Illusory memories are unsettling, but far from uncommon. Over the past several years, increasing experimental and theoretical attention has focused on misattribution errors that occur when some form of memory is present but attributed to an incorrect time, place or source. Demonstrations of errors and distortions in remembering raise a question with important theoretical and practical implications: how can memory misattributions be reduced or avoided? We consider evidence that documents the occurrence of illusory memories, particularly false recognition responses, and then review three ways in which memory distortion can be minimized.