

'Chester's book is a must-read for diplomats, entrepreneurs and any lovers of wisdom who are looking to gain an edge by developing powerful memory skills'

Dr. Andrés Roemer, Ambassador of Mexico to UNESCO, Co-Author of *Move UP* and Co-Creator of *Ideas City: The Festival of Brilliant Minds*

INSTANT MEMORY TRAINING FOR SUCCESS

PRACTICAL TECHNIQUES

FOR A

SHARPER MIND

CHESTER SANTOS

The International Man of Memory



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Instant Memory Training for Success

Practical techniques for a sharper mind

Chester Santos



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‘Chester takes the fascinating skill of memory training and makes it simple, easy and fun to learn. From conference speeches to bar talk, these techniques will amaze others around you and help you reach optimum performance.’

Mike Faith, CEO at Headsets.com, Inc.

‘Anyone in business will benefit from reading this book. Chester provides effective techniques for remembering presentations, facts/figures, names, and more.’

**Tatyana Kanzaveli, Founder & CEO of Open Health
Network and Former USSR Chess Champion**

‘Chester’s techniques are a fun and effective way to go about remembering more.’

**Dr. Adam Gazzaley, Professor of Neurology
at University of California San Francisco
and Co-Founder of Akili Interactive Labs**

‘Chester’s book and teachings will change your game whether you are an executive, entrepreneur or professional. You will immediately benefit by remembering talks, presentations and what happens in meetings. You will be able to give speeches without notes. Last, but not least, you will remember names and facts that will help you build better relationships with clients.’

**Cash Nickerson, President at PDS Tech and
Author of *Listening as a Martial Art***

‘Chester provides powerful and practical techniques to help improve your memory that are also a lot of fun!’

**Dr. Wendy A. Suzuki, Professor of Neural Science &
Psychology at New York University and Author of
*Healthy Brain, Happy Life***

‘Chester Santos is THE guy in the memory space! I have seen him name 100 people AND their companies at my client mixers after hearing the names only one time. Absolutely incredible talent!’

**Mark Wayman, The Godfather of Las Vegas
and CEO, The Foundation, LLC**

Introduction

Over the course of the last decade, I've appeared on various television shows demonstrating what many people have called "extraordinary" feats of memory. Some things that I've managed to memorize include: the exact order of a shuffled deck of playing cards in under two minutes; a computer generated random sequence of 100+ digits forwards and backwards in five minutes; the names of more than 200 people in an audience after having heard each name only one time; all Kentucky Derby results since its inception in 1875, and more than 4000 pieces of data about all 535 members of the United States Congress including each congressperson's first name, last name, state, district number, political party, all congressional committees on which they serve, and more. I did also manage to win the USA Memory Championship, which required me to successfully pull off some of the feats that I just described as well as many more. However, I want to emphasize that there is nothing different or *special* about my brain compared to that of the average person. The superpower memory that I've developed is the result of *training* and *practice*. You are also capable of doing extraordinary things with

your memory, and this can help you to be more successful in your career and personal life!

Since becoming a memory champion, I've dedicated my life to helping other people to unlock the extraordinary power of their minds. With this book, I will teach you some *simple* and *fun* techniques to help you to easily remember names, speeches and presentations, important facts and figures, foreign languages, course material, and much more! Drawing on almost a decade of experience teaching memory techniques to people from all over the world, I've included in this book techniques that are not only the most powerful and effective but also the easiest for *anyone* to learn.

This is not a book about the very broad topic of human memory. There are many aspects to memory and a lot of brain science that you won't find included. This is also not a *comprehensive* book about memory training. I've purposely omitted various techniques that I'm aware of and have personally used, because I feel they are not a good fit for this particular book. You are holding in your hands what I believe to be one of the simplest and most straightforward *introductions* to memory training ever written. This is a short book with information that is easy to digest and put into practice right away. In a matter of days or less, you will be able to enjoy impressing your friends, colleagues, and clients with your new memory abilities.

Introduction

One of the most rewarding aspects of my career has been the privilege of seeing people light up and become giddy with excitement once they realize how much they are truly capable of remembering. Unlike at my live speeches and seminars, I won't be able to see your face, but it is my sincere hope that this book provides you with that type of excitement. Cheers to your success!

Chester Santos
"The International Man of Memory"

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1

Overview: Your Most Valuable Business Asset

What is your most valuable business asset? Leadership, sales, or communication skills? Is it your creativity or ability to reason? Maybe it's your ability to network and develop relationships? Guess again. What is the *one thing* that has the biggest influence on your ability to succeed? I'll give you a clue. It's at the very *core* of all those things. Your brain is what determines your ability to acquire and develop any and *all* new skills, so it follows that the most valuable business asset that you possess is the power of your own brain!

To date, there is no supercomputer in the world that comes close to even a fraction of the processing power of the human brain. Your brain possesses a number of absolutely incredible abilities that are just waiting to be fully realized. One of these abilities is that of a *super power memory*, and with this book I am going to help you unlock this incredible power within you. You will soon be able to remember just about anything quickly, easily, and with tremendous accuracy!

Whether you're an executive, entrepreneur, small business owner, other professional, or newly graduated student about to enter the business world, you can benefit greatly from improving your ability to remember. In this age of Google and Wikipedia, with people perhaps becoming a little too dependent on apps to do their remembering for them, being able to actually remember things yourself will set you apart and demonstrate true knowledge and expertise. As the rest of the business world loses its ability to remember, your superpower memory will become even more valuable.

We all want to hire and do business with those professionals that we perceive to be the *experts* in their particular fields. Let's say you're unfortunately in need of an attorney to sort out an unpleasant situation you're faced with. You first talk with an attorney named Eye Phonie. After listening to you describe your case, Eye says that he's sure he can help you, but that he'll need to do some research and get back to you with recommendations. You ask him about a couple of cases that you read about while doing some research of your own, and also about a few statutes that you think may be relevant when arguing your case. Eye says that he *thinks* he's heard of those cases but would have to look them up. He also says that he'll need to *brush up* on the statutes. Eye seems like a capable attorney, but you aren't particularly impressed.

You next talk with an attorney named Mem Ory. Upon hearing the facts of your case, Mem is able to

talk from memory about prior cases similar to yours and how those cases played out. He also cites relevant statutes that are going to be important when arguing your case. Mem hits on everything you discovered in your own research and much more. You immediately think to yourself that this guy is clearly an expert! He's definitely the attorney you'd like to hire. Recalling important information during his meeting with you allowed Mem to demonstrate his knowledge and expertise. When you still need to look everything up, you come off as more of a student or novice as opposed to an expert.

* * *

Two marketing firms are competing for a certain corporation's business. The representative from the firm called WeNeedNotes gives her presentation first. She pulls up a slide, reads it to the corporation's board, then pulls up another slide and does the same thing. Her whole presentation basically consists of reading slide after slide to the board members. Unfortunately, the pretty pictures and fancy graphs aren't enough to keep some of the corporation's board members from dozing off. After the WeNeedNotes rep leaves, the corporation's board members talk about how they could have just read the presentation themselves at home.

The next day it's time for the representative from NoteLess to give her presentation. She has no slides or notes, and instead conducts her presentation

entirely from memory. The board members are very impressed with her knowledge about the corporation in general, the challenges it faces, and how NoteLess can address their corporation's marketing needs. By giving a presentation without notes, the NoteLess rep is able to keep the board awake and engaged while at the same time demonstrating impressive knowledge. This is one marketing contract that WeNeedNotes will not get!

There are two companies with very similar products and services. One is run by a CEO named Ifor Geta. He's known as being very forgetful. It's common for him to completely blank out on the names of people that have worked for the company for many years. Even worse he often calls employees by the wrong name! His presentation skills are lacking, so he has someone write presentations for him and then simply reads the slides. He is not quite up to speed on the latest technologies and trends in his company's industry, because things change quickly and he doesn't have the time to learn everything. The morale at Ifor's company is low and its employees are feeling less than inspired by their leader. Ifor isn't a bad guy. He just finds it difficult to remember things.

A totally different work environment exists at a company run by Ifor's competitor, Irem Ember. Irem is incredibly popular with his employees. He remembers all of their names, the names of their family members, and also their personal interests.

His employees really *feel* that he cares. They are also incredibly impressed with their CEO and they are inspired by him. His presentation skills, knowledge, and expertise are legendary! All of Irem's employees swear that his ability to remember is like a *super power*, and that Irem himself is like a *super hero*! The morale at Irem's company is very high and his employees feel very lucky to work for him. Which executive would you rather be?

* * *

There are two candidates interviewing for the same job. Their names are John Forget and Steve Remember. John and Steve's résumés are almost identical in terms of education, skills, and work experience. During John's interview he is quizzed a bit on some of the skills listed on his résumé. John doesn't do too well and tells the interviewer that he's been trained in that skill but that it's been a while and that he'll need to review it. The interviewer asks John a question about one of the company's most popular product offerings and John demonstrates that he clearly isn't familiar with the product. In fact, before the interview, John had read about that product and some others that the company offers, but he just can't recall the information confidently during the interview. John is asked what advantages the company offers over its competitors and although John has read about this, he's not able to give much of a response due to not being able to recall key details.

Fortunately for Steve, he's read *Instant Memory Training for Success* and has developed some powerful memory skills. So, the night before his interview, Steve reviews his resume and outlines all the major concepts from the skill areas listed on his resume. He researches the company he'll be interviewing with and lists 10 key advantages that the company offers over its competitors. Steve then researches the company's products and outlines exactly what the most popular products do. Next, Steve activates his *super power* and commits all of the information to memory in less than an hour! During Steve's interview, the interviewer is absolutely astonished with Steve's knowledge and expertise. Moreover, due to his razor sharp memory, Steve is *perceived* to be very *intelligent*, and who wouldn't want to hire the candidate that we think is the most intelligent? If you ever find yourself looking for a job, you really owe it to yourself to develop memory skills!

* * *

There are two politicians running against each other for office. The first politician is very experienced and well educated in the issues facing his potential constituents. However, when attending fundraisers, he finds it difficult to connect with potential donors to his campaign. His logic and reasoning are understood by the fundraiser attendees but he fails to move them and *connect* with them enough to the point that they *feel* compelled to open their wallets and donate to his campaign. The second politician

makes everyone at his fundraiser fall in love with him by calling everyone by name, asking about their families, and talking about their personal interests as well as things that they have in common with him. He uses his carefully-honed memory skills to charm all of the attendees to the point that they are donating much more to his campaign than he was even hoping for. When a politician enters a room, he or she wants to know everything there is to know about everyone in that room! Politicians, perhaps more so than any other professionals, truly understand the power in remembering names and other things about people!

There are hundreds, if not thousands, of different groups and organizations dedicated to helping facilitate business networking. In fact, if done correctly, business networking can be one of the most cost-effective ways to grow a business. However, how many times have you run into someone whom you've previously met at a networking event only to have no clue what their name is or what they do for a living? If this is happening, then you really are not getting the most out of networking! You are losing out on opportunities to build better relationships with people!

Perhaps one day your company sends you to a series of expensive training sessions. When you return to your job after having gone through the training, you're unfortunately not able to recall much of what you were supposed to have learned. Your colleague, however, who went through the same