



# Memory Techniques



# LOCI



**Use it to:**  
**Memorize a speech**

Research shows that this method dramatically improves memory.<sup>1</sup> Scientists believe it works by utilizing our navigational and spatial memory skills.<sup>2</sup>



## HOW TO

### STEP 1



Mentally recall a journey you know well, for example, a walk through your house.

### STEP 2



Visualize each part of the information that you want to memorize in a different room or area of your house.

### STEP 3



To recall the information, retrace your route and locate each part as you go through your house.<sup>3</sup>

### PRO TIP



Take a walk through your mind palace twice per day until the information sticks.



# CHUNKING



**Use it to:**  
**Memorize long numbers**

To chunk is to take individual pieces of information and group them into bitesize units. By separating individual elements into larger blocks, information becomes easier to retain and recall.<sup>9</sup>





# WRITE IT DOWN

**Use it to:**  
**Learn a new language**

Writing by hand stimulates cells at the base of your brain, triggering your reticular activating system (RAS), which makes your brain pay more attention and active in forming each letter.<sup>12</sup>



## HOW TO



Write the words down on flashcards, and review them three times a day.

### PRO TIP



Use images, colors and different handwriting styles on your cards too. Stimulating multiple sensory nerves makes the information more memorable.<sup>13</sup>



These techniques have been tried and tested by generations of scientists and put to use by millions of people. So no more excuses. It's time to build that mind palace or write a catchy rhyme. Which method will you choose?



# PQ4R

Preview

Question

Read

Reflect

Recite

Review

1.) PREVIEW- Get a general picture of the material before you begin.

2.) QUESTION- Change headings into questions.

3.) READ- Look for the answers to your questions as you read.

4.) REFLECT- Try to relate the material to past learning or to personal experience.

5.) RECITE- Speak the answers to your questions aloud to solidify the information in your mind.

6.) REVIEW- Review the material regularly.