4 Learning Techniques to Enhance Your Memory and Maximize Brain Function
4 Learning Techniques to Enhance Your Memory

Whether you are still in High School/College or you need to remember something for your job or for a performance, knowing how to maximize your brain’s capabilities and memory efficiency can be helpful.

Examples of how memory can be enhanced include

1. **Chunking**
2. **Rehearsal**
3. **Recirculation**
4. **Elaboration**

**Chunking** refers to a method of processing (ideally three or four) items of information as a unit.

1) For example, an advertisement for a Lexus discusses the car’s high-quality airbags, its sensitive alarm system, and the shatter-resistant windshield leads a consumer to chunk this information into a conclusion about the car’s safety.

2) The play time of an advertisement, for example only between midnight and 5 a.m. and its content, particularly the level of nudity displayed, as well as the product being advertised, in this case Whiskey, leads a consumer to chunk this information to conclude which consumers (target market) this advertisement is targeted to.

What you will learn:

- Different techniques that will allow you to maximize your brain function
- What chunking, rehearsal, recirculation, and elaboration are and examples of their application
Rehearsal refers to actively interacting with the information a consumer is trying to remember by repeating it either in their mind or out loud and by actively thinking about it.

1) For example, a new restaurant has its grand opening this weekend. Nicole hears an advertisement for the restaurant’s grand opening and wants to go to it, because they will be having specials on that day. In the advertisement, the restaurant’s address is mentioned as well as a description of the location. Because Nicole is driving and cannot write the address down, she visualizes the location of the information to remember it.

2) Taco John’s advertises on the local radio station 93.7 ending the advertisement with a melody and a woman singing “My Taco John’s”. Joe hears the ending melody and sings it and later thinks about the short song and what he likes to eat at Taco John’s.

Recirculation refers to repeated exposure to a ‘piece’ of information through media.

1) For example, Walmart’s slogan “Save money. Live Better” is always displayed and said at the end of a Walmart commercial. Maria has seen many different Walmart commercials over the past five years and does not remember the content of any of these commercials other than the slogan “Save money. Live Better.” that she has been exposed to hundreds of times.

2) Nicole, a student from Germany, knows the U.S. anthem after hearing it each week at the beginning of each of her soccer games, although she did not even attempt to remember it.
Elaboration is when an individual attempts to remember something by relating it to prior knowledge and past experiences, thus storing the information in long-term memory.

1) Nicole heard once the “Jingle bell” song in her English class in 4th grade, when her teacher was telling the students how Christmas is celebrated in the United States. Now Nicole is 20 and lives in the United States and the first time around Christmas when the Jingle Bell Song was played on the radio, she remembered it, because she related it to her past experience 10 years ago in the classroom.

2) The Auto Insurance company Progressive features a woman named “Flo” in each of the company’s television commercials. Irene, an old lady, who spends eight hours a day watching television, has difficulty remembering information. When a new Progressive commercial is played on television, Irene knows that it is a Progressive commercial as soon as she sees “Flo” (before anything about Progressive is even shown or mentioned), because she has related Flo’s face to her prior knowledge of Flo representing Progressive in past commercials.

© 2012. Nicole Elmore. All Right Reserved.

This document may not be reproduced, modified, copied or sold in part or in its entirety under any circumstances.
Platinum Entrepreneur Membership

Join today and learn through challenges and tests as well as lots of valuable material how to grow your business, generate more revenue, capture more leads, and maximize your return on investment.

Learn More

Ultimate Entrepreneur Bootcamp

This bootcamp offers guidance and mentorship from just starting out and deciding on what business to build through pre start-up planning, the start-up itself, raising capital, managing, marketing, and growing your business into a profitable and sustainable source of income. Lots of great bonuses in form of tests, templates, and free business forms to help you succeed.

Learn More

Supreme Business Plan Workshop

A business plan is the fundamental strategy behind any business formation and execution and it can often mean the difference between success and failure as well as the presentation of the business to a potential investor.

Join this Workshop to learn in depth what should be covered in your Business Plan, how to obtain start-up funding, and ultimately how to form a business strategy that will ensure long-term growth and sustainability.

Learn More

www.NicoleElmore.com