

# Memory Pegging

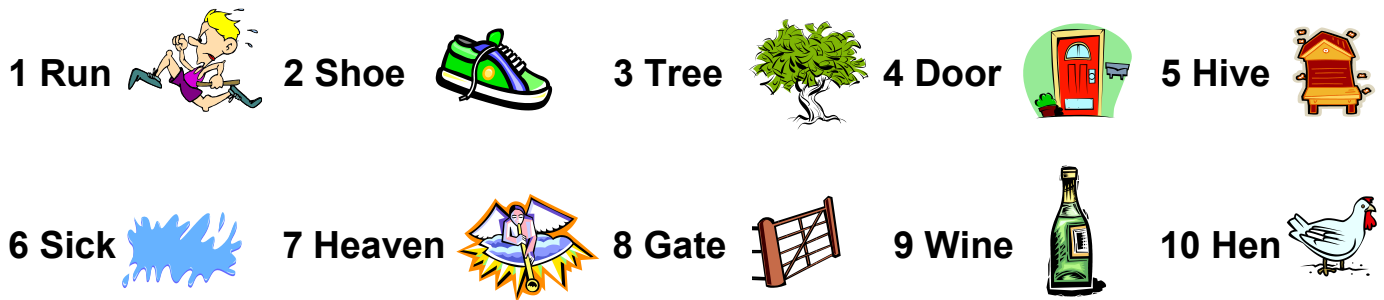


*'Remembering to remember is as easy as 1...2...buckle my shoe'*

Memory Pegging is a smart technique for remembering a list of items, objectives, points in a presentation, shopping lists or things to do, quickly, easily and with fun!

It relies upon establishing a PERMANENT mental picture that's associated with each number, like a series of pegs or hooks upon which you hang 'things'. Twenty numbers is sufficient for most purposes, and 10 suggestions are given below.

Note that each word rhymes with the number, which makes remembering the Memory Pegs easier. However, the most effective peg system is the one that you devise yourself, as you will keep these pegs with you for the rest of your life.



So, to remember a list of points in chronological order, mentally combine a vivid image relating to each point with it's corresponding peg picture. The key is to make the **combined mental image** as **vivid, impactful** and **memorable** as possible, using exaggeration, absurdity, colour, sex and comedy, as lavishly as you can.

For example, imagine you're doing a presentation without notes, and the first three points you wish to make are:

1. We're experiencing a credit crisis
2. Consumer spending is drying up
3. We need to slash costs

Using the pegs above, you might imagine the following sequence of events:



You see yourself (RUN)ning headlong into a huge pile of 'panicking' credit cards. You remove a (SHOE) to reveal loads of money stashed inside, that you're not spending. You part the cash, to find a sapling (TREE) growing out of the money, which you then ruthlessly slash to pieces with a machete.... you get the idea!

This technique is not only simple and a great deal of fun, it's also an immensely powerful pragmatic tool – *it works!* Begin by creating your 20 pegs today.