

Fact Sheet on Memory and The Revolutionary Memory Course by Dr. Bob Gottfried

Doesn't memory naturally get worse when we get older?

To some extent, that is true. Nevertheless, with consistent practice of certain techniques and methods for just 20 minutes a day, people can not only stop any increase in forgetfulness, but also roll back their ability to what it was when they were at their sharpest, or even better.

What's the relationship between memory and concentration?

Concentration is the foundation of good memory. Many memory problems actually result from poor concentration. Paying attention is the fundamental process that enables you to go from perceiving something to remembering it. As Dr. Gottfried puts it, "No Attention - No Retention." When practiced daily for just 20 minutes, exercises can enhance the ability to concentrate and remember.

What is The Revolutionary Memory Course and what is the program based on?

The Revolutionary Memory Course is a program based on more than 12 years of clinical work with people who had memory or concentration problems due to injury, disease, aging, side effects of medication, abuse of drugs or alcohol, stress, anxiety and depression. In every single instance, improvement occurred. The exercises in the course gradually teach the brain how to rewire itself to be able to produce the fundamental cognitive functions required for good memory and concentration. Once this is consolidated, the need to cope with the problem diminishes.

Can this course help with learning disabilities or Attention Deficit Disorder?

Definitely yes! Our experience shows that those suffering from ADD/ADHD and various learning disabilities can often increase their ability to concentrate, at times to the point that they no longer need medication. In addition, the course discusses the impact of negative expectations, low self-esteem and stress on memory performance.

Can the program help with the "scatter-brained" syndrome?

One aspect of memory is called "prospective memory" - remembering what you want to do in the future. The Revolutionary Memory Course

does indeed provide tools that improve the ability to carry out to-do list or other plans, tasks and future activities. You won't need to stop and wonder, "Now what was I trying to do?"

What is the difference between this course and traditional memory improvement techniques?

The Revolutionary Memory Course is different than most traditional program in two ways. First and foremost, the program is very practical. It uses simple yet powerful techniques to improve memory, instantly. In addition, the program uses repair tools, namely, the Memory Cards and the Concentration Matrix. The program deals with the four main aspects of memory enhancement: attitude, stress management, coping and repairing. The Revolutionary Memory Course is grounded in serious study of the mind and the brain and clinical work with cognitively impaired individuals who have, without exception, enjoyed improvements in their abilities to focus and remember.

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