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Sten Andersen's

"The Shocking Truth About Your Memory... "

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Sten M. Andersen

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"1. The Shocking Truth About Your Memory...

First, I wanted to say thank you for downloading this report.

I know your time is precious, but if you read this report through and follow what it says, it can add a whole new dimension to your life.

So donôt take it too lightly.

On the other hand, it is supposed to be fun. We learn better when we have fun. Enjoy the exercises and marvel at how fantastic your brain is. Your brain is an awesome tool.

But hereôs a shocking truth...

"Is life itself slowly slipping away from you?"

You probably don't need any convincing as to how important memory is. It affects everything we do. In fact, without memory, there could be no consciousness.

Now, before we delve into the intricacies of memory and the science of memorizing, let's perform a tiny experiment that truly shocked me the first time I tried it.

Okay, do this:

Try and see if you can recall the incidents of the same day as today, one week ago.

Stop reading this page, look away, and try recalling what you did exactly one week ago.

Do it now.

...
...
...

How much could you remember?

Now try this. How about yesterday? How much can you remember **from yesterday?**

...
...
...

If you are like most people, you remember hardly anything from last week, and only some occurrences from yesterday.

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What would your situation be like if you where to testify in court, regarding the happenings of the previous day, or the day of the week before?

Again, most people would be in a **bad position** if this was to happen.

But relax.

It's not your fault.

You've never been trained on how to use your memory properly.

The reason for this failure to easily remember the events of yesterday and last week, is to be found in the fact that you have made no effort at the time to impress these happenings upon your subconscious mentality. You allowed them to pass from your attention like the proverbial water from the ducks back. You did not want to be bothered with the recollection of trifles. So you made the mistake of failing to store them away.

There is a vast difference between dwelling on the past, and storing away past records for possible future reference. To allow the records of each day to be destroyed is like tearing up the important business papers in an office in order to avoid giving them a little space in the files.

Now why on Earth would you want to do that?

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"2. Remember The Animals?"

In the last chapter you performed a little experiment in which you saw how well (or how badly, if I may say so), you could remember things not only from last week, but also from yesterday.

Now don't worry. As I said:

1) It is not your fault

... and, (maybe even more importantly):

2) It is fixable!

To be quite honest I probably did worse on this experiment than you did the first time I tried it. *I could hardly remember a thing* --

...Nothing from last week, and only some trivialities from yesterday - like where I had lunch (and I have lunch the same place almost every day, so maybe that should not be allowed to count).

Until then, I had no idea how much of my life was just slipping away from memory ... it was like most of it, all the normal, everyday - days, just disappeared. I was letting my life disappear!

The Big Secret About Memory

So here's a secret I learned from William Walker Atkinson, the author of Memory - How to Develop, Train And Use It:

For most people, the problem does not lie within memory.

Sure, **we blame our bad memory**, but usually, that's **not the real problem**.

The real problem is with attention.

We are used to not paying attention to so many things! How can we remember something if we did not really attend to it in the first place?

The answer: we can't.

Don't believe me? Okay,

Do you know whether a cow's ears are above, below, behind, or in front of her horns?

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Where are they?

...
...
...

Would you bet me a hundred dollars on that?

...
...
...

Try this one. Have you ever seen cats climb trees and descend them?

...

Now, do they come down head or tails first?

...
...
...

If you answered head first, then think about the shape of the claws!

Okay, the last one (and after that, there'll be no more animal talk for today after this!)...

You've probably seen cows and horses lie down and rise. Do they rise on their fore or hind feet first?

Do cows and horses even rise in the same way?

If you haven't been able to answer some of these questions, it is probably not because you haven't seen the things or the events before -- but that you didn't pay attention.

How To Remember Anything

It is just like William Walker Atkinson says:

Perception, to achieve satisfactory results, must summon the will to its aid to concentrate the attention. Only the smallest part of what falls upon our senses at any time is actually perceived

So now you believe me that attention must be key to successful remembering.

If I may quote William Walker Atkinson again:

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The way to train the mind to receive clear sight-impressions, and therefore to retain them in the memory **is simply to concentrate** the will and attention upon objects of sight, endeavoring to see them plainly and distinctly, and then to practice recalling the details of the object some time afterward.

It is astonishing **how rapidly you may improve** in this respect by a little practice.

And it is amazing how great a degree of proficiency in this practice you may attain in a short time.

Do not try to perceive the whole thing at once. Think about the parts, and the attributes.

What color is it?

Does that color remind you of something else? Is it the color of moss? Of an avocado? Which way is it bent? Does it have scratches?

How does it reflect the light?

If you do this, **you'll quickly discover a whole new world around you**.

Your surroundings will become more interesting, and you will start **cherishing the details**. As your emotions are attached to the details of everything, you will start not only noticing them better, but also remembering them better

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"3. Want To Hear A Strange Story?"

Okay, we've talked about how attention is necessary for retaining perceptions in memory.

Then I promised to show you a way of memorizing that **would stun you** (yep, those were my words).

I also said that I believe **this is still not the way** to create a better memory for yourself, and that I would argue why after having shown it to you.

So let's take first thing first and see how we go. You just might get **very impressed as to what your own brain is capable of doing**.

Can You See It Before You?

During this experiment, I'd like you to **clearly visualize every element** of my story -- as clearly as you possibly can. I want you to see the people or things or whatever it is that I'll tell you about --

-- try to picture them before your mind's eye.

What do they look like?

What are they doing?

Make up details: facial expressions, clothing, hats.

Hear It!

Also try to hear them; the sounds of the things brushing against each other (if that is what they do).

The clanging of metal? Explosions. Hear them in your mind's ear!

Add smell, and taste, if those are applicable. And touch.

Feel the wind on your skin...

...okay, you get the drift.

This story will let you remember the planets in our solar system, starting with the Sun (okay, the Sun is not a planet, but it's good to have a reference point) -- and ending with Pluto.

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And you'll probably never forget after having read this, if you follow the instructions I just laid out for you.

The Story of Our Planets

A man is burning; flaming tongues lashing out from his skin.

He is screaming, his skin melting. He radiates heat; you can feel the heat and smell his burning flesh. He's constantly burning, and even though he is burning and screaming, he's not dying, not disappearing.

He is the ever-burning Sun, he is burning and he is intently **staring at something**.

His burning eyes are watching an enormous old thermometer.

It is gigantic, and he's watching the Mercury in it expanding because of the heat he is radiating, making the thermometer show an ever growing temperature.

He is afraid, scared that his heat will make the thermometer explode. He watches as the Mercury crawls towards the top of the thermometer; and then, **the worst thing imaginable to him happens** --

The enormous thermometer explodes with a loud bang, you hear
it, you can smell the Mercury.

And you watch as the wave of Mercury splashes over a beautiful naked woman. She is Venus, she is beautiful, her legs are spread and the Mercury is like **acid on her body**. It hurts like hell, so she rolls on the
ground --

She is rolling on earth, the Earth; she wants the earth to put out the acidic actions of the burning stuff.

A man comes running -- is he trying to save her?

He's got a bazooka around his neck: His face is red from Sunburn -- ah, he is Mars, the God of War. Instead of helping her, he points his bazooka towards her -- **what is the matter with him?**

He seems so angry --

-- and he is surprised when she calls out. What is she saying?

She says: "You, Peter". There is a guy behind Mars -- she is shouting to him. He is the biggest man you ever saw. He's got his head up in the clouds. You realize what she cried out wasn't you, Peter, but Jupiter.

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He is the king of the Gods -- just the share size of him would have given that fact away.

Jupiter bends down and snatches Mars's bazooka and breaks it in two with his hands -- there's a *snap* sound as it breaks.

"Thank you, Peter" she says (or is it Thanks, Jupiter?)

Jupiter takes out of his pocket a big urn, large enough to hold Mars. He puts Mars into it, closes the lid -- and sits on it.

He sits down on the Urn - Saturn -- (get it?) -- and Venus says: "What's that under Your Anus (Uranus?)?"

"Oh, forgeddaboud id, id's Neptune (nothing)" he says. An orange dog comes by, barking. Jupiter raises his hand and greets the dog: "Hi, Pluto" he says.

-- End of story

You might not like this story. You might find it grotesque, demeaning, ridiculous, and stupid. If you do -- great - you'll remember it even better.

See if you can relate the planets to me now, from just having read the story once.

You probably can -- if not, just go over the story once or twice more, and it's yours forever.

(I got the idea for this story from one of Tony Buzan's books, by the way. Credit should be given where credit is due!)

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"4. Why Is It Bad, When It Feels So Good?"

In the last chapter, you read a story that helps you remember the nine planets -- from the Sun, through to Pluto.

Wait a day or so, then try and see if you can still remember how it goes. There is no reason why you shouldn't. Most people can.

Yet, creating a story like that, even though seemingly efficient, is not the way to train your memory.

But why?

The short answer:

Creating such an artificial memory system is more of a strain on your brain than it helps it.

The Longer Answer:

Yes, it is true that such systems use the right Laws of Memory...

... nevertheless, they use them in a thwarted way.

Think about this:

Why shouldn't your brain use its capacity to store the names of the planets, the facts about the planets (maybe even some stories related to myths surrounding the Gods some of the planets are named after) instead of remembering a stupid story of burning men, naked women, and people with bazookas and urns in their behinds?

The experiment shows you how good your brain is at remembering stuff -- it is actually quite extraordinary!

Your brain is absolutely great at linking stuff together (the law of association), and remembering grotesque and strange stuff, and big things, and things out of the ordinary.

But why?

Because grotesque, big, out-of-the-ordinary things **make you pay attention**!

Your brain goes: Oh, **this is weird and wonderful. I'll pay some attention here.**

And if whatever it is excites you, or shocks you, or make you feel outraged, the brain pays even more attention, and you'll remember it even better.

So what you have to do is make whatever it is you want to learn more interesting.

If it is interesting, your brain will remember it.

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So How Do I Make It More Interesting?

Easy! **You scrutinize it**.

You look for the details.

The more details you find, **the more things you discover about your subject that are new to you**, the more strange, new, and unusual the subject will seem.

The more detail you find, the more ways your brain will have of remembering it -- and **connecting it to other things you already know** -- which again makes it easier to recollect when you need it.

Now, you are using that immense, fantastic brain-power (that I've proven to you that you have, haven't I?) to remember useful, **interesting stuff about the world** -- instead of a strange, lame story.

What planet from the Sun is Mercury? (See how great your brain is at remembering stuff!)

Did you know that in Roman mythology, **Mercury** is the **god of** commerce, travel and **thievery**?

Now isn't that interesting? A traveler who steals and buys and sells stuff. **A God who steals? How peculiar.**

What was his name again?

Mercury, you said? So he's a traveler -- and the planet Mercury probably got its name from the fact that **it moves so quickly across the sky**.

You said Mercury, yes? Like the chemical element?

I wonder if that name has anything to do with the god Mercury?

Do you see how many details would be available if you follow this sort of thinking?

Now go ahead, visualize what you're learning. See the planet Mercury before your mind's eye as it travels quickly across the sky -- or in space, if you prefer to see it that way.

See how close to the Sun it is -- it is orbiting the Sun, the Sun is shining its light on Mercury, and you can almost feel the heat.

Notice how real it is.

And know that you will remember this picture tomorrow, and the day after that, and whenever you care to retrieve it from now on.

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"5. When A Tree Falls In The Wood, Can You Remember What It Sounds Like?"

In the last chapter, you saw **how attention came from interest, and how memory followed from attention.**

You also got a glimpse of **how to create interest**!

Now, I'm not going to talk more about that, you can read about it in the book. Today, I'd like share with you some thoughts on **how to train your ear**, so that you'll develop a better memory for sounds.

Just as it is true that it is the mind and not the eye that really sees; so is it true that **it is the mind and not the ear that really hears**.

You Hear, But You Ain't Listening

Many sounds reach the ears that are not registered by the mind.

You pass along a crowded street, the waves of many sounds reaching the nerves of the ear, and yet the mind accepts the sounds of only a few things, **particularly when the novelty of the sounds has passed away**.

If we sit by an open window in the country on a summer day, we may have many stimuli knocking at the gate of attention: the ticking of a clock, the sound of the wind, the cackling of fowl, the quacking of ducks, the barking of dogs, the lowing of cows, the cries of children at play, the rustling of leaves, the songs of birds, the rumbling of wagons.

If attention is centered upon any one of these, that for the time being acquires the importance of a king upon the throne of our mental world.

It is a fact that **the mind will hear the faintest sounds from things in which is centered interest and attention**, while at the same time ignoring things in which there is no interest and to which the attention is not turned.

A sleeping mother will awaken at the slightest whimper from her babe, while the rumbling of a heavy wagon on the street, or even the **discharge of a gun** in the neighborhood may not be noticed by her.

An engineer will detect the slightest difference in the whir or hum of his engine, while failing to notice a very loud noise outside.

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A musician will note the slightest discord occurring in a concert in which there are a great number of instruments being played, and in which there is a great volume of sound reaching the ear, while other sounds may be unheard by him.

The reason that many persons do not remember things that they have heard is simply because they have not listened properly.

Poor listening is far more common than one would suppose at first.

A little self-examination will reveal to you the fact that you have fallen into the bad habit of inattention. You cannot listen to everything, of course, it would not be advisable.

But you should acquire the habit of either really listening **or else refusing to listen at all**.

The compromise of careless listening brings about deplorable results, and is really the reason why so many people can't remember what they have heard.

It is all a matter of habit.

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"6. The 12 Secret Questions"

Okay, so we've talked about how you can improve your memory for sounds and what you hear.

Today, I'm going to let you in on a **special secret**!

It's a **bonus**, for getting this far into the report!

To be honest, I think a lot of people **would just dismiss** these questions as valuable to memory if I told them just up front.

I wanted you to have a good understanding of how memory works before I let you in on this secret.

That's why I've waited until you'd read the five previous "lessons".

Now you know that the problem with a so-called bad memory often isn't the memory at all, but the attention that is exerted.

So here we go.

To remember anything better, when you wish to consider a fact, ask yourself **the following questions** about it:

The 12 Questions

1. Where did it come from or originate?

2. What caused it?

3. What history or record has it?

4. What are its attributes, qualities and characteristics?

5. What things can I most readily associate with it?
What is it like!

6. What is it good for -- how may it be used --
what can I do with it?

7. What does it prove -- what can be deduced from it?

8. What are its natural results -- what happens because of it?

9. What is its future; and its natural or probable end or finish?

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10. What do I think of it, on the whole -- what are my general impressions regarding it?

11. What do I know about it, in the way of general information?

12. What have I heard about it, and from whom, and when?

By now you will realize **the value of these questions**.

They help you focus your attention on your subject -- letting you grasp how unique, interesting, and fresh your subject really is.

It is like William Walker Atkinson says:

If you will **take the trouble to put any fact through the above rigid examination**, you will not only attach it to hundreds of convenient and familiar other facts, so that **you will remember it readily** upon occasion, but you will **also** create a new subject of general information in your mind of which this particular fact will be the central thought.

Similar systems of analysis have been published and sold by various teachers, **at high prices** -- and many men have considered that the results justified the expenditure.

So do not pass it by lightly.

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Now What?

If you have read this far, you have already started the amazing journey of improving your memory. Congratulations! Give yourself a pat on the back.

If you like what youôve read, you can continue reading, doing exercises, learning, and **growing as a human being.**

To help you going, I have an offer for you.

Go to http://youcantbeatme.com/afterreport

I **have a very special offer waiting for you on the other side that wil propel your growth and super charge you for success.**

See you there.

Sincerely,

Sten M. Andersen

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