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The Link System

The Link System is a very simple but powerful technique. It takes each item in a list and links it to the next forming a chain of associations.

If the list contains abstract concepts. These need to be represented by pictures of objects.

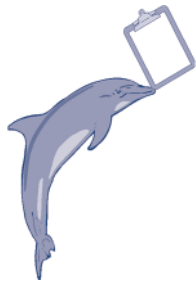
As an example, let's try to memorise the "Ten Secrets of Abundant Wealth", from the book of the same name by Adam Jackson (published by Thorsons).

1. Subconscious Beliefs
2. Burning Desire
3. Definiteness of Purpose
4. Organised Action Plan
5. Specialised Knowledge
6. Persistence
7. Controlled Expenditure
8. Integrity
9. Faith
10. Charity



Picture the sea stretching out before you to the horizon. You spot a periscope breaking through the waves as a huge submarine surfaces: It's the bailiffs come to repossess a boat that hasn't been paid for. They're very hard working, in fact they're sub conscientious bailiffs (**Subconscious Beliefs**).

The boat owner doesn't want them to get their hands on his beloved boat and so burns hearts (**Burning Desire**) on the deck to deter them from boarding.



Leaping from the water beside the boat is a deaf porpoise (**Definiteness of Purpose**) balancing a clipboard on his nose (**Organised Action Plan**).

Attached to the clipboard is an old dusty book which, strangely, has a pair of intense blue eyes staring back at you – These are special eyes (**Specialised Knowledge**).



Crawling out from between the pages is a tartan clad spider, a descendant of the one who inspired Robert the Bruce (**Persistence**).

Scottish spiders are careful with their money. He has a padlock attached to his sporran (**Controlled Expenditure**).



A big wave knocks the spider off the book washing him ashore into gritty (**Integrity**) sand. A little girl called **Faith** scoops up the sand to make a sand temple (**Faith**) – more ornate than traditional sand castles.

Everyone who comes to look at it chooses to donate some money that goes into the (**Charity**) tin.

