

## How to Remember Everyone

This is a skill that I have developed, but didn't really pinpoint as a "skill" until a couple weeks ago.

People *love* when they are remembered, especially with this age of social media, where everyone has thousands of friends/followers, and everyone is chasing the numbers, and not caring about the people behind the number.

I was at Walmart, getting groceries, and there was a guy I had met at McDonald's who turned the corner, saw me, and said: "*Hey! You're that guy who came in and did a magic trick for the manager and got a free burger!*"

I replied: "*Hahaha, yeah that's me! How have you been, Isaac?*"

He said: "*I... wait... How do you remember my name? I quit McDonald's months ago!*"

I told him: "*I remember everyone.*"

That was mostly true: It is a rare occasion when I forget someone's name.

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There was a homeless guy in Denton, named Stephen. I was busking (illegally, because that's the most fun way to do it ;) ), and he was watching and approached me afterwards, and asked if I could teach him something. He introduced himself as "Stephen, with a ph". Well, that was back in 2012-13ish. And I still remember sitting with him on the side of the road, explaining how the Tilt works & the double lift...

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Just a couple months ago, I was at a print shop, and got into a conversation with a lady there, and she told me her name was "Qulzum, with a Q", so I asked about the origin of her name, since I was curious. She told me that it's Persian.

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When I was in college, I was performing 4-5 times per week, at various cafeterias, and I was seeing some of the same people on varying days of the week. I remembered everyone. It was because I had to – people get offended easily when

their names are forgotten, yet they are impressed when they are remembered. The best way to learn a language fast is to go to the country where that language is spoken, and put yourself in a position where you *must* learn the language.

When you see the same people a couple times per week, you need to remember them, because you don't want to irritate your audience.

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So, here is how to do it:

If you're doing table-hopping, remember where everyone is sitting, and if you can picture table-to-table where everyone was sitting, then it's easier to remember everyone's names.

For me, I would repeat everyone's name back to them:

- "What's your name?"
- "David"
- "David, nice to meet you!"
- "Stephanie"
- "Stephanie, that's my mom's name!"
- "Michael"
- "Michael, love your shirt"
- "Makayla"
- "Ah, Makayla, that's my mom's name!" (Give a giant smile, to see if anyone caught it)

Or remember something unique about them:

- There was a homeless guy named Joseph Senones who lived under the roof of a church, he would make these *amazing* carvings from fallen branches on the property. Unfortunately, he took his own life about a year ago.

I used to think that I was "terrible with names," but once I started performing regularly, I thought: "*okay Tom, you need to figure out how to get good at this.*"

I'd recommend remembering people from left-to-right, since that's how we read.

Obviously, the more often you see someone & correspond their name to their appearance, the more ingrained it was be in your memory – repeat all their names again:

- “Well, I would love to continue, but your food is about to arrive, so David, Stephanie, Michael, and Makayla, thank you for being such fun people, I hope you have a great night!”
- Now, as you’re resetting for the next group, repeat their names again in your head

So you’ve got 3 repetitions of the names of people in each group, not counting the times you said their names during your effects.

Anyhoo, I hope that is useful.

Best,  
Tom