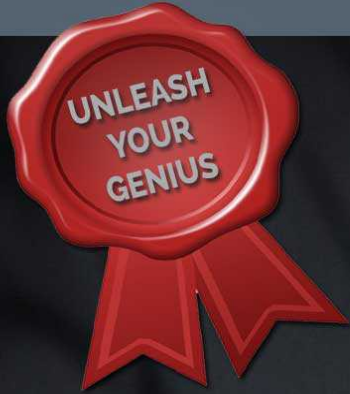


# POWERCHARGE YOUR MEMORY



**WOLFGANG RIEBE**  
CSP



## POWERCHARGE YOUR MEMORY A BEGINNER'S COURSE

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Your mind is the most powerful tool you possess, and with it you can create wonders with proper training. They say that the older you get, there are two things that go in life. First is your memory... second... I forgot! Only kidding!

Have you ever forgotten someone's name, or an appointment in your diary?

Do you find yourself carrying your personal organizer with you wherever you go – so that you don't forget anything?

Most people answer, "Yes" to the above. Yet it is so simple to train your mind not to forget.

Of course, they say that the quickest way to improve your memory, is to lend someone money!

Try the following by adhering to these instructions. Read the line below which consists of various words. Read it through once only and do not look at it again. It is important that you do not cheat yourself by looking at the words twice! Only then can you see the effectiveness of the system I am going to describe.

Gun, shoe, tree, door, beehive, sticks, heaven, gate, mine, hen.

Without referring back to the words, take a sheet of paper and write down all the words which you can remember... BUT, in the exact order in which they appeared, i.e. what was the 6<sup>th</sup> word, the 3<sup>rd</sup> word, etc.

Naturally in my workshops I used far bigger and more complex methods which cannot be described here in a short article. Hence I want to supply you with a simple taster of how easy it is to train your mind.

Back to the above exercise... remembering some of the words is not too difficult, but remembering them in the exact order is another story. Now go back to the words you wrote down, and mark them against the original words. Remember, the word s must correlate with the numbers, i.e. the 4<sup>th</sup> word must be, "Door" it cannot be in position 3 or 5.

1 = Gun, 2 = Shoe, 3 = Tree, 4 = Door, 5 = Beehive, 6 = Sticks, 7 = Heaven, 8 = Gate, 9 = Mine and 10 = Hen.

Firstly, you need to understand that human beings do not think in abstracts, or numbers, but in pictures. Think about your loved ones. How do you see them in your mind's eye? As " $x^2y(a=b-1)$ " or do you actually visualize this person? Hence the most important lesson here is to realize that we all think in pictures.

To get information into your brain is the easiest thing on earth to do. The problem lies in the recall. With memory training I need to teach you how to create an effective filing system within your mind where you can store information in a logical order and also retrieve it immediately. In effect you need to create 'Mind Files' into which you place the necessary info.

Simply put, think of a computer. To find any info on a computer, one usually clicks on the "My Computer" folder, then on the "My Documents" folder. Inside this folder one usually finds all the work related folders on the hard disk. In other words, you follow a logical pattern to find certain information.

Imagine your mind to be the, "My Documents" folder. Inside it you are now going to create specific folders, into which you will store information. For the purposes of this article I am going to teach you a basic association method which will let you remember 10 bits of info. You are now going to create 10 "Mind Files" in your mind, numbered from 1 to 10. Associated with each number is a picture word which you can visualize. To make the 10 words easy to remember – they logically associate with the corresponding number.

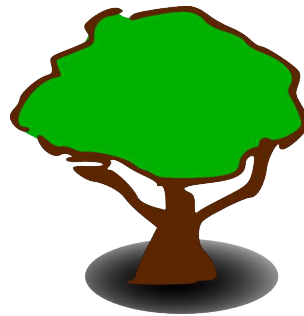
**1 = GUN**



**2 = SHOE**



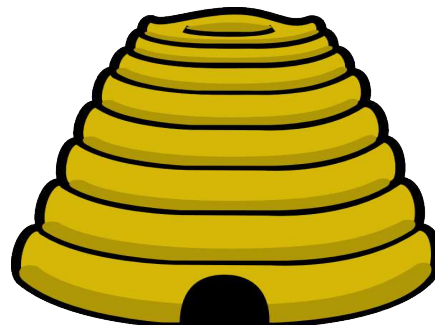
**3 = TREE**



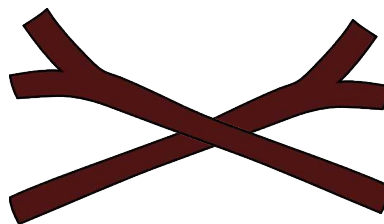
**4 = DOOR**



**5 = HIVE**



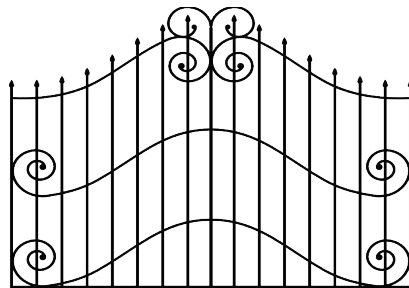
**6 = STICKS**



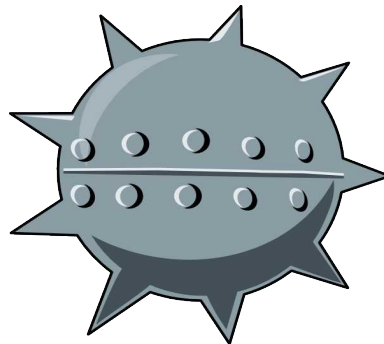
**7 = HEAVEN**



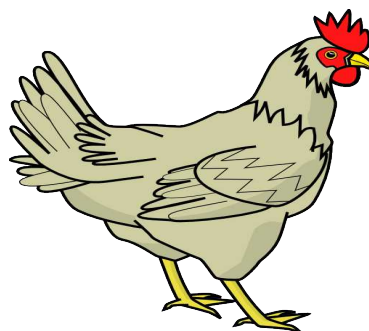
**8 = GATE**



**9 = MINE**



**10 = HEN**





Now that you see that they all rhyme, I assume you want to kick yourself that you didn't get all ten right earlier on! It was so easy! These ten words will now be your ten mind files. Visualize each one coupled with the number in your mind. It shouldn't take you more than a few minutes to memorize these, due to their rhyme associations with the numerical numbers.

As you read through the next ten examples, many of you may think this article to be a hoax, because of the crazy associations. Please bear with me and go through all ten, before you make a judgment and stop reading. I promise you it will all make sense and be worth your while later on!

Now let us look at a real life example. Imagine your daily "To Do" list. Firstly, you need to buy milk. As this is the 1<sup>st</sup> thing on your list, it goes into your mind file No. 1. The picture for this file is "Gun".

Now comes the fun part. You now have to take the item/event you have to do and associate it with the picture in the corresponding file, BUT in a ludicrous, mad, crazy impossible way which involves action and as many of your 5 senses as possible. Hence imagine either walking down the aisle in the supermarket, shooting at milk cartons, or throwing a carton of milk into the air and shooting it - with the milk spraying all over you as the carton explodes. Crazy enough for you? The important thing is to imagine yourself in that situation and experience it to the fullest. Make it as mad as possible.

Secondly, you need to "fill the car," either with fuel, or you may already have an electrical vehicle which needs charging. Place the "adding fuel" scenario into file 2 which is, "Shoe." Again imagine a crazy scenario. You are pouring the fuel into your shoe, or sticking the charger into your shoe - and everyone is looking at you as if you are mad! Yes, I know this sounds silly, but the more absurd the better. Imagine this with all your senses - smell the fuel, hear the people laughing at you, etc.

Thirdly, you need to see the doctor at 10h00. File 3 is the, "Tree". Again I combine these two pictures! I see a tree in front of me with 10 branches and I am listening to it's 'heartbeat' with a stethoscope. There can be ten apples or oranges on the tree and I am listening to each one individually with the stethoscope. Or I can picture my doctor in my garden listening to my tree in the garden telling me it's not very healthy. Make it as crazy as possible.

Fourthly, you need to buy a new shirt. This goes into File 4 which is the "Door". Crazy association... Picture a door in the middle of your shirt that you can open and store stuff behind. So you can open the door in your shirt and put your wallet inside. Get the idea?

You need to fetch the children from school. File 5 is the "Hive," as in Beehive. Imagine your car in the shape of a beehive and bees buzzing around inside the car as you fetch them from school. Alternatively imagine you waiting for them at school

and you see them come running towards the car being chased by a huge swarm of bees and you have to get the doors open quickly so you can get them to the safety of the inside of the car.

You also need to see your bank manager for a loan. File 6 is "Sticks." You can go crazy here! You can imagine the bank manager hitting you with the sticks as he stipulates the strict repayment terms of the loan. Or you can imagine yourself hitting him until he gives in to give you the loan.

You need to buy broccoli for dinner tonight. File 7 is "Heaven". Crazy association... I imagine all the angels eating broccoli, or the clouds are made of broccoli. What about you being a waiter on the clouds offering broccoli to all the angels? You can go to town on this one!

You need to send an email to Greg. File 8 is the "Gate." Crazy association... I see a gate on my desktop screen that I can physically open and shove the email into it a la 'snail mail.' In fact it's a physical letter I shove into the computer gate! And on the letter in bold letters is the name, 'Greg.'

Next you need to buy flowers for your anniversary tonight. Mind file 9 is a "Mine." This association is going to be fun! You forgot to buy your wife flowers and now she's planting mines everywhere to blow you up! You have to dodge the mines the whole time and she will only take them away once you have bought the flowers!

Lastly you need change your winter tires on the car to summer tires. Mind file 10 is a "Hen." Crazy association... see the hen standing next to you barking commands at you on how to change the tires. Alternatively the tires are made out of chickens, or as you drive and the wheels turn you keep hearing a 'clucking' sound!

At this point you are no doubt wondering what on earth is going on with all the crazy stories. Now comes the big revelation.

Think back to Mind File 1 – what is the file's picture? A Gun – what were you doing with it? See how vividly the milk come to mind? How about Mind File 2 and the Shoe? What were you pouring into it?

No 3 was the Tree – how many branches did it have, and what were you listening too? No 4 was the Door. Where was it and what were you putting into it? No 5 was the Beehive. Who did you have to fetch? You do the rest and try think back to each mind file and you will see how the crazy stories just pop back into you mind and make it so easy to remember the list of 10 items you had to do.

One tip though – your associations must be as mad and crazy as you can imagine. The more outrageous, the better the chance of remembering the association! You will definitely see that if you cannot remember a particular association and

backtrack to what it was, that it was to logical. The focus must be on illogical and mad associations!

After trying this for 3 weeks it should be imbedded in your subconscious and you should be doing it without thinking. That's all there is to it!

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### About the author:



**Wolfgang Riebe** is a unique international keynote speaker on strategic magic who has inspired millions of people worldwide. He is a best-selling author with appearances in over 150 countries - from Hollywood to Singapore. Star of numerous television shows and many of his own prime time TV series, coupled with 27 years experience in the speaking, service and entertainment industry, make him a world leader in his field.

In 2012 the National Speakers Association (NSA) awarded Wolfgang the CSP (Certified Speaking Professional) designation, which is the highest award given to any professional speaker in the speaking world. This designation is currently only held by less than 800 professional speakers globally.

*“Greatness in a Speaker, is defined by passion, humility, sincerity and personal experience, coupled with his ability to capture, communicate and entertain his audience, while still sharing practical, sustainable and immediately implementable life skills which have a positive effect on all present.”* Wolfgang Riebe

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