

# Memorizing abstract data

## Identifying your memory type

**Auditory memory:** you are interested in *hearing* what you want to remember.

**Visual memory:** you are interested in *seeing* what you want to remember.

## Transforming ideas into easy mental images

### Give a lively and evocative shape to information

The information should:

- Be concrete
- Be composed of unusual and material elements
- Present reality in a dynamic way
- Represent an action rather than a state

## Mentally arranging the elements to remember in your preferred “mnemonic system”

**Choose to represent the data according to your natural aptitude for remembering by using either:**

- Numbers
- Names
- Places
- Itineraries
- Stories



### Golden Rules

- Select the most important information to remember
- Avoid stress and try to find a serene state
- Concentrate
- Be confident and positive
- Ask the person you are speaking with for clarification if necessary