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- Highlight and copy the copy and paste phrases including the quotation marks. One at a time and paste them in to the "find what" box.
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Best of luck with your ventures,
Lisa M Cope

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Conformation message:

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Thank you for your interest in receiving our emails

It is very important that you confirm your subscription
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Please take a minute and click the link below
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We will send your first tip as soon as we receive
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Message # 1

Subject line: Your First Memory Matters Issue

Hello "autoresponder code here",

Welcome to your first issue of Memory Matters.

In each issue of Memory Matters you will learn valuable information on how you can successfully improve your memory and train your brain to store and retrieve information quickly.

You will also learn some great tips, techniques and exercises that you can use to improve your memory skills and put an end to the embarrassment of forgetfulness once and for all!

In this very first issue we are going to talk a little bit about how your brain works and go over some simple things that you can do to help it process, store and retrieve information.

There are actually two types of memory, short-term and long-term. In your brain, there are various kinds of memory that are stored. Since the brain is so enormous, it requires a system where the memory can be encoded and retrieved.

Your brain is required to get information very quickly, regardless of what it is. It doesn't matter whether the information is old or new.

As you may well know, there are some times where the brain cannot retrieve the memory that is needed. Depending on the situation, it could be something that is not a big deal. On the other hand, it could be something that is massive.

For instance, there may have been times where you have gone to the mall and you don't remember where you parked your car. Or you may have gone to the grocery store and didn't remember what you were supposed to purchase. What about those times when you encounter someone that you know and forget their name. That can be so embarrassing!

Did you know that with a little practice you can actually exercise and train your brain?

They are simple things that you can do during your daily activities that will help you improve your memory and teach your brain to recall needed information quickly . Let's touch on a few:

- Stay Organized - You can write things down in journals, notebooks, or telephone books. Taking down notes on complicated information and organizing it to comprehensive categories can help a lot. You can use words, pictures and words in memorizing information.

- Involve Your Senses - Though most of us tend to memorize using our visual sense, you can also associate information through using your sense of smell, touch, taste, feelings and emotions. The physical factor of using your senses helps in imprinting data into your brain.

- Use Association - Associate data to what you have learned. You can relate information what have you learned long ago, whether it is an update or entirely new data.

- Practice Focusing - Learning is encoding data into your brain and to do this, you need focus. If you are distracted easily, try to find a place that you will not be interrupted, so that you can thoroughly understand the information.

- Be Positive - If you really want to memorize and learn, you need a positive attitude. If you keep on telling yourself that you are a person with a bad memory, it will significantly affect your mental motivation.

- Use mnemonics - Mnemonics are clues that can help us to remember anything through association of the data we want to recall with a symbol, a word or a picture.

Here asre some common mnemonic devices:

1. Pictures - you can use microphone to recall your friend mike or wind for Wendy. Always use positive images because the brain tends to block unpleasent images

2. Words - You can use words that start with the first letter of each word that can represent the initial of what you want to recall. Musicians usually recall the lines of a staff E, G, B, D, and F by memorizing the words "Every good boy does fine."

3. Acronyms - These are initials that can create words. Musicians recall the spaces in a treble staff by memorizing the word FACE.

4. Rhymes -Most of us have learned that 30 days hath September, April, June and November.

5. Humor - By giving exaggerated symbols to associate facts and figures can be pleasing to brain coding because it is funny and it will be easier to remember.

These are some of the simple ways that you can train your brain and improve your memory. Practice using these methods and you can be sure that you will on your way to having a sharper and much better memory.

Make sure you look for your next issue soon. We are going to talk about how healthy habits will improve your memory.

Thank you again for joining,

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Message # 2

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about how your brain works and some simple things that you could do to help it process, store and retrieve information better. In this issue we are going to go over how healthy habits will improve your memory.

A good memory is essential for everyone. From their first year of school all the way to the later stage of life. Having a sharp memory will give you a lot of benefits.

As we talked about in the last issue, there are some simple things that you can do to improve your memory. Keep in mind that the brain is composed of brain cells and neurons that need to be nourished with natural nutrients, vitamins, and minerals.

If you really want to improve and sharpen your memory, you can incorporate simple healthy habits that are really quite easy to do.

By incorporating these healthy habits in to your daily routine you will be able to enhance your brain's ability to process and remember needed information:

Did you know that by simply learning how to manage stress you can reduce brain damage because it lowers the stress hormone cortisol?

It is also important to get regular exercise to increase oxygen to the brain, reduce the risk for health disorders that can cause loss of memory and enhance effects of brain chemicals that protect brain cells.

Be sure to get the proper amount of regular sleep to power your memory and enhance your concentration skills.

BIG ONE - Don't smoke, because carcinogens increase the risk of vascular diseases that can also lead to stroke and oxygen deficiency in the brain.

I know that you have probably been bombarded of the idea that a healthy diet based on healthy foods composed of fruits and vegetables and essential fats can provide a lot of benefits including our brain's ability to recall information and the fact is it true! There are some essential foods that are needed if you really want to improve your memory.

Here are a few of the main ones:

- Omega 3 fatty acids are focused in the brain and are attributed with memory function. They are distinguished as "essential" fat, against other kinds of fats thus protecting the body from harmful information and high cholesterol. You can get omega 3 fatty acids from walnuts, flax seeds, cold-water fishes such as tuna and halibut.

Since older people are more prone to lack Vitamin B12 and folic acids, a supplement for these vitamins is a good idea. However, nutrients can work well if they are freshly administered through natural foods.

- Vitamin B complex such as B12 and folic acid protect neurons by destroying homocysteine, a toxic amino acid. They can also aid in creating red blood cells which can transport oxygen all throughout the body. Best food sources of Vitamin B complex are strawberries, legumes, citrus fruits and soybeans.
- Vitamin C and E are antioxidants that destroy toxins and free radical in the body. These free radicals are formed when oxygen interacts with certain molecules that they can damage cells. Vitamin C can also improve the oxygen flow through the brain.

Foods that are natural antioxidants are blueberries, tomatoes, broccoli, green tea, nuts and citrus fruits.

Aging is the natural enemy of a sharp memory. Did you know there are different factors that can cause brain aging?

1. Vulnerability of the brain to age-related diseases that can affect its ability to recall information.
2. Insufficient neurons, which can significantly affect the activity of brain chemicals such as neurotransmitters and receptors.
3. Decreased blood circulation in the brain.

However, for healthier adults, these changes represent more of a deterioration of the brain's ability to absorb and store information. The accumulated information, which your brain had gathered for many years will remain compressed. You can recall long-term memories but it will take time.

However, some older people can develop more problems with memory that can be the result of diseases such as Alzheimer's.

So today's lesson is eat right, exercise and get plenty of sleep if you really want to improve your memory's ability to function. You will be amazed at how fast your memory skills will improve just by making some simple changes to your diet and exercise routine.

Make sure you look for your next issue soon. We are going to talk about how you can improve your memory just by using it creatively.

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Message # 3

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about how healthy habits will improve your memory. In this issue we are going to go talk about how you can improve your memory just by using it creatively.

Our brain has the ability to adapt and evolve itself. Even in older people, it can re-grow new neurons. Serious mental decline is generally caused by some diseases, whereas most age-related memory loss is simply caused by an idle mind.

The rule of thumb is: "use it or lose it."

It was just recently that scientists and psychologist have been able to document how the brain network forms the memory.

Did you know that the brain network never stops in expanding and adapting?

Beginning in the mother's womb throughout the advanced stages of life it continues to absorb and store knowledge. If you could take a peek and observe the inside of the brain at a cellular degree you would be amazed to discover how a mere mass of gray matter works and allows us to learn.

When you are trying to remember or recall data your brain uses association and linkages to facilitate your memory. This is one way that almost anyone can also significantly enhance their skills to remember objects using a technique called mnemonics.

We will be talking more about mnemonics in a future issue, but basically it is a technique that teaches you to use association with rhymes, phrases and illustrations that will help you to remember information that are very hard to recall.

While creating a memory the brain requires you to recall more, by relating the things that need to be remembered with other things such as emotions, metal cues etc.

Unfortunately, there is so much information that most of us have to remember everyday, especially with all of the information and technology available to us.

One of the best methods we can use is to remember things better is to code the information using regular images that we can later

use to reliably extract information from our memory. This works very well if you associate the information that you want to remember with very common images. Then use those images to recall information that we need.

Your imagination is the best tool that you can to create effective memory aids. The more we use our imagination and see the image, the more it will thoroughly stick to our mind for later use. The image we use in mnemonics can be clear, pleasant, funny, exaggerated or sensual as long as it can help you remember information.

Your memory works by association, so if you can employ active association between two bits of information you will be able to remember it better. For instance, let's say that you need to catch the bus at 4 PM, you can picture the bus in your mind and notice that it has 4 wheels. Four wheels, 4 PM. Now you have an association. You now have a better chance of remembering the time because it has been instilled in your memory.

The basic rule of thumb for remembering things with associations is to be creative and imaginative. You don't have to be a poet every time you want to recall something. Just think of an image in your mind that associates to a certain piece of information.

Make sure you look for your next issue soon. We are going to talk more about using mnemonics to Improve your memory.

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Message # 4

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about how healthy habits will improve your memory. In this issue we are going to talk more about using

mnemonics to improve your memory.

As we briefly discussed in the last issue there are numerous tools that you can use in order to improve your memory. By using them you can learn to structure information differently, which will help you remember facts accurately and quickly.

As with the regular human tools of our mind, the more we practice with these tools, the more effective we will be at using them. Without practice and effort, chances are that you aren't going to have a good memory.

Don't worry you won't need to spend hours a day to hone your memory skills, most of the techniques that we are going to talk about are very easy to use in your everyday life.

As I mentioned in the last issue a very popular tool that you can use to improve the memory is mnemonics. These are techniques that will help your brain store and recall information that is normally very hard to recall. The general idea in using mnemonics is to instill hard to recall information in a way that can easily be remembered.

As we know, our brains are very complex. They can encode and interpret sophisticated data such as colors, images, sound, tastes, positions, and language. These stimuli are used to create a visual image of our world and our memories are used to store these images.

Unfortunately, there is so much that we have to remember during an average day that it is easy for us to forget many of things that we really don't want to. While writing things down is a very good mode for to help us remember, often our brains can't easily document written information accurately.

You may recall from our last issue one of the best method we can use is to code information using regular images that we can later use to reliably extract information. Since these images are very common, they are easily utilized to recall information that we need.

Now let's go over a list of the different mnemonic triggers that you can use to help you store and recall important information.

- Vivid pleasant images – since brain has the tendency to eliminate negative ideas.

- Colorful images – since our brains have the tendency to recall color.
- Senses – mnemonics can also use sounds, tastes, smell, feelings as well as images.
- Dimension – giving your ideas dimension can make it more vivid and easier to recall. You can also use movements to maintain the flow of memory association.
- Humor and exaggeration– you can have fun while trying to recall data.
- Rhymes – the ears can easily interpret data when they are pleasant.
- Symbols – funny symbols can be associated with an idea quickly and effectively.

There are three basic principles in using mnemonics:

imagination

location

association.

Combining with these principles can strengthen your use of memory techniques.

Imagination is what we use to design and enhance the memory needed to create effective mnemonics. Our imagination is what we use to create memory aids that are effective. The more we use our imagination and see the image, the more it will thoroughly stick to our mind for later use. As I mentioned earlier, the image we use in mnemonics can be clear, pleasant, funny, exaggerated or sensual as long as it can help you remember information.

Location can give us two major things: a concrete idea into which we can place data so that it can cling together, that it will not be bundled into other mnemonics. By placing one group of information in a particular location, we can separate it from a similar mnemonic with images of New York for example. We can also build smell, flavors or color of these places into our mnemonics to enhance the location.

Association is a method by which we attribute a data to be remembered such as placing things on top or side by side.

Hopefully you now have a better understanding of how you can use mnemonics to improve your memory. Just start practicing the techniques that we discussed today and you will see a big improvement in the way that your brain stores and recall information.

Make sure you look for your next issue soon. We are going to talk about how you can teach your brain to easily remember the names of people you meet and improve your memory even more.

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Message # 5

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about using mnemonics to improve your memory. In this issue we are going talk about how you can teach your brain to easily remember the names of people you meet and improve your memory.

Let's jump right in today and start by talking about what you need to do in order to remember the names of people that you meet.

Remembering names is really no different than remembering anything else. One way that you can quickly teach your brain to remember names is to simply add variation to a method that already works well for you. For example how do you retain your Mom's address or best friend's telephone number?

Is it by picturing the numbers on the house, a vision of them answering the phone or is it by remembering the sound that the

keypad makes when you dial?

That isn't the only way that you can train your brain to remember names, so let's go over a few techniques that you can use as well.

We will start with face relation. This method is a slight variation of the Link Method. The link method is one of the most popular mnemonic techniques for improving memory.

You can use it by making simple relation between items in a roster or a list, combining them with a clear image containing a certain item. Taking the first picture, images a relation between it and the other object. Then you can move on through a list thinking each object with the next.

A variation of this technique is very similar, combining items together with a significant story. The flow of the tale and the emphasis on the picture will give you clue for recalling needed information.

You can observe a person's face but do not be very obvious that you need to stick your eyeball in front of that person's face. You should look at a peculiar feature that would let that person stand out from the rest such as forehead, mouth, ears, hair, and waistline, chin or skin complexion.

Create a relation with another person you know with a similar name. Also, it could be also related into a rhyme or imagery of the name with that person's name or distinct character.

Now let's talk about rehearsal. This method is a slight variation of the Roman Room System of recalling information. This technique is also known as Method of Loci, which is an ancient yet effective way of recalling data where it is concretized.

To use this method, picture a room that you are familiar with such as a bedroom, office or kitchen, within these rooms are items. Relate images symbolizing the names you want to recall with the objects in that room, imaging a certain object and the related images.

This technique can be effective in helping a person to memorize names by going into a more specific detail and encoding data to remember what you need.

When you are being introduced, ask for that person's name again.

Use this name always and try to recall it over and over again. If it is comfortable with both of you, ask how he or she spell the name or you can also ask for a business card. You should remember that the more you hear or encounter the name, the more it will be recalled by your brain.

Alternatively, after your encounter with the person is over, you can recall the name in your mind for a few times. If you are definitely keen you might also write it down in your notes.

These methods for recalling names are fairly simple and obvious, but they are also proven to be very effective. Associating pictures or strange words with a person's name can be very beneficial.

With practice, patience, repetition and association you will be able to quickly retain and recall the names of people you meet.

Make sure you look for your next issue soon. We are going to talk about different games that you can play to improve your memory.

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Message # 6

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about how to teach your brain to remember names. In this issue we are going to talk about different games that you can play to improve your memory.

Chances are that sometime in your life you have tried to recall a phone number by saying it over and over again until you remember it correctly. Am I right?

While it is possible to remember this way in your active memory; after a few hours you may try to dial the number, only to discover

that you have already forgotten it.

This is because the phone number is not retained in our long term memory. While an active memory is reliable for a quick remembering of several bits of information such as contact numbers, it can store only around seven pieces of data for a very short period of time.

In order to remember things for a longer period, you must relate the new data with the data you already know. Retaining information to your long-term memory stores information for much longer intervals.

There are many techniques that we can use to improve our memory that are challenging to say the least. However, there are also techniques that are both funny and beneficial and that is what we are going to talk about today.

Did you know that playing games and solving puzzles will improve your memory?

One way to recall information that you need to retain to your long-term memory is to create a story that associates the particular items or data you need to recall, making them easier to remember. As we have discussed before, the idea here is that it is easier to recall more data when a fact or data is associated with another idea.

While creating the story, you can also make a strong mental image of what is happening. This aids in associating the information to a picture and imbeds it into your long-term memory.

Story-telling is always fun especially with a group. Try playing this game at your next get together. Start by laying 10 or more objects on the floor and have everyone build a story around the items. Each person in the group picks an item and adds to the story by incorporating the object that they have chosen.

Once all the objects have been added in the story, take them all from the room. Now, see who can remember most objects by having them list them on a piece of paper.

Next bring the objects back and put them on the floor and have the group tell the story one more time giving points for having correct items on their list. When you are finished you can add up the

points and see who has the best memory in the room.

By playing this game not only will you end up with an entertaining story, you will also help train all of your minds to retain and recall memories better.

Another mind-practicing game is the pexeso. Chances are you played this when you were young or you still play it with your children. This game is a matching of pairs.

You can play this game with a set of tiles that include pairs of symbols or with a half a pack of playing cards by removing 2 to 4 suits, so you can only have 2 aces, 2 queens, 2 jacks etc.

Start by placing out 24 cards but make sure those 24 cards is composed of 12 matched pairs. Once face down, move the cards around so that you will not know where any card is placed.

Turn one card one at a time and look at the number or the picture, and then turn it down again. You can repeat this process until you turn over a tile that matches a tile you turned earlier.

Now, find the card's pair by recalling from earlier where it is placed. When you located a pair, remove them from the set.

There are so many games that you can play to improve your memory. You can also do word search, crossword, jigsaw and other types of puzzles. Any games that involves solving problems is a good choice.

Games like this will exercise your brain and your memory. So you see simply by playing games, you can expect have a memory that is a lot sharper and a lot more accurate.

Make sure you look for your next issue soon. We are going to talk about how you can quickly and easily train your brain to remember lists and long numbers.

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Message # 7

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about different games that you can play to improve your memory. In this issue we are going to talk about how you can quickly and easily train your brain to remember lists and long numbers.

Recalling lists are what most mnemonics are devised for. You can retain almost any data into a mnemonic roster list. You just need a bit of imagination to make the necessary relations.

As with long lists, using a mnemonic system for recalling numbers is actually very simple. There are different approaches, depending on the kinds of numbers you need to recall.

Let's start with short numbers.

One of the easiest, yet effective, methods of recalling short numbers is to use a simple number rhyme picture related in a story.

This technique uses a peg system where information is pegged or combined to a familiar order such as numbers 1 to 10 or 10 to 20 to create peg words. By using this you will recall any facts, as gaps in data are instantly easy clues. It can also help you to remember things such as a list of Presidents or important dates in history in their right order.

Once you master the basics of this method you will be able to advance to the point where you quickly remember long lists of chemical equations if you need to.

You can also use a simple peg word system, where, as an example, you can relate numbers from the number rhyme method into placement organized with the alphabet method. This often works better for most people.

Now let's move on to long numbers.

You can easily learn to recall long digits by using the journey system. In its simplest sense, single digits can be stored at each

station on the journey when you use the number rhyme system or the number image method.

In a larger sense, you can enhance the digits stored at each station by using the major system. The number image method is quite alike to the number rhyme method.

It is an easy yet effective method of recalling a roster or a list in the correct order. It also uses the peg word system. This method works by aiding you to create images in your brain, wherein the numbers are symbolized by images forming like the number. You can then relate these objects with the number you want to recall.

By just utilizing the simple methods to work together you can recall 100 digits with just a small effort. You can also use advanced systems, so that you can remember numbers with up to 1000 digits.

What if you need to remember contact numbers?

Contact numbers for the telephone, or cell phones can be easily recalled by relating numbers using the number rhyme methods with locations in either the alphabet method or the journey method. You can then relate these with the image of the person whose number you need to recall.

The Alphabet method is a system that also uses peg words, but is more complex than other techniques. It is a better technique for recalling longer lists of numbers in a correct sequence, in such a way that you can describe if a digit is missing. This method works by relating pictures symbolizing letters of the alphabet with pictures you have in mind for the objects you want to recall.

When you are making images for the letters of the alphabet, make pictures in a phonetic order or a sequence that can possibly be pronounced but can be nonsense at all. So the sound of the first syllable of the words is the name of the letter. For example, you can code number wand with the word wand, and use the letter W instead.

I know this may all sound a bit confusing, but once you develop a basic understanding of these methods you will be amazed at how quickly you will be able to retain and recall and list or long set of numbers.

If you want to know more about the Peg-Word System there are

many books available on the subject. You can also find plenty of free information available by doing a simple search on the internet.

Make sure you look for your next issue soon. We are going to talk about understanding the different stages of cognition to improve your memory.

See you soon,

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Message # 8

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about how to train your brain to remember lists and long numbers. In this issue we are going to talk about understanding the different stages of cognition to improve your memory.

The human brain is a complex mass of matter inside your skull that allows you to accept information and process this information by interacting with our environment through learning and action. A good mental workout can improve the brain's faculties and can usually help protect against cognitive decline and other diseases that damages the brain and the memory.

Our brain has the ability to adapt and evolve itself.

Did you know that even in older people, the brain can re-grow new neurons?

Serious mental decline is generally caused by some age-related disease, whereas most memory loss is simply caused by idle an mind. Remember this good rule of thumb "use it or lose it?"

It was just recently that brain scientists and psychologists have been able to document how the brain network forms the whole mass of memory. As we discussed in a previous issue beginning in the mother's womb all the way throughout the advanced stages of life, the brain network never stops expanding to adapt and learn.

Generally, there are three stages that our brain follows in creating and recalling memories. These stages are:

1. Possession

Data enters the brain through pathways in the neurons in a certain part of your brain. This is the most important part when it comes to encoding information into the brain. Unless you focus your mind specifically on the possession of the data you want to remember, your brain will just interpret it for a short while and then it will be discarded.

2. Interpretation

If you have focused on instilling the data into your brain, a part of the brain called the hippocampus, will send a signal to store the data to your permanent or long-term memory. This occurs more easily if it is associated to something that you are familiar with, or if it is associated with your mental or emotional responses.

3. Repossession

When you need to remember the data, your brain will activate the same sequence of brain cells it used when storing the information.

Do you think you have a bad memory?

You can be pretty sure, unless you have suffered some form of trauma, injury or have been diagnosed with a brain-related diseases that you don't!

It is much more likely that you just have ineffective (bad) habits and practices when you are absorbing and processing data. The good news is you can always sharpen your mind and enhance your brain's ability to recall information, no matter what age you are.

Our mind, like the body needs to be nourished and exercised as much as possible. The more you exercise your mind, the better

you will be able to process and retain data. Regular and sensory stimulation are the basis of a good brain workout. If you break your bad habits and use your mind more actively, parts of your brain that may be idle will gladly awaken and the result will be a much better memory.

As we have discussed before exercising your mind can be as easy as changing the way you perform your everyday activities. For instance if you are right handed, try writing with your left hand a little bit everyday. This will stimulate brain connections that are not actively used.

There are many other ways that you can exercise your brain. For instance; try forcing yourself to use your body parts in peculiar ways, like eating while your eyes are closed, walking backwards across the room or hopping on one foot while you fold the laundry. Anything changes from the way that you normally perform your daily tasks will help stimulate your brain!

Of course, you can also learn a new language, play a new game, or create something tasty and exotic for dinner. The key is to switch things up from day to day, so that your brain is being stimulated. By doing something, new, different or exciting once in a while you will keep your neurons working in peak condition.

Make sure you look for your next issue soon. We are going to talk more about using peg words to improve your memory.

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Message # 9

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about the different stages of cognition. In this issue we are going to talk more about using peg words to improve your memory.

We all know that improving our memory is very important. After all we need to think just so that we can function on a daily basis.

Having a sharp memory can give you great opportunities, advantages and confidence when you are at home, in school or at work. It can also give you security and peace of mind as you get older. So, it stands to reason that we need to care of our memory just like we do our bodies.

Today we are going to go over using peg words to improve your memory. Even when it comes to remembering something as simple as a name, phone number or date you can use peg words to improve the way that your brain stores and recalls needed information.

A peg system is a technique used mostly for memorizing lists. It works by pre-memorizing a list of words that are easy to associate with the numbers they represent

You can start with a list of 1 to 10 words and then increase your list as you become better at using this system. The words you choose form the "pegs" of the memory system.

Then in the future, to rapidly memorize a list of arbitrary objects, each one is associated with the appropriate peg. Generally, a peg list only has to be memorized once, and can then be used over and over every time a list of items needs to be memorized.

You will want to start by creating your peg lists from words that are easy to associate with the numbers. For instance rhyming words like four - door or eight - gate. Peg lists created from rhymes or from letters of the alphabet are very simple to learn.

This system is a little hard to put into words, because you won't have the visual cues to associate with, but let's say you are going to the store and you want to remember to buy cheese, bread, butter and milk.

With the peg word system the number of each item on the list has a rhyming word associated with it. This word is the PEG that will trigger your memory in the future.

Item one on the list is cheese, the word gun rhymes with one, so your peg word is GUN.

In your mind picture the number one with a gun and some cheese.

Now when you go to the store and think about the first thing on your list your brain will associate one with gun and cheese will pop into your mind.

Stick with me. I know it sounds confusing, but with a little practice it works very well. Let's take a look at how your mind will visualize the rest of your list.

List item - TWO - peg word ZOO - visualize taking BREAD to the zoo.

List item - THREE - peg word TREE - visualize BUTTER in a tree.

List item - FOUR - peg word DOOR - visualize someone at the door with milk.

By rhyming your peg word with the number of the item on your list you will be able to create a unique visual image for your brain to store. It may seem silly, because you know that butter doesn't grow on trees. But your mind will quickly store the image and associate it with item number three on your list.

With practice you can literally memorize any type of list from a simple shopping list to a long list of important contacts, the presidents, the bill of rights, important dates in history etc.

This is a very basic overview of the peg word system. There are many different ways that you can use it to improve your memory skills and as you practice and learn you will be able to expand the ways that you use it to remember extremely complex lists as well as simple ones.

Make sure you look for your next issue soon. We are going to talk more about association techniques that you can use to improve your memory.

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Message # 10

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about using peg word system to improve your memory. In this issue we are going to talk about association techniques that you can use to improve your memory.

Are you still a bit doubtful about using association as a memory technique?

Maybe you don't believe that it is that important to create funny or silly association between two pieces of data every time you need to memorize information.

Association is a proven and effective method that is often employed by psychologists who are experts in studying human memory. The fact is that your memory works most effectively through association, and we are simply expanding on this information to help us store and recall data effectively.

Let's go over some basic memory characteristics:

1. Memory is recent

We are more likely to recall things when they have occurred recently than those that happened for quite a long time. There is a great possibility that you recall what you had for breakfast today, but not what you ate two months ago.

2. Memory is clear

There is a great possibility that we recall events that are most clear or those events that leave lasting impressions than events that are ordinary. You can possibly remember what you did on your wedding anniversary, or perhaps the World Trade Center collapse, but not what happened a day before that event unless they are quite striking too.

3. Memory is frequent.

We are able to recall things that we experience often, rather than those we experience very seldom. You are more likely to recall your friend's name or phone number if you are really good

friends rather than the baseball stat of your home team unless you are an avid fan.

We can all benefit from these characteristics of memory. For instance, we know that if we say a word or phrase over and over again, we can recall it easily.

What about the clear property of memory?

Well, when we need to recall two words such as flower and rake, we might think of using a rake to clean the surroundings of a flower garden.

But why not try picturing a little boy coming up to the table where you are eating your meal, with a rake in his hand. Picture him picking up the vase with a flower in it from your table and dumping it on his head.

Now which of these two images do you think will help you remember the words flower and rake more easily?

The second one will be much more effective because it is more clear and vivid. The rule of thumb for memory association is: the funnier the better.

Most psychologists believe that our brain's capacity to store information is unlimited. This means that our mind cannot be over filled. New data may, however, meddle with the data retained from a long time ago, making these older data more difficult to recall.

To avoid this situation, you can employ little organizational tactics inside your mind. Remember your brain is very complex and it can easily encode and interpret sophisticated data such as colors, images, sound, tastes, positions, and language.

Here are some tactics that you can use to create a visual image of your world and your memories. By providing the proper stimuli you will be able to store and retrieve information quickly.

Pictures – Visualize a microphone to recall your friend Mike or wind for Wendy. It's important to always use positive images because the brain tends to block unpleasant images

Words. You can use words that start with the first letter of each word that can represent the initial of what you want to recall. Musicians usually recall the lines of a staff E, G, B, D, and F by

memorizing the words "Every good boy does fine."

Acronyms. These are initials that can create words. Musicians recall the spaces in a treble staff by memorizing the word FACE.

Rhymes. Most of us have learned that 30 days hath September, April, June and November.

Humor. By giving exaggerated symbols to associate facts and figures can be pleasing to brain coding because it is funny and it will be easier to remember.

At first try using association techniques a few times a day to remember a list of objects. Then make a point to remember the new list at least once a day for a few weeks. By the end of this period, the objects you recall will be permanently retained in your brain.

By using association techniques, you can be sure that you will have better and more accurate memory and don't forget that you need to provide your brain with the proper exercise and nourishment in order to keep it healthy and functioning at peak performance.

Make sure you look for your next issue soon. We are going to go over some great tips that you can use to improve your memory.

See you next time,

"your name here"

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Message # 11

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about association techniques that you could use to improve your memory. In this issue we are going to go over some great tips that you can use to improve your memory

even more.

The simple fact is that the common human brain is not very good in recalling abstract ideas such as digits and numbers.

This is one of the most common things that separate those with photographic memories from those with average memory. As we know from previous issues, the most important thing to remember in order to recall some hard data is to create an association and linkages that shall facilitate memory.

This is why almost anyone can significantly enhance their skills to remember objects using mnemonics. While creating a memory temple, as an example, requires a you to recall more, by relating the things that need to be remembered with other things such as emotions, sensations, mental strikes etc. The more you build mental links, the more likely you will be able to retrieve information.

Let's go over some simple tips that you can use to help the process:

- One effective technique to remember a person's name is to search for the person when you are being introduced and say the words: "Nice to meet you, John."

- Try to recall the sequence of a deck of standard playing cards. Even though this may seem like a simple game, it can help you to search for more memory techniques that your brain can use.

- Lay a group of items on a table. Study them for at least 30 seconds. Take them all away and write down all the things that you actually recall. Increase the number of objects to increase level. Or get a friend to find the items on the table; this will make the level higher and harder for your brain to recall.

- Try putting a black ink dot at the bottom of your palm and associate it with an object that you have in mind. Whenever you see the black ink dot, you will recall what you need.

- Picture what you have to do as a part of something you see or experience every day. As an example, if you have to take your dog for a walk, picture your dog in your door every time you walk through or past it. This will keep the idea fresh in your mind.

- If you have an event or idea to remember and you don't have a

pencil and a paper. Try switching the arm that you normally wear your watch or changing the time on it. Whenever you notice that it isn't right you will recall why.

- Keep a diary or a journal everyday without fail. Even small events should be documented. This is a good method to ensure that you are not missing anything.
- Record a message on your answering machine or voice mail that will remind you that you have something important to do when you check your messages.
- Try to memorize your favorite poem or a song until you can repeat it in your own words easily.

These are just a few simple things that you can do. Don't forget that your imagination is your best tool when it comes to improving your memory. Just us some of these exercises and you can be sure that your brain will be a lot healthier and be able to handle more information that you ever thought possible.

Before we close this issue I do want to touch base with you on a couple of important things.

First, if you notice yourself forgetting simple everyday things frequently and often instantly, you will want to talk to your doctor as soon as possible. Sometimes, little acts of forgotten daily tasks can be early signs of dementia or Alzheimer's disease.

Next, when it comes to purchasing a memory supplement, be very careful and do your research. Find out all information that you can about how that program or product works with your brain systems before you make the decision to buy.

These are so many methods, products and programs that you can use to improve your memory, just use your best judgment and remember to exercises.

Make sure you look for your next issue soon. We are going to talk about even more simple steps that you can take to improve your memory.

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Message # 12

subject line: Memory Matters

Hello "autoresponder code here",

In the last issue we talked about great tips that will help you improve your memory. In this issue we are going to talk about simple steps that you can take to improve your memory.

Wouldn't it be nice to read a trivia and never forget what it was all about?

Unfortunately, not everyone is born with a photographic memory. Only very few people have the gift of an eidetic memory and the rest of us have to rely on memory techniques such as mnemonics to recall complex information.

Luckily, almost everyone can improve their memories, and with proper time and exercise most people can enhance their brains' ability to recall information. Whether you want to win a trivia game, ace an exam, or simply remember where you parked your car.

Most people get stuck in the idea that their memory is bad, that they aren't good at recalling numbers, names and that important information. They believe that it just slips out of their minds with no warning and that there is nothing they can do to stop it.

Well, it's time to scrap the negative thoughts and promise yourself that you will improve your memory. Dedicate yourself to the task and monitor your achievement.

Start off by committing to work out your brain everyday. Regular exercise will keep your brain growing and building new nerve networks that will greatly help improve your memory.

A regular mental workout can enhance blood circulation and efficiency of the body; especially the brain and it can also help prevent memory loss. Don't forget to include physical exercise as well. It can help you stay alert and more relaxed, and this will help you process information more effectively.

Develop healthy habits and new skills on a regular basis, such as speaking a foreign language or learning to play a cello. This will aid in your goals. Play trivia games. Solve puzzles and mysteries that will keep your brain active and enhance its functions.

Reduce stress. A hormone called cortisol causes stress. Stress may not cause any physical damage to the brain, but it can make proper recall very difficult. After a prolonged periods of stress, the brain can be damaged. Stressful events are also recognized by the part of the brain called the hypothalamus which signals the pituitary gland to secrete a hormone called ACTH or adrenocorticotropic hormone.

This hormone creates significant change to the adrenaline levels and later cortisol or corticosteroids. These steroids can weaken the blood-brain wall in the skull and can also cause damage to the hippocampus. Hippocampus is known as the memory center of the brain. However, the hippocampus regulates production of the hormone released by the hypothalamus through a complicated process of non-positive brain feedback.

After a period of chronic stress, the brain can be damaged and it will not properly function in controlling the degenerative cortisol and memory can also be harmed. The formation of new neurons or the neuro genesis also happens in the hippocampus and cortisol stop this event.

Chronic stress will greatly affect brain health and also the memory. It can also damage the brain so the best thing to do is to learn to relax and control stress. Stress is almost impossible to totally be eliminated from the body but it can also be controlled.

Your brain is a very important part of your body. Always keep in mind that you need to exercise it or stimulate it regularly by following these exercises. Through these exercises, you can be sure that you will have a sharper memory and healthier brain.

Make sure you look for your next issue soon. We are going to talk about

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Message # 13

Use this as a template for even more issues

subject line:

Hello "autoresponder code here",

In the last issue we talked about

In this issue let's go over

>>>>>>Add in your content here<<<<<<

Make sure you look for your next issue soon.

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