

# **The Name Game**

## **Eliminate “Whatsurname” and “Whatshisface” from Your Vocabulary**

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**O**ne of the best ways to make a favorable first impression – and to get ahead socially and in business – is to remember people’s names.

Don’t let yourself off easy by blaming one of these excuses.

1. I have a bad memory.
2. It is too much work.
3. It is not that important.
4. I just call everyone Buddy, Honey or Hey you.
5. I have to be around someone for several weeks before I can recall their name.
6. I’ll never remember them all, so why try?

*There is no such thing as a good memory or bad memory ... just trained and untrained.*

Knowing your brain’s favorite memory method can accelerate the ability for remembering names. What is the easiest way for you to remember anything? Do you like to hear it (audible learning) see it (visual learning) or a combination of hearing, seeing, writing it down and getting a feel for it (kinesthetic learning)? Everyone is different, but your mind has a preferred method that works better for you than someone else’s method.

*The secret is knowing a proven memory technique for your learning style and then making the effort. There is no other way. One person’s magic is just another person’s engineering.*

**Audible Learners.** You find it easier to remember new information by *hearing* it spoken out loud and then mentally repeating it to yourself.

### **3X Technique**

Using the name three times in a conversation.

1. Say their name aloud **immediately**, especially if you are likely to forget immediately.
2. Use the name **during** the conversation, but don't over do it. Work it into the small talk "Nice to meet you, Ann." or "Bill, what's your opinion on...?"
3. Use it again upon **concluding** the conversation. "It was a pleasure meeting you, Sarah."

**Visual Learners.** You learn by picturing. You like *seeing* things or forming mental pictures and the more *vivid* the picture the better you remember.

**L** = Look at the person. What are their distinguishing features?

**M** = Mentally picture the person doing something that sounds like their name. It doesn't have to be an exact match. Close will work. For example "driving a bad Ford" for Bradford.

**E** = Exaggerate the mental picture by enlarging it, adding motion, bright color, drama or danger.

**R** = Repeat the name as you imagine the mental picture for that name.

*Highly successful people are more interested in pleasing results than pleasing methods.*

**Tactile learners.** As you get a “feel” for it, you are able to recall it.

- Ask for a business card so you can hold onto it. Read the name carefully and maybe repeat it once aloud.
- Mentally rhyme the name with something more familiar. Here’s some examples. Handy Dandy for Dan. Busy Buzz, Wendy Wonderful.
- Write it down as soon as possible, maybe immediately.
- Identify the feeling you have toward this person. Bond your first-impression adjective (whether true or not) with their name. For example: Punctual Pete, Richey Rich, Deadbeat Dudley, Blonde Betty, Friendly Fred, Shining Shawn, Filled with Joy Phil,
- Mentally monogram their name or initials onto their shirt in large letters. See those letters each time you think of them.
- Later write the name down several times while recalling the impression the person had on you.

### Name Matters and Manners

- You cannot remember a name you did not hear. It’s okay to say, “I’m sorry, I didn’t get your name. Would you please repeat it for me?”
- If someone you met previously is struggling to remember your name - go ahead and offer it.
- If someone you want to remember hands you their business card, don’t put it away quickly. Treat it like a respected object as you look at the two most important words in the world to that person.
- Never make fun of a person’s name. Keep effective memory techniques to yourself if there’s a chance it could discriminate or cause embarrassment the other person.
- Don’t shorten names without asking permission; i.e. Elizabeth to Liz, Jonathan to John, Samuel to Sam.

## CLASS ROSTER

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