



## **Memory Training Consumer Awareness Guide**

**For People Desperately Trying To Improve  
Information Retention & Recall  
While Being Bombarded By Suspect, Sleazy  
& Sometimes Downright Silly  
Memory Books, Video Courses & Audio Programs  
So That You Can Finally Blast Unnecessary, Unhappy  
& Utterly Useless Forgetfulness From Your Mind Forever**

By

Anthony Metivier, PhD  
[www.magneticmemorymethod.com](http://www.magneticmemorymethod.com)

You. Memorizing Anything & Everything. Now.

ALL RIGHTS ARE RESERVED. However, all parts of this book *may* be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any informational storage or retrieval system without express written permission from the publisher.

Published by:

[www.magneticmemorymethod.com](http://www.magneticmemorymethod.com)

#### DISCLAIMER AND/OR LEGAL NOTICES

While all attempts have been made to verify the information provided in this book, neither the Author nor the Publisher assumes any responsibility for errors, inaccuracies or omissions. This book is not intended for use as a source of educational consulting or advice and if advice or consulting concerning educational matters is needed, the services of a high school counselor or university student advisor should be sought. Any references to any specific persons, businesses or schools, whether living or dead, existing or defunct, are purely coincidental.

CREATED IN BERLIN in 2014

**Anthony Metivier's**

**Memory Training Consumer Awareness Guide  
For People Desperately Trying To Improve  
Information Retention & Recall  
While Being Bombarded By Suspect, Sleazy  
& Sometimes Downright Silly  
Memory Books, Video Courses & Audio Programs  
So That You Can Finally Blast Unnecessary, Unhappy  
& Utterly Useless Forgetfulness From Your Mind Forever**

**New, Revised Edition**

Hello! This is Anthony Metivier. Thanks very much for visiting my site and downloading this booklet. I'm grateful for the opportunity to provide you with information about Memory Training Information Products (MTIPs) and help you choose the best.

As you already know, I'm not only a memory author and educator through books and video training products, but also a writer who has addressed many topics and a professor with over a decade and a half of lecturing experience. In that time, I've studied hundreds of books, articles, audio programs and video courses about memory and I've learned that many of these make the topic of memory improvement a subject of much confusion. In fact, people have so many misconceptions about memory enhancement that I decided to offer this Memory Training Consumer Awareness Guide so that when you select an MTIP either for yourself or your son or daughter, you can make an informed decision.

As part of explaining the difference between a good MTIP and a poor one, I'd like to share with you **three** costly misconceptions about memory training products. Plus I'll offer **three** recommendations and **fourteen** questions you should ask before buying any MTIP at any price.

If at any time you'd like speak to me personally, you can email me at [learnandmemorize@zoho.com](mailto:learnandmemorize@zoho.com).

Now, here's ...

**Misconception #1:** You should wait until you are having trouble with your memory before seeking memory training.

Learning is cumulative. Every time you acquire a new skill, you enter a field in which your preparedness will always ensure success. Providing that your MTIP has equipped you with the necessary tools, your MTIP will ensure that your mind is in

good shape before you start to develop memory problems from age or other causes (assuming you choose to utilize the tools the MTIP describes).

Waiting for the day to come when your memory has taken a hit, on the other hand, will not only make it harder to study and understand even the best MTIP, but you'll be less able to put the techniques into action so that they serve you for life.

**Misconception #2:** Buying a memory training program is unnecessary when there is a wealth of material on the Internet for free.

Although it is true that there is a ton of free ideas about improving your memory on the Internet, the information is widely dispersed and it can take months of research to cobble together a coherent picture of what memory skills are really all about. This is time you could have spent reading some of the recognized and cherished books by Harry Lorayne, Dominic O'Brien and people like myself in order to make great strides towards an improved memory. There is nothing wrong with searching the Internet for free knowledge, but this narrow focus on searching can lead you in circles and prevent you from learning and implementing memory techniques as quickly as you might if you successfully found a complete, cohesive and coherent memory training that you will actually use.

You should also understand that less than 15% of all printed books, magazines, etc are available online. This means that the most cutting-edge reading material about memory skills most likely *isn't* available online (this is changing with the rising popularity of E-books, however). There are also several good audio and visual programs that have yet to be made available for online download but can still be found on Ebay or purchased from a publisher. Learning and implementing one of these trainings will make your reading of free material on the Internet *later* much more profitable and interesting because you'll be coming from a position of substantial training rather than a fragmentary cobbling together of ideas posted in short articles and discussion board posts.

**Misconception #3:** The memory training that has the lowest price is the one you should buy.

Maybe – but not always. Decide what you want to accomplish before you buy an MTIP. If you want to breeze through a program and pick up a few quick tips, you can choose from dozens of trainings available online of varying quality. You can simply slog through the advertising on Google, read the hype-filled sales letters and hope for the best.

On the other hand, if you want the opportunity to really develop your memory – if you *really* want to experience the benefits of the imaginative engagement needed to

excel in the realms of Retention and Recall – then you need a top-notch memory training.



With the foregoing misconceptions in mind, if you're thinking about purchasing an MTIP, I offer these three recommendations:

**Recommendation #1:** List your objectives. Do you want enhanced memory abilities for one subject only or comprehensive, life-changing memory skills that teach you to memorize multiple kinds of information? Do you want to buy from someone who you will not be able to talk to about improving your memory, or do you want to have the person who created the product available to address your questions? Do you eventually want to work with that memory trainer individually? Is this a possibility with the MTIP you are considering, or is it just a self-contained training that in no way offers follow-up educational materials and training opportunities?

**Recommendation #2:** Ask questions. The way you learn about an MTIP is to ask specific questions and listen carefully to the answers. Here are some questions I suggest you ask MTIP creators:

1. What makes you a specialist in the memory topic for which I need training?
2. What type of memory methods do you use personally?
3. What training do you have as a memory specialist?
4. What specifically do you expect I can achieve by working with your product?
5. How often should I use your training to get the optimal results?
6. Do you teach motivation skills?
7. Do you teach study skills and other skills related to memory?
8. Do you teach advanced methods for overcoming procrastination and Writer's Block? (Or "Thinker's Block," which is far more common).
9. Do you teach goal setting?
10. (If you are looking for personal training in addition to the MTIP, you can ask):  
Do you record your sessions and make them available to your clients so that they can review the important things you've said later? Or do you at least send a written summary of the session for the client to review?
11. What degrees do you hold?
12. Do you have any publications that demonstrate your expertise?
13. What knowledge of the other MTIPs do you have and how do you assess them?
14. What knowledge of the science of memory do you have and how did you acquire it?

**Recommendation #3:** Once you're satisfied that you'll be buying your MTIP from an honest, competent memory professional, make sure that the product comes with at least a 30 day guarantee (or a 7 day guarantee in the case of books on Amazon). You should never buy an MTIP that you cannot return because the teaching approach might not suit your learning style or the techniques you encounter might not be something you'll ever use.

By following these three recommendations, you'll gain all the information you need to make an informed, intelligent decision. And if you are a future-oriented student of memory who wants to experience professional, ethical and thorough memory training, then I invite you to visit [www.magneticmemorymethod.com](http://www.magneticmemorymethod.com) again at any time. I'll be happy to answer any of your questions – without obligation of any kind. Just use the contact form to send your message.

Thank you very much for reading this booklet. I hope you found it helpful. If you have questions or comments, please email me at [learnandmemorize@zoho.com](mailto:learnandmemorize@zoho.com) or use the contact form on my website. I endeavor to answer all correspondence promptly, usually within 24-48 hours. Alternatively, in an emergency situation, you can look me up on Skype by searching for “Hapaxia” and sending a short, explanatory note with your contact request.

On behalf of memory enthusiasts everywhere, I thank you for your kind attention.

Anthony Metivier

You. Memorizing Anything & Everything. Now.

