

Julia Lundstrom:

Hi, welcome to your first class with the Memory Mastery series. My name is Julia Lundstrom and I'm a neuroscience and brain health educator. I'm going to be your instructor over the next 10 days to get your memory sharp as attack and clear as a bell. Over the next 10 days, we're going to go over techniques that you can put to use this same day to help you remember and help you learn faster.

Julia Lundstrom:

You're going to learn things, like the next time you walk into a room and can't remember why you're there, we'll give you tips on how to quickly remember what you're looking for. You're going to learn how one specific diet is helping Alzheimer's patients and cancer patients by as much as 60% and how it can help you, too. You're also going to learn how to boost the chemical called BDNF in your brain, which is the specific protein in your brain that makes your neurons survive and is a key mechanism underlying how you learn and your memory. You're going to learn about specific eye movements that could immediately help you recall information, and so much more.

Julia Lundstrom:

You see, memory is elusive and it's very hard to measure, but our mission here at SimpleSmartScience is to help 1 million people make a measurable improvement in their memories. In order to do this, I need you to help me help you. We need to measure your forgetfulness. I know that's easier said than done. I've even had one customer joke recently, "I forgot to measure my forgetfulness." The problem is that because memory is so elusive, how can you tell if you have a measurable improvement in your memory? Over the next 10 days with this masterclass, and over the next 30 days with your SimpleSmartScience supplements. We want these to work for you, but you have to measure where you are now and then measure where you are again later. You'll see down below we've given you the links to a few memory tests. What I'd like you to do right now is go measure your memory. Click on the link right now. Pause this video, and then go take that test, and come back.

Julia Lundstrom:

Okay, good. You're back. You took the test. Now write down your score. That's your starting point. I want you to also really measure your memory lapses. What that entails is the printout I've included below. Print that out Now if you haven't done so already. Now, you'll see on it that there are columns for what you forgot, and the time of day that you forgot, as well as any miscellaneous information, like where you were, what you were thinking when you forgot. You're going to take this worksheet and you're going to write down every time you forget something.

Julia Lundstrom:

Let's say you had a question you were going to ask your partner, but then you forgot it. Write it down. You can't remember where you placed your keys, your glasses, your write that down. Or if you got lost on a route that you know you know, write it down. If you forgot someone's name you know, write it down. If you forgot to brush your teeth, write it down. You get where I'm going with this. Just do this for the next 24 hours. If you don't want to take the printout everywhere with you, then take a small pocket notebook instead that you can just have in your purse or your pocket. Someone asks you what you're doing, just say you're trying to become the next memory champion. See how they like that. Now, after today we'll have a very good idea of your starting point. We'll have you do both these exercises again at the end of the Memory Mastery series so you can measure how far you've come.

Julia Lundstrom:

Now let's dive into the good stuff, today's lesson. I want to start out by giving you some fun memory techniques you can do today for when you're tracking your forgetfulness. Because the truth is, all the scenarios I just described above that I want you to track, happens to everyone. I mean everyone. I've seen my six-year-old stepson forget why he walked into a room. All right? We're looking to do a couple things. One, we want to reduce those instances and we want to give you techniques to remember quickly when you do forget.

Julia Lundstrom:

Here's technique number one. You hop in your car and you drive to your friend's house across town, when all of a sudden you forget how to get there. Your first instinct may be to grab your phone and look at their address to put it into Google's maps or Waze. I'm here to ask you, please don't do this. Our cell phones and computers are very clearly ruining our memories. Your memory is a muscle, and if you don't use it, you will lose it. Use it every chance you get. Just take a moment and try this. Just pause and try to remember. Remember the last time you went there. Just try to remember. But it's important that you give yourself the space and time to use it. Don't try to stress yourself out over it.

Julia Lundstrom:

The other thing I want you to try is to move your eyes back and forth from side to side for 30 seconds. One study suggests that moving your eyes from side to side for 30 seconds will give you a quick memory fix. It'll bolster that memory. Horizontal eye movements are thought to cause the two hemispheres of your brain to interact with one another, and communication between the brain chemistry hemispheres is important for retrieving certain types of memories. You want to just do this for 30 seconds. Researchers found that people who perform these horizontal eye movements correctly remembered on average 10% more words than people who didn't do it. That's the next step. Try moving your eyes back and forth for 30 seconds.

Julia Lundstrom:

Now, here is technique number two. Doesn't it seem like we can always remember the bad stuff better than we can remember the good stuff? Someone can compliment us four times in a row, but then make one little small criticism, and that's what we remember. That's what we remember what they said to us. The next time you remember the bad stuff, try walking with a good posture. It may sound strange, but walking posture actually plays a key role in which memories you recall.

Julia Lundstrom:

According to a study conducted at the Witten Herdecke University Department of Psychology in Germany, researchers found that changing the gait pattern of how you walk has effects on your effective memory bias. What that means is what you remember. In everyday terms, it means that patients that walked upright and had happy gait had better memory towards happy events, and those that slouched had a better memory towards negative events. If you want to remember happy times more often, and really, who doesn't, work on your posture, both in walking and sitting. They found that this actually works even on depressed patients. Maybe that's why when we think of depression, we picture something like this. You know, the girl completely slouched over with her hand on her head.

Julia Lundstrom:

Okay, technique number three. Let's say you just walked out of a mall and you're standing there and you can't remember where you parked. This happens to everybody. Even in my 20s, I remember having to run around the parking lot, beeping my key, hoping I'd hear my car beat back at me. Here's the tip. Do 10 jumping jacks, or whatever strong short movement you're capable of doing. Consistent exercise has long been shown and known to improve your longterm memory and recall, but it might just help you remember something on the spot. Doing jumping jacks increases your heart rate, which in turn increases the oxygenated blood flow to your brain, and more oxygen to your brain means your thoughts and memories can travel faster, you can remember faster, and that you can remember that you actually parked in level B, aisle 10.

Julia Lundstrom:

There are your tips. Now that I've given you a few quick ways to remember those pesky moments in life that slow us down, I want to address why we forgot in the first place. Yes, you may have some age-related brain shrinking happening, which can affect your memory. And throughout this memory masterclass, I'll address how to stop and reverse that shrinking. But for now, I want to talk about what is happening most of the time. Because it's that you're not present or prepared.

Julia Lundstrom:

Let's take the first part of that, being present. You forgot where your car was in that parking lot because you weren't paying attention in the first place. Your mind was running a million miles an hour when you ran into the store, wasn't it? I'd like you to really work on slowing down during this mastery class series. Leave five minutes early to a place that you can really pay attention, not only to where, not only to how you're driving, but when you get there, you could take notice of where you park. What we want to do is get creative and we want to create an image to help us remember.

Julia Lundstrom:

If you're parked on level strawberry, aisle two at the mall, imagine taking two strawberry shaped birthday cakes as headlights for your car. Then all you have to remember is that picture of your car and you'll know exactly where you parked. That's called mnemonic devices. Our memories work best in pictures. They actually think that that's why Asians are considered better at numbers than we are, because their numbers are actually pictures. We have to use rotary memory. You know, repeat it over and over and over again to remember numbers, our multiplication tables, addition tables. It's important to put an image to it. Again, slowing down, taking some time to remember. If you just met somebody and her name is Mary, maybe imagine her with a bonnet on a little lamb by her side. Well, why? Mary had a little lamb, didn't she? You won't forget that name again. But doing this takes being present.

Julia Lundstrom:

Lastly, be prepared. That takes all the guesswork out. Leave your keys in the same spot every time you come home. It does take being present to remember to do this. Park in the same level, in the same aisle every time you go to the mall. Have a calendar on your wall, the old school style that you can glance at multiple times a day to remind you of important events. Just being prepared will take all the guesswork out of your day and make you flow through it much easier and calmer. Just realizing that you need to remember something later, that's the best memory technique of them all.

Julia Lundstrom:

This transcript was exported on Apr 22, 2020 - view latest version [here](#).

So, good luck and don't forget to write down your memory lapses today, and write down which take me you use to remember. Then let us know in the comments below what worked and what didn't for you. Thank you. We'll see you in the next master class.