

**DISCOVER THE SECRET TO PASSING  
PROFESSIONAL EXAMS  
QUICKLY AND EASILY AND  
EXPLODING YOUR INCOME**

**Lysette Offley**

# So far, so good...

You've made a great career-choice.

It's a good fit for your skills and aptitude. You're good at what you do and your clients and colleagues appreciate you.



You're motivated and successful.

You're ambitious. You're making great strides in your career. You know what you want to achieve and by when. You have a plan.

## But when it comes to passing exams, that plan falls apart



When you revise for your professional exams, do you find that nothing you try actually works, that you're struggling to make headway and are forgetting as fast as you're learning?

Maybe you've lost track of all the different methods you've tried and in any case, none of it's making any difference...

Are you having to retake each exam, often more than once, before being able to move onto the next? Possibly, passing exams feels like a bit of a lottery and you've come to expect failure. It's disappointing, frustrating, embarrassing and wearing on your self-esteem, not to mention wasting a lot of your time and energy.

Are you feeling overwhelmed and burnt out, afraid you'll never make it? Does every day feel like a struggle... managing clients and the business, everyone needing your attention... feeling all the while, that you don't have the time nor the energy to revise for exams?

Perhaps your spouse has begun to complain that you've never got time for the family lately and that you been bad-tempered with everyone too. You've lost your sparkle. Everything seems like a big effort and it feels pointless even trying to get the qualifications you need.

Are you wishing there was an easier way?



# You worry that the problem is... YOU!



## Do you ever think:

- Nothing you do makes any difference?
- You're not cutting the mustard; just not good enough?
- It can't be done - not by *you* at any rate, though other people seem to manage it...?
- Now you're older it's getting more difficult?
- Passing exams is too hard?
- There are too many exams. It's too big a task?
- It takes too much time to revise?
- You're not smart enough to pass and you don't want to be made to feel bad about yourself?
- You can't face failing again and again?
- The exams are designed to trip you up?
- You've attended extra technical study courses before, and they still don't help enough to pass an exam?
- You simply can't do it while you're working flat out, maybe even running your own business?
- You're at the end of your rope?



## You try to convince yourself...

- *Everyone* finds exams too hard. It's impossible to pass first time. You've just got to find the strength to soldier on...
- It's more important for you to look after your clients...
- It's a 'nice to have' - it's not essential...
- You've got other, more pressing issues...
- You'll get stressed, short-tempered and be horrible to live with...
- You won't have any time for anything else...
- It costs too much for each exam cycle, with all the support material and exam fees...

# WHAT'S YOUR SOLUTION?

So, what *is* your current strategy for learning? And why is it not working?

Unfortunately, because we're never taught how to learn the sort of information you get in the classroom, we're left to our own devices. So, naturally, most people default to one or two of the following approaches:

**Strategy 1.** Reading and re-reading the text book.

**Why doesn't it work?** It sends the brain to sleep!

**Strategy 2.** Writing out everything in your text book.

**Why doesn't it work?** The more you write, the more you forget!



**Strategy 3.** Highlighting your text book.

**Why doesn't it work?** It creates confusion. Nothing stands out because *everything* stands out!

**Strategy 4.** Cramming at the last minute.

**Why doesn't it work?** You'll have forgotten 80% by the next morning. It's stressful, too. You can't think straight when you're stressed and tired.

**Strategy 5.** Attending a last-minute course with a technical trainer.

**Why doesn't it work?** You can't cram 100 hours worth of study into 3 hours, no matter how good the teacher is!

None of these strategies works. But you know that already, don't you?



And when you discover that what you're doing isn't getting you the results you need, what do you do next?

If you're like 80% of the population, when it doesn't work, you'll try the same thing, only harder! Working more fervently, spending more time and effort becomes very draining.

If your revision strategy didn't work the first time you tried it, it's highly unlikely to work the second...

or third...

or fourth time you try it.

No wonder you're fed up with the whole exam thing and are left with that sinking feeling you're never going to succeed.



# The problem isn't the problem!

The real problem isn't what you think it is!

Most of your contemporaries believe that it takes several attempts to pass an exam. And that truly *is* the reality if you don't have an effective system for learning. Many *expect* several retakes, and trust to luck that they will at some point scrape a pass. That belief begins to persist among the profession and everyone's expectations fall in line.

Most people do one of five things when revising, none of which work. And when they discover that for themselves, they continue anyway with that same action, but *harder* than ever before. You know the definition of madness? This approach will certainly drive you crazy!

Most people don't stop to question *how* they're doing what they're doing, but instead assume that there must be something wrong with *them*. And so they keep at it, believing that's all they can do.

Most people don't realise that it's no good blindly imitating another person's revision strategy. While it might indeed work, what are the chances that that same method also suits the way that *your* brain prefers to learn? The most likely upshot is that you waste a lot of time and energy, finding out the hard way that this strategy doesn't work either.

Most people don't realise that the best way for them to learn will actually fit beautifully *around* their work and family commitments.

And most people don't know that there's an easy way to learn, and so they continue the hard way instead - but the more they learn, the more they forget.

Most financial advisers have no idea that it's possible even with a full-time job, to achieve Chartered status within a year.



## Here's the *real* problem:

Most people have no idea that we are *hard-wired* to forget!

This means, without a robust and effective revision strategy, we'll forget 80% of what we've learned within *two weeks*!



You think that's bad?

It's *worse*!

Most of that 80% we'll have forgotten *overnight*!

Could *that* be why you are struggling?



# What happens then?

Where will you be in a year, 2 years or 5 years from now if you don't get on top of the problem?

Will you find yourself stuck in your current job, unable to move your career or your business forward? It's not much fun having to explain *again* to your employer, colleagues, friends and family that you've failed your exam yet *another* time.

It's not only your own expectations thwarted again, but you're also disappointing other important people in your life. You already feel bad about yourself and now you're afraid of what they must think of you.

And what about business owners? Business owners often feel pressured to have their company become or to maintain Chartered status to attract and retain wealthier clients for greater income and stability for the business, but are often unable to get the necessary qualifications themselves.

The thought of the money left on the table each month you don't get your qualifications is irritating, to say the least. Time's ticking by and you know that getting these qualifications will make a massive difference to your income and your family's security.

You've probably worked it out - an immediate increase in salary when you get your Diploma, and doubled (and some) once you've achieved Chartered Status and are attracting more interesting, higher net-worth clients. It's frustrating that it's taking so long to get to that point and you can't help but count the months you're missing out.

Worst of all, usually, is an underlying fear. It's different for everyone. Some are really afraid of looking stupid - to their colleagues, to the boss. Some are desperately concerned they'll get stuck in a job they don't enjoy, knowing that what they really want is just beyond their reach, sometimes resenting other people's success. Some have a nagging voice reminding them that at some point in the future, Chartered status may become *compulsory* for their profession, so avoiding it isn't a long-term option. For some people, the anxiety is even worse. Losing your job and being unable to find another, or not being able to pay the mortgage are worries that can keep you awake at night.



# My solution

You're not alone! I see this all the time, which is why I created Genius Material, designed for people just like you. It's a simple, three-step learning process, tailored to the way *your own brain* already excels at managing information.

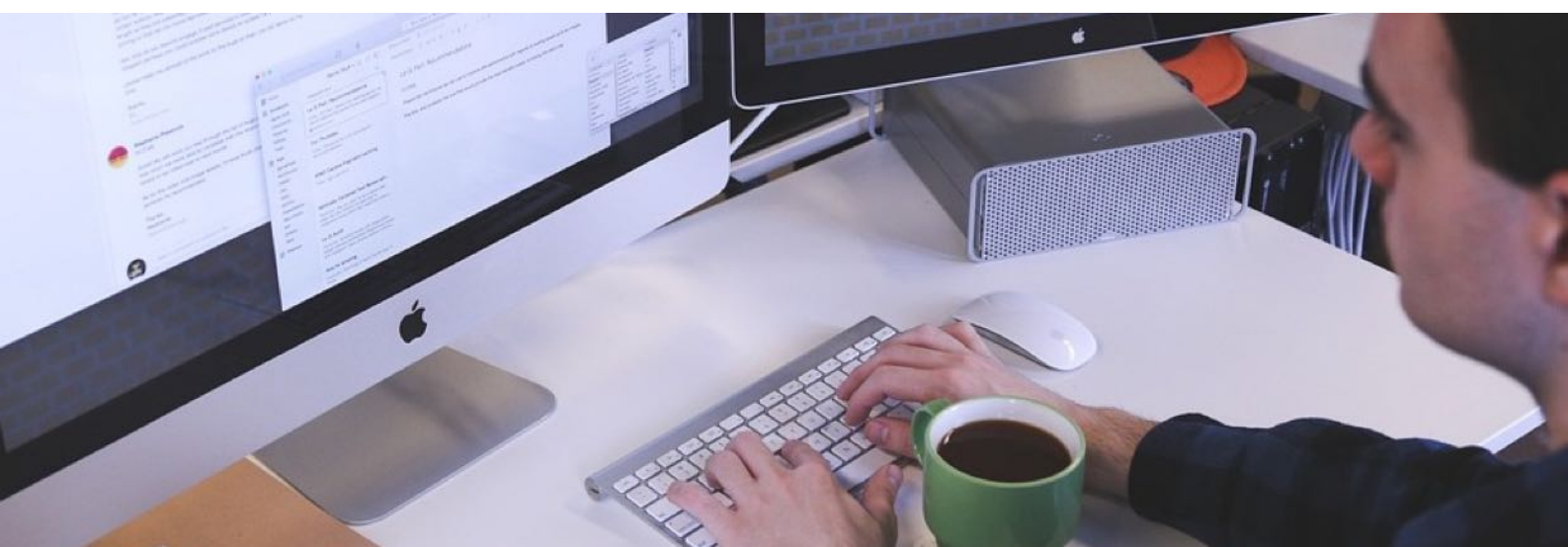
Genius Material shows you exactly what to do and what *not* to do to allow your brain to make a pattern of the information you're learning and send it to your long-term memory.

I've designed it with the busy professional in mind.

What's more, the fun and highly-motivating system includes a quick and easy process to keep that information in your long-term memory *forever*.

I've lost count of the number of my students who have passed their exams easily, have got the qualifications they needed and have created the life and career of their dreams.

My extensive training and experience in many brief interventions such as NLP and New Code NLP among other disciplines, also mean your **mindset**, a crucial component of the learning experience, becomes your strength and support.



## Who am I?

In the education business since 1982, I am a Memory and Mindset coach and I've helped thousands of teenagers and professional people pass exams, often in Financial Services and other professions driven by certification, such as aviation, medicine, engineering, I.T. and Law.

I'm here to make sure that the only thing you'll have to worry about is how you're going to handle the success that's coming your way!

## I know what you've been going through.

As a young student, I had no idea what I was supposed to do to learn the sort of stuff I was presented with in the classroom. I mean, why would I? We're not taught how to learn, just *what*.

Fortunately, whatever it was that I did was enough to allow me to go on to two universities and become a teacher. But it was by no means a slam-dunk. I was lucky.

And it was while I was in the classroom, attempting to educate the next generation, that I realised just how woefully inadequate our learning and teaching strategies can be.

I discovered early on that it was no use simply repeating myself when a child raised their hand to ask for clarification. If they didn't 'get it' the first time round why on earth would they the second? I needed to find a different way to explain it; to 'hit the spot'.

This led to my 'aha' moment. The moment when I realised we're all different, and we learn differently. That's why one method might work for one person but not for another.

How much time have you wasted, not knowing exactly how your brain prefers to learn?

And how much time have you wasted, not knowing exactly how to keep the information in your head, once you've learnt it?

Finally, I began the research which eventually led to my being able to help thousands of students, young and old, to discover their own preferred way of learning, automatically cutting out hours and hours of struggle and disappointment.



## Having fun with exams

I've been known to take exams just for the fun of it! Seriously! And when I have, I've achieved top marks. And by top marks, I mean, 100% or very close. Every. Single. Time.

I'm not telling you this to brag. There's nothing extra special about me. If there were, I'd have aced all my exams at school and university. I didn't. I didn't know then what I know now. The difference is simply that I now know how my brain prefers to learn. I know what I need to do and just as importantly, what *not* to do to get information properly into my brain. What's more, I know how to *keep* it there.

That's the difference that makes all the difference.

Because of what I now know, and thanks to my teaching skills and experience, I am having the best time enjoying countless success stories of people whizzing through the very same exams they failed multiple times before.

I look forward to exam time, because I just know that my students have what they need to do themselves justice. You can imagine how rewarding it is for me when the 'phone calls, emails and letters start arriving, full of gratitude and excitement for the future.

I've even been known to be stopped in the street by an emotional parent flying out of the restaurant when she saw me pass by. She just had to let me know that her son I'd helped five years earlier, who had subsequently passed his A Levels and gained admission to his first-choice university, had now graduated with a 2:1 Honours degree.

You see, once you've 'got it', as Alex did, aged 17, you've got it for life. Taking exams will never be a problem for him.

And guess what?

It's never too late to learn how to quickly and efficiently get those exams under your belt.



## One of a kind

Genius Material is the *only* learning programme of this kind in existence. No one else offers anything like the same level of guidance, specific to your own most effective learning style and also working with the exact information that you are learning.

## You too, are one of a kind!

You didn't get to where you are today without using your brain!

No two people process information in exactly the same way, so the first thing we will do is find out exactly how *your* brain already handles information beautifully.

That means we will create a bespoke system - the most efficient and effective method for *you* to get information into *your* head and then *keep* it there.

And that means no more wasted time, energy and effort.

Then, while using the textbooks you're working from *right now*, we'll create your simple, three-step Genius Material plan.

This means, instead of trying to work out for yourself how to apply your learning method to your particular subject, **you'll already be doing it.**

It also means that you will already know that **this system works for you**, *right now*, and with the exact material you need to learn.

And that means you will be a 21<sup>st</sup> Century Super-Learner.

In short, you will be...

# Genius Material!



# “Velocity”

## signature Genius Material Process

1. Genius Zone: First we will profile you for your **preferred learning style** so we already know how your brain likes to work.
2. You'll watch a few short introductory videos so we **hit the ground running** when you arrive.
3. You'll spend a day with me. You will have **my undivided attention**.
4. You'll bring the text books and other resources you're currently studying. We'll make a plan for **learning them fast**.
5. You'll also bring any revision notes you've made in the past, so we can see where your **quickest wins** will be.
6. We will design and test the most **effective, efficient and relevant** learning programme for you.
7. You will discover and practise the **fastest and most reliable** way for your brain to make a pattern of the information you're learning, and send it to your long-term memory.
8. You will learn a **quick and motivating** system for keeping it in your brain – forever.
9. You will leave with a bespoke and complete system for **rapid learning**, a renewed motivation for studying, a repaired **self-esteem** and a well-founded **confidence** in your ability to pass the exam.
10. Once you've left, you're still not on your own. Any questions, concerns, challenges – I'm here for you.
11. You are encouraged to share your revision notes with me for as long as you're still finding my feedback useful.
12. **I will stay with you *until* you pass the exam.**

Who else will do that for you?



## So what?



This means you will quickly and easily discover your own most effective and efficient revision strategy, saving you hours and hours of time, money and frustration. It means that you will constantly be working towards an accumulation of knowledge and the certainty of passing each exam first time.



It also means you will have fun, a renewed motivation and increased self-esteem and confidence.

You will be able to hold your head up high at work and at home, and achieve your personal and business goals in record time, creating the career and life you deserve.



# IT WORKS!



4-MONTH TRIAL

## 100% SUCCESS!

*Everyone* in the Financial Services Pilot Group passed *all* of their exams.

Here are some of the pass marks achieved:

68%, 71%, 80%, 72%, 75%, 74%, 75%, 81%, 85%, 81%, 70% and Distinction

In other words, 92% of participants got 70% or more and 42% got 80% or more!

And this was after multiple fails previously!

It really *does* work!

Results like these have been achieved by my students over and over again ever since.

Will you be next?





*“**Genius Material** helped me pass RO3, RO4, RO2, J10, RO8, RO5 and LP2, in that order and in 2 months! I was paying attention and I'm well on my way to becoming Chartered!”*

Pedro Bonillo-Farias, PBF Wealth Management Ltd, St James's Place  
Wealth Management



*“The results speak for themselves, I passed my second Level 6 exam a month after Lysette’s coaching. I highly recommend her service.”*

Yannick Le Touze, Chartered Financial Planner, YLT Wealth Management,  
Associate Partner Practice of St James’s Place Wealth Management



*“Struggling with study and exams has had a ripple affect on all aspects of my personal life/business and greatly dented my confidence. I would like to thank you for **Genius Material**, your personal support and recommendations. I completed a mock exam yesterday and passed, over and above the pass mark, easily!”*

Mark Stanton, Director, Liberty Chartered



*“I **passed my AF2 exam comfortably** in October, in no small part because of the structure that the **Genius Material** system provided. Thanks again; it was my 3<sup>rd</sup> attempt at this exam and I would have abandoned trying to achieve Chartered status if hadn’t got through.”*

Arah Perrett, (Chartered!) St James's Place Partnership

Arah went on to achieve her goals and gained her Advanced Level status.



*"Through a rare combination of personal one to one support with Lysette and good website functionality, **Genius Material** has succeeded in making my revision more meaningful, easier to break down and understand and less laborious. Revision is no longer a chore. It's actually more exciting!"*

Geoff Catterall, Director, Stonewater Wealth Management Ltd



*"Your techniques are well thought out, and actually do work...so thank you! I went on to pass an exam, which I had previously failed, at a **pass rate of 81%**.... Many thanks for your help...will definitely be recommending you!"*

Sarah Skelton Senior Consultant, UK Accounts, Zurich



*"I've just heard that I passed my first exam with a **distinction!** It was hard work, but following **Genius Material** advice obviously did the trick. I got well-organised and methodical about my revision and I paid attention to the way my brain works, only spending time doing what actually works. I'm really looking forward to the next exam, because I know now how I can do it. Thank you Lysette."*

Martin Capel-Smith, Senior Partner, St. James's Place Wealth Management



*"In 2008 I worked with the **Genius Material** programme to give me support in preparing to take the CF8 (Care Advice) exam. Genius helped me to break down the information in the text in such a way that I was able to retain the information more easily – I went on to pass the exam first time and 10 years on, I am now specialising in providing guidance and advice on Long Term Care."*

Jacqueline Berry, National Accounts Team, Partnership Assurance



# Will this work for me?

That's a question I often hear, and here are some more. Maybe your question is here too.

## Even if...

### I've failed exams before?

With Genius Material you'll have a *new* strategy and therefore a new and better outcome.

### I keep failing the same exam over and over again?

That's a sure-sign it's time to find a new approach.

### I'm too forgetful?

Everyone's forgetful. We're meant to be. Therefore, like every other 21<sup>st</sup> Century Genius Material Super-Learner, you need the *right* strategy to make you a memory monster!

### I can't retain information?

You will when you have a simple system for getting information into your head and then for keeping it there, not just until the exam, but *forever*.

### I've tried everything and nothing I do makes a difference?

Until *now*! What you don't know you don't know...

### I haven't got loads of time to revise?

You won't need it! The Genius Material process knocks hours off time spent revising. You'll discover you can easily fit it in and what's more, you'll find yourself looking forward to it.



## I'm too exhausted every day to try and fit in revising as well?

Genius Material is designed precisely for busy professionals just like you, running a business, looking after clients and saving quality time for the family too.

## It feels too much like hard work?

Well! You got me there! Your brain works hard when it learns new information. It must do. It uses 25% of the calories you eat! But research demonstrates (like you didn't already know), we don't mind hard work when we're getting the results we want. In fact, it's very motivating to know you're winning.

## I'm putting it off for later?

You can do that, of course. And if you do, when the time comes, you'll still need a learning system that is easy to implement, fun and actually *works*. The sooner you have that under your belt, every day becomes so much easier, since you can retain *any* information you choose, whether it's for an exam, to become even better at your job or simply to impress your client or boss.

## I've already wasted a ton of money, buying books and paying exam fees and still keep failing all the time?

You need to stop that cycle. Won't it be great to walk into the exam knowing full well that the examiner won't be able to *not* give you the marks you deserve?

## I feel the time spent revising should be time spent making money for my business?

It's a balance, isn't it? Of course your clients are top priority, but wouldn't it be a shame if you never got to execute your Big Plan and achieve those longer-term goals for personal and business growth?



Deep down, I'm afraid I'm not good enough.

We *all* are! That's perfectly natural and evolution has seen to it that that niggly little voice tries to stop you taking risks. It's working very hard on your behalf to make sense of the world and keep you safe. But it will pipe down when you show it you're 'on the job' and learning as you go.

While other people seem to manage it, I'm just no good at passing exams.

Maybe you don't realise that there's nothing special about those people, except they happen to have a learning strategy that works. Anyone can learn how to learn. Genius Material turns someone who keeps failing exams into someone who keeps acing them. Wouldn't you love it if other people asked *you* how on earth you do it?

Passing exams seems so insurmountable I can't even think about it.

It does feel that way doesn't it? It's only natural to develop that belief if despite all your sterling effort you're not getting anywhere. You'll be reassured to know that on average, it takes 30 minutes or so for my clients to experience a revelation and realise that not only is this doable, but by *them*. That's exciting.

I'm afraid I'll fail again and my family, friends and colleagues will think less of me.

I bet they'd really respect you for realising it's time for a change of strategy and for having another go. And what are they going to think when you get a pass mark of 80% this time? Who will you inspire to have another go themselves?

I'm trying to avoid the feeling that I'm not up to the job.

Of course! That's natural. But how are you going to feel if you walk away now? How much better would you feel about yourself if instead, you roll your sleeves up and get the job done by getting those qualifications under your belt?



# What do you want?

Do any of the following sound good to you?

- Learning is a joy.
- You're interested in what you're learning and it all makes sense to you.
- You enjoy demonstrating your competence to your clients and your colleagues.
- You feel proud of yourself.
- You know you deserve the success you're experiencing.
- You walk into each exam knowing you're going to pass it.
- You have a plan for achieving Chartered Status in record time, and it's all coming along nicely.
- Your confidence and self-esteem grow on a daily basis.
- You hold your head up high and your colleagues and the boss can't help noticing.
- You feel relieved that you've achieved what you set out to do and that your exams are done and dusted.
- You feel powerful – you know you can achieve anything you put your mind to.
- You are attracting the clients that you want to work with, bringing you the income you desire.
- You have the confidence and wherewithal to sack the clients you no longer want to work with.
- You have more time for your family and for relaxing, and you're not constantly worried about making the finances work.
- You're nicer to everyone at work and at home. They're nicer to you. They appreciate your vision for a shared future and are naturally, supportive of your goals.
- You'll have the best pick of jobs if you want to work for someone else and you'll command the top salary in your field.



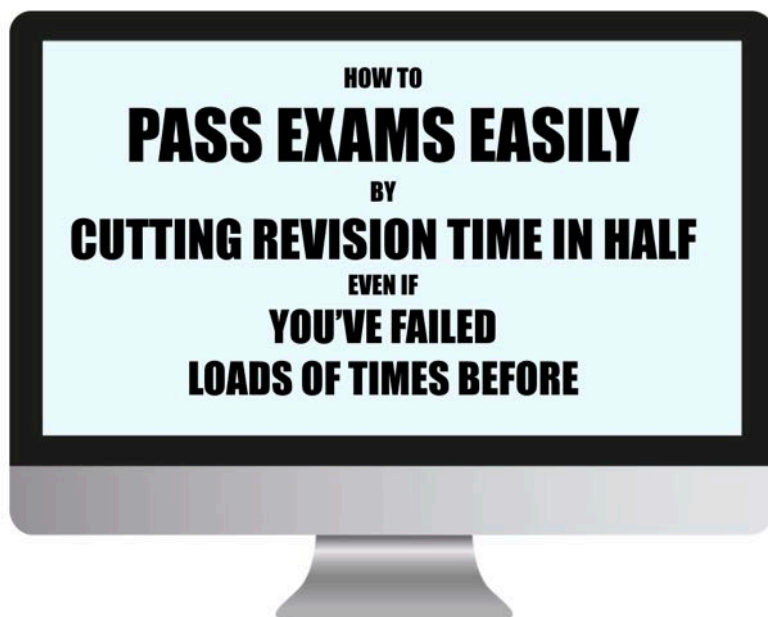
- If you're already running your own business, you're able to demand high standards from your staff and you attract energetic and ambitious action-takers, like you.
- You find that as your business develops it allows you to do more of what you want to do, picking off the best jobs if that's what you want, and maybe taking time off for the occasional long lunch or to play golf, if that's your thing!
- You feel financially secure. You no longer have to worry about being made redundant – you'll be too valuable.
- Money will never be a worry again. You'll be able to pay off your mortgage, the payments on the car, the kids' university fees. You can even help them with their down-payment and get them on the housing ladder.
- You can take longer, more exotic holidays - and more often.
- In a nutshell, you'll have more freedom to design your life the way you want it.



If this looks good to you, here's what to do next...



# Next steps



Watch my free instant-access webinar and discover how to pass exams easily, by cutting revision time in half, even if you failed loads of times before.

You will find the webinar here:

[bit.ly/3StepsLearn](https://bit.ly/3StepsLearn)

