



# Memorizing Scripts Made Easier

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Simplify, Strengthen and Grow Your Business

# Memorizing Scripts Made Easier

## Purpose

This briefing, created for the Avitus Group Business Development team, gives you the tools you need to memorize scripts, names, passwords and anything more easily.

You'll learn exactly what you need to know to **Encode** information into memory; **Store** it for the long-term and **Retrieve/Recall** it when you need it.

Note: This self-training briefing works with you – you won't gain as much from it if you simply read it. Research shows that we retain 10% of what we read; 20% of what we hear; 30% of what we see, 70% of what we say & write and 90% of what we do ("hands on" learning). So, don't short-change yourself: do every action step.

## Encode

- **Attention:**

- Our memory works on a WIFM ("what's in it for me?") basis. Before you start to memorize each script, let yourself consider, here's how I'll benefit (monetarily, reduced stress, ...) if I remember this easily, and you'll jump-start your memory.
- **Action step: Think it or say it out loud:** "How will you personally/professionally benefit from remembering these scripts?"

- **Positive assumption:**

- When we assume we can't remember, we don't; so decide right now that you can remember every script.

- **Vivid:**

- Think of a lemon. See the yellow rind and the oval shape. Imagine cutting into it and taking out a section. Now bite into that section. Tomorrow, if Chris asks, what fruit did Lynne describe, do you imagine you'll remember "lemon"? If so, it's because you "made it vivid."
- Action step: Instead of silent reading these scripts, imagine a prospect sitting in front of you and say them out loud to the prospect.

- **Chunk it down:**

- Do you remember how long you retained information when you crammed for a test in high school or college? – Probably not for long. When we try to put too much into long-term memory too quickly, we experience a bottleneck and fail to remember key items. You can best retain a full script if you chunk it down into sections rather than attempting the full script as one initial "gulp." Similarly, we remember numbers more easily when we "chunk them down." Which is easier to remember: 1951-02-18-011-310-1989 or 195102180113101989?
- **Action step:** Learn each script in chunks. (It makes memorizing them easier).

# Memorizing Scripts Made Easier

- **Work:**

- The more you “**work**” to integrate any information, the better you’ll retain it. An example of “working” with script is to read the script or a section of it, and then turn away and say out loud what you remember of it. Then turn back and review what you remembered accurately, as well as the parts that didn’t come so easily to you.
- Another example of “working” the material is deciding what the key points are and using your highlighter to mark them. Highlighted information also makes a stronger impression on the retina of your eye and is more easily retained.
- “Crutches” help with memory: Have you ever written a grocery list, left the list at home and managed to remember every item? Task yourself: are there any “crutches” you need?
- **Action step: commit to working with each script. Stand in front of the mirror, a friend, or a dog, and present each script. Once you’re solid on a basic run through, imagine a prospective client interrupting you with questions and run through it again.**

- **Breathe:**

- Have you ever stood up to give a speech and gone blank? Or met someone on the street and couldn’t remember his/her name, though s/he remembered yours, but then walked off and suddenly remembered the name? That’s because you breathed again. When you get tense, it’s harder to put information into or pull it out of memory. So, work at these scripts like an athlete would – managing your breathing as you memorize; rather than letting yourself get so tense that you block encoding into or retrieving information from memory.

- **Overview:**

- Get an overview or a picture in your mind of what the script means. Here’s an example of how important an overview is – try to memorize the following procedure:
- The procedure is actually quite simple. First you arrange things into different groups. Of course, one pile may be sufficient depending on how much there is to do. If you have to go somewhere else due to lack of facilities, that is the next step; otherwise you are pretty well set. It is important not to overdo things. That is, it is better to do too few things at once than too many. . . After the procedure is completed, arrange the materials into different groups again. They can then be put in their appropriate places. Eventually they will be used once more and the whole cycle will then have to be repeated.
- Did you find it hard to memorize the above? Okay, go back and realize that the above procedure is washing clothes. When you create an overview or develop a mental picture, everything makes sense and becomes easier to absorb.

# Memorizing Scripts Made Easier

## Store

- **Repetition:**

- Ask yourself, "How many days are there in September?" If a rhyme now runs through your brain, "30 days has September, April, June and November"..., it demonstrates the power of repetition. In grade school, we used repetition to retain information, starting with our rote recitation of the alphabet, a, b, c, d....
- **Repetition** helps with regular as well as with rote memory. For example, if you silently repeat the name of someone you meet in your mind after you walk away from the encounter, you'll increase your retention of his/her name by 30%. Repeat the name out loud as you and the person are introducing yourselves to each other, and you increase your retention of his/her name by 50%.
- If you use a name three times in your initial conversation, "Hi, Chris, I'm Lynne," and later, "Chris, how long have you worked with Avitus?" and later, "Chris, what's your role within Avitus?" you'll have virtually memorized the name Chris. If you look at Chris's face as you say his name, you'll link the name to his face, so when you next see his face, you'll remember his name.
- Similarly, if you repeat (paraphrase) key points your prospective client makes, you'll retain more of a sales call.
- Action step: repeat each script over and over. Important – you can move your retention from "rote" to regular memory by introducing divergences (such as recording potential prospect questions and taping them into a Smartphone recording to interrupt your flow).

- **Organize:**

- Which list appears easier to retain?:
  - a) Sofa, dish, bed, sink, car, chair, cup, lamp, towel, rake, desk, fork, dresser, soap, wheelbarrow, mirror, closet, tub, bike, coffee table
  - b) Sofa, chair, desk, coffee table  
Dish, cup, fork, sink  
Bed, lamp, dresser, closet  
Towel, soap, mirror, tub  
Car, rake, wheelbarrow, bike

If you answered the latter, you're right. Organized information sticks in the brain longer.

- **Multiple senses:**

- Aligned with the "vivid" and "work it" encode strategies, you store information most effectively when you involve multiple senses. In your script memorizing, think through each as you read it out loud, so that you can concretize it in memory by using your auditory along with your visual sense.

- **Use it:**

- "Use it or lose it" is truth. An immediate review of anything you're learning can increase your retention of anything by 70%.

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## Retrieve/Recall

- **Associations:**

- Associating something less likely to be retained with something easily retained improves your chances of remembering it. Thus associating a name with a face by imagining it printed across the person's forehead or next to his/her head helps you remember the name the next time you look at his/her face.
- **Action step:** What associations can you align with the scripts you find more challenging to retain?

- **Rhythm:**

- Have you ever driven across country, paused for a break at a service station and found yourself humming a song you'd heard on the radio. Or think of the "30 days has September, April, June and November" and you'll notice your mind adds rhythm and melody as you silently read those words.
- **Action step:** if you're finding it a challenge to retain a script, read it out loud with rhythm. *Note: if you find the information in this Memorizing Scripts Made Easier for BD briefing interesting, you might enjoy the book Super-Learning by Sheila Ostrander in which she documents that baroque music (4/4 time) played in the background when you're learning increases your retention of information.*

- **Link:**

- When you can't quite remember something, "think around it" as one piece of information links to another. You may have experienced this when trying to remember a name, and have triggered your memory of the name by thinking of the alphabet, as in A, B, C, D, E, F...ah, Frank!