

MIND TRAINING SESSIONS

SUMMARY

The Keyword Substitution Method

- # Word Substitution Increases the Vocabulary
- # Focus on
 - * Frequency
 - * Duration
 - * Intensity
- # Intensity is a shortcut for our Brain
- # Turn the Ordinary into Extraordinary using Intensifiers
- # Take a picture and substitute it for the word
- # All these methods are means to an end
- # The memory has three parts
 - * Encode
 - * Store
 - * Retrieve
- # Today's Action Step
 - * Find new words you need and use the Word Substitution Method
 - * Share at least 5 words in your respective groups