Influencing Memory And Effective Communication

10 Point Checklist

Carmen Simon

Want to gain as much knowledge as possible out of this episode? Here is your **10 point checklist** that gives you actionable steps you can take **TODAY** to start living a Stellar Life!

"Words are fascinating. Anytime you share words with somebody, you have the possibility to impact their neurochemistry."

— CARMEN SIMON

10 STEPS YOU CAN TAKE TODAY

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

☐ Let go of the preconceived notion that in order to be memorable, you have to constantly reinvent yourself. Carmen says there are many variables that you can use to impact somebody else's memory.

☐ Grab somebody's attention by utilizing existing mental models to create a memory trace. The more your audience know about the topic, the easier it is to get their attention.

☐ Start from a place of familiarity when intending to be memorable but find ways to slightly add an element of surprise.

☐ Truthfully ask yourself, "What do I want to be memorable for?" Carmen says that many people aspire in being memorable but very few know with certainty what they want to be memorable for.

☐ Recognize that your brain adapts quickly. You can regain your attention and focus by offering new stimuli that will allow your brain to respond.

☐ Access anything inside your brain through self-awareness. Know when to stop and really be present.

☐ Make your message memorable through skillful repetition. Repetition is the mother of memory but you also have to be strategic in making sure that your message is steadily received with enthusiasm and energy.

☐ Amplify your brand message with the help of an effective tagline. Carmen says that it's finding the essence of what you're all about.

☐ Make your tagline easy to understand and easy to say. Clarify your message in a way that will still feed the curiosity of your audience.

☐ Grab a copy of Carmen's book Impossible to Ignore and discover innovative techniques to create remarkable messages that will influence other people's memory and decision.