



# **BRAIN TRAINING**



**HOW TO LEARN AND  
REMEMBER EVERYTHING**

BRAIN TRAINING  
HOW TO LEARN AND REMEMBER EVERYTHING  
BY GEORGE LYNCH

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# INTRODUCTION

I want to thank you and congratulate you for downloading the book, *“Improving Memory Now: How To use NLP Techniques To Improve Memory Ability Today”*.

This book contains proven steps and strategies on how to improve your memory with NLP. Do you have a hard time remembering things and aren't sure why? There could be a lot of reasons for memory loss, but a lot of times it comes from simply being so harried and stressed that it makes it nearly impossible to concentrate and focus on what you need to in order to create the memory path required. There are also many times that we limit ourselves in our beliefs as to what our abilities and capacities are to remember things. If you truly believe that you can't remember things, you won't.

Does that sound too simple? How many times have you told yourself that you can't remember a grocery list, or you KNOW you'll forget names and you do? Next time try telling yourself that you CAN remember and chances are you will, or at least come closer than you ever have. This is all part of Neuro Linguistic Programming or NLP. It is a process of taking everything you have limited your abilities and actions by in beliefs and values and tossing it out the window.

This book will show you how to use some of the techniques of NLP to improve your memory and overall brain function. It will not only help in the areas of memory, but you can use it to knock down any of the barriers you have erected that keep you from living a full and satisfying life.

Thanks again for downloading this book, I hope you enjoy it!

# CHAPTER 1: HOW NLP WORKS

Neuro Linguistic Programming or NLP as it is popularly called was developed in the 1970's as a way to theoretically take everything that you learn and experience and evaluate and change an outcome by adjustments of beliefs, values and emotional states. It sprang forth from the minds of those learned in mathematics and the Gestalt psychological theory, but has become a popular method of therapy in its own right.

It works by allowing you to determine what the beliefs and values are that you have had taught or developed on your own that place barriers to your ability to reach full potential in life. You enact changes by simply creating beliefs and values that are more in line with what you need your outcome to be. If you want to own a mansion as an outcome in your life, then you simply determine what the beliefs are that keep you held back in reaching that outcome. Is it money? Then you need to change your beliefs about money. If you believe that you are unable to have lots of money, it will be hard for you to ever reach that goal. If you change that belief and adopt a new one that says money is highly valued to you and that you CAN have a lot, it will come through diligent effort.

This doesn't mean that you will have a magical drop of millions of dollars into a bank account in your name by simply changing a belief. It means that you have removed that mental barrier that your sub-conscious mind has put in place that limits your ability to find the ways to make the money you need to own a mansion. The possibilities will then become clearer due to sharper focus and the belief that you CAN.

There is also another factor that takes control of your life and makes keeping focus and possibilities limited. Your emotional state can keep you keyed up and unable to stay on target with day-to-day tasks and goals. What if you could control your emotions? How much easier would that make your life and ability to remember things? Being able to eliminate a lot of the stress and anxiety that is brought on by sheer emotional fluctuations at times will do you wonders when it comes to sharpening your memory skills. The calmer you are, the easier it is to focus your energy on the things that are really important to remember.

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# CHAPTER 2: WHAT AFFECTS MEMORY?

Memory ability can slow down with age, but for the most part you should be able to retain close to the same amounts of information your entire life. Any huge and noticeable changes should be checked out by your doctor, since it could be the early signs of Alzheimer's. If you have always had difficulty remembering things, it might be a combination of the beliefs system you currently hold and a lot of environmental factors that can increase stress and anxiety.

Disorganization and procrastination are both areas that can increase both the stress and anxiety levels you feel. These are both areas that NLP can help with to a large extent. Anything in your life that you can have a worry about can be helped using NLP. There are also different ways that you can self-sabotage your memory skills by the mere belief that you cannot remember anything. If you hold a belief in your mind long enough, it will end up creating the unwanted barriers to keep you from achieving good memory skills.

Even with the best of intentions you can have your memorization skills limited and not realize it. NLP can break through any of the barriers and help you redefine what is important and the belief that you can maximize your abilities. If you follow through with the NLP techniques you will notice a difference right away. The only thing you have to do initially is a lot brainstorming to find out where the barriers are. List what your beliefs are and values when it comes to both learning and memorization.

You might be surprised at what you discover. When you undergo disappointments and are told often that you aren't smart, you can't remember anything or the myriads of things we can be told or tell ourselves, it has a direct impact on how your brain functions. You have to redefine the parameters that your sub-conscious brain works within by using NLP.

# CHAPTER 3: REDUCING STRESS AND ANXIETY

Bringing stress and anxiety levels down will do a lot to help improve your ability to remember nearly anything and everything. The problem with enduring and tolerating high stress levels is that it derails the focus and attention to the details that you need to have to really have excellent memory recall capabilities. You may not be able to stop the problems and situations that tend to bring stress on you, but your reaction to them is totally in your control.

Controlling stress and anxiety is simply a matter of controlling your emotional state. That is done by controlling how you breathe, how you sit or stand, how you hold your shoulders and how you use the 80 facial muscles. If you sit or stand with drooped shoulders and breathe really shallow and use a depressed or angry expression not only will you feel sad or angry, but you can feel the tension in your body take on a life of its own.

If you bring a big smile to your face in times of extreme tension and straighten your posture, breathe deep and slow you will quickly find the tension drain and get replaced with energetic feelings that are far removed from stress and anxiety, This doesn't work some of the time, but every time. Being mindful and taking note of when you need to do this is the hardest part of initially employing NLP. The relief you begin to feel will soon have you actively doing it as a routine. Does the immediate release of tension and stress get rid of the problems that brought it on? No, but it gives you the relief you need to be able to focus and get the problems managed. No one can effectively function while they are under too much stress and anxiety.

How does any of that improve your memory? It is easy. If your mind isn't bound up with worries and stress and is able to clear itself of clutter, it will be easier for it to recall the more important things it needs to.

It is also possible that you're not stressed out or suffering from anxiety. The reason for your bad memory could be the simple fact that your brain is clouded with too many things and too many thoughts. They don't even have to be negative things, you could be thinking of wonderful things but the fact that there are so many of them means that you forget other things.

What is required in this case is a spring cleaning of the mind so that you don't become overwhelmed by thoughts. This is common for creative individuals who have hundreds of ideas coming in all at once. A moment of inspiration creates a situation where the brain gets flooded by ideas and this can displace other important thoughts and information so it is not uncommon for people in creative fields to forget important key details like where they parked their car. Like stress and anxiety, a flooding of thoughts and ideas threatens the memory and creates disorder in the brain.

Sometimes people put themselves under stress without even knowing it. We often put too much pressure on our brains and this results in memory loss. Have you ever noticed what happens when you're straining your brain to remember the name of a song or a movie? Despite the name being right at the tip of your tongue you somehow cannot get it to leave your mouth. This is the pressure the brain is often put under when we try too hard to hold onto concepts and work too hard to remember things. The best concept is learning to put less pressure on the brain and allowing a flow of ideas that's more relaxed and calm. One thing most people learn from studying is how cramming just doesn't work as well as understanding the concepts. Cramming is often the method of last minute studiers and understanding is something that comes from taking the time to read and make sure that you absorb the ideas and know the mechanics and not just memorize the facts as if they are words to a

song. Some of our struggles with memory are self-inflicted and if we changed how we brainstorm or study we could actually be able to get so much more from our memory. The good thing is memory can be worked on by training the brain and doing memory exercises.

NLP can also help reduce the stress and anxiety that may be developed from years at school that may not have been the most pleasant for you. Let's be honest here. School means lots of tests and there is such a thing as test anxiety. Some people do terrible at tests even though it is no real reflection on intelligence. After a few poor performances then it can start a downward spiral of feeling low self-esteem. Those around you may not be very encouraging either. All of this begins to shape a belief system that you cannot remember things for tests, which then begins to grow and expands into life in general.

The simple use of NLP relaxation techniques could have made all of the difference on your testing performance in a matter of a few minutes. There may be no way to change the past, but you now have some of the tools necessary to make the future better. Stress will never have a hold on you again by using NLP techniques.

# CHAPTER 4: CHANGING BELIEFS AND VALUES

How do you go about changing beliefs and values about your abilities that are deeply ingrained and have been held in high regard for what may be decades? It is not as hard as you may think. Grab a pen and paper and get ready to start getting down to what might be the root of your memory troubles.

# LIMITING BELIEFS

You may not really know where to start when thinking about possible beliefs that you may hold that are limiting your ability to succeed and create the perfect memory pathways. Start by writing down any memories you have of someone, anyone saying you were dumb, stupid or couldn't remember things.

You may not even remember when some of these things were said to you, but the impacts of the words have lasted up until, well, now. You are going to have to define what your own perceptions are of your intelligence, abilities to learn and recall things. You need to be painfully honest in this self-evaluation. If you think your memory skills suck, then say so.

The next step is to take the negative defining and limiting beliefs and toss them out. You aren't going to define yourself by them anymore. You are going to create shiny new positive and ambitious beliefs. You CAN have a good memory. You ARE intelligent. You CAN learn and remember new things, including names, speeches and answers to test questions. Limiting beliefs are one of the biggest factors in lack of success in every area of a person's life.

# CHANGING VALUES

Values are the importance that we give things and thoughts in our life. You may have a good value system in general, but being able to tweak it to fit a positive outcome with your memory building skills is what you want to shoot for. If you feel you have a bad memory to begin with, you aren't going to place a lot of emphasis or value on good memorization techniques or skill. In fact it may be one of your lowest priorities since you have already been limiting yourself to begin with. You need to place having a good memory and being able to remember as one of your highest values. It takes on a new focus to the sub-conscious mind and suddenly becomes a very important thing to accomplish. Establishing new beliefs and values that embrace having a good memory will boost your confidence and it seems to literally shift your abilities nearly instantaneously. You may not be able to remember everything perfectly to start, but with some added strategies included in the next chapter you can amaze yourself and others with new and added memory skills.

# CHAPTER 5: ADDING HYPNOTHERAPY, VISUALIZATION MEMORY CUES AND ATTACHMENTS

There are some other strategies you can incorporate to improve your memory recall. These will all reinforce and enhance your ability to view yourself as a person that is more than adequate in the memory recall department. Using every available tool is the important thing.

# HYPNOTHERAPY

Hypnotherapy is something that easily compliments the NLP structure. A qualified hypnotherapist can get you in a state of consciousness that makes it easier to recall any other types of barriers erected that impair your ability to remember things. There may be limiting beliefs and values that you don't consciously remember, but your sub-conscious mind has locked onto and isn't letting go of. Once these can be brought to the surface they can be changed. It is a great process that works!



# VISUALIZATION MEMORY CUES

Everyone has the thought that words need to be remembered and recalled as words, but this isn't always the case. It may be easier for you to visualize things like lists as images in your mind. Names can be handled the same way. Take the first letters of the names and think of it in terms of a silly picture. An example is the name Bill Smith. Take the 'B' and 'S' and think of a baseball bat and then add a swinging motion. Bat Swings = Bill Smith. As silly as it sounds it actually works. The crazier the images are that you visualize, the easier it seems to remember the names.

# ATTACHMENTS

A big component of NLP that works is the skill of being able to attach importance to things and give it a pain and pleasure angle. What are the ramifications of not being able to remember certain names, dates or information? If you forget a birthday someone is going to be angry with you. This can be a painful experience if it is your significant other or child. Being able to remember the birthday with pinpoint accuracy will make the individual very happy and your life much easier. It creates a pleasure angle to the ability to remember. It is a process that really works.

# CHAPTER 6: EVERY DAY PRACTICE

When using NLP techniques to improve your memory you need to practice it some every day. In fact practice every chance you get. The more you get familiar with the technique, the easier it gets to call up at a moment's notice. Never wait until you are in a tight spot and need to remember something quickly. The more you work on it daily for normal things, the better it will be when you want to dazzle your friends, coworkers and boss with a crack memory.

# PRACTICE VISUALIZATION TECHNIQUES

Go out and about in your neighborhood and meet people you haven't had a chance to up until now. Try the visualization techniques of images in remembering names. Check a few days later and see how many names you can remember from your silly associations. The more you practice this the easier it gets and the better you get at it. You can also try this with the dry cleaner, the baker or at the market.

# PRACTICE ATTACHMENT TECHNIQUES

When you have available free time, sit down and write lists of things you would love to remember, but have had a hard time with it. The act of writing alone serves as a memory anchor. Off to the side list the attachments of both pain and pleasure of remembering and forgetting each item.

# STAY HEALTHY

Being in optimum health is good for your body AND your mind. Exercise, eat good foods, stay hydrated and get plenty of rest. Focus is needed for excellent memory recall and staying healthy keeps your focus sharp!

# CALM IS KEY

If you find yourself getting anxious or stressed over the thought of public speaking or an impending final exam, stop and change your emotional state. Do the deep breathing, good posture and smiling to bring calm and happiness into what was chaos and stress. The more relaxed you are, the easier your mind will find the whole process of studying and memorization. Getting into a calm state is also very energizing. Your confidence will soar and you will be more than ready to take on any crowded rooms or tests. Reach the calm emotional state and it brings energy, which boosts confidence and directs the focus on your desired end results. It is really THAT easy. Being able to better control your emotions is a very empowering feeling.

# CHAPTER 7: THE WHOLE PICTURE

Neuro Linguistic Programming is not the end all of cures for your memory problem, but with increased use of these techniques you WILL notice improvement. It is not a solution that takes months or years to benefit from either. If you start today, you will start having RESULTS today!

Bein a healthy person improves your ability to improve your memory skills. The things that will be most helpful are staying organized, reduce stress and anxiety levels and work at making the associations that NLP can help with. It is not just a solid way to increase your memory, but it is fun and makes less work out of making real progress.

NLP will help you get immediate results and working with it every day will bring you to the outcome of better memory along with a calmer disposition and enriched life in general. This is because you can change much more than the limits you've set on your memory and learning, but with everything about your life. Neuro Linguistic Programming is an addictive life altering program that hands you the power of your sub-conscious mind. It empowers you to make the changes you need easily and quickly.

It is important that you branch out and try to get help with memory improvement from as many sources as you can find. There are all sorts of visualization and mnemonic type systems that might be helpful, but NLP is one helper that puts YOU in control. There is no guesswork as to whether you "might" remember the things as you need to. You simply make the choice, create the belief that you CAN remember anything better and you will. Place your value on the ability to remember as most important and the change will happen.

Neuro Linguistics Programming has helped transform lives all around the world. It has broken the chain of addictions, reduced or eliminated depression and helped people redefine their goals and priorities. To create an outcome that far exceeded anything they could have previously hoped for or dreamed about has been the norm. If it can do all this, then you can rest assured that it will help boost your memory by untold amounts.



# CHAPTER 8: MEMORY IMPROVING TRICKS

## TRY A NEW ACTIVITIES

One of the most amazing things about the human brain is how it has the unlimited ability to pick on new things, this is why it is possible to master a new concept. Just because you have finished all the university degrees you wanted to, it doesn't mean your learning has to stop there. The brain isn't only malleable to pick up new things but it is something that can actually improve your memory and it allows you to get better at so many different things in life. Anyone who will tell you that learning is for the young hasn't taken the time to try something new.

Learning a new concept, or language or a skill might be intimidating but just the act of taking part in it will actually do wonders for the brain. Your brain works harder when it has to pick up a new concept and in the same way lifting weights tones up the body, new activities are basically a workout for the brain. Don't be intimidated by trying something new because it ultimately does your mind a lot of good. Learning a language is an activity that can actually have a positive effect on your memory. The hours you spend learning the rules of the vocabulary and the phrases is basically an investment in your own memory. While a bad memory can be a sign of a health issue, it could equally be a sign of a brain that doesn't get any exercise or challenges. Jumping onto a new concept, language or skill will give your brain the workout it needs to stay "fit and healthy" so you might actually stop forgetting where your keys are or whether or not you turned off the stove.

### WRITE THINGS DOWN

Earlier in this book we mentioned how the brain has a tendency to slow down on memories when it gets overwhelmed with thoughts. They don't necessarily have to be negative, what affects the brain is an overflow of ideas and this can make it harder for you to hold onto the things that are already in your brain. Learning to "spring clean" your brain to leave it clear. One of the best way to do this is grabbing a piece of paper, a notebook or a journal and actually vent on the paper and let things go. At the end of everyday take the notebook and write down these ideas and thoughts and let them all out. This clears your brain so that the thoughts don't pile up in your mind making it much easier for you to forget important facts and details. Creative people have notebooks and diaries they carry around and in them they write down ideas or draw sketches. This is both a creative exercise but also a healthy one because it means that you don't forget some of the most important ideas you come up and you don't create this huge back log of thoughts which can threaten your memory.

### READ MORE

Reading seems to be the answer to so many of the world's problems. This is because it exposes you to new ideas and concepts so it keeps your memory in tip top shape. When we read books we encounter things that are worth remembering so we'll try very hard to remember things. The fact that you're reading this book right now will actually help your memory. Whether you read blogs, magazine articles or books- the process of your mind going over words will actually act as a mental exercise which goes a long way to make sure you remember other important details.

### EXERCISE

Exercise promotes the development of a brain chemical called norepinephrine, which has a strong influence and impact on memory. So when you're working out your body you are also working out your brain as well, it's a win-win. Exercise also helps people relieve their stress so that their brains don't come under the pressure of anxiety and stress. When people finish workouts they often talk about how good they feel, this also has an impact on how we retain our memories and it makes

forgetting things less likely.

## EAT RIGHT

Diet is an important aspect of developing a good memory. Here is a list of foods that can actually improve it.

Avocado  
Coconut Oil  
Beans and Legumes  
Blueberries  
Broccoli  
Chia  
Nuts  
Dark Chocolate  
Quinoa  
Red Cabbage  
Rosemary  
Sunflower Seeds  
Tomatoes  
Whole grains

## GET SOME SLEEP

The brain needs a break sometimes and getting enough sleep is the best way to give it the brain it needs. When we're awake our brains don't fully get to rest because there is no time when one can say that their mind is completely blank. When you go to bed however, some of the brain functions are given a break so that the brain regenerates and any new information gets properly absorbed. Have you noticed that not getting enough sleep has a big impact on your condition on the next day? You will probably find yourself making silly mistakes when you do your work. There is so much we prevent when we just get sleep and enough of it. Doctors tell us we need eight hours of sleep of sleep for a reason. This is the amount of time our brains need to rest after the activities of the day. When you go for long periods without enough sleep, dark circles under the eyes isn't the only thing you get. You can actually also affect how well you remember important details and this obviously something that can actually affect your job or your studies.

## CURB THE MULTI-TASKING

Multi-tasking can ultimately cause you to forget things. People give themselves a long list of things to do and they ultimately make it more likely that they will forget key details. For the benefit of your memory learn to take on tasks one at a time and make sure you do each of them well without pressure.

# CONCLUSION

Thank you again for downloading this book!

I hope this book was able to help increase your memory skills. This book is merely a brief glimpse at the power of NLP and all that it can do for unlocking human potential through personal choice. It is possibly the most exciting breakthrough in psychological therapy in years. It is a readily available therapeutic method in nearly any corner of the globe, although it is something that you REALLY can do from home.

Everything you experience, learn and memorize is locked up within the walls of the human subconscious mind. NLP gives you the key to unlock the potential and access what you thought didn't exist or was gone forever. There is only one way to tell if this process will work for you and that is to try it!

Get rid of the clutter in your mind and organize. Change your emotional state and get calm. Lack of stress and high levels of anxiety are like salve to a wound. Who can even think straight if emotions and stress are running rampant? Take the information you need to remember and attach pain to forgetting it and pleasure to remembering. Use visualization cues and break down the barriers you have built in belief and add value to remembering things. All of these are the winning combination that is NLP.

I hope you enjoyed this book and encourage you to look into the other benefits that Neuro Linguistic Programming offers. I feel confident that once you see how easy it is to improve memory, that you'll be the next big fan of NLP.

The next step is to start using NLP.

Finally, if you enjoyed this book, please take the time to share your thoughts and post a review on Amazon. It'd be greatly appreciated!

Thank you and good luck!



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# PREVIEW OF BOOK: IMPROVING MEMORY NOW: HOW TO REMEMBER EVERYTHING AND MASTER MEMORY IMPROVEMENT TODAY

# CHAPTER 1: MYSTERIES OF THE MIND

There is one thing that all experts that study the brain will agree on. Many of the ways in which it works is clouded in mystery. How we think, learn, interact and remember things can be hypothesized about, but there is no way to actually draw an iron-clad picture of the processes. A very famous patient, referred to by his initials H.M. many times, suffered a fall off of a bicycle at the age of 7. This presumably began a lifetime of seizures and epileptic symptoms that was unrelenting. In 1953 his case was referred to Dr. William Beecher Scoville at Hartford Hospital in Connecticut. This neurosurgeon felt that the epilepsy was centered in the temporal lobes, so he opted to operate and did a bilateral resection of that area, including the hippocampus region.

It did alleviate the seizures to some extent, but what they also learned is that he ended up with a retrograde amnesia. Everything for up to 2 years prior to surgery was forgotten. Some events up to 11 years past were forgotten. The amazing thing is he was capable of recalling other memories just fine. He even had the ability to learn new motor skills, such as holding a paint brush and painting a picture, though he would not remember learning them.

His was an interesting case that was studied heavily until his death in 2008. His brain is still studied post-mortem in an attempt to understand what the dynamics were in relation to the actual structure of the brain. What importance does any of this have to improving memory? Well it shows that even in the worst case scenario situations of structural damage to the brain, it finds ways around in an attempt to improve on, learn and remember life events.

You may feel that you have the worst memory of any living creature, but this book will bring every available tactic known to help you improve both your memory recall and the ability to store the information you need for easy access. The brain is often likened to a computer, but it is actually MUCH better than any man-made electronic. It has the ability to make neurological pathways where there were none before. It is an ever changing and malleable organ that still astounds scientists daily.

# HOW DOES MEMORY RECALL WORK?

How do you create a memory? Once it is created, how does a person bring it to recollection? Many people think that they carry out a task, or look at a picture, hear a name and can simply file it away for safe keeping. It is true that the mind will file memories away, but the actual process of creating something into a "memory" is a bit more complicated than it might appear. When you learn to do something, partake in an activity, study for a test, practice a speech, or one of a million things we can do, the brain doesn't automatically send it to the permanent memory bank.

It is mostly in theory, since there is no real way to "look" at the information as it transfers through the brain, but dreams seem to be an active part of taking short term memory "clips" and turning them into hard long term memory files. Both visual and cognitive items replay through the dreaming mind and become a solidified memory that can be recalled by sensory ties. Experiences we enjoy, such as having sex, or eating a double scoop of strawberry ice cream can be instantly recalled by the mere scent of a familiar perfume, or the picture of a bowl of the frozen treat.

Advertisers learned this long ago and incorporate various recall methods in advertising resulting in billions in sales every year for all types of products. Sneaky? Not really. It's simply the way the human mind is hardwired to work. No matter how mysterious the processes for the human mind seem, repetition seems to be the key to building memory.

# EVER EVOLVING SCIENCE OF THE MIND

Science has come a long way since the days of belief that the earth was flat. Men on the moon in 1969 were able to send pictures back that showed proof positive that the earth was, in fact, round. The same slow evolution of knowledge happened in the science involving the brain. It was an accepted fact that the brain was an organ that could not and would not repair itself. If damaged, that was it. There was no thought given to the possibility that the brain could learn to do tasks again, but use different neuro pathways to give and retrieve messages.

There were scientists that had their doubts about this 'written-in-stone' theory. It didn't seem to explain why when some patients underwent serious brain trauma, they learned to walk, talk and do simple tasks again. There could only be one of two answers. Either they weren't as seriously injured in the brain as thought, or there was some type of re-routing or repair happening. Studies on the brain after some of the patients died showed that they did suffer severe trauma, but that the brain had somehow managed to adapt was evident in their relearning basic tasks.

The good news with the changing insight into the mind is that even if you suffer memory issues due to not learning the best ways for you to be able to recall easily, the brain is pliable and receptive enough to be retrained. You can EASILY master new ways to remember and recall anything you wish!

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