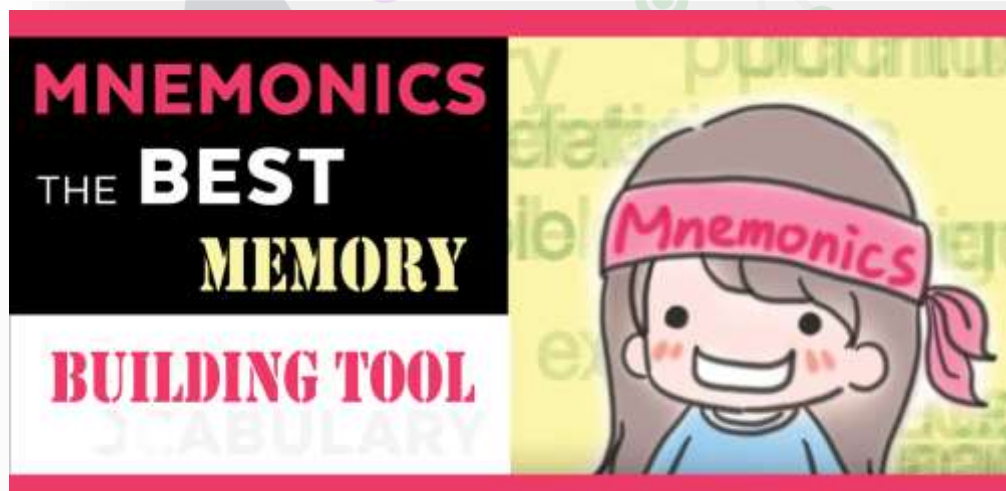
People with good memories are often seen as knowledgeable, smart, competent, and dependable. And there are many techniques you can use to develop your own ability to remember information – and then recall it when and where you need it.

In this section, we will help you with some tools to improve and build a healthy memory. This would help you to remember facts accurately and also remember the structure of information.

As with other mind tools, the more practice you give yourself with these techniques, the more effectively you will use them. This section contains many of the memory techniques used by stage memory performers. With enough practice and effort, you may be able to have a memory as good. Even if you do not have the time needed to develop this quality of memory, many of the techniques here are useful in everyday life.

8.1 Mnemonics

- Mnemonics are simple memory-improving tools that help you connect every day, easy-to-remember items and ideas to the information you want to remember. Later, by recalling these everyday items, you can also recall what you wanted to remember.
- It is another word for memory tool. Mnemonics are techniques for remembering information that is otherwise quite difficult to recall.
- The idea behind using mnemonics is to encode difficult-to-remember information in a way that is much easier to remember.



8.1.1 Mnemonic Techniques

Let us learn a few mnemonic techniques:

a. The Number/Rhyme Technique

This allows you to remember the ordered lists. Start with a standard word that rhymes with the number (we recommend 1 – Bun, 2 – Shoe, 3 – Tree, 4 – Door, 5 – Hive, 6 – Bricks, 7 – Heaven, 8 – Gate, 9 – Line, 10 – Hen). Then create an image that associates each with the thing you're trying to remember.

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For Example: To remember a list of South American countries using number/rhyme, you might start with:

- One – Bun/Colombia: A BUN with the COLUMn of a Greek temple coming out of it.
- Two – Shoe/Venezuela: VENus de Milo coming out of the sea on a SHOE.
- Three – Tree/Guyana: Friends call GUY and ANnA sitting in a TREE.
- Four – Door/Ecuador: A DOOR in the shape of a circle/globe with a golden EQUAtOR running around it.



b. The Number/Shape System

Here, create images that relate to the shape of each number, and connect those images to the items on your list. Let's use the same example:

- One – Spear/Columbia: The shaft of the SPEAR is a thin marble COLUMn.
- Two – Swan/Venezuela: This time, VENus is standing on the back of a SWAN.
- Three – Bifocal Glasses/Guyana: GUY has just trodden on ANnA's bifocals. She's quite cross!

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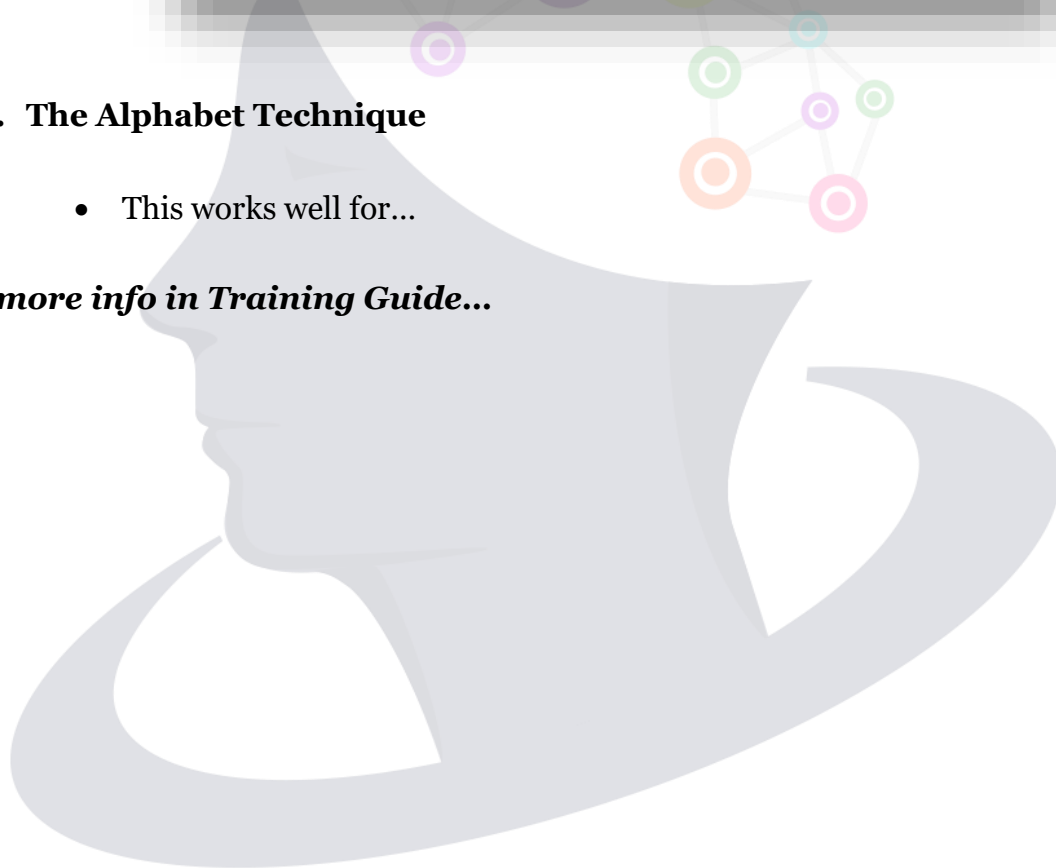
- Four – Sailboat/Ecuador: The boat is sailing across the golden line of the EQUATOR on a globe.



c. The Alphabet Technique

- This works well for...

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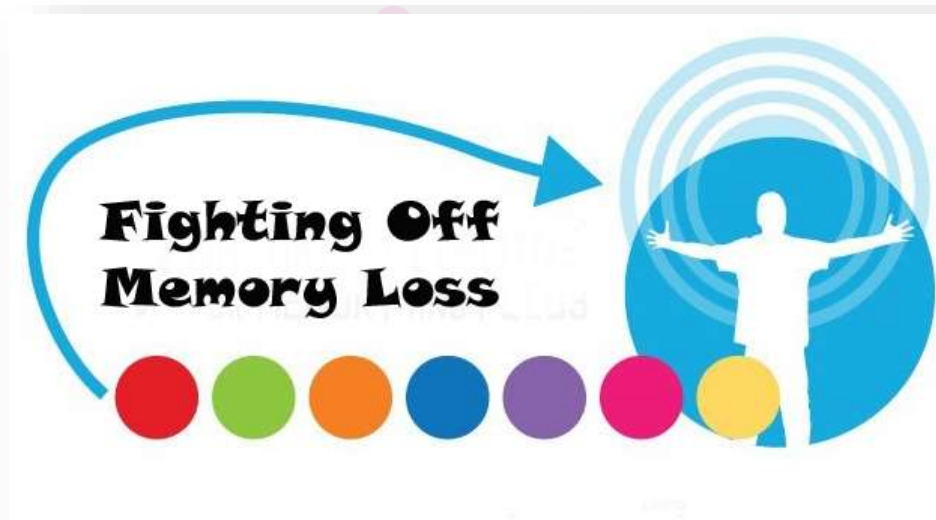
Chapter 9



FIGHTING OFF MEMORY LOSS

By now, we all know that memory loss is a common phenomenon and everyone has these memory blips from time to time. And as a person grows older these slip-ups become more common.

But you should not resign yourself to memory loss just because you hear or you know that it's a common phenomenon. There are some techniques to fight it off by keeping your brain sharp and reduce it:



1. Stay Mentally Active

Mental activities are equally important in one's life as daily physical activities. Mentally stimulating activities help to keep the human brain in shape, which is necessary to prevent memory loss.

An effective way to incorporate this is by doing crossword puzzles, playing bridges, etc. Other ways to keep your mind fit and active is by learning a musical instrument in your free time, volunteering at a local school, etc. Playing Sudoku might also help.

2. Socialize More Often

Engage with more people around you as social interaction helps to combat stress, anxiety, and depression, which can contribute to memory loss. Find opportunities that bring you closer to your family, friends, and relatives. This is essential in cases if you live alone.



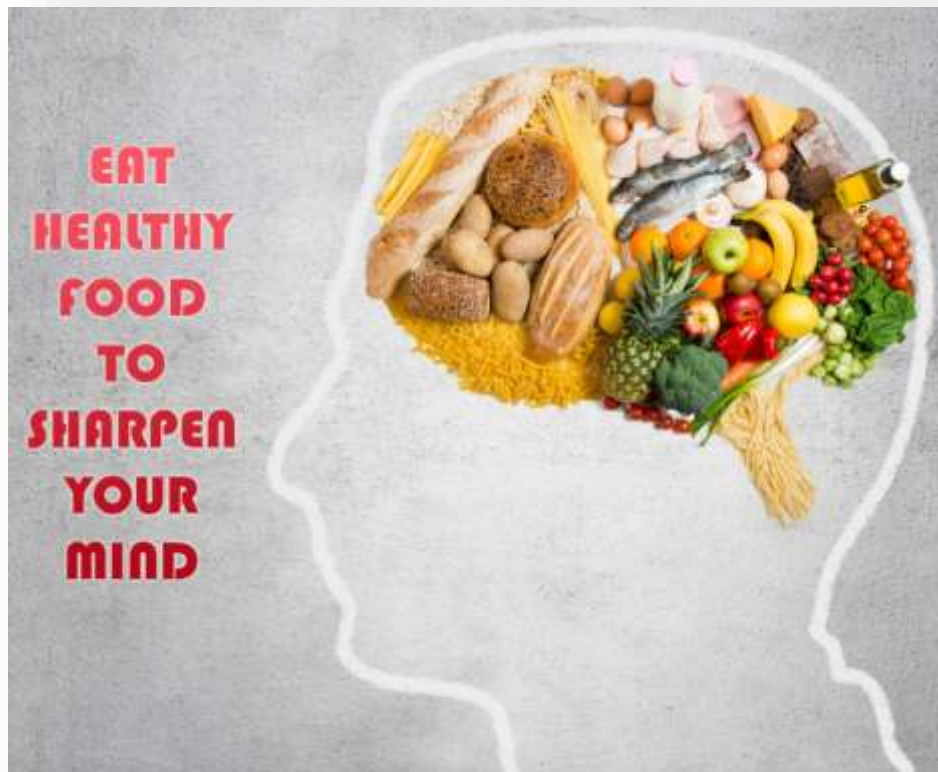
It is important to note that the people that you hang around with positive people and not the ones who bring you down or demotivate you.

3. Organize yourself

There are high chances of forgetting things when your surroundings are cluttered or disorganized. It is a best practice to jot down important things, meeting notes, appointment schedule and other stuff that you feel is important and shouldn't be forgotten at any cost.

Keep your to-do lists up to date and regularly check-off the items that you complete. Fix a place at your home to keep keys, wallet, and other essentials of your daily life. Be focused on information that you're trying to retain so that you can recall it later. Limit your distractions and avoid concentrating on too many things at one time.

4. Eat Healthy Food



A healthy diet is equally important for your brain as it is for your heart and body. Intake...

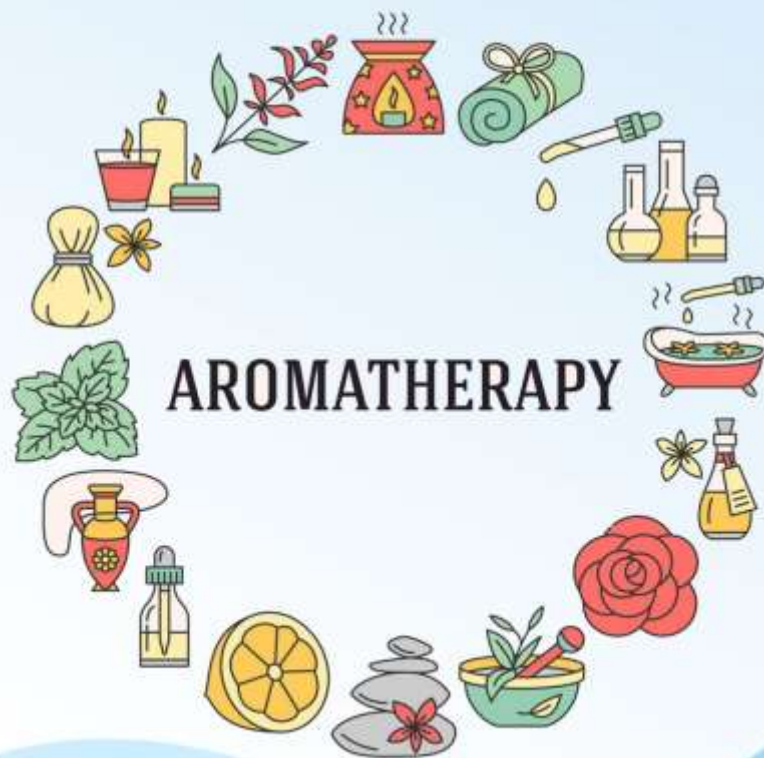
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Chapter 10



SECRETS OF AROMATHERAPY

Aromatherapy is both an art and science as it uses natural essential oils and extracts from plants that chemically balance the body, mind, and spirit. Aromatherapy uses essential oils from plants, either applied in a lotion and absorbed by the skin or inhaled and absorbed into the lungs and nasal passages, to improve physical and mental health.



Aromatic oils have been used for over 5,000 years; ancient Egyptians used them as perfumes and there are many references in the Bible to their use in mental and physical healing. While essential oils are not a cure for dementia, they can do a great deal to improve the quality of life. Certain oils have proven effective for depression, anxiety, restlessness, focus, and insomnia, all of which are symptoms of Alzheimer's and other conditions caused by the onset of dementia.

Memory loss and impaired cognition over time can result in grave neurodegenerative diseases that deteriorate the quality of life if left undiagnosed or if not looked after. Our diet and lifestyle have an essential role to play in maintaining the healthy functioning of the brain. It is thus important to pay attention to the food we eat, how it affects our brain health and what food and lifestyle changes we can make to sharpen our memory and cognitive functions.

Aromatherapy employs the use of the sense of smell and fragrance to promote feelings of well-being. The olfactory function refers to the combination of structures in the brain and nose that help us detect smells. Smells can trigger a variety of physical and emotional responses and even stimulate recall of old memories. Let's say when you walk by a traditional bakery and the aroma of the products reminds

you of your grandmother's freshly baked bread. Similarly, the aroma of some essential oils also stimulates improved focus and attention and improve mood thus resulting in better cognition.



While research on the effectiveness of essential oils is somewhat limited, some studies have shown aromatherapy can:

- Ease symptoms of anxiety
- Enhance memory
- Offer relief from symptoms of depression
- Improve the quality of life for people living with chronic health conditions

Oils may be inhaled, applied to the skin, or placed in food or tea depending on the type of oil and its level of concentration.

10.1 Essential Oils That May Help Those Living with Dementia

Here are oils that have been shown to be effective in treating and controlling different symptoms of dementia:

10.1.1 Lavender

- Lavender is thought to be calming and able to balance strong emotions.

- It has also been used to help with depression, anger, and irritability, and can help in some cases of insomnia.
- Lavender can be directly inhaled, used as massage oil or sprayed on linens. It can even be used to mitigate anxiety related to work or school, allowing a student to concentrate on questions and **have better memory recall.**
- It composed of chemical compounds called terpenes – small molecules that are absorbed into the bloodstream through the nose or lungs. Terpenes are so small they can easily cross the blood-brain barrier, which means they can be absorbed by the brain, impacting its neurological processes.



- Also in lavender, there are alpha-terminal, borneol, lavandulyl acetate, camphene, farnesene, beta-caryophyllene, limonene, camphor, cineole, and pinene, all offering their own mood-boosting, health-promoting benefits. They help relax your muscles, relieve anxiety, and even reduce migraines and improve sleep patterns.
- Like all essential oils, lavender is not a pure compound; it is a complex mixture of naturally occurring phytochemicals, including linalool and linalyl acetate. Kashmir Lavender oil is famous for being produced from lavender at the foothills of the Himalayas.

These compounds have been shown to have anti-inflammatory qualities.

10.1.2 Peppermint

- Peppermint is an energizer and can be used to stimulate the mind and calm nerves at the same time.
- Best used in the morning, peppermint oil can be inhaled directly, diffused in a room, used as massage oil, sprayed in the air or even placed in a bath.



- It also improves brain function, focus, and concentration.
- Peppermint oil inhalation induces relaxation, relieves stress, enhances focus and hence improves cognitive performance or ability to think, reason and calculate.
- Its aroma helps...

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Chapter 11



**BRAIN TRAINING -
EXERCISE TO IMPROVE YOUR MEMORY**

A strong memory depends on the health and vitality of your brain. Whether you're a student studying for final exams, a working professional interested in doing all you can to stay mentally sharp, or a senior looking to preserve and enhance your grey matter as you age, there are lots of things you can do to improve your memory and mental performance.

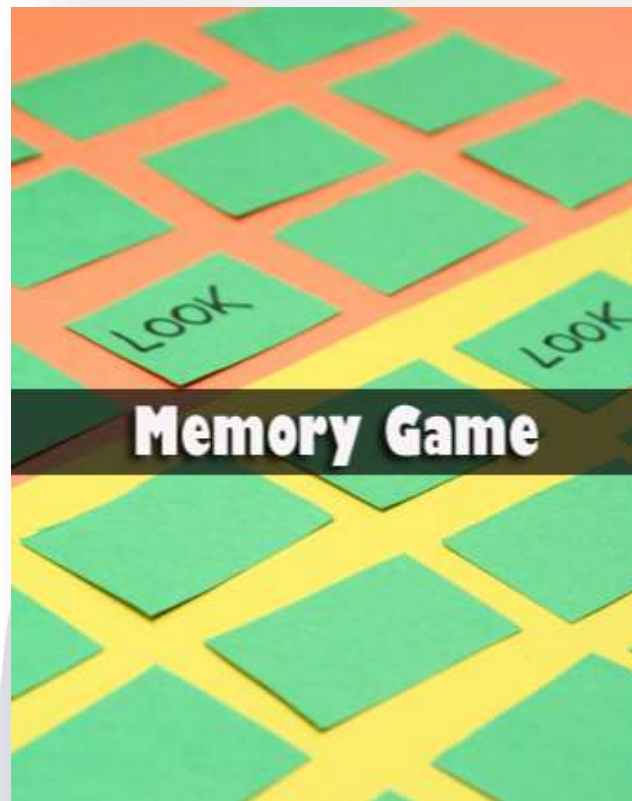


On top of a healthy diet and regular exercise, there are ways to give your brain its own workout routine — without emptying your wallet. Experts recommend sticking to brain training that involves real-world activities. Exercises to strengthen brain function should offer novelty and challenge.

11.1 Brain Exercises

1. The Memory Game

Do you remember the memory game that you used to play as a child? The stack of cards with pairs of buses, cars, fruits, vegetables and all sorts of objects that were shuffled and arranged in neat rows and you had to match the pairs solely through the power of your memory. That's an excellent brain exercise.



Another activity that can help you test your recall can be making a simple list may be the one you prepare to fetch things from the grocery. Memorize it and then at the end of one hour, see how many you can recall out of the total items on the list.

You can go one level advanced by making the items as challenging as possible, for a greater mental stimulation.

2. Brain Training Games

There a number of brain training games available. One of the best examples is Sudoku. Another is Minesweeper. Today, in this era of smartphone and digital world, you no longer need to worry as you can play them in your mobile phones and tablets. Search for brain training games online and there will be various websites that will pop up with an extensive range of games.

Brain Training Games train a
person's cognitive
skills...



These games and others train your cognitive skills - memory, attention, speed, mental flexibility, emotional intelligence etc. They also include matching colors, remembering patterns, testing speed, applying logic, and other simple games which are also a lot of fun and a good way to pass time.

3. Play Puzzles

If you love to solve puzzles, then it's great to do that as part of the brain training exercise. But, if you haven't been much interested in it, then start with trying your hands at jigsaw puzzles. It's good exercise for the brain because it helps in refining your hand-eye coordination, and it is a lot of fun too. If you don't have the time for buying boxes of puzzles, just go online and solve jigsaw puzzles for free.



Building blocks is another good exercise for the brain.

4. Do some maths in your head

Mathematics is one of the most hated subjects in high school for the majority of the students. But the fact is that it is an excellent way of exercising the brain.

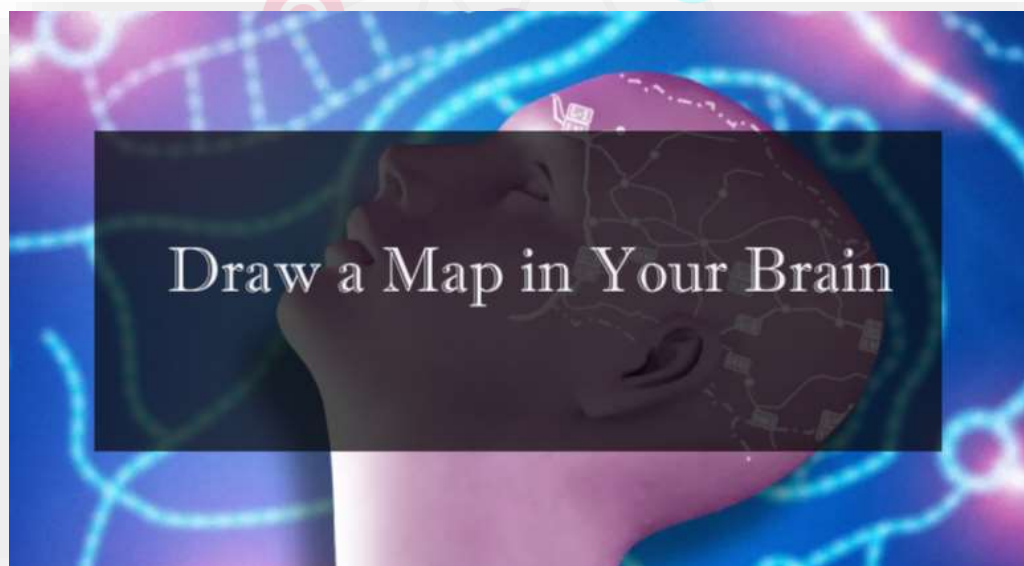
Figure out problems without the aid of pencil, paper, or computer; you can make this more difficult — and athletic — by walking at the same time.



Start with basic problems and basic mathematics before jumping on to adding up big numbers or multiplying 2-3 digit number in mind. You can choose to do the series of squares or cubes to give it a start.

5. Draw a map from your memory

Another easy game is to pay close attention to your surroundings on your way to or back from work, and then draw out a map of the route with all that you remember of seeing. And check it out the next day. With time, you will also become more attentive to your surroundings.



Also, you can visit new places and after returning home, try to create a map of the area, jot the things you found on the way, even locations and repeat the exercise every time you visit a new location.

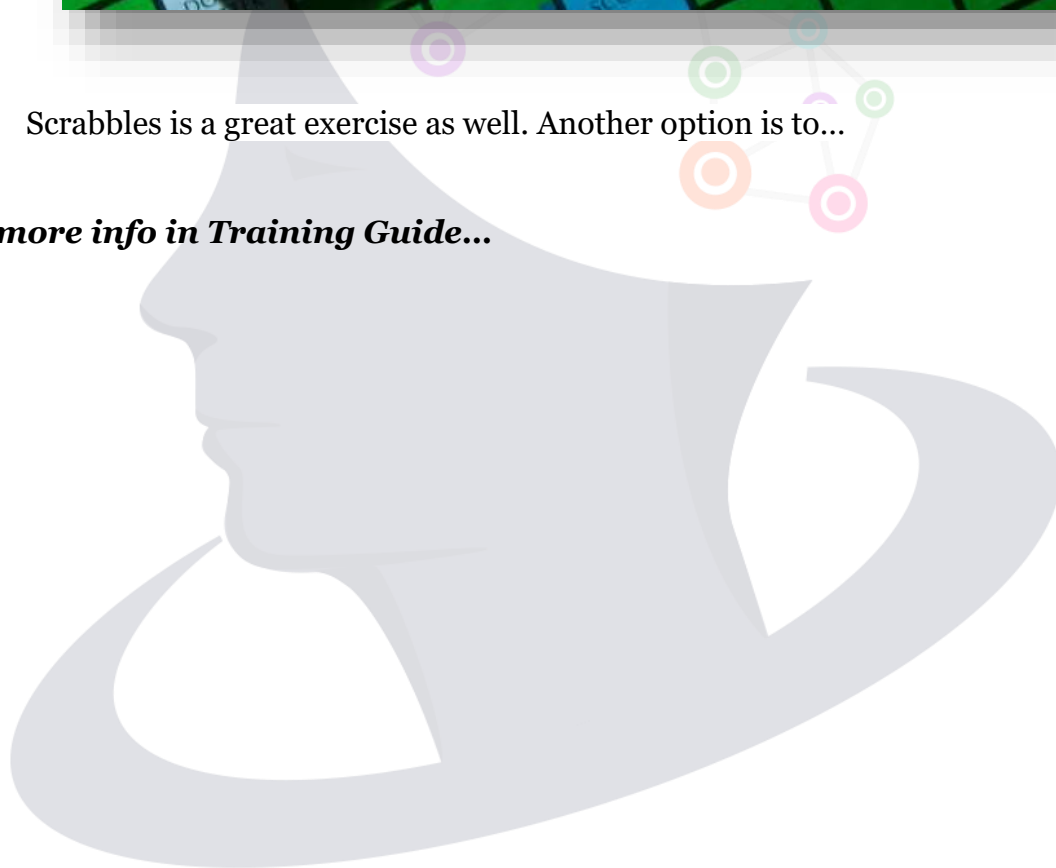
6. Play with words

The best word games associated with memory enhancement include Atlas, Name, Place, Animal, Things. No doubt, the latter is ranked high as one of the all-time favorite indoor games. Not only it is an effective way to increase your knowledge but also sharpen memory.



Scrabbles is a great exercise as well. Another option is to...

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Chapter 12



**NATURALLY IMPROVE YOUR MEMORY -
BRAIN FOOD**

Everyone has moments of forgetfulness from time to time, especially when life gets busy. While this can be a completely normal occurrence, having a poor memory can be frustrating. As the control center of your body, the brain is in charge of keeping your heart beating and lungs breathing and allowing you to move, feel and think. That's why it's a good idea to keep your brain in peak working condition.



Genetics plays a role in memory loss, especially in serious neurological conditions like Alzheimer's disease. However, research has shown that diet and lifestyle have a major impact on memory too. The foods you eat play a role in keeping your brain healthy and can improve specific mental tasks, such as memory and concentration.

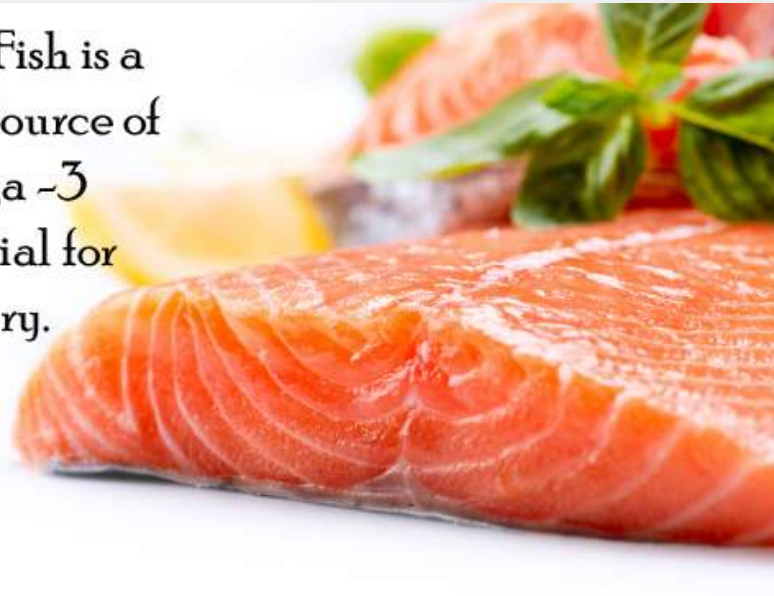
The best menu for boosting memory and brain function encourages good blood flow to the brain — much like what you'd eat to nourish and protect your heart. Here are some brain foods that you should be eating to boost your brain:

1. Fatty Fish

When people talk about brain foods, fatty fish is often at the top of the list. Fatty fish is a rich source of omega-3s, a major building block of the brain. This type of fish includes salmon, trout, and sardines, which are all rich sources of omega-3 fatty acids. About 60% of the brain is made of fat, and half

of that fat is the omega-3 kind. The brain uses omega-3s to build brain and nerve cells, and these fats are essential for learning and memory.

Fatty Fish is a
Rich Source of
Omega -3
Essential for
Memory.



Omega- 3s also has a couple additional benefits for your brain. For one thing, they may slow age-related mental decline and help ward off Alzheimer's disease. On the flip side, not getting enough omega-3s is linked to learning impairments, as well as depression.

2. Blueberries

Blueberries are antioxidant powerhouses, protecting the brain from oxidative damage and stress that lead to premature aging, Alzheimer's, and dementia. The flavonoids in blueberries also improve the communication between neurons, improving memory, learning, and all cognitive function, including reasoning, decision making, verbal comprehension, and numerical ability. Other dark berries are good for the brain too, like blackberry, açai, and goji berries. They also help to reduce inflammation, a cornerstone of virtually all brain degenerative disorders.



3. Coconut Oil

Coconut oil contains medium chain triglycerides that the body uses for energy, leaving glucose for the brain. It also seems to have a beneficial effect on blood sugar, blood pressure, and cholesterol. Anything that benefits the heart and circulation also benefits the brain. Coconut oil acts as an anti-inflammatory as well and has been linked to helping prevent Alzheimer's and dementia. It also enhances the ability of the brain's neurons to use energy while at the same time reducing the production of damaging free radicals. Coconut oil also provides saturated fat – a vital nutrient for the integrity and function of brain cell membranes.



4. Broccoli

Broccoli is a super-food for the whole body. It is rich in calcium, vitamin C, B vitamins, beta-carotene, iron, fiber, and vitamin K. These nutrients protect against...

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MIND AND MEMORY

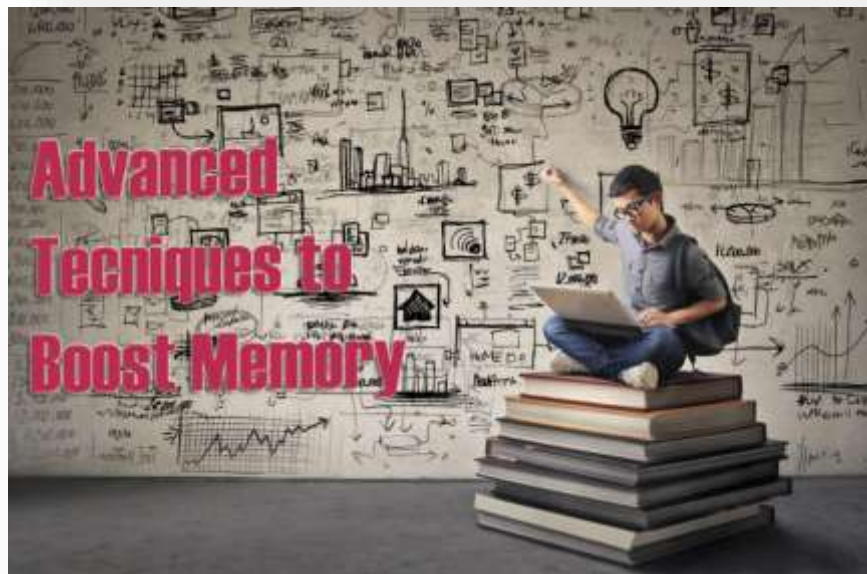
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Chapter 13



ADVANCED TECHNIQUES TO BOOST MEMORY

By now, you must already know about different brain exercises to boost memory and also the brain foods that are stimulate learning and enhance brain power. Now, in this section, we will present advanced memory techniques that are required to boost memory and speed up the learning process.



13.1 The Dominic System

- The Dominic system is a technique for memorizing long sequences of numbers or playing cards, created by **Dominic O'Brien**, a British mnemonist (eight times World Memory Champion) and an author of memory-related books.
- It is a letter-based abbreviation system where the letters comprise the initials of someone's name, while the major system is typically used as a phonetic-based consonant system for objects, animals, persons, or even words.

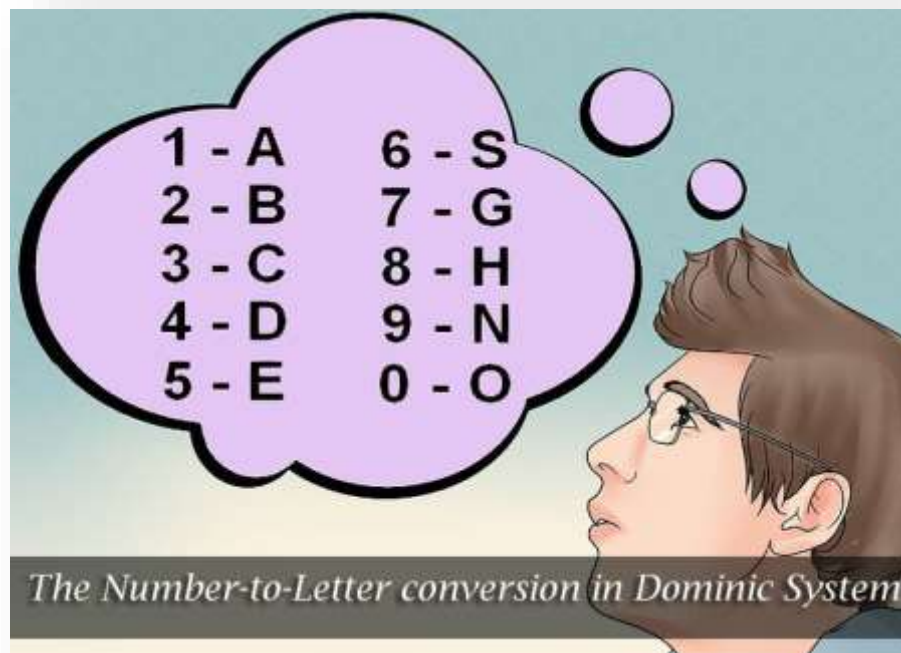
The Dominic System uses an easy-to-remember number-to-letter conversion and the initials of memorable people, as well as *journeys* that are like memory palaces. As many mnemonic systems do, the Dominic System requires some bootstrapping for you to reach its full potential.

The number-to-letter correspondences run as follows:



Digit	Letter
1	A
2	B
3	C
4	D
5	E
6	S
7	G
8	H
9	N
0	O

- You can remember the numbers 00 to 99 by linking them to famous people and actions that are characteristic of them. For example, the number 15 becomes AE. You might mentally connect the initials AE with Albert Einstein and assign writing on a blackboard as Einstein's characteristic action. Similarly, 80 = HO = Santa Claus, laughing and holding his belly (HO, HO, HO!).
- After you have the two-digit associations firmly in your mind, you can remember four-digit numbers by combining the person associated with the first two digits and the action associated with the second two digits. Thus, 8015 can translate to HOAE, which can be broken down to HO and AE. To remember it, think of Santa Claus (HO) with Albert Einstein's action (AE): Santa Claus writing on a blackboard.



- You can remember five-digit numbers by adding a symbol from the number-shape system to the image so that 80152 might be represented by Santa writing on a blackboard with a swan tucked under one arm.
- For larger numbers, break the associations into smaller chunks and apply the mnemonics:

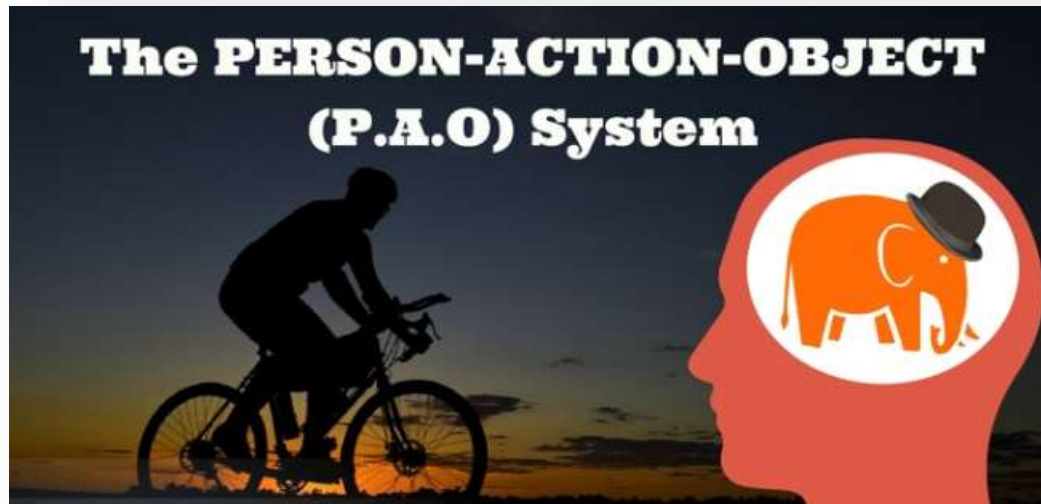
Example: This is a 12 digit number: 033614625035. Next, break up this list (i.e., *chunk it*) into three four-digit numbers: 0336 1462 5035. Now, apply the Dominic System mnemonics:

- 0336 = OCCS = Oliver Cromwell/C.S. Lewis
- 1462 = ADSB = Jesus (AD)/Sandra Bullock in the movie Speed
- 5035 = EOCE = Eeyore/Clint Eastwood

13.2 The PAO System

- The Person-Action-Object System (or "PAO" System) is a popular method for memorizing long random numbers and decks of playing cards. It is similar to the person-action Dominic System but it adds an object to the images.

- PAO is a memory method where you create a **Person** for every number, an **action** that goes with that person and an **object** that goes with that person. For example, my person for the number 36 is Michael Jackson.



The action is moonwalking and the object is a stage. So:

36 = Michael Jackson moonwalking on stage

25 = Neil Armstrong floating in space

50 = Lucy (from Charlie Brown comic) holding a football

Then once you have a person-action-object for each number you can memorize numbers 6 digits (or in the case below 9 digits) at a time.

- The people are generated according to the number-letter associations introduced in the Dominique System. The actions and objects are arbitrary: they do not have to directly relate to people. For instance, you do not have to have Tiger Woods swinging a golf club; you could have him crawling like a tiger. Your goal is to find triples of person, action, an object that immediately bring to mind the 2-digit number they are associated with. In addition, any of the four elements (number, person, action, object) should immediately bring to mind the remaining three.
- To memorize a number...

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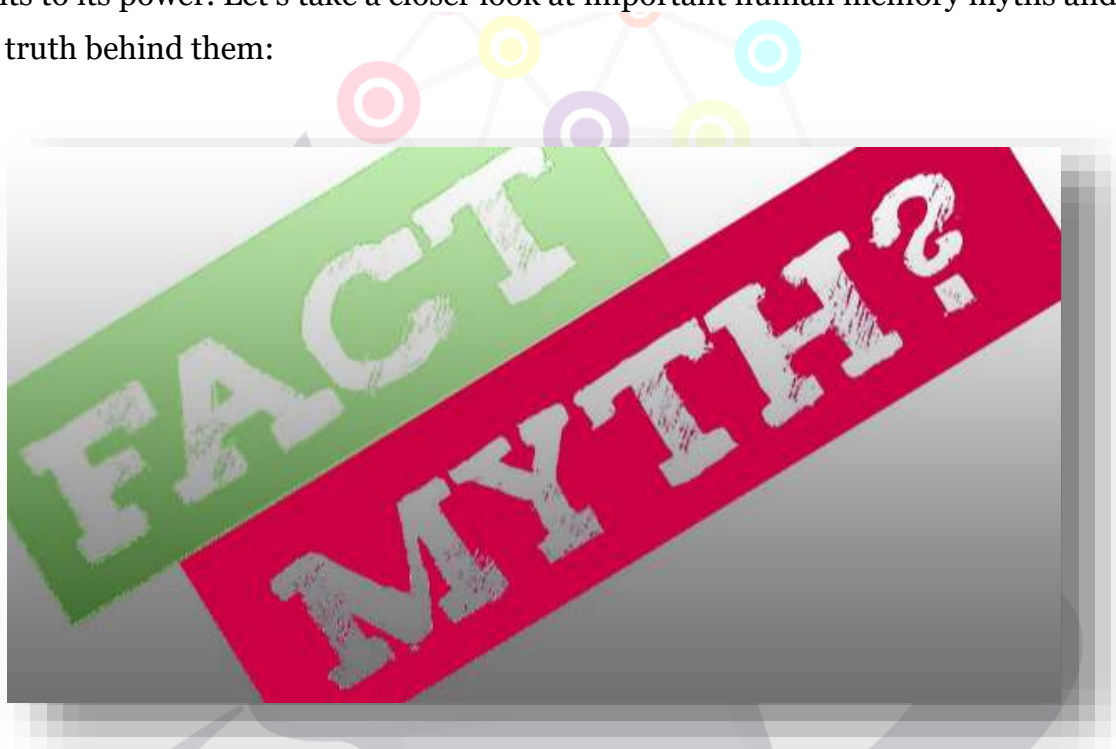
Chapter 14



IMPORTANT MEMORY MYTHS

Many of us subscribe to false beliefs about how our memories work, sometimes with serious consequences. But those who plan to improve their learning skills must be alert against a volley on false claims that are ripe in books and materials devoted to accelerated learning. This short and concise list should help you avoid books or websites that do not stick to the basics of science.

Human memory is nothing short of amazing. It allows us to store an impressive amount of information and build on our pre-existing knowledge. However, there are limits to its power. Let's take a closer look at important human memory myths and the truth behind them:



1. Myth #1 – Some People have Photographic Memories

The first and most popular myth about memory is that some people have a photographic memory that they can take a snapshot of a scene or a page in a book, and then bring it to mind whenever they want to. But the truth is that when most people who perform memory feats are tested, it turns out they are almost always using memory skills to remember information. They depend on mnemonic devices and thousands of hours of practice to inculcate this memory.



So don't worry about whether someone else has a photographic memory. Using memory skills, you can develop your own memory so that people think you have one!

2. Myth #2 – A person is TOO Young or TOO Old to Improve his memory

Another myth regarding memory is having heard people say – He/She is too old to learn. While it is true that some people find remembering more difficult as they age, anyone can learn new things. An elderly person who uses memory skills can actually remember better than a 20-year-old who does not!

When comes to young people or children, even they have a good ability to learn. Children as young as 7 years have been taught the skills as well.

No matter what your age, you still have the ability to learn.

3. Myth #3 – Memorizing too Much Improves Memory



There is no evidence that simply memorizing over and over will improve your memory. What will improve your memory is practicing memorizing using memory skills. One classic study discovered that 3 hours of practice memorizing did not improve long-term memory, but 3 hours of practice using memory techniques did improve long-term memory.

Rather than blindly practicing rote memorization, learn the memory techniques, and keep your brain healthy!

4. Myth #4 – Memory gets worse as we Age

Aging universally affects all organs. 50% of 80-year-olds show symptoms of Alzheimer's disease. Hence the overwhelming belief that memory unavoidably gets rusty at an older age. Fact: It is true we lose neurons with age. It is true that the risk of Alzheimer's increases with age. However, a well-trained memory is quite resilient and shows comparatively fewer functional signs of aging than the joints, the heart, the vascular system, etc. Moreover, training increases the...

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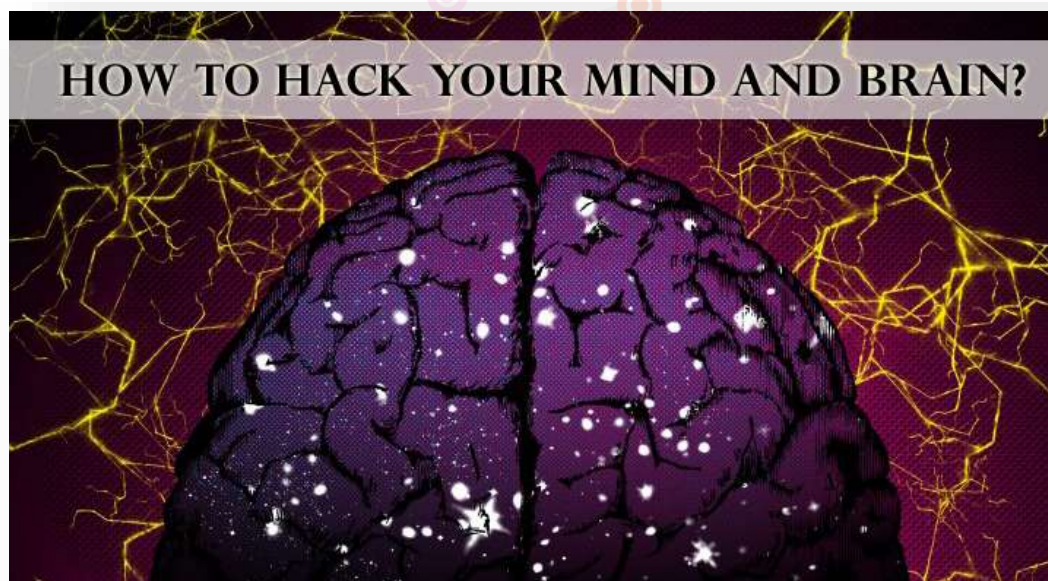
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Chapter 15



HACKING YOUR MIND AND BRAIN

Today, most of us have incredibly short attention spans (in fact, some have found that we have shorter attention spans than goldfish), and it's only getting worse. Our brains, while extremely powerful, are pulled in so many directions at once that we really limit our ability to do any one task very well. And while multitasking might sound nice on a job posting, people who juggle several streams of content do not pay attention, memorize, or manage tasks as well as those who can “monotask” by focusing on one thing at a time.



Brain hacking (or “neurohacking”) is simply the alteration – usually improvement – of the normal functioning of our brain and central nervous system (CNS).

There are simple ways to out-smart your brain and inculcate a laser focus with all these distractions in your life or at work.

1. Set your Intentions

It is important to set an intention for your attention before you are caught in the moment of distraction. While you start your day in the morning, ask yourself what is most important to you. Check how your mood is, and what do you expect to do throughout the day.

INTENTION IS THE SEED THAT CREATES THE FUTURE



Classify what matters to you the most and depending on that set an intention. If you think you made a mistake somewhere, instead of hammering the details and slipping into anxiety, choose to focus your attention on moving forward.

2. Eliminate Stress Through Laughter

Laughter is an incredibly powerful action. When we laugh, our stress hormones and blood pressure drop; blood flow and oxygenation to our cells and organs increases, and the levels of endorphins – the “pleasure” chemical – in the body and brain spikes. So, basically, laughter has a magical effect of restoring normalcy to chaos because of the multitude of positive changes that take place within our brain and body. In effect, this is a hack that alters our chemical state.

A psychology expert said: “Once the brain signals to the body to laugh, the body doesn’t care why. It’s going to release endorphins; it’s going to relieve stress as a natural physiological response to the physical act of laughing.”



However, there are times when the last thing we feel like doing is laughing, right? Well, do it anyway, because it releases stress and helps in decision making during your tough times.

3. Practise Anger Management

This might sound a bit odd, but yes this is true. Sometimes, anger outbursts can be compared to an emotional time bomb. Anger management is essential especially when you're into critical and crucial situations. Those are the times when you are the most frustrated, prone to irritation and anger. Meditation helps you to handle and solve such situations, thus arming you with the mental toolkit to keep calm and control your anger.



4. Make time for self-care

You would have read several times about the importance of self-care. There are various blog telling you why it is significant for your well-being and mental health. Maintaining...

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Conclusion

Memory is made, not born. Like any muscle, the more you exercise it, the better it gets. By employing the right techniques, you can take your memory to a level you never thought before. In our training, we have covered all the important tricks and tips to master your memory simultaneously understanding how your memory works and knowing the causes of its fading.

But, the first thing required to supercharge your memory is to cultivate a strong belief compatible with success. Have a strong belief in yourself and your abilities, your brain and mind before you start implementing these golden tips. Accept that you can learn it, remember it and later recall it when need be.

Lastly, an advice for you exclusively, that is not covered in the above training. So, you can take it down as a tip – There is a strong correlation between memory and comprehension. The better you understand something, the easier it is to remember. Certainly, you can memorize words from the foreign language you don't know the meaning, or memorize a string of symbols you cannot even pronounce, but this proves to be far less effective than learning something you can understand. So, understand what you learn, as it will effectively help you memorize information. Cramming doesn't help much in the long run.

We wish you good luck in your learning and memorizing experiences in the future.

Remember-

“A Treasured Memory is the Lasting Gift of Time Well Spent.”

So, do honor it!



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