

REMEMBER EVERY NAME EVERY TIME

Corporate America's Memory
Master Reveals His Secrets

BENJAMIN LEVY

BENJAMIN LEVY is a memory expert who has trained some of the most successful CEOs in America, heads of state and European royalty on how to enhance their ability to remember names. Mr. Levy's background is that of a stage magician and corporate entertainer. He commonly memorizes the names of more than 150 people at each of his performances while performing sleight-of-hand magic.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

MAIN IDEA

Being able to remember the names of the people you meet is an invaluable business tool and a useful element in building a successful career.

In practice, there are two different approaches that can be used to remember names:

The Basic Technique

F A C E

With this technique, you concentrate on getting the person's name right from the outset and repeating that name enough times that it becomes embedded in your memory – increasing your ability to recall it later.

This is a “left brain” or verbally-oriented and analytical approach to remembering names.

The Advanced Technique

N A M E

With this technique, you take a facial feature and mentally link that feature with the person's name. Then, at a later stage, by recalling that feature, you can recall the person's name as well.

This is a “right brain” or pictorially-oriented and imaginative approach to remembering names.

Some people feel comfortable with the basic technique alone and never bother with becoming competent in the advanced technique, while others become competent at both. Regardless of personal preference, consistent and ongoing practice is needed before either technique becomes useful. Both techniques are easy to understand but they only become effective when practiced consistently.

Being able to recall the names of the people you meet is not only a vital attribute in building a successful career but also a valuable social skill. When you remember people's names, you make them feel important. And if you make people feel important, they are more likely to respond to you positively, both on a professional and personal level.

In short, simply by recalling the names of the people you meet, you have an opportunity to make a terrific impression.

1. FACE – The Basic Technique Pages 2 - 4

The basic technique for remembering the names and faces of people you meet has four elements:

- F** FOCUS – concentrate on the person you've just met
- A** ASK – a question which clarifies and confirms details
- C** COMMENT – to link and connect with what you know
- E** EMPLOY – find ways to use that name before losing it

2. NAME – The Advanced Technique Pages 4 - 6

The advanced technique for remembering people's names also has four elements:

- N** NOMINATE – pick one specific facial feature
- A** ARTICULATE – describe that feature so you know it
- M** MORPH – add some meaning to the name
- E** ENTWINE – weave the name in with the key feature

3. Other Memory Techniques And Hints Pages 7 - 8

1. What if you're confronted by a large number of hard-to-remember names?
2. How can you recall details other than just their names at the same time?
3. What do you do if your mind goes blank?
4. How can you keep remembering people's names for years and years?
5. How can I get a head start on the most common names I will encounter?

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

