Magical Guide to Memorization

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This manuscript will help you

think, arrange, write and design

your speech in ways that make it effortless to memorize, by working with your brain's natural abilities.

A crash course in readability.

How do you feel when reading this?

It might be easy to follow along at first, but as the lines of text get longer and the width of the text increases, it becomes more difficult for your eyes to adjust on a new line, when you eventually get to them. Your eyes also have to struggle more to focus on the current line, especially if that line is sandwiched between other lines, like you see in this paragraph. Effort increases if sentences have a tendency to run on and contain multiple ideas (like this one)—and it can be hard to keep track of what's going on (especially with lots of dashes and parentheses).

Are you starting to notice the strain?

Perhaps reading these sentences will help! Try to take notice of the increased mental effort that's required to make sense of all these words and to hold on to they ideas they contain within your mind while you attempt to keep your place in an increasingly confusing and lengthy sentence…

Let's make it easy for your brain.

Did you know that the maximum width that's comfortable to read is 80 characters?
That's exactly the width of this sentence, and the sentence that came before it.

It's probably easy to read when compared to the paragraph in the first section.
And surely it helps that the sentences themselves are short and easy to follow.

A lengthy sentence in small font that runs across the page and uses many words to say something that could have been said in fewer, is tough.

Short groups of words are easy.

What was the point of that?

To gain an understanding of what's going on inside your mind.

Maybe you didn't know about the ideal length of sentences, but **did you sense the effort you required** to read them?

It takes far less effort to read something narrow, set in large text, with lots of space around separate ideas. It is easy for your eyes to focus on the message, and move on to the next sentence.

Even if the next sentence is much higher or lower up; it's the total distance that your eyes must travel that affects the effort you expend.

Effort is also affected by distractions. If what you want to focus on is close to other things that you **can** focus on, you struggle more to stay on track. It helps if those distractions are relevant, so you can read them in any order.

Expenditure of effort is a natural process.

It's not strictly a conscious exercise.

You cannot tell your brain to: "*spend very little effort reading this extremely long and difficult passage of text, please and thank you*" and expect instant, flawless results. Sure, you *can* takes steps to encourage or enhance your brain's natural abilities, but this helps *all* reading.

Even if you improve your reading skills, easy text will still be easier to read...

Memorization is a natural process, too.

It's not strictly a conscious exercise.

You cannot tell your brain to: "*remember this important and extremely complicated piece of information, please and thank you*" and expect instant, flawless results. Sure, you *can* take steps to encourage or enhance your brain's natural abilities, but this helps *all* memorization.

Even if you improve your memory, simple ideas will still be easier to remember…

Did that last section seem familiar?

Maybe you've seen it somewhere else… Could it have been the shape of the letters, or perhaps the way that text was arranged? Was it the way ideas were presented?

It's done to illustrate a point.

To help you internalize the concepts, and develop a sense for these things, by *experiencing* them for yourself. If you remember just one thing, remember this:

Your brain remembers things at its own pace.

It's not a strictly conscious exercise.

You did not ask your brain to remember if expenditure of effort is a _____ process. Is it a strictly conscious exercise? Can you expect flawless results by telling your brain to simply use less effort when it's working on difficult things? What made it easy to remember?

Even if you forgot, you could cheat off this page, because you *know* it repeats.

Make it easy to remember…

The same way we can make some words feel easy-to-read,
we can make some ideas easy to remember.

Organize ideas on paper to organize them in your mind.

Visualize the information. Pictures are easier to remember.

Stimulation will activate the recall sections of the brain.

Engage your feelings. Memory is strongly tied to feeling.

Brute force repetition means to read this statement again.

Spaced repetition means to *wait* before reading this again.

…and hard to forget.

Some things negatively affect memory.
Reduce them as much as possible.

Insomnia prevents memory consolidation. Prioritize sleep.

Stress hurts memory encoding. Breathe deeply and slowly.

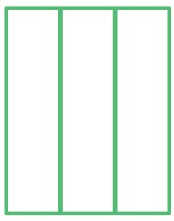
Hunger starves your brain of glucose. Eat to memorize well.

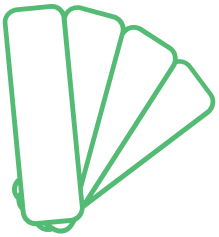
Pain hijacks attention from learning. Address all discomfort.

Worry loops consume working memory. Focus on the present.

Fear triggers fight-or-flight. Create a safe learning space.

Time for a live demonstration.





The next page features a speech split into columns.

It’s designed to be printed and cut into multiple narrow strips.

Strip format leads to easy scanning, and easy recall.

Watch how the speech demonstrates what you just learned.

This speech
is going to *demonstrate*
techniques that sim-pli-fy
memorization.

Take a moment to look everything over.
Come back here when you're ready.

Notice.
The pauses between statements.
They're baked into
the design of the page.

The *style* of letters
and their **weight**
is used
to **emphasize**
a point
.

The *style* of speech
becomes **apparent**
When you introduce
new lines
and breaks... and spaces.

Moreover
The shape of these sentences,
Stanzas, and paragraphs,
Gives each of them
A *unique shape.*

Your brain will chunk these shapes
Unconsciously.
Without you having to put in much effort.

You can probably already remember:

That one paragraph ended in a **point** .
And the paragraph with a big gap in it.

If it's easy for your brain to follow,
Then it's easy for you to remember.

With all that said…
Your mental space
does have its limits.

Short-term memory
is **not** *unlimited*

You can save space in your mind,
By remembering pictures

Instead of
memorizing **groups of words**
talk about
what's in a **picture**

Remember these?

You might only need 2-5 words
along with the pictures
to remember complex ideas

Organize ideas on paper
Visualize the information.
Stimulation activates the brain.
Feelings are tied to memories.
Repeat frequently.
Repeat regularly.

Draw things
that help *you* understand.

Now *think about your next speech*...

Will you **cram it full** of long sentences
that run on, and on, with *multiple*
complex ideas? that *force* your audience
to work hard **just to follow along**?

Or will you
chunk your ideas?
Make them
easy-to-follow?

Before you *practice* a speech
Practice *designing it for memory.*

Repetition helps.
Spaced **repetition** helps more.
Visual stories stick.
Emotional connections last.

Remember this pattern:
Short groups of words are easy

Shapes and spaces create memory
Your brain chunks automatically

The effort your audience spends
understanding your message
is effort they can't spend
remembering it.

The effort that *you* spend
trying to read your message,
or to visualize it in your mind
affects your ability to remember.

Make it effortless to follow.
Make it impossible to forget.

Did you notice?

Your brain *already* remembers
the shape of what you just read.

Now it's your turn to

think

about your message,

arrange

your ideas into groups of concepts,

write

in words you understand, and…

design

your easy-to-remember speech.

What are you waiting for?

1 Minute

3 Minutes

5 Minutes

2 Minutes

4 Minutes

6 Minutes