

041: Improve Your Memorability to Leave an Impression

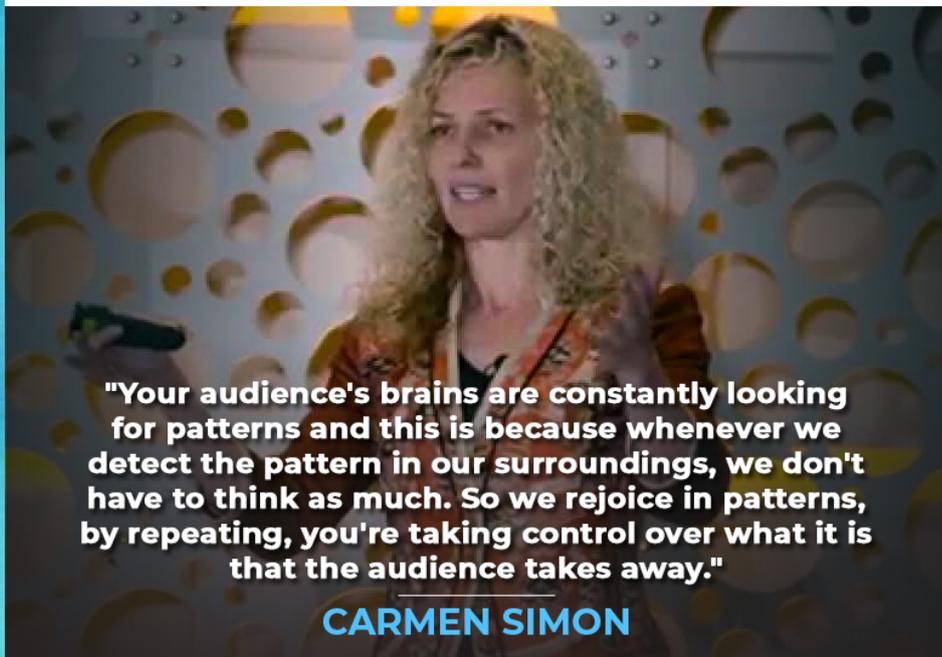
10 Point Checklist

Carmen Simon

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

Get **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**



"Your audience's brains are constantly looking for patterns and this is because whenever we detect the pattern in our surroundings, we don't have to think as much. So we rejoice in patterns, by repeating, you're taking control over what it is that the audience takes away."

CARMEN SIMON

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Ask yourself: “To what extent am I predictable?” When our audience can anticipate what happens next, you’re not forcing the brain to stay with you and learn.
- Use visual cues to improve your memory. Create images in your head around anything that you want to retain, and when you think about that subject, you’ll remember the image first.
- Evoke emotion in your audience, when they become emotionally engaged they have a better chance of remembering the information.
- Only influence others with good intentions. You can sway people to remember your brand, or to sell a product-but don’t be manipulative.
- Use repetition. If you’re trying to remember a phone number, rehearse it in your mind until you dial it or you write it down.
- Use opposites in your business. If you’re creating a presentation that you want your colleagues to retain, and your corporate template is a light color, go for a darker color instead.
- Use your senses. When you walk into a room, take in your surroundings-look at what is around you, and use smell or touch.
- Use a pattern-interrupt, think about what would surprise and excite your audience to become more interested in your presentation, such as dropping the F word.
- Help people pay attention by deviating from a pattern. In a presentation, you can use color, shapes, or animation to capture attention.
- Switch from complex to simple information, so you can force the brain to really think about the information, while also giving it short breaks.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/improve-your-memorability-to-leave-an-impression-carmen-simon/>