



**Dave Farrow**

## Secrets To Developing A Millionair's Memory

### SUMMARY KEYWORDS

memory, people, techniques, brain, memorize, tennis racket, farrow, called, learn, silly, question, hamburger, stress, tap, face, imagine, hammer, alzheimer, summit, pops

00:00

Hello, welcome back to the Optimal Performance Summit and today we have a very special guest with you. This is someone in the memory world holds a Guinness World Record. And he's gonna, we're gonna have him talk about in just a minute. He's also sold a product, over \$10 million worth of product that teaches people how to improve their memory. It's still being sold right now in South Africa and around the world. So it's still available. Today's an entrepreneur, he's a memory coach. He's actually a keynote speaker in presents in front of large groups, of course, now we're doing it virtually. Also, most of you out there, if you're in the Brain Tap universe, we've been in the press a lot, especially during this covid. And it's all because of David Farrow, I'm going to welcome to the group he's our PR firm, but he also is his own man within the memory structure. And he promoted and became this famous icon. Now just because his skill set you need to have a way to market and promoted. He used that for himself and then I'm one of the fortunate ones you get to benefit from it in Brain Tap. Does as well, because we, I mean, last year we're on 29 major news outlets. I think we've been on more than 29. David in the last three weeks. I mean, it seems last week alone, we are on 13 different major TV shows into radio show. So welcome to the summit.

01:15

Hey, it's wonderful to be here. And, and yeah, it's, it's been a long and windy road in my career. I've always done what I love to do, I've always followed my passion. And of course, followed a I



hope, a good business sense. That's why I'm still you know, in business and growing. And yeah, you're you're one of my favorite clients there. Patrick. It's, it's the, the the Brain Tap system that has so many different angles that we can take. We've been able to get you consistently in the media again and again and again. And we're gonna keep on doing that.

01:49

Yeah, I know. It's incredible. We're very thankful for that. And you've come up with something called the Farrow method of memory and speed learning, which is right up Brain Tap's alley because it's a it's an accelerated learning tool, but you've mastered to do it without the need for technology, you're doing it with your own brain, which is exciting because everyone, hopefully you're watching is using theirs. And you're gonna teach them how to use a little bit more of that brain. So tell us a little bit about how you came up with this and in take everybody back to how you won this world record and what it was all about. Yeah, absolutely.

02:19

You know, I have a lot in common. It's one of the reasons why I love Brain Tap. And we kind of jelled right in the beginning, because I run a PR firm but I also am, you know, up to date on all of the latest neuroscience, which you know, brain tap is on the cutting edge of. Yeah, so the Farrow method essentially came from my desire to take control of my brain. I'm in the Guinness Book of World Records twice. Those are the certificates right behind me. For a memory, I memorize the exact order of 59 decks of playing cards all shuffled together, that's 3068 cards in order with only one mistake. I still think to this day, it should have been a half a mistake. It was deck number 45 you know Card Number 25 was the seven of spades and I said seven of clubs. So I think I should get a half a mark. But anyways, beyond that, though, so I got in the Guinness Book of Records, but it was a business decision it was to get myself on the map, I do have a method that I teach people. It goes beyond traditional memory techniques to a bunch of techniques that I invented. And in this, in this interview, we're actually going to go over some of the traditional mnemonics, I'm going to kind of open up my brain and show you how you can memorize things actually very easily. And then also, I'm going to share with you some of the techniques that kind of made me famous, some of the proprietary stuff that I came up with that you won't find it anywhere else in the memory world. But considering now that we do live in a world that has a memory community, when I first started, there was no such thing. You pretty much had to figure this stuff out on your own and I went what started it for me was I was diagnosed with ADHD and dyslexia when I was a kid. I was 14 years old, which is by today's standard that's actually kind of late to get diagnosed, but it was I'm in my 40s now I won't say exactly how old but it was. It was around when ADD was the kind of a new thing. So they diagnosed me but I found that the label did more harm than good. There really wasn't a lot of tools and strategies. And frankly, I didn't believe it. Not that I didn't believe there was something different about me. I definitely had difficulty focusing on things that I didn't enjoy. I definitely had,



you know, some of the some of the, you know, hyperactive traits and things like that. But I always believed maybe it was my love of comic books or martial arts, but I always believed that there was a an upside every downside, there was a, you know, superpower to every kryptonite, something like that. And I became determined I went on about two year quest to discover everything I could about memory and, and speed learning. And of course, this was, you know, through books the old fashioned way before the internet. And I got very, very good because it was, oddly enough ADD people are able to hyper focus when it's something that they're really interested in. And when you set yourself Have a goal to cure yourself of ADD and you're actually using your natural add ability for that it's kind of ironic. But long story short, I developed, I learned all the memory techniques and speed reading and everything else. And then I figured out simpler, easier ways to do it. And I developed some new techniques. And that led me to a system that it was really, really powerful. But like you said, Nobody would have ever heard of it if I didn't learn marketing. And that's why I got into PR I started pitching myself then reinventing myself constantly trying to get more and more shows. And I was doing PR for money I was going on, like shows like you see behind me like Dr. Oz and stuff. I went on Dr. Oz and made 50,000 in sales on my website. I didn't go on there for ego boost. So right from the beginning, it was all about, you know, getting this course and program to as many people as possible. And then 10 years later, it's a huge success, multi international bestseller and all that. And I'm looking for kind of the next challenge and I realized that in this process of just selling my own stuff. I've gotten pretty good at marketing and that's when I found it fair communications to help other people and have other clients like you that might I can't take all the credit I've got a great team are in Alyssa Zachary and and all the others over fair communications that do that do a lot of the heavy lifting to make me look good, quite frankly. Then we're able to get most businesses and most topics and most speakers, we're able to get them a tremendous amount of publicity, immediate bookings for a very affordable price. And I think you've been, you've been a client for a long time as it's been. It's been almost a year now. Right? Or over a year.

06:38

Yeah, I think it's over a year. I think it's been two years now. And we're very happy. I mean, we brought in a new marketing director, and he said to me, he said, You know, I've been involved with a lot of PR firms and you should get on a lot of programs. You know, now we're doing it was a little harder to do TV because of my travel schedule. Now they're doing it on zoom. So I'm actually being a guest on National Television through through zoom just like we're doing right here. So yeah,

07:04

yeah, the COVID crisis has actually benefited you, you're able to get more bookings. That's actually something we found we'll get we'll get into the memory stuff. But just one point about PR is right now, we found that ratings are at an all time high. So if anybody's interested in PR,



now is probably the best time to reach out to an audience, period, because everybody's at home on their phones, they will be for, you know, conceivably for the next six months, at least, you have a captive audience for your message. And we've we've found a tremendous advantage for the people who, you know, who can find the budget and are willing to to, you know, to jump in amid the uncertainty, they get all the rewards.

07:39

Yeah, that's true. So just before we start to because stress is so big right now, and we just went through it, how does stress affect someone's memory? And that because I know you have techniques, and I know you've done some visualization techniques and things, and that's what you're going to teach us a little bit, but tell us how does stress play a role in memory?

07:58

Well, first off a Brain Tap is for dealing with stress, and I'm not, I'm not getting a client, I'm not getting anything more by saying that it's the truth. But, you know, it's not the only stress reliever that there is. But it's a very healthy approach. I think anything, mindfulness and meditation would be at least in the same category, although I think Brain Tap does it better. You know, but but you want to have something that that you don't have to turn to medication pills or some vise like, you know, like alcohol or something to deal with stress. As you know, as a doctor, you know, stress releases cortisol, cortisol directly interferes with your brain's ability to create new memories to access old memories and also to do all that accurately. It leads to lower IQ on IQ, IQ tests, it leads to, you know, test scores. The the irony of testing is that testing creates anxiety, and that very anxiety makes you score poorly on a test. You know, the list goes on and on and on stress essentially stress is a very important role of in evolution. And that is To help you win a fight, the stress response is there to pull all of your blood away from your higher brain functions to shut down the computer as it were, and to become more of an animal and be able to gather you know, all the blood and oxygen goes to your muscles, and you're able to run farther, jump higher, you're able to fight harder, but you can't do math, you can't do higher functioning can't do memory. Stress is there to help win a fight in nature. The problem is we feel stressed so often in the in the modern world, it's really become detrimental. It's like a beneficial ability in nature that, you know, because we live in this modern world, it's it's a it's a shame, but it doesn't help us.

09:39

Yeah, maybe neurologically, you can tell I'm sure our viewers this because a lot of people go to a party or things like that. And they know the person's names on the tip of their tongue. It's not there they're talking to they're doing everything they can to avoid having to say their name. And then when the person walks away, they go over and get the chips or whatever they're doing. All



sudden the name pops in their brain like that what's going on what's causing That happened and how do you help people with name techniques and things of that nature?

10:03

Oh, absolutely. Yeah. So. So first off, stress is a big thing. When you have a technique to handle a situation dealing with memory, then stress is replaced with confidence. People often tell me like I had one person who is a speaker, and he he's called blown up guys have blown up guide calm if you want to do a plug to him. He was saying how he had a brain injury from being blown up by IEDs interact twice. And the memory techniques gave him something to do even though his memory still took a while to get going with the techniques. The fact that you could do something was empowering. So that's number one, having something to do having some strategy to fall back on because otherwise you just get depressed you just get upset. But the strategy for memory is actually very simple. What you want to think of is understand what your brain is good at and what it's bad at what it's trying to do, and then you can help it rather than be part of the problem. So what your brain is good at actually is visual information. There's something called the the recognition mechanism, the particular activating filter, people want to want to look that up. And that, essentially, without getting too much detail, it means that we can recognize things we've seen before, usually images that we've seen. So that's where you see somebody like an actor and you go, Oh, I know I've seen them in something, you might not exactly remember where you seen them. But that that ability to recognize something you've seen before is really crucial. Well, that goes back to our caveman days, if we were to walk away from the village, and we see a few landmarks as we walk away. And then all of a sudden, the storms coming, we got to be able to find our way back pretty quick. So we have to recognize those landmarks on the way back well, with memory techniques. I take that same mechanism. And what we do is we kind of reverse engineer it, we create imagery in the mind's eye that is so powerful, it creates kind of mental landmarks as you're making a little mental journey. And then you can recall that list in your head at any time. The other side of the coin is that abstract information is very good. Recall to memorize. So visual information is easy. If my name was chair, it'd be easy to remember my name because you can visualize a chair, but you can't visualize a date. So for this, we usually use rhymes or some other code to turn it into something we can visualize. And that's part of the art form. You have fun with that I can get kids as young as six and seven years old, you know, using memory techniques and playing with some of the imagery. And it really does stick when you know what your brain is trying to do and what it's good at. You no longer think you have a terrible memory. You have absolutely fantastic memory, you just have to know how to use it.

12:35

Yeah, so there's many different memory styles. And in a moment, we're going to have you take





us through some to memorize some some items. But tell us about memory styles. What's What do you mean? what's meant by that? Because a lot of people, there's if you go to Barnes and Noble, which nobody's going there now, but if you go online, you go to Barnes and mobile or audible or wherever that you put in memory, memory skills. There's going to be hundreds People, everyone has their own idea of what what memory to use and how to improve. So when you're talking and somebody says, How do you know what memory style or memory system you should use?

13:12

Yeah, well, actually, that's one of the techniques I developed, it was actually a scientific theory called memory modality. So we started off with the title memory styles, and then it turned into modes. So memory modes, sounds cooler, I guess. And essentially, what we discovered is that different people are triggered by different memories. I don't mean triggered in the traumatic sense, like I'm triggered post traumatic stress or anything like that. I just mean that through a simple test, what we're able to discover is that if some people are making their imagery in a particular way, let's say some people are more action oriented, some people are more fantastical is one of the ones where it seems to defy logic, you know, some of the more silly in a way, some people make their imagery more personal where they're in the image or they're using objects that they own. We found that people fall into five different categories. And if you know which category you fit into your mental imagery actually works so much better. So I was able to do this in a double blind neuroscience study at McGill University. And the results were pretty powerful. And they matched what I've done live for 10s of thousands of people, which is that, if you saw I'll give you a simple example here, because it's hard to talk abstract about these things. My name is Dave, and last name is Farrow. So what you would not do is you wouldn't just say Dave Farrow Dave Farrow Dave Farrow say it over and over and over, you would come up with some way that you could visualize it. So you'd find something that rhymes with it like a cave, or a wave, you know, like a wave of water, right? So here's the interesting thing when we chose some people to make this image like imagine me on a wave, right, that's the you know, the action pose. Imagine me knocked over by a wave, you know, the drowning thing that's actually oddity. Imagine, imagine yourself on a surfboard, you know, with me riding away if something like that are personal, putting yourself in the image, things like that. There's a whole bunch of different other examples. But suffice to say it fell into five different categories if we've got people to memorize and make these silly pictures, so to speak, in the style that that triggered their memory, they had three times more results than we did with other memory techniques without finding their own style. See, the problem was when when people teach memory techniques, they would just give a few examples. And then people would go, Oh, I can't visualize that. Or maybe I can. But now with memory modes, we kind of tell you how to trigger your memory versus just just telling you how I would do it. So it gets rid of the teacher bias. It makes a big difference.



15:46

Right, that's great. So we're going to jump into some some memory tests. So we've we've come up with 10 items for you. Awesome. Oh, it'd be interesting is for us to like look over like we're buying a new car. You want to pop the hood See what's under there? We're gonna see how you, you know, how you would memorize them? Or what would be right. The technique.

16:08

Yeah, so this would be a lot easier to describe memory modes now that we're actually going through an exercise. So we have a list here, it's in the chat. So I have to look over here to the chat if you forgive me. It's a football hammer tennis racket, a field, a hamburger, a picture frame, a nail, a lamp, ice cream and a computer mouse. That's a pretty, pretty creative list. Now this is the first time I'm seeing it's also the first time Patrick is seeing it, we actually got somebody else to produce this list, and just pop it up right now to prove that it can be anything random. This is the first step to memory techniques. When you master this, then there's a few other steps. And you could do things like memorize foreign language, vocabulary, scientific definitions and terms names and phases. But the first step is to be able to connect image images that you can already visualize. So I can already visualize the football in my head. I don't have to make a translation or a code or anything, right. So here's what you want to do. You take two items at a time, and you want to picture them in your mind's eye in a weird way that kind of connects the two. So if we have football and hammer, what I would imagine is taking a football and hitting it with a hammer and like it pops. It makes a big, you know, noise or a mess. Now, that's actually the action oriented personality, you know, oddity swaps things in the image. So the oddity personality would be the hammer at the end of the hammer is a football and I'm hitting nails with it, and it's not working because it's a football on the end of the hammer. So there's, there's about five different ways you can make these associations that's just kind of an example. But pick one of these and go with it pick something silly involving football and hammer, I'd imagine myself hammering a football and it pops. And for the rest of these, I'm just going to give you my examples. We'll go through it kind of quickly. But keep in mind you can come up with your own and if you come up with your own it's actually going to work even better. Alright, so let's jump through here. So football in hammer every time I think of football or reminds me of hammer because I popped to the football Now I have this hammer in my hand. The next thing is tennis racket. Well, I can do the same thing and grab a tennis racket just kind of rip out the center. If you've ever really hated a tennis racket, now's the time to take out your anger tennis racket is rip it out with a claw hammer or something. And if you love tennis rackets, don't worry, this is only done in your imagination. I didn't hurt any tennis racquets in the making of this image. All right now after tennis racket we have a field Well, I would just imagine like an entire field with with tons of grass and everything. And for some reason, it's just covered in tennis rackets like just millions of tennis records covering this field, like they were dumped out of



a plane or something like that. And I would imagine all these tennis racquets just covering the field. And that would make the Association for me you might think of something else you might think of a million people playing tennis in the field or you know something you know there or maybe try to dig into a field with a tennis racket after field is hamburger field and hamburger well. What kind of pops into my head as I imagined myself eating a hamburger and I take a bite and I go Oh, it's gross. And I look back and there's a part of like asphalt or not asphalt but astroturf in the hamburger like somebody put like grass and dirt. In the hamburger, I basically made a hamburger out of a field. And that's how I would swap things around. I'd imagine a field inside the hamburger. That's kind of silly, if you want to think of something else and go for it, but that just pops into my head. And after hamburger, us we have the tennis racket, the field and the hamburger after the hamburger is a picture frame. Well, I'd imagine taking that hamburger, it's so disgusting. I throw it up onto one of these picture frames, and it just sticks and it makes like this beautiful piece of art that's worth like millions of dollars. How's that sound? So all you do is make a few silly pictures. We're about halfway through but let's see how well we did. We had the football and that you know we hit the football with the hammer and the hammer also destroyed our tennis racket And where was the tennis racket? It was in a field. After field we had field in a hamburger where else was the hamburger it was on the picture frames. Let's finish this up. picture frame and nail imagine I'm hammering a million nails into this picture frame behind me and and just destroying it which I would never do because that's my Guinness record and it was hard enough to get that first certificate. And then after after nail we have lamp do the same thing imagine hammering you know the light bulb of a lamp with a nail. don't actually do this, just imagine it because sparks would start flying and electricity would go everywhere. I know that's not how electricity works, but you can use your imagination that way. After nail nail hammered into the lamp after lamp is ice cream, I'd imagine a bunch of ice cream just melting all over a lamp. And then tie it off add on computer mouse, I'd imagine a computer mouse made out of ice cream that would work for me. You could do your own thing, but just imagine grabbing a computer mouse that you think it's an ordinary mouse. It's actually ice cream and it starts to melt in your hand. So what have we done? We've just made a few silly pictures right? Ideally, this was not stressful. This was not difficult. In fact, this used your memory the way it's meant to be used the way it likes to be used with this recognition principle but At the end of the day, people who go through this they usually remember every single item forwards and backwards and I'll tell you this, if you test yourself a week or two or a month from now, you can actually remember all of the items most of the time in fact, Patrick I'm going to put you on the spot Don't look at the the the chat box and everything and let's see how well you do. What's the items in the list?

21:20

We got we got football hammer, tennis racket. Field, hamburger pitcher frame. Nail lamp.





21:31

Ice cream, computer mouse.

21:33

There you go. Can you go backwards?

21:38

Ice cream lamp

21:43

You hit the lamp or something?

21:44

Yeah, a hammer.

21:46

The nail.

21:47

Yeah. Field, tennis racket.

21:54

And then the hammer and then the football. I actually distracted you with the whole nail and hammer thing.

21:58

They were they're really For better or worse,

22:07

yeah, so and so congratulations.

22:08

There we go. So so that's called visual Association. And the neat thing is you can actually keep on going, you can keep going to thousands of items, 10s of thousands even if you're so inclined. But you have to use the strategy to do it. Right. The cool thing about visual association is it uses that recognition system, and it has no limit. As a result, when you're using your short term memory, you have a natural limit, because your short term memory is kind of like the desktop on a computer. It can only hold so much.

22:40

I know a lot of people don't realize this, but in AI, you know, when they're doing AI, the biggest problem they had and they think they're solving it now because of Facebook having millions of faces, but fake computers have a hard time with faces. So when people have a hard time with faces and they stress them out, do you have a some kind of strategy like that? For people remembering names at parties?

23:02

Oh, absolutely, yeah, in fact, this is a very simple thing to do, you don't have to go through the whole course to kind of get started with this at the very least. So starting starting off, there's that ironically, you know, this is gonna sound like a joke. But there's two problems with memorizing names and faces. One is the name and the others the face. But that's actually a very literal problem is your brain has difficulty in both of these areas. So number one, names, like I said, if my name was chair, you'd have no trouble memorizing that, but it's not it's Dave. So you have to get into the art of turning a name into something that you can visualize something that you can imagine. And that's, that's a whole art form in and of itself. On the other side of the coin remembering faces. There is a kind of an interesting principle about that as some people are really good at memorizing faces, other people are very bad at it. This is naturally I'm actually naturally very bad at recognizing faces. And that's why I use a technique and this is actually a very simple technique. Anybody can do it involves asking yourself a question. So try try flipping through your Facebook friends, any anybody that you don't know something like that, or even people that you do know, and ask yourself the question, what is their distinguishing feature? What is different about that face? Right? And if you look at my face right now, right? Is it? Is it the Is it the goatee? Is it the spiky hair the hair out of place? I don't know, is it? What is it right shiny nose for every person is going to be different. And in fact, if you were to look at my face, pick a distinguishing feature somebody right next to you could pick a different distinguishing feature. And you want to know, it actually doesn't matter which feature you pick. That's the ironic part. It matters that you ask the question by asking that question your brain consciously and subconsciously scans the person's face and, and really kind of memorizes that face and the recall goes through the roof, you're much more able to be able to tell that face different from somebody else and then We'll be do further with memory techniques is we'll take that distinguishing feature and turn it into a trick, but you want to hear a really neat mnemonic for my last name, I wasn't going to actually do this. It's kind of silly, but you had to be pretty creative. Alright, I'm gonna go grab a hat for just a second here.

25:16

Right?



25:19

Alright, I wasn't I wasn't actually expecting to do this. So, so I don't normally get off camera. But this is something I used in the beginning of my career when I was going around to colleges and stuff like that doing the memory thing. And we did it on the infomercial, and everything works really well. But now seeing this kind of silly, but my last name is Farrow. And for some reason, when I put on this hat, nobody forgets my name. I'm only gonna put on for a second because I don't want to be too silly. But, but that's all you need. And that actually is called the costume party technique. If you take someone's name and you turn it into some sort of costume, then then you're going to be able to remember it very well like Porter, for example, I might think of a you know, Nice fine, dry port, you know, something like that, or any one of a million going a lot of different directions with that. For me Pharaoh, obviously I'm not Egyptian, my last it's spelled FA RR o w. This is actually the symbol we use now it's an F with an arrow coming out of it Pharaoh. So it's a little bit more corporate. But the same result is the same you what you want to do is you want to take that name turn into some sort of costume and mentally put it on their face or their body and your memory for for names will go through the roof. Now that's the basic technique that I can teach in, you know, a minute or two. The full technique in the course is so much more extensive.

26:38

Tell us a little bit about the course because some people are gonna want to say hey, you know, they don't realize the mind is like a muscle you have to just like you have to go work out you have to know the for the strategies to building muscle. The same thing is true with your mental muscle. So tell us a little bit about the Farrow method.

26:53

Yeah, absolutely. I'm super excited about this. We have an online course it's very extensive. We go through its progressive. Which means that every single stage is a build up to the next stage. And at the very end we we do everything from memorizing complex formulas, scientific terms, parts of the periodic table. I did a whole career in nanotech for four years working as a nanotech designer, because I learned about while I read about 1600 patents on nanotech, and I learned thousands of terms in nanotech and worked in biomedical design, all because I wanted to offer to be up to believe it or not the fun of it. And that's what you can really do. When you master your memory you master your mind. Nobody has to go to the extremes I did. But if you have, you know if you ever wanted to learn a musical instrument if you ever wanted to go back to school, if you're one of the you know, learn a language, you know, take a course online and memorize a lot of information. All of that memory work can the effort that you normally would put in, cut that down to maybe one 10th of the amount of effort and that's how much you you're really going to have to put out once you master memory techniques. It's like a pool. to a whole



new world. So my course you start off with the basics just like we did this list technique. And then we go into more detail everything from memorizing playing cards, binary code all the way to numbers and names and foreign language vocabulary definition speeches, text terms, scientific terms, jargon, you know, all these different things and also, information architecture, I have a whole section on that on how to organize all your information in your head. And I call it basically like, like mental file folders where you can hold on to all the information that you need and to be able to strategize for upcoming exams and everything. It's all in there. What is your opinion, some people say,

28:37

Well, my memory is getting bad because I'm old. And I always told him that why did the ancients keep all the wisdom of the tribe with the elders? But tell me what your philosophy is on that because a lot of people think, Oh, no, I'm too old to work on my memory. You know, this is supposed to happen. I'm supposed to get dementia in you know, my brain supposed to wear out what's your attitude about that?

28:57

Well, as you know, the latest science around Alzheimer's and dementia, first of all is that is that they're related. They're not two separate things, and that they're very much tied to some of our modern vices like, like sugar intake and stuff. That's why some people are calling Alzheimer's, diabetes, type three diabetes, although I don't think that's a great definition it is. It is really good to create awareness around that. So yeah, ancient people who had more traditional diets with less concentrated sugars and oils and things like that less deep fried stuff, more healthy stuff. You know, there's actually a lot of record that they did not suffer from Alzheimer's the way we have, I think that has changed our culture. It used to be the older folks are where you would go to for the knowledge and the wisdom. But you can actually get that back up. There's a number of great studies I could go into there's a great study involving 2000 people was published in the journal the American Medical Association, that that was one of my favorite studies that I've seen on this and it essentially shows that anybody at any age once they start brain training You see a lower reduction in your risk for Alzheimer's or a reduction in memory loss and increase in episodic memory. And the reason why I quoted that study is that there were also people who started that study in their 50s and 60s. Like it wasn't just as you know, most most studies involve grad students because gratitude students will do anything for a few bucks. Don't take that the wrong way. But But no, but the the data is very, very, very clear. It's almost it's almost insurmountably clear. But it tells something that people maybe they didn't want to hear that that brain training and brain exercise actually do work, but it matters what brain training your brain exercise. Unfortunately, a lot of apps that make you play repetitive games do not help. Once you learn how to do the game. There's no further challenge to your brain and and it doesn't



improve your memory anymore. But learning new skills does if you just learn a few words of foreign language vocabulary every day or you learn a memory course so you can learn you know 10/20/30 every day with us. The amount of effort that that will do more for your memory than anything. And there's lots of studies that are it's very unequivocal that that sort of exercise gives you a strong healthy memory your whole life. It's very powerful results. We know. We know now, you know, it's amazing.

31:16

Right? I'm glad you said that, because I was going to my next question is about neuroplasticity. And you kind of touched on that, because people think that they can do these muscle group muscle games but like you said, as soon as you play them and you mastered them, the brain learns best under pressure. You know, it needs to be challenged just like our muscles, you don't gain muscle when you go to the gym and just do the same thing every day. You got to switch that up. So by learning this, what other techniques can you give our viewers that would help them with their memory, they could walk away here now now that hopefully they're all going to get going check out your your free gift that we're going to put together in the in the VIP section and learn about your memory course in reply to that because I think everyone can improve their memory. I always say it's not your memory to read. Call system. So you're teaching recall mechanisms because our brain is a pretty powerful scanner of reality. We can't possibly recall it all because we'd be overwhelmed. You wouldn't be able to handle it. But you have to have these systems in place. So you've taught us about names and parties. You've taught us about how to remember lists you've taught us about he challenged yourself with new memory games and things every day. Is there anything else that you can?

32:24

Oh, yeah, I'm not done. I'm not done. Yeah, no, you're absolutely right about, like, if you think of amnesia as having a problem with memory, a lot of people don't realize there's a condition called hyper nasia where people remember everything from their lives, you can look it up. There's last time I checked about 12 people who officially have it, and they're incredibly depressed because they remember everything. So that's not the goal. I don't want you to remember absolutely everything. I'm actually writing a book on how to forget things that you want to forget. And I have a bunch of friends of mine who say like, you know, they want to put like their divorce at the top of that list. But, but, but but in all honesty, what you want to have is control over your memory. And I would say that your recall system is powerful. The other thing that I focus on is the encoding system, the ability to encode and and connect memories in the first place to make them stronger to tell your brain, I want to memorize that and not this type thing. So getting into brain plasticity. Absolutely. So I'll give you a couple of simple techniques you can improve your brain plasticity with this is a technique that I developed to help you





remember things that you've already forgotten. So if you haven't used a memory technique, and you've forgotten something, here's a couple of simple techniques. They're called shadow memory. And there's there's two main techniques that I teach. The first one is if you've forgotten something in the short term, that is, you forgot where your glasses are, your keys are something like that You forgot where you put the remote, that sort of thing. Now if you know, you placed it down, and you forgot where it was, and it's in your brain, I can show you how to get that information back. And it's surprisingly easy. So step one, is to ask yourself questions about what you're looking for. But the key is the questions you have To know what the answer is already. So I'll say that again, you're going to ask yourself questions about what you're looking for, that you know the answer to. So I'll give you an example. If I lost my keys, and I'm the memory guy, but I still, you know, I'll misplace something like, oh, where'd I put that? But I have a technique and I stopped for a second, ask myself a few questions. And I remember where I put it. And here is the secret. So I have my, my keys sitting down somewhere and I think to myself, okay, where to put it where to put it, where to put it. That doesn't work. So I think okay, how many keys Do I have on that key chain? What color is that keychain who gave it to me? And each one of these you know, it has an answer it pops in is all you have like seven keys on there. And now that you know the key chain is kind of brown and your sister gave it to you and then poof Oh, that's right. I put it by the door because I was setting down my coffee and, and and the reason this actually really does work, try doing this sometime. Ask yourself these questions. The reason it works is because it gets you into a remembering state of mind. And it also starts to trigger all of the extra information about what you're looking for. You forgotten. So if I ask myself where to put my keys, and I just go, where to put my keys, where to put my keys, your brain is going to answer like Google, it's going to tell you the last five places you put keys. And that doesn't help you. But if I start asking things that I know the answer to it gets into a remembering frame of mind. And then some more of that information comes into your mind and it kind of pieces of picture together. So try that. The other principle is for you. It's actually simpler to do, but it takes longer. It's called a memory journal. And this is something that you use to remember Long, long forgotten memories. I have a great uncle of mine who was in World War Two. And he was using it to remember some of the names of people that he met during the war. So look them up after you know, he was in his 90s at the time. And what you do is you write down a question in the journal, and then and then the next day, the minute you wake up, you try to answer that question as much as you can. So like, who was the guy I met in? I don't know Normandy, I don't know. I'm not privy to the privateness of his journal, but you know, it'd be like I met and he had blond hair and I just can't remember his name. And then you wake up the next day. And you might not remember the name, but you remember that he had like a red lighter, and that he, you know, he was from Georgia. And you know, more and more details start coming up, and then you start painting a larger picture. It's actually kind of a beautiful thing. You can use this memory journal, to reconstruct memories from the past to amazing detail. It's a



lot like remembering a dream after you wake up and you write it all down. And he was actually able to use this to remember some people that he met and look them up after the war. And it was it was very gratifying. It was, it was very touching for me that that I came up with a technique that actually accomplish that. So try those two things and try them also as exercises for your memory and your brain plasticity will kick in.

36:44

That's great. Well, I also I also know that that our mind as we use it, it gets stronger and healthier. And they know that one of the things I was learning when I teach people how to do memory with Brain Tap, is that we always have them remember items like what you're doing here in the language. Because as kids we grew up we where's the bottle with the sun? The window the play toy? We didn't remember all the other words so when you have people learn other languages do you have a special technique and where to start them learning on their own? Absolutely.

37:17

Yeah so there's there's several ways to learn the languages. You know, it uses the substitute word idea just like I did you know Dave becomes wave or cave or something like that. You know, we're in this case, it's like, you know the Korean word for lighthouse is, deungdae, and that becomes a trying to put hair dye onto someone's tongue tongue guy. It sounds horrible, but that's the sort of crazy imagery you come up with after you get all these you know, different different, you know, different vocal tones and sounds together. And and keep in mind, I'm, I'm not just theoretical at this, I've used this to learn Cantonese and Mandarin. I most recently became conversational at Thai. I love the Asian languages, but I'm no slouch when it comes to French and Spanish as well. And, but I have to say that you have to practice this, or use this in the real world to really get good at it to sound like a native speaker. Because just learning from a book is not enough, but what you can use with memory techniques is memorizing large amounts of vocabulary. So you turn the words into something you can visualize, like, like tongue dye becomes dying a tongue. And then another strategy to use is also the journey method where you place these words around a room or along a journey mentally. And that's mostly a tool to help you review the information and organize it. So I usually would start off with a list of vocabulary not I wouldn't recommend making vocabulary that's alphabetical. I make it by category. So I have all my numbers in one section, all the stuff, you know, dealing with telephones and stuff, the who, what, when, where all the questions you can ask us another section, things like that. And then I start like what I did with Thai. I started with the hotel room that I stayed in Thailand when I when I started you know decided to learn the language I start right in the closet and I started making associations and mentally placing them there just like the the crazy pictures we had with the hammer on the football and things like that but I would put it



in one location and then keep on going around the room and then down the hall and then down the elevator and then around the pool and then down the down the street and and you create all these silly images. But what happens is it you can just close your eyes and you can review them all in a heartbeat. And it allows you to get to hundreds even thousands of words within your grasp in my case in just a few weeks. That's great. We engaged if I if I did nothing else.

39:39

Yeah, this is great. We have David Farrow, who's a Guinness world record holder and memories he's shown demonstrated here today for you you're going to learn more about it when you go over to the VIP section. Also, if you're in business out there and you're one of our clinics and you want PR help, you've seen our you've seen the effort, I don't have to tell you much more he gets results and he does it consistently. I mean, we've had some pretty big articles, you're going to be seeing something from grade magazine coming out, which is 8 million circulation, they said was good. If they were to pay charges for that it would have been \$14 million, or some craziness. They said, but they're going to put us in that article, which is really good. And your your firm helped us to get that. So you have somebody here who's an expert, he's not only an expert in memory, but he's an expert in business. He's an entrepreneur. So anything you want to leave our viewers with before we end the summit call today?

40:29

Yeah, I would say that, you know, anybody who's coming as a recommendation from you that mentions the summit, and they want to get a consultation, if they you know, if they have a business that or they have a book, for example, and they are marketing something, then I'd be happy to do a consultation with them at no charge. And my team can give them an idea of what sort of power PR that we can expect for them. And, you know, beyond that, you know, check out the the online course I'm very proud of it. It's kind of you know, my life work I put tons of effort into it's also been tested by, you know, literally hundreds of thousands of people around the world. So it really does work. No longer do we have to kind of be stuck with what nature gave us we can learn how to use it by picking up a manual and understanding how our brain actually works.

41:17

Right? So there you have it, you have a perfect way to biohack the brain, get it working better little techniques, we don't have to worry about that 18th century education, we can upgrade and get it into the 21st century, which we enjoy. So, David, again, thanks for being on the summit. We look forward to continue working with you. I talked with you at least monthly, if not more than that your staff almost daily. So thanks a lot for being there for Brain Tap. And thanks for sharing your wisdom and your knowledge here on the summit.



41:43

That's fantastic. Thank you so much. And everybody watching right now I want you to take a pencil a piece of paper out and see if you remember that list. If you do then you have a genius level memory if you miss one or two, hey, don't worry about it. It's still very powerful and we can show you how to maximize it even more. I had a wonderful time on your summit. This has been great.

41:59

Thank you. You Now those of you watching right now, take your phone or your take your email your text, and tell your family and friends about this. If you have people with the need help with their memory, which is about 99% of the people out there, this is free right now. So they can get on the summit. They can tune in to do this interview with David and learn about their memory and learn some techniques and learn that they're not stuck with the memory they have. You can upgrade that memory and you don't have to pay Steve Jobs or you know, gates, you can upgrade your own software, learn these techniques. Once you learn them. The nice thing about an education is you own them. So it's worth you the rest of your life. You

42:38

can start learning all these

42:38

other languages like David showed he can do so.

42:41

Thanks again. Stay tuned, get ready for our next speaker. Thank you. Pleasure.

