

A close-up photograph of a hand placing a wooden block on top of a stack of other wooden blocks. The blocks are arranged in a staircase pattern, with the top block being the most prominent. The background is a plain, light-colored surface.

Mastering Professional Exams

The Proactive Path
to Success

Lysette Offley

Dedication

To all the brilliant minds, passionate professionals, and slightly panicked exam takers... This book is dedicated to you—those valiant souls who have dedicated countless hours, sipped gallons of coffee, and survived countless highlighter mishaps in pursuit of exam success.

You, my friends, are the true warriors of knowledge, the champions of cramming, and the masters of multitasking (seriously, how many tabs can one study guide have?). May your determination be as unwavering as a mathematician's love for equations, and may your study sessions be as focused as a laser-guided highlighter.

Remember, it's not just about passing the exam; it's about conquering it with a grin and a nerdy victory dance. You're not just here to learn; you're here to show those tricky questions who's boss!

So, embrace the late-night study marathons, the caffeine-induced epiphanies, and the ever-expanding collection of colourful sticky notes. Let this book be your guiding light, illuminating the path to academic triumph.

And when that glorious moment arrives—when you conquer your exam on the first try—celebrate with a dance, a fist pump, or perhaps an impromptu karaoke performance dedicated to your favourite textbook (don't worry, we won't judge).

Remember, it's not just about the destination; it's about the journey—the hilarious, frustrating, and downright absurd journey of studying.

May this book be your trusted companion, providing both guidance and laughter along the way. So, to the professionals on the brink of brilliance, may you study like Einstein, solve problems like Sherlock Holmes, and embrace the occasional distraction like a true multitasking master.

This dedication is for you, my friends. Go forth, study hard, and conquer those exams with a wink and a smile.

With warmest wishes and copious amounts of caffeine, Lysette

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Introduction

Allow me to introduce Eric, a determined and proactive individual in the fast-paced realm of financial services. With his sights set on achieving greatness in his career, he faces a formidable obstacle: the compliance exams. Despite pouring his heart and soul into preparation, success has remained frustratingly out of reach, leaving Eric feeling disheartened and yearning for a breakthrough.

In his quest for a solution, Eric turns to the vast resources of the internet, recognising that his hard work alone hasn't been enough. He grapples with the challenge of retaining crucial information when it matters most, prompting him to embark on a journey of self-discovery and transformation. With an unwavering resolve, Eric endeavours to unravel the secrets of effective learning and unleash his full potential.

As Eric navigates this path, he encounters various strategies and techniques, diving into the mysteries of how to study smarter, not harder. You'd hope that each step would bring him closer to unlocking the key that will propel him to success. You'd hope, that with determination as his compass, he'd push forward, knowing that his dedication combined with newfound insights would pave the way to triumph.

But is that his experience? Sadly, not...

Months pass, and Eric is still in pursuit of answers. Determined not to give up, he delves deeper into the abyss of online resources, tirelessly seeking out that one breakthrough technique that will propel him towards success. The journey has become a quest, testing his resilience and patience.

Eric is coming to the realisation that the internet is a vast sea of advice, brimming with countless study techniques and strategies. Overwhelmed by the sheer volume of information, he finds himself at a crossroads, unsure of what to do next. Despite his efforts, it seems like he has exhausted every single approach without seeing significant improvement. Frustration and despair sets in as Eric wonders where he will find the right path to follow.

Are you, like Eric, a professional seeking to excel in your career? Do you recognise the value of investing in yourself and understand the importance of expert guidance? If you're tired of wasting time repeatedly failing and resitting qualification or certification exams, then this book is tailored specifically for you. Welcome to "Mastering Professional Exams: The Proactive Path to Success."

This book is an introduction to a whole new approach, dedicated to helping proactive individuals like yourself achieve remarkable success. It's for those who refuse to settle for anything less than excellence and are ready to embark on a transformative journey. With our strategies, you'll breeze through exams on your first attempt, earning a dazzling score of 80% or more. Plus, you won't just pass exams, you'll retain what you've learned, becoming a knowledge powerhouse, and future-proofing your career.

However, let's be clear from the start. This book is not for everyone. If you can't be bothered to change the way you approach your studies, if you find it acceptable to take three or four attempts to pass each exam, or if you don't mind the missed opportunities during that time, then this book may not be the right fit for you.

If you enjoy pointing fingers and blaming others for your setbacks, whether it's the establishment or anyone but yourself, then this book may not resonate with you.

We steer clear of the victim mentality here, focusing instead on empowering you to take control of your own success.

Now, let's get real. "Mastering Professional Exams" is here to challenge the status quo and show you that failing exams repeatedly isn't the best path forward. We're all about offering a refreshing alternative, arming you with the insights you need to take a different path and conquer those exams.

It's important to note that this book will not train you in the study skills you need.

However, it will guide you in discovering where to acquire these essential skills and resources.

Consider this your friendly heads-up: if you were expecting a run-of-the-mill study guide, prepare to be pleasantly surprised. This book's purpose is to inspire and motivate, to ignite a spark within you that propels you towards exceptional achievements. So, you are warned, no grumbles allowed if it's not exactly what you had in mind.

Mastering Professional Exams: The Proactive Path to Success

Now, are you ready to embark on a fun-filled, transformative journey towards exam success? Strap yourself in, because within the pages of "Mastering Professional Exams," you'll discover the keys to unlock your potential, skyrocket your earning power, and ensure a secure future for yourself and your loved ones. Let's dive in and make exam success the most exhilarating adventure you've ever had!



Chapter 1: The Mysterious Nature of Forgetting

Memory plays a vital role in the learning process, allowing us to acquire, store, and retrieve information. However, amidst the complexities of memory, we encounter the perplexing phenomenon of forgetting. In this chapter, we will explore the enigmatic nature of forgetting, understanding its underlying mechanisms and its impact on the learning journey.

Why We Forget

Forgetting is influenced by various factors, including 'decay' and 'interference'. Over time, memories can fade and weaken due to the passage of time or a lack of reinforcement. Additionally, interference from new or similar information can disrupt the retrieval of stored memories. Your brain filters and prioritises information automatically, leading to the inevitable occurrence of forgetting.

Evolution? What's that got to do with it? Click on the image and see what I have to say about that.



The Impact on Learning

Forgetting can have profound consequences on learning. The inability to recall essential information during exams or practical application can hinder academic performance and professional success. Forgetting affects knowledge acquisition, retention, and the ability to apply learned concepts in real-world scenarios. Recognising the implications of forgetting highlights the need to address this challenge and enhance learning outcomes.

Types of Forgetting

Within the realm of forgetting, different types manifest themselves. 'Transience' refers to the temporary nature of memory, where information can fade or become less accessible over time. Absent-mindedness occurs when our attention wavers, leading to lapses in memory. Blocking, on the other hand, involves the inability to retrieve information despite its presence in memory. Each poses challenges in the learning process.

Memory Enhancement Strategies

To combat the effects of forgetting, we can employ memory enhancement strategies. Spaced repetition involves spacing out study sessions over time to reinforce memory retention. Retrieval practice encourages actively recalling information to strengthen memory retrieval. Mnemonic devices offer creative techniques to aid memory encoding and retrieval. You need to utilise these strategies in your study routine and empower yourself to enhance your memory and overcome the hurdles of forgetting.



“I reached out to Lysette for some help with my studies, which really helped me to clarify exactly what I needed to do. Since then I have used the clear thorough process outline by Lysette to help me overcome the issues I was facing and achieve Chartered status in the process. I would recommend Lysette for help with exams and as a coach to help provide clear direction.”

Chris Iles, [Chartered](#) Independent Financial Planner, Aspirations, Bristol

Metacognition and Reflective Learning

'Metacognition', the awareness and understanding of one's own thinking processes, plays a crucial role in recognising and addressing forgetting. By cultivating metacognitive skills, you can monitor your own understanding, identify areas of weakness, and take proactive steps to reinforce learning. Self-reflection and self-assessment become powerful tools in the learning process, allowing you to evaluate your progress and make necessary adjustments to combat forgetting.

Chapter 1 Recap:

In this chapter, we embarked on an exploration of the mysterious nature of forgetting. We examined the factors that contribute to forgetting, its impact on learning, and the various types that manifest themselves. Equipped with an understanding of forgetting, we looked at memory enhancement strategies and the role of metacognition in addressing this challenge. By implementing these insights, you can optimise your learning experience, strengthen your memory retention, and navigate the complexities of the mind on your journey of knowledge acquisition and personal growth.



Chapter 2: The Challenges of Studying

Studying can be a daunting task, particularly for adults who juggle numerous responsibilities, such as clients, family, and a demanding job. In this chapter, we will explore the unique challenges faced by individuals in such circumstances and highlight the importance of addressing these challenges to achieve successful learning outcomes.

Time Constraints and Juggling Responsibilities

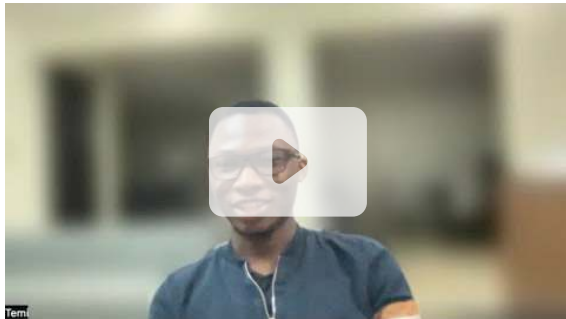
Time is a precious commodity when it comes to studying. Balancing work, family commitments, and client demands can leave little room for dedicated study time. We will discuss the limited availability of time and explore the challenges of finding a balance between multiple responsibilities. Additionally, we will look at effective time management, prioritisation and creating a study schedule to overcome these obstacles.

Cognitive Load and Mental Fatigue

Studying requires considerable cognitive effort, which can be challenging, especially when dealing with complex subjects. There are psychological and cognitive aspects which make studying demanding. You need to look out for cognitive load and its impact on learning, along with the challenges of managing mental fatigue, maintaining focus, and retaining information. You need to apply techniques for managing cognitive load, such as breaking down tasks, employing active learning strategies, and taking regular breaks.

Perseverance and Grit

Perseverance is a key factor in the learning process, particularly when faced with challenges and setbacks. We can't emphasise enough the importance of perseverance and grit - the ability to maintain long-term passion and effort towards achieving goals. You need to develop a growth mindset, embrace failures as learning opportunities, and stay motivated during difficult times.

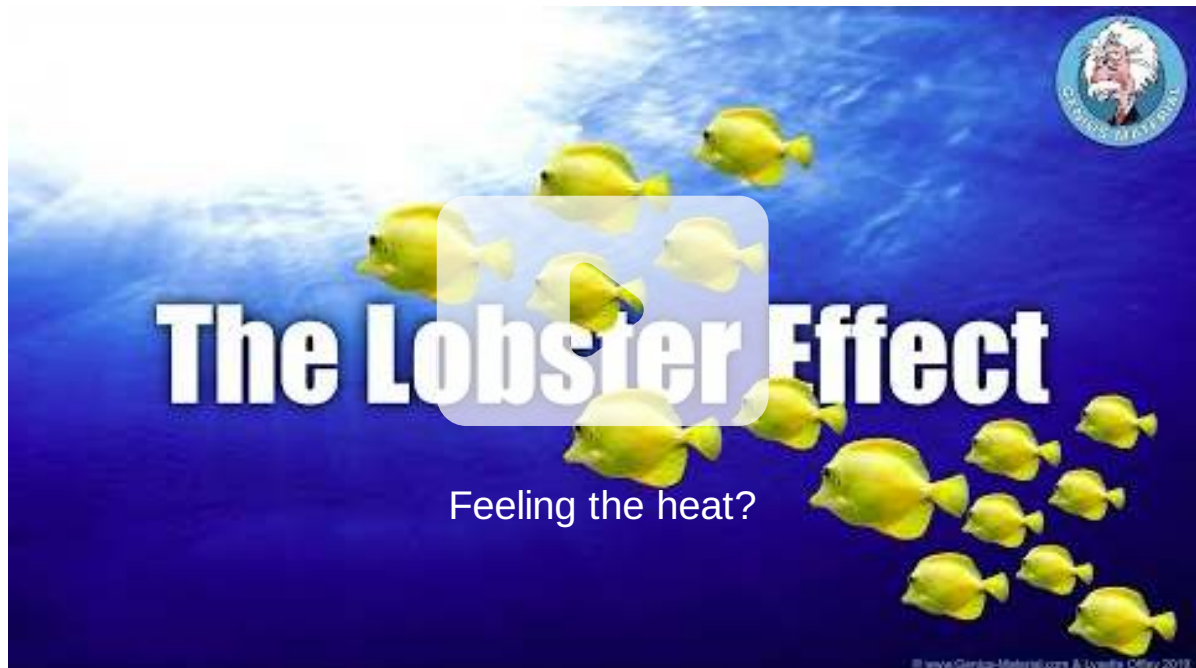


"I'm optimistic about my next set of exams and I really, really want to say thank you to Lysette for putting this together. If you're looking to take on this programme, jump on it! Jump on it! Jump on it!"

Temi Adenuga, Accountable Services,
Lagos, Nigeria

Focus and Concentration

Maintaining focus and concentration can be particularly challenging in a busy and distracting environment. There are obstacles all around us which hinder focus. External distractions, such as technology, noise, and interruptions also take their toll. You need strategies for improving focus, including creating a dedicated study space, setting boundaries, and practising mindfulness techniques to enhance concentration.



Discipline and Self-Motivation

Discipline plays a crucial role in the learning process, especially when balancing multiple responsibilities. We highlight the need for self-motivation to stay committed to studying despite competing demands. Practical tips for cultivating discipline and self-motivation are invaluable, such as setting clear goals, breaking tasks into manageable chunks, and rewarding progress along the way.

Chapter 2 Recap:

In this chapter, we explored the challenges faced by adults with clients, family, and a job when it comes to studying. Time constraints, cognitive load, perseverance, focus, discipline, and self-motivation were identified as key areas of concern. By recognising these challenges and implementing effective strategies, individuals can overcome the obstacles and succeed in their learning journey. It is essential to cultivate perseverance, maintain focus, embrace discipline, and stay motivated to navigate the complexities of studying while juggling various responsibilities. By doing so, you can unlock your potential and achieve your learning goals.

Chapter 3: Discovering Your Study Strategy

In this chapter, we will delve into the importance of finding a personalised study strategy that aligns with your individual learning style and preferences. By using an effective study strategy, you can significantly enhance your retention and comprehension, ultimately leading to better academic performance. Let's explore the process of discovering your study strategy and how it can positively impact your learning journey.

Understanding Individual Learning Styles

To begin, it is essential to grasp the concept of learning styles and how they influence the learning process. Learning styles refer to the unique ways in which individuals absorb, process, and retain information. We will explore various learning styles, including visual, auditory, and kinaesthetic, and discuss their characteristics. They're not the only influences. Personality traits are also important. For example, some people would do well to find themselves a study-buddy. Others should do nothing of the sort! How would you know which category *you* fit in to, and save yourself a lot of trial and error? By understanding how you learn best, you identify your dominant learning style and gain valuable insights into how you best comprehend and retain information.

Identifying Effective Study Strategies

Once you are familiar with your learning style, it becomes crucial to identify study strategies that work best for you. Not all study techniques are equally effective for every learning style. This section will provide guidance on evaluating the effectiveness of different study techniques and methods. By experimenting with various strategies, you can discover the ones that suit your learning style and yield optimal results. Remember, finding the right study strategies can significantly enhance your comprehension and retention of information.

Active Learning for Enhanced Retention

Active learning techniques have proven to be highly effective in improving retention and comprehension. Strategies such as summarising and paraphrasing information, teaching others, and engaging in discussions or debates is the name of the game. Learning techniques can help you better understand and remember the material you are studying.

Spaced Repetition: Maximising Memory Retention

Another technique to optimise memory retention is spaced repetition. Spacing out study sessions and reviewing information at intervals can enhance long-term memory. You can do this through flashcards, creating study schedules, and leveraging technology tools. By incorporating spaced repetition into your study routine, you can maximise your ability to recall information when it matters most.



Mnemonics: Memory Aids for Improved Recall

Mnemonic devices offer a powerful way to aid memory recall. Various mnemonic techniques, including acronyms, visualisation, and storytelling can help you remember complex information by associating it with more easily recallable cues. They can be applied in different learning scenarios, enabling you to remember and retrieve information more effectively.

You can read my short article about the older learner, by clicking on the image.



Tailoring Strategies to Individual Needs

It's important to adapt study strategies to your individual needs and preferences. No one-size-fits-all approach exists when it comes to studying. We encourage you to combine and modify techniques based on your learning style and the subject matter. Ongoing self-reflection and evaluation are essential to refine and optimise your study strategies continually. By tailoring your approach, you can create an efficient and personalised study plan that maximises your learning potential.

Chapter 3 Recap:

Remember Eric?

You're already way ahead of him. Fortunately for you, you'll discover in this book, that we've already done the research for you. We've been teaching and validating the solution Eric was missing for a very long time and with hundreds and hundreds of people.

You now know that discovering an effective study strategy based on your individual learning style and preferences is of utmost importance. You also know that embracing active learning, spaced repetition, and mnemonic techniques can significantly enhance your retention and comprehension. Remember to continuously assess and adapt your study strategies to ensure they remain effective. By following these principles, you will be equipped with the tools and knowledge to study better and achieve your academic goals.



Bill's study strategy was to 'get stuck in' to the books and to answer exam questions. The problem was - very little of the information was 'sticking', costing him wasted time and effort. Until now!

William Antill, Prudential Financial Planning,
Kirkheaton, W Yorks.

Chapter 4: Prioritising Personal and Professional Growth

Welcome to an exciting chapter that celebrates the power of personal and professional growth! In a world that's constantly changing and evolving, investing in yourself has never been more important. Get ready to discover the incredible benefits of continuous learning and self-improvement that will supercharge your career and enrich your life.

Embracing the Joy of Learning

Learning isn't just for classrooms and textbooks; it's a lifelong adventure filled with wonder and discovery. By exploring the value of continuous learning, you'll experience the joy it brings to your personal and professional journey.

Embracing a curious mindset, discovering new subjects and committing to self-improvement allows you to stay relevant and adaptable, and enjoy personal growth that's both fulfilling and exciting.

Supercharge your Career

Your career is about to level up, because personal and professional growth really can catapult you to new heights. Employers value individuals who invest in their development and actively seek opportunities to expand their skill set. With each new knowledge and skill acquired, you'll become an invaluable asset, opening doors to exciting career opportunities and advancement. You'll set yourself up to take your career by storm!

Standing Out from the Crowd

In a sea of professionals, how do you make a splash? By investing in your growth, you'll develop unique skills and expertise that set you apart from the rest. Continuous learning helps you build a competitive edge and establish yourself as an expert in your field. By showcasing your personal brand and demonstrating your commitment to growth, you'll attract attention, collaborations and opportunities that propel your success.

Unlocking your Confidence and Resilience

With each step of your growth, your confidence will soar! Continuous learning will boost your self-belief and resilience. As you acquire new skills and knowledge, you'll witness your abilities developing first hand, paving the way for tackling challenges with newfound self-assurance. Learn to embrace setbacks as learning experiences and you'll watch your resilience grow. With a growth mindset, you can overcome any obstacle and achieve your goals.



Finding Fulfilment and Joy

Personal and professional growth isn't just about reaching career milestones; it's about finding fulfilment of joy in every aspect of your life. Through continuous learning, you'll uncover your passions, unlock your creativity, and expand your horizons. The process of learning itself becomes a source of happiness and satisfaction. Your personal growth will radiate into all areas of your life, enhancing your well-being and overall happiness.

Chapter 4 Recap:

By embracing continuous learning, you unleash your full potential and set yourself up for success. Remember to stay curious, to be open to new experiences and actively seek opportunities to expand your knowledge and skills.

As you progress on this path, you'll experience career advancement, increased confidence, a competitive edge, and a profound sense of fulfilment.

Adopt a joy of learning, stand out from the crowd, and let your growth begin.

So, get ready to unlock your potential and create a future that's filled with endless possibilities. Your journey starts now, and the rewards will be beyond measure.



Ben has never been more organised nor better prepared for his exam. What he's learned about studying has had a positive knock-on effect on how he organises his business and on his level of confidence. He's gone from failing this exam and putting off trying for 6 years... to feeling great about himself.

And then this: "Good evening Lysette, apologies for the late txt. Just to let you know I passed my trust & taxation exam"

Two advanced exams passed, coursework handed in a week early and true exam confidence is what you get when you know how to learn and retain information. Ben is well on his way to Fellowship.

NEWS FLASH! Ben has achieved his LIBF Chartered Status



Ben Clay, Clay Warden Wealth Management Ltd, Coventry

Chapter 5: Setting Yourself Up for Successful Study

In this chapter, we will explore the essential elements that contribute to successful study. We will highlight the importance of goal setting and creating a conducive learning environment. Additionally, we will emphasise the role of effective organisation, time management, and focus in achieving study success.

Goal Setting for Study Success

Setting clear and realistic study goals is vital for your academic journey. By establishing specific, measurable, achievable, relevant and time-bound (SMART) goals, you can provide direction and motivation. To begin, take some time to reflect on your academic aspirations and identify what you want to achieve through your studies. Once you have a clear vision, break down your goals into smaller, manageable tasks. This approach will allow you to track your progress and celebrate each milestone along the way.

Create a Conducive Learning Environment

Creating an optimal study environment is crucial for concentration and productivity. Start by selecting a quiet and well-lit space where you can focus without distractions. Keep your study area organised and clutter-free, ensuring that you have all the necessary materials within reach. Consider personalising your study space with motivational quotes, plants or calming elements to create a positive and inspiring atmosphere. Establish a study routine which aligns with your natural rhythms and preferences, ensuring consistency in your learning habits.

Organise Your Study Materials

Effective organisation of study materials is key to reducing stress and improving efficiency. Begin by decluttering your study area and removing any unnecessary items. Sort your study materials into categories, whether they are physical books, digital files, or online resources. Create folders or use digital tools to keep your notes and resources organised and easily accessible. Develop a system for prioritising and tracking assignments, deadlines, and important dates. Regularly review and update your study materials to stay organised and on top of your coursework.

"I sat the CF8 Long-Term Care exam, with only 5 weeks to revise. I followed your programme and scored 89%! 90% would have been a Distinction. So the best result so far in my CII exams. Thank you for Genius Material. The best investment I've made in a long time!"

Maria Clifton, Belgrave Asset Management
Ltd



Time Management Techniques

Managing your time effectively is crucial for making the most of your study sessions. Start by creating a study schedule that works with your other commitments and responsibilities. Break your study time into manageable chunks, taking short breaks in between to maintain focus and prevent burnout. Experiment with time management techniques such as the [Pomodoro Technique](#), where you work for a set period and then take a short break. Prioritise tasks based on urgency and importance, tackling the most challenging or critical assignments when you are most alert and focused.

You can read my Pomodoro 'how-to' article by clicking on the image.



Overcoming Distractions and Maintaining Focus

Staying focused in an age of distractions can be challenging, but it is essential for successful study. Identify common distractions that hinder your productivity, such as social media, noise or internal thoughts. Minimise these distractions by turning off notifications, finding a quiet study environment or using noise-cancelling headphones. Practice mindfulness techniques to enhance concentration and reduce mental clutter. Set clear boundaries with friends and family, communicating your study time and requesting their support. Utilise productivity apps or browser extensions to block access to distracting websites during your study sessions.

Chapter 5 Recap:

In conclusion, setting yourself up for successful study requires attention to goal setting, creating a conducive learning environment, organising study materials, effective time management and overcoming distractions. By taking care of the things outlined in this chapter, you will be better equipped to optimise your study sessions, maximise productivity and achieve your learning goals. Remember that consistency and self-discipline are key to maintaining a successful study routine. Stay motivated, stay focused and watch your academic achievements soar.

Chapter 6: Overcoming Excuses and Fostering a Growth Mindset

In this chapter, we will explore strategies to overcome excuses and self-limiting beliefs that hinder progress in the learning journey. Taking responsibility for personal growth and fostering a growth mindset are essential for achieving success in studying.



"I am willing to attain Level 6 financial qualification (Chartered financial planner) and I have been struggling passing exams. I am required to absorb a large amount of information, in a foreign language, and in a very limited amount of time. The results speak for themselves, I passed my second Level 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, Maidenhead

Identifying Excuses and Self-Limiting Beliefs

Excuses and self-limiting beliefs can hold us back from reaching our full potential. Common excuses such as lack of time, feeling overwhelmed, or relying on external factors for success. Self-limiting beliefs can manifest as believing you're not naturally intelligent or that you cannot improve in certain subjects. By acknowledging and identifying these excuses and beliefs, we can take the first step towards firstly, owning and taking responsibility for them, and secondly, overcoming them.

This involves shifting the focus from external circumstances to internal processes, such as our thoughts and actions. By understanding that our efforts and dedication play a crucial role in our academic success, we can break free from the habit of making excuses. Strategies such as setting clear goals, developing a study plan, and maintaining consistency in study habits can help us overcome excuses and take proactive steps towards achieving our goals.

Embracing a Growth Mindset

A growth mindset is a belief that intelligence and abilities can be developed through dedication and effort. It involves embracing challenges, persisting in the face of setbacks, and seeing failures as opportunities for learning and growth. By adopting a growth mindset, we can unlock our potential and approach our studies with optimism and resilience.

To foster a growth mindset, it is important to reframe setbacks as *learning experiences*. Instead of fearing failure, we should view mistakes as opportunities for growth. Seeking feedback, embracing a "Yet" mentality (i.e., recognising that we haven't mastered something *yet*), and cultivating a love for learning can all contribute to developing a growth mindset. By believing in our ability to learn and improve, we can overcome self-doubt and achieve greater success in our studies.



Cultivating Perseverance and Resilience

Perseverance and resilience are crucial qualities to navigate challenges and setbacks in our learning journey. They enable us to bounce back from failures, stay motivated and continue making progress.

Cultivating perseverance and resilience involves maintaining a positive mindset, seeking support from peers or mentors, and practicing self-care. By reframing failures as valuable learning opportunities, we can develop a resilient attitude towards setbacks. Learning from our mistakes, adapting our approach, and staying committed to our goals are key aspects of cultivating perseverance. With resilience, we can overcome obstacles and continue moving forward on our learning path.

Overcoming Fear of Failure

Fear of failure can hinder our progress and prevent us from taking risks in our studies. Overcoming this fear is crucial for growth and improvement.

To overcome the fear of failure, it is important to reframe failure as a natural part of the learning process. Setting realistic expectations, celebrating progress and focusing on personal growth rather than solely on outcomes can help us overcome this fear. Embracing challenges with curiosity and resilience, seeking support from others, and adopting a growth mindset can all contribute to overcoming the fear of failure. By understanding that failure is a stepping stone towards improvement, we can embrace challenges and strive for continuous growth.

Chapter 6 Recap:

Overcoming excuses and fostering a growth mindset are vital for success in studying. By taking responsibility for our learning, adopting a growth mindset, cultivating perseverance and resilience, and overcoming the fear of failure, we can unlock our full potential and achieve greatness in our academic pursuits. Decide to embrace personal responsibility, believe in your ability to learn and improve, and persist in the face of challenges, because by doing so, you can overcome excuses and limitations and achieve success in your studies.

Need help with your mindset?

Click on the image to find out more.



Chapter 7: The Value of Professional Certifications in Today's Job Market

In today's competitive job market, the importance of obtaining professional certifications cannot be overstated. Certifications offer numerous benefits that can significantly impact career prospects, earning potential, and personal growth. By aligning personal and family goals with certification attainment, you can set yourself on a path towards success and fulfilment.

Advantages of Professional Certifications

Professional certifications provide a range of advantages across different industries and fields. They enhance an individual's credibility and demonstrate their expertise to employers and clients. By acquiring certifications, individuals establish themselves as knowledgeable and skilled professionals, gaining a competitive edge in the job market. Moreover, certifications open up new opportunities for career advancement and expanded job prospects. There are no two ways about it... employers value the specialised knowledge and qualifications they represent.

Impact on Career Prospects and Earning Potential

The impact of professional certifications on career prospects is profound. They can significantly improve your chances of securing desirable job roles, promotions, and increased responsibilities. Employers often view certifications as a valuable asset, considering them as evidence of a candidate's commitment to professional development and their ability to perform at a high level. Furthermore, certifications are closely linked to higher earning potential, particularly in industries where specialised knowledge is highly valued. By obtaining certifications, you position yourself for higher salaries and increased financial stability.

Proud husband, Peter, describes the tremendous difference it made to his wife, Vikki, once she knew how to learn and retain information. She not only passed every Advanced exam first time, to gain her [Chartered](#) Status as fast as possible, but she scored so highly in her exams that she won a [prize](#)!

Vikki Watson, [Chartered](#) Financial Adviser at clarity



Personal and Family Goals as Motivators

Setting personal and family goals is essential in driving success and fulfillment. You need to be sure that obtaining professional certifications aligns with these goals in meaningful ways for you. Obviously, certifications can contribute to long-term aspirations, such as career growth and financial stability, by equipping you with the necessary skills and knowledge to excel in your chosen field. Beyond tangible benefits, certifications also foster personal growth, job satisfaction, and an improved quality of life for both you and your family. By investing in professional development through certifications, you lay a strong foundation for a successful and fulfilling future.



Success Stories

All the photographs in this book are of just some of Genius Material's happy clients. They're beautiful photos of great folk who simply needed a bit of a helping hand. Their lovely, smiley faces, along with the success stories you've encountered in this book, provide powerful evidence of the value of professional certifications. Each have turned their exam results around and have set themselves up for successful careers.

Notice the impact that certifications can have on your professional journey. These stories demonstrate how certifications have positively transformed careers, increased earning potential, and contributed to personal development. Allow them to serve as inspiration and motivation for you to pursue your own certification goals, knowing that similar achievements are within *your* reach too.



Genius Material makes passing exams much quicker and easier. Rosemary says, "Since meeting Lysette and Genius Material I have found exams a lot easier, a lot more fun and [I'm] passing them first time."

Rosemary McMahon, Paraplanner, N Ireland

Want to see more success stories? Click on the button.

[SEE MORE SUCCESS STORIES](#)

Chapter 7 Recap:

Professional certifications hold immense value in today's job market. They provide credibility, open doors to career advancement, boost earning potential and support personal growth. By aligning personal and family goals with the pursuit of certifications, you can unlock new opportunities for success and fulfilment. The benefits discussed throughout this chapter underscore the significance of obtaining professional certifications as a strategic investment in your professional journey.

Chapter 8: The Role of Expert Help

In this chapter, we'll explore the incredible advantages of seeking expert guidance and support when it comes to studying to pass exams. We understand that exam preparation can be challenging and overwhelming, which is why we'll delve into the role of mentors and tutors in enhancing learning outcomes. We'll also introduce the author's expertise and how it can assist you in achieving your goals.

The Advantages of Seeking Expert Guidance

Seeking expert help brings numerous benefits for individuals preparing for exams. In this section, we'll highlight the advantages of accessing the knowledge and experience of professionals who have mastered the subject matter. Expert guidance provides you with clarity and direction, helping you navigate through complex concepts and topics. Moreover, it boosts your confidence and motivation as you receive personalised feedback and tailored strategies for rapid success.

The Role of Mentors in Enhancing Learning Outcomes

Mentors play a crucial role in supporting students on their exam journey. The mentor-student relationship can positively impact your learning outcome. Mentors offer valuable insights, share their own experiences and offer encouragement. They serve as role models, providing empathy, support and motivation during challenging times. Through mentorship, you not only gain knowledge but also develop the skills and mindset necessary for exam success.

The Role of Tutors in Facilitating Exam Preparation

Tutors play a vital role in specific technical training and exam preparation and improving your performance on an exam-by-exam basis.

Tutors provide targeted support in subject areas where you struggle, helping you overcome obstacles and develop a deep understanding of the subject matter. With their expertise, tutors can offer valuable tips, resources, and practice materials to help optimise your study efforts.



The Author's Expertise in Supporting Exam Success

As the author of this book, I bring a wealth of expertise and knowledge to assist you in achieving your exam goals. In this section, later, I'll tell you about my background, qualifications, and experience in the field of study, mindset and time-management. My programmes are based on robust scientific research, my own successful exam experiences and decades of helping students excel academically. With my insight and guidance you will benefit from a trusted source of support and leverage my expertise to transform your exam performance.

Chapter 8 Recap

Seeking expert help is a powerful tool in your journey towards exam success. Mentors and tutors play vital roles in providing guidance, support and personalised instruction. Through their knowledge and experience, they help you navigate the complexities of exam preparation and optimise your learning outcomes. Additionally, as author of this book, I offer proven study strategies and techniques to excel in exams. Get yourself the expert help you need and tap into a wealth of knowledge and support to propel you towards your exam goals with confidence and competence. Don't try to fathom it all out on your own. Leverage the help of experts who can get you there quicker. Much quicker!

"I've been in the business for quite some time now. I started on the journey to Chartered last year and it was hard going. Too much reading. Got through my last Chartered Exams recently where I scored 90% and 86%. I've got one exam left... and that will be me, Chartered. My only regret is not engaging with Genius Material earlier. It really did help to crystallise the learning process... More fun... a lot more straight-forward. Highly recommended."



David French now [Chartered](#)

Chapter 9: What's Next: Unleashing your Potential and Ensuring Your Success

Let's uncover the transformative power that lies within you. Yes! YOU! We reflect on the key takeaways and lessons learned so far, emphasising the importance of embracing your potential. Our intention is that you, the reader, adopt a proactive approach to learning and personal growth, and to inspire you to unlock your full potential and achieve even your most ambitious goals.

Summary of Key Takeaways

OK! Time to recap the key concepts, strategies, and insights discussed so far in this book. It's important to understand the learning process; to identify individual strengths and to overcome challenges. By highlighting the significance of setting goals, creating effective study strategies and seeking expert guidance, we reinforce the foundation for success.

Embracing a Proactive Approach

The path to unleashing your potential begins with taking ownership of your learning journey. There are numerous benefits to being proactive, self-motivated and resourceful in pursuing your personal and professional growth. By adopting an open mindset, you can develop resilience, adaptability and a continuous thirst for knowledge. There are practical strategies to cultivating this proactive approach, such as seeking new opportunities, embracing lifelong learning and leveraging technology for self-improvement.

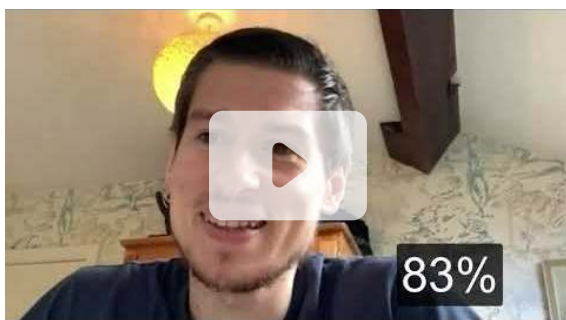
Unlocking Your Potential

Within each individual lies untapped potential waiting to be unleashed. Unlocking your potential is within *your* reach too. When you continue to embrace challenges, and focus on developing a growth mindset you'll overcome self-doubt and limitations. You've heard inspiring stories and examples of people just like you, who have gone from multiple exam-failure, disappointment and frustration to passing every exam, first time, simply by implementing a robust study system that works.

Their stories remind us that our own potential is limitless.



Laurence is studying for his CII Diploma in Regulated Financial Planning and found that his study methods weren't getting him the results he needed. Instead of going round the endless cycle of effort and disappointment his colleagues experienced, he knew he needed a radical new strategy - and found Genius Material. In his very next mock exam, a score of **83%** convinced him he was now on the right track.



Laurence Griffin, Quality Assurance Specialist at Skipton Building Society and Ambassador for Youth Employment UK

NEWSFLASH! "I decided to take the plunge and attempt the exam again and I'm delighted to say that I finally passed the R01 exam this morning! 😊 Words can't express how happy I am to have finally got this exam out the way."

NEWSFLASH! "I felt ready to bring forward my sitting R05 to today from May 31st when I'd originally booked it. I'm delighted to say that I've passed first time! It means a great deal to have an effective study strategy in place and to finally make head way with these R0 exams this year, I am very grateful for your support and guidance in making this happen."

Creating a Vision for the Future

A clear vision for the future is instrumental in unleashing one's potential. Can you envision your own success and personal development? We encourage you to visualise your ideal future, whether that's by creating a vision board, by setting goals, and/or visualisation exercises to bring your dreams to life.

Having a clear vision and purpose drives motivation and sustains effort. Define your aspirations, set ambitious goals and align your actions with your vision for a fulfilling future.

Chapter 9 Recap

There is extraordinary potential lying within each of us. By embracing a proactive approach to learning and personal development, you have the power to succeed. Believe in yourself, set ambitious goals, and persistently pursue your dreams and aspirations. The journey towards unlocking your potential may be challenging, but with dedication, perseverance, and a growth mindset, you can overcome any obstacles that come your way. As you step into the future, remember that your potential knows no bounds, and that you just might surprise yourself!

What about Eric?

He's working harder than ever, and still isn't remembering much of what he's studying, let alone passing a single exam. His biggest regret? He'll never get that time back.

If only he'd known about the Missing Link...

Chapter 10 The Missing Link

Experiencing Frustration Despite Working Hard?

Eric's not the only one is he? Studying diligently, investing countless hours, and putting in immense effort are the hallmarks of exam preparation. But you already know how disheartening it is when all this hard work doesn't yield the desired results. Like, Eric, many students find themselves in a permanent state of frustration, questioning why their efforts haven't translated into exam success.

Do you feel that when it comes to studying and passing exams, there's something missing?

The Concept of the Missing Link

This Missing Link has a profound impact on exam performance. It represents a crucial element that, once identified and addressed, can unlock the door to success. It holds the key to bridging the gap between hard work and achieving desired exam results.

Anticipation for an Easy, Fun, and Motivating Solution

The good news is that the Missing Link is not an elusive or unattainable concept. It is an easy, fun, and motivating approach that can be applied to any exam. By discovering and implementing it, students can transform their study and exam experience and explode their chances of success.

Understanding the Missing Link

Understanding the Missing Link becomes paramount in overcoming your study and exam challenges. By identifying what's missing, you can take targeted action to address it. This awareness empowers you to make strategic changes in your study approach and reap the benefits in your exam performance.

It is designed to make the process of exam preparation easier, enjoyable, and motivating. It's not a one-size-fits-all. It aligns with the unique learning style, needs and preferences of each individual, providing a personalised path to success. And *that's* why it works consistently well.



Applied to Any Exam

One very important thing to know is of the Missing Link's is usefulness to *any* exam. Whether it's a standardised test, a subject-specific exam, or a professional certification, the principles and strategies of the Missing Link can be implemented to achieve success across various exam formats and across all subjects.

Showcasing the Power of the Missing Link

You've already witnessed its effectiveness through the success stories you've seen in this book. When you implement it, you too, can expect the same extraordinary results.

"I'm a Diagnostic Radiographer working within the NHS with 15yrs experience. I've got dyspraxia which affects my short and long term memory. This has affected my confidence within the workplace as I struggled to remember things. Over the past couple of months of working with Lysette, we've created new learning strategies that actually work. As a result I'm now more confident within myself when at work."



Simon Jessup, Radiographer, NHS, OXON

Chapter 10 Recap

The Significance of the Missing Link

The Missing Link allows you to bridge the gap between your hard work and your desired results. It is the catalyst which propels you towards your goals and helps you realise your true potential.

So what exactly is this Missing Link?

Chapter 11 Introducing Genius Material

Genius Material is *the* tailor-made study system recommended by top professionals. Genius Material is the Missing Link.

It will allow you to discover the secret to studying less, passing exams easily and exploding your income.

Called a 'game-changer' by leading educationalists, **Genius Material** is *the* must-have training for professionals in Professional Services who want to discover leading-edge strategies for passing exams easily, leveraging their time and massively expanding their career and earning prospects.

If you lie awake, night after night, dreaming of a successful future, of earning respect in your field, of the freedom to choose how to spend your day... of enjoying a never-ending stream of high net-worth clients...

But your progress is hampered by overwhelm and failure, hopes of a healthy income stymied, career prospects dwindling and time racing away... then...

Genius Material is for you!

John talks about how discovering his own style of learning has helped build confidence around absorbing new information.

John E Panter, CEO, Plan to Invest Capital Management, Inc, Denver, USA



From the author of this book, Lysette Offley, The Genius Maker...

Dear Talented and Ambitious Learner,

I know you desperately want to turn your results around.

You crave a purposeful, abundant future where you've already achieved the qualifications and certifications that'll allow you to build the career of your dreams. You've already established yourself in your ideal profession and you know you're destined for success.

But no matter how hard you work right now, you're just not passing those crucial exams to get you to the next rung of the ladder. You're already trying to fit it all in and it feels like you're at breaking point.

It's too hard. It seems impossible. You're making all that effort to learn, but your memory lets you down. And you're not passing those exams no matter how hard you study. You're not getting the certification you need. And you're not making the essential progress you're relying on.

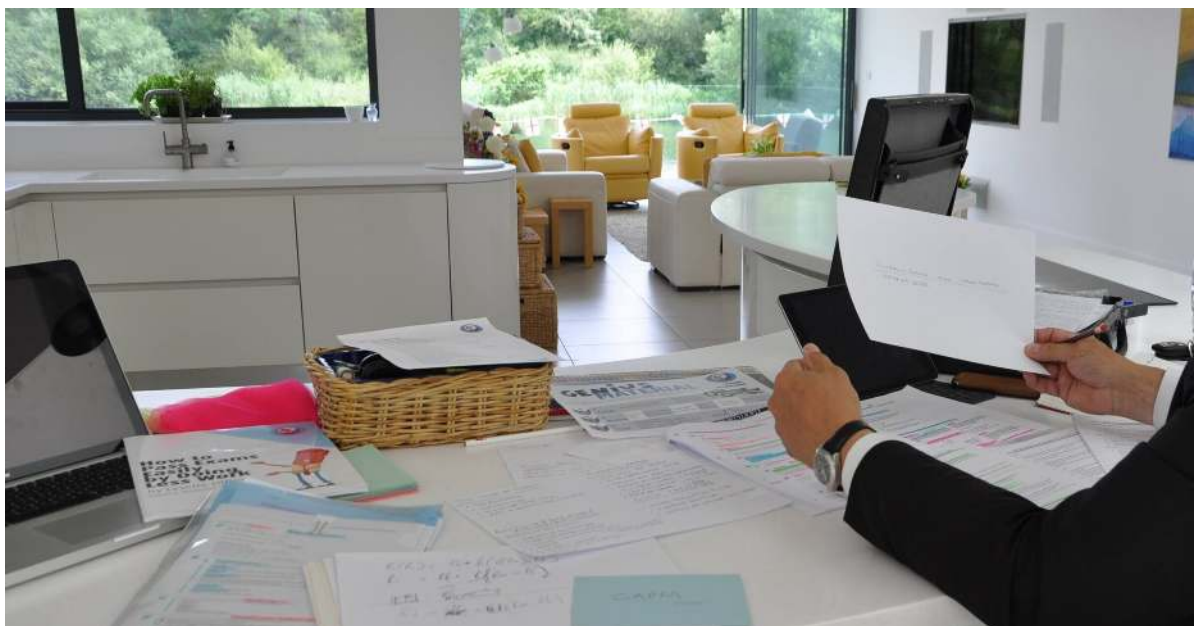
The struggle's really getting you down and you don't know how you'll ever make it happen...

In short:

You want nothing more than to work less while getting better results, to set yourself on the path to a better future, a fulfilling career and rock-solid income. You're aiming high.

You want to:

- Spend less time studying and more time doing what you enjoy.
- Pass exams easily, first time, with high marks.
- Become fully-qualified, and in record time.
- Create a fabulous career, working when and how you choose.
- Feel secure and self-reliant, proud and confident.



And most of all...

You want to earn respect, a top reputation and pots of money

What's Your Problem?

When it comes to studying, you've been doing all the wrong things, over and over again, and now you realise you've simply got to find a better strategy... one that *actually* works... *for you*.

Maybe you've been:

- Reading and rereading your textbook until you send your brain to sleep?
- Highlighting your textbook so enthusiastically, that there's barely any white page left?
- Beautifully typing up your notes into a word document, using a computer?
- Copying out every word of your textbook, anxious that you won't have time to tackle more than the first few pages?
- Attempting to follow the advice of well-meaning colleagues, when what they suggest doesn't seem to work for you?
- Looking for answers at the library or bookshop, and despairing when all the advice seems to be about remembering names at cocktail parties, instead of how to absorb the sort of material you're dealing with?
- Trawling the Internet, trying to make sense of all the information available, unable to make it fit what you need to achieve, and feeling utterly overwhelmed?
- Trying to learn everything in one go, giving up your weekends or holiday time to do so?
- Spending far too much time studying, and despairing that you're forgetting it all as fast as you're learning it?
- Cramming late into the night before an exam, hoping to answer the exam questions the following day, before you've forgotten it all?
- Beating yourself up for struggling when other people seem to sail through their exams?
- Coming to the conclusion that nothing you do makes any difference; that you just don't cut the mustard and that you're destined for mediocrity?

If you feel helpless, defeated and clueless how to improve your lot, it's time for a change.

Let's do that right now. Let's make sure you know how to learn, so that you spend less time studying while getting better grades than ever before.

It works!



NEWS FLASH! Nick now has his Chartered Financial Planner Qualification!

Nick Chaitow from, Oxford, talks about how Genius Material has changed the way he studies. He's being far too modest! He's already got his Chartered MCSI qualification and was aiming to be double chartered, by becoming a Chartered Financial Planner too.

He was only one exam away from achieving this, but having failed AF5 three times, realised he needed a new learning strategy. Enter Genius Material!

Don't give up!

Stop what you're doing, and take a deep breath...

You don't have to give up just because what you've been doing *so far* hasn't worked.

You can stop worrying, stop stressing and stop sweating about your future.

Because...

About me, Lysette Offley - The Genius Maker

My name is Lysette Offley and 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! :-)



As a teacher and coach of some 40 years, I help students like you pass their exams easily and design the career and life of their dreams.

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 hundreds and hundreds of students, young and old, to discover their own preferred way of learning, automatically cutting out hours and hours of struggle and disappointment.

Fast forward to today...

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 simple. 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.



Cath Ball, Financial Adviser and Vice President at Nottingham Insurance

Like so many Financial Advisers, Cath had never been taught how to learn the sort of information she needs under her belt to achieve Chartered Status. Of course, as a busy Financial Adviser, her first priority is her clients, so finding the time to study, as always, was a challenge, especially as her strategy wasn't as efficient as it needs to be. "Having a system... so that it sticks in my brain... Certainly, so far, what I've seen makes sense and will allow me to spend less time and be more effective."

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.

Here's what I love about my job

Teenagers getting the GCSE, A Level and Degree results both they and their parents are delighted with.

Accountants and IT Specialists, Pilots, Police, Vets and Computer Programmers setting ambitious certification and career goals – *and achieving them.*

Financial Advisers gaining Chartered Status; Law students becoming Barristers; young Nurses and Medics racing along career paths that inspire and motivate them – all in record time and while in full-time employment.



Now it's YOUR Turn

I want to help you achieve the same success. Why?

Well, that's easy! I'm sick and tired of people giving up on their dreams, all because they don't know there's a better way.

And as I said to Boris Johnson, then Mayor of London, "I'm just not going to allow that to happen. Not on my watch!"

I want you to spring out of bed every morning, impatient to get to work on your learning and career goals.

I want you to enjoy the freedom that comes from spending less time doing what doesn't work, and more time doing what *does*.

I want you to experience the relief that comes from finally finding the perfect solution.

And I can't wait to hear how much more confidence and self-esteem you have, now that what you're doing is actually working.



"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, Bristol

NEWS FLASH! Pedro is now just 10 Credits away from Chartered, and unstoppable!

Most people haven't got a clue what it takes to achieve their goals, academic or otherwise, so they thrash about for a while and eventually give up, concluding...

"I can't do this."

"This'll never work for me."

"I don't know where to start."

"I'm afraid I'll make a fool of myself."

Luckily that's *NOT* you! You realise that if what you're doing isn't working, you need to do something different. Something smarter.

You know that there's nothing so special about the people who have succeeded that you can't too – as long as you have the right person to help you find your way forward.

It's your turn now!

Because I have the perfect solution for you.



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

“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 3rd attempt at this exam and I would have abandoned trying to achieve Chartered status if hadn't got through. I'm now in a completely different place and have absolute confidence that I can pass exams at Advanced level with the right preparation.”

Arah Perrett, St James's Place Partnership,
Gloucester

Chapter 12 The Genius Material Advantage

- You'll spend less time studying.
- You'll have more time for everything else you want to do.
- You'll find it easy to fit your studying in around your other commitments.
- You'll remember everything you learn.
- You'll pass your exams easily, and first time.
- You'll get excellent grades.
- You'll complete your professional certification in record time.
- You will feel proud, confident and unstoppable.
- Other aspiring students will ask themselves how you do it.



The Most Important Takeaways

Structure

Your own, bespoke, step-by-step process - thoroughly tested and proven by hundreds of people, of different ages, from different backgrounds, different levels of experience and ability, different ways of learning and a full range of subjects learnt.

Genius Material is a foolproof, solid process that you can trust and depend on.

System

Genius Material only uses techniques and procedures, tailored to the way that your brain already excels at handling information, and developed by a teacher and coach and from decades of brain and learning research.

It works!

And it'll work for *you*.

“I find these webinars provide a useful insight on how we learn and more importantly, why we don't learn in given circumstances. Lysette explains practically why this happens, and the steps to learning in an easy to follow format at an appropriate level. I am taking both professional and academic examinations and already feel better prepared.”

Richard Brough, [Chartered](#), Simply Biz., London, now Head of Compliance, INSUR



Organisation

No more time wasted. No more frustration and resignation. Instead, ease and freedom to simply get the job done. You'll know what to do. And you'll know what not to do. You'll have your own, bespoke way of arranging your time and activities that will make you efficient and powerful.

Finally, all your questions answered. All your doubts and fears allayed. Scepticism and cynicism evaporated, as you experience, for the first time what it's like to have the skill and capability to learn anything - in *record* time. You'll see exams, no longer a threat, but an opportunity to demonstrate your competence.

Mindset breakthroughs

You'll develop a success mindset, leaving behind any old programming, blocks and excuses. You'll discover instead a whole new framework for thinking about yourself and your mission - unapologetic and unstoppable.

Motivation

You'll discover, almost immediately, that success is motivating! Through this process, you'll learn how to take steps towards achieving your goals and never give up until you reach them.



"I sat JO6 in October 2011 and failed by 6%. I found the Genius Material very helpful and it gave me much more confidence using the techniques you suggest in my studies. I signed up as I only had one exam to pass for my Diploma and with JO6 being a long and complex subject I felt I needed a bit more help. Your material certainly contributed towards me passing the exam. I re-sat the same exam in April 12 and passed with 83%."

Scott Douglas, Vision Lifestyle Financial Planning Limited, Falkirk

Confidence

Can you imagine now, what it will feel like to know you can learn anything, and pass any exam with ease? What will that do for your confidence and self-esteem?

You'll discover how to harness true confidence and trust your ability to accomplish your goals.

Fun

Learning and sitting exams will be the fun it's meant to be!

How Your Training is Delivered

Genius Zone Profile

Discover exactly how *your* brain prefers to learn the sort of information you're studying.

Find out where your learning strengths lie, and never again waste your time and effort.

Video Training

Step-by-step video demonstrations of what to do and what *not* to do, according to the way *your* brain will do it easily.

Watch as I show you exactly how to learn the type of information you're studying.

Group Coaching

Online meeting place to share ideas and challenges, be supported and gain support, both from me and your fellow students.

Learn faster - from each other.

Develop and hone your own efficient processes for learning.

1 to 1 Coaching

Spend as much time with me as you need to develop your most efficient learning strategy.

We'll use your textbooks to discover *your* best techniques for learning *your* subject(s).

You'll have everything you need to hit the ground running.

Audio Tracks

Some people learn very well by listening.

Don't worry! We've got you covered too!

For each training video, you can also listen to the track only.

That means you can be learning on the go - making the best use of otherwise wasted time.

PDFs

Prefer to *read* the instructions rather than watch a video?

We have the perfect solution for you too.

Quizzes

Designed to keep you awake and provide a modicum of amusement!



My Undivided Attention

You will have me by your side, to ask advice, to help you succeed...

UNTIL you pass your exam. Yes! That's right. Until you pass your exam.

I will be with you every step of the way, making sure you succeed.

You Also Get:

Extra Support

Informative, useful and entertaining articles, emails, podcasts and videos covering a wide range of subjects all about your brain: mindset and memory.

A range of helpful ideas will keep you on track.

Mindset Resources

Resources to support your learning and mindset, including techniques to become more upbeat and confident, mental rehearsal tracks to promote calm and increase motivation, and tracks to guide you into your ideal learning state.

Mind Maps

Find out how to use Mind Maps *in exams* to structure your thinking and planning.

Organise your answers in order to gain maximum marks per question and never run out of time ever again.

Jarrath describes his first attempt to apply his learning system and how it will also revolutionise how he organises his business too.... "I feel really motivated... I have no fear about [exams]. I just want to fully embrace [my learning system] and get on and do it... "I'm definitely going to apply this to my working life.. I'm looking forward to doing that..."



Jarrath Cush, Wealth Management Consultant, Eight Wealth Management Ltd

Bonuses

3 Keys to Learning Crib Sheet

The Genius Material system in its simplest form. Step by step - what to do and how to do it - to guide you and keep you on track.

10-Minute Relaxation Audio

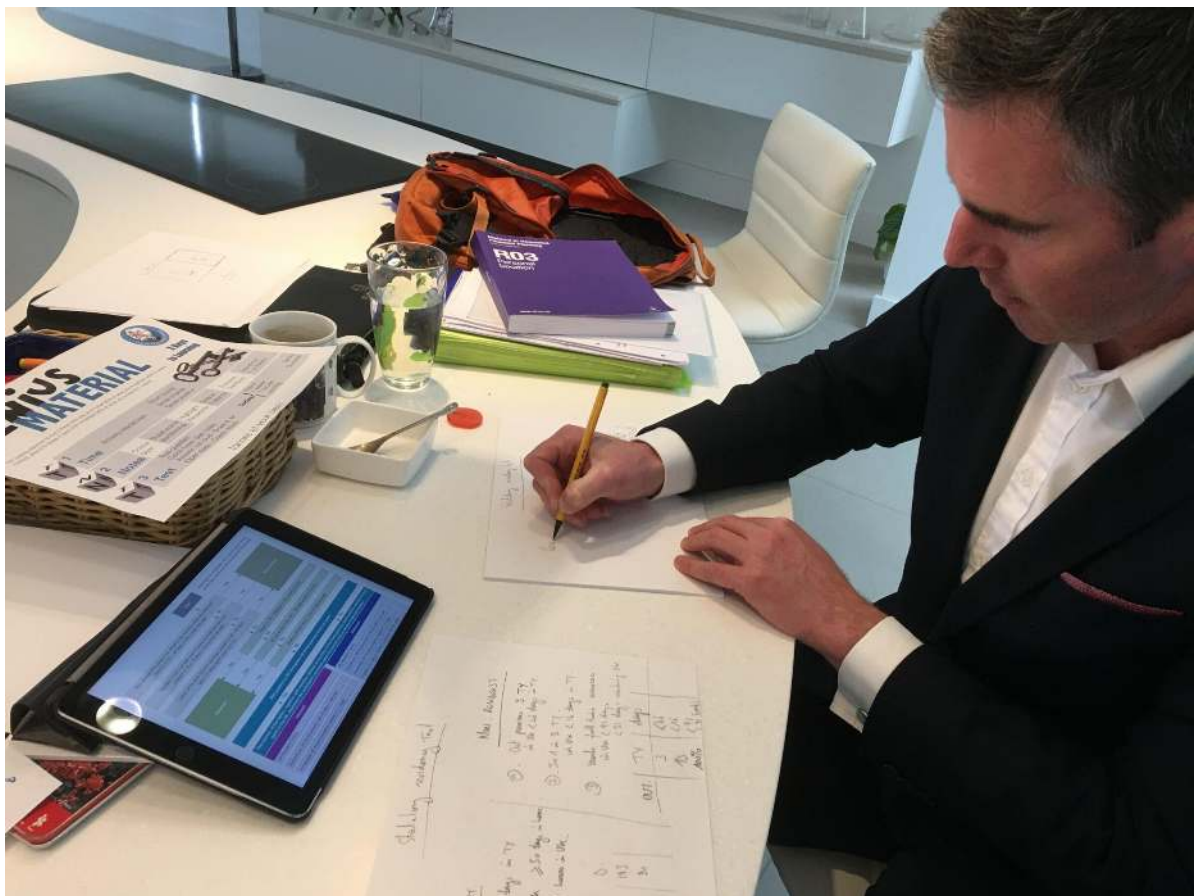
Take a 10-minute break from your busy, busy day and reset your personal resilience and resourcefulness.

What happens after you apply?

You will be in safe hands. I will look after you and make sure you have everything you need.

Click on the “Start Now” button to schedule a Discovery Call with me. My one-to-one programmes are by invitation only and the [Discovery Call](#) is an opportunity for both of us to establish whether we are a good fit for each other and which is the best programme for you.

[START NOW - BOOK A CALL](#)



Chapter 13 What Makes Genius Material Different?

If you have the time, energy and inclination, you could work all of this stuff out for yourself.

There! I said it!

You don't need me!

Unless of course:

- You value your time and are already flat out coping (or not quite coping) with all your many commitments.
- You have better things to do with your time and energy than trawl through every last bit of information available, hoping to piece the right bits together, and for *your* brain in particular.
- You also have friends, family and a social life; not to mention leisure-time, intending, as you are, to stay happy, healthy and sane!

What makes this programme different is that this is 'done for you' as far as is Humanly possible, given that *you* are the one taking exams.

I don't 'show up and throw up', leaving you on your own again to figure it out. I know that's maybe what you've come to expect elsewhere. But I won't do that. I'll be there for you. We'll do it together.

Where else will you get a complete, step-by-step and *bespoke* training specifically for you, the way that you learn best and the subject that you are studying?

Who else will provide you with your own Memory and Mindset coach with 40 years of experience, 20 of them in the classroom?

How fast will you be able to achieve your goals when you have me by your side *until* you pass your exam?



"Just received my 'parchment' - the official certificate confirming my HSW qualification.

Huge thanks to Lysette Offley and her Genius Material for helping me with my learning and revision strategy."

Of course, it is Jo who is Genius Material!
And, she's being characteristically modest.

She scored, in her words, "A pretty cool 100%!" Not bad, eh? 😊

"3 years ago I took over the full ownership and running of my family's 30 year old insurance broking business. I particularly wanted to make it my own and stamp my personality on it. I was already confident in my knowledge and skills as well as my ability to give my clients the highest standard of service. I found, however, that the transition from the old way of doing things to the new way, didn't just need a change of processes – a change in thinking was also necessary as certain aspects of running the business seemed a daunting prospect. Thanks to Lysette's coaching I've 'felt the fear and done it anyway!', attending networking meetings, giving talks and even appearing in my own videos. Things that many of us find difficult to do. The business is growing and I am on track to reach my goals. I have a Business Coach so it makes perfect sense to have a Mindset Coach as well. Working with Lysette is one of the best investments I've made for myself and my business."

Jo Spencer, [Chartered](#) Insurance Broker Commercial Insurance Specialist for SMEs in
Oxfordshire and Berkshire

If you think you can go it alone, be my guest! But I think you and I both know that if you had the wherewithal for that already, you wouldn't have made it this far down the page!

Maybe you recognise that it's time to stop banging your head against the wall and to make a smart decision, because...

When you join us at Genius Material

- No matter how miserable exams have made you in the past.
- No matter how many times you tried and failed.
- Even when you question whether this will work.
- When you make the decision to do something different, everything shifts in line with your commitment.
- You will start feeling better about yourself and about your goals.
- You will have confidence in your decision and in your ability to control your outcome.
- Your study efforts will pay off big time.
- Your career opportunities will expand.
- Ideal clients start showing up with less effort on your part.
- You will make a bigger impact in your field.
- You'll earn the kind of money that provides freedom and security.



If there were more teachers/trainers with Lysette's skills/outlook and disposition, I think more people would find they have more to offer than they probably realise."

A trainee policeman had failed one particular exam twice already. He was told by his supervisors that he was probably not cut out to be in this job. However, he was allowed one last chance at the exam. After using Genius Material, he sailed through with a 78% pass mark. "My confidence was at an all time low, and I could not see how I could improve my learning ability and I was very close to giving up the training. Lysette's attitude is fantastic, her people skills and way of thinking towards people, from their school years through to adult life is exceptional.

Eddie Urwin

My Promise to You

In my Genius Material programme, you'll get more than great information.

You'll also experience a transformation in learning. This means your life and career will explode with opportunity. Your biggest problem will be choosing your preferences!

You will know that you can learn anything you put your mind to and that exams are a breeze.

You'll know that your decision today was the turning point in your life.

How good does that sound?

Who Genius Material is for

Does this sound like you?

- You're fed up with being fed up, and you're ready for a change.
- You're motivated and enthusiastic, you just need the right strategy to succeed.
- You're ambitious and are going places. You want to make an impact.
- You understand the foolishness of doing the same thing over and over when it doesn't work.
- You've come to realise that making the right decisions are key to your future.
- You want to know the secret to learning anything and passing exams easily.
- You are looking forward to creating your perfect lifestyle and career, enjoying a steady stream of ideal clients and becoming a high net-worth individual.



"I attended a Genius Material workshop and I'd recommend this system of revision to any other IFAs finding it difficult to learn as we get older."

Savio Santimano, [Chartered](#), Principal,
Minerva FMA, London

Genius Material is NOT for you if...

- You can't be bothered! Seriously! Lazy people need not apply! *You're* the one taking exams. Your heart has got to be in it. I can't and I won't do the exam for you.
- You are indecisive or noncommittal. There's too much to get done and no time for procrastination. If you can't decide on important things, you won't be able to make decisions about your studying either.
- It hurts you too much to be wrong. If you're the sort of person who looks for someone else to blame: the subject, the exam board, the teacher, the system... anyone else but yourself, you will miss marvellous opportunities to control your own destiny.
- You're sceptical about there being a solution to your problem. You're cynical of people trying to help you. You're wary of training programmes. If so, please don't bother. My time is precious to me too. I won't spare any of it to try and convince you to invest in yourself.
- You're reluctant to step forward and interact with either your coach or your fellow students. Showing up and taking part is the key to your learning success.
- You always pass exams the first time and improving your grades is of no interest. You're happy with the number of hours per exam you are spending studying and there's nothing you want to change. You don't want to know the secret to speedy and efficient learning.

Your options

You can continue to go it alone and:

- Spend countless hours of your life learning and forgetting, learning and forgetting, learning and forgetting...
- Allow your life to slip by, foregoing leisure time, relaxation time, family time - relearning the stuff you've forgotten. Again!
- Take two or three attempts at each exam before passing it, frittering away a ton of your precious time.
- Double or treble the amount of time and effort it *could* take to achieve full certification.
- Waste time, effort and money on repeated exam cycles, while neglecting clients and business opportunities.

Or you can make the best decision of your life and put an end to your struggles today.



Joscelyn Dickens, Casslyn Estate

“I’ve been working in the legal field for a while. I used to pass exams OK until recently. I’ve been struggling to get on top of my studies and luckily for me I came across Genius Material on LinkedIn and I can confidently say it’s improved my outlook and I believe I’m on my way to success. I’m beginning to learn more efficiently than I did and I wish someone had told me all this when I was at secondary school.” Joscelyn is working towards her STEP Advanced Certificate in Will Preparation.

Join Us at Genius Material and:

- Discover the quickest, easiest and most reliable way for *your* brain to learn and retain information.
- Halve the amount of time you spend studying for each exam.
- Pass any exam the first time, with the best grades you've ever achieved.
- Achieve full certification in record time and springboard to your ideal career.

Get your life back!

[START NOW - BOOK A CALL](#)



Lost Confidence?

- Do you have a Big Vision?
- Want a successful and rewarding business?
- Want to work from wherever you choose and whenever you choose?
- Looking to build security and resilience?
- Need to strengthen your focus, motivation, tenacity... belief in yourself?

In short...

Do you need to develop a more robust Mindset?

We have no blueprint for what's going on in the world.

We're each having to find a way forward ourselves.

Everything is changing. All the time. We can't take anything for granted anymore.

The most important asset that we will ever have is *ourselves*: our strengths, our abilities and above all else our ability to manage our minds so that we can manage everything else we'll need to do.

You've heard the expression, "You can take a horse to water, but you can't make it drink." If that horse had a reason, and motivation to drink you wouldn't be able to stop it!

That's the power of the mind.

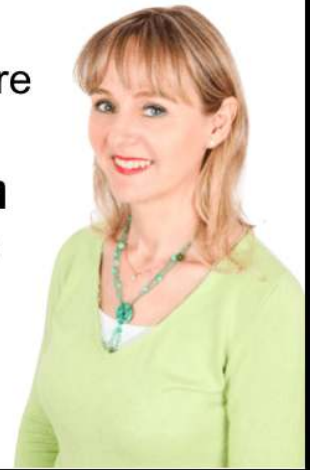
If you can't manage your mind, you can't manage anything else!

Do you need some of that *unstoppability*, too?

Contact me if no matter how hard you try, you're simply not getting the results you deserve.

Discover how I can help you **fast-track to exam success** while having **more free time** and **more fun** along the way.

**BOOK
ACALL** **HERE**



Chapter 14 Questions and Answers

You have questions?

Here are the answers!

How long will it take me to learn how to learn?

You'll be surprised at how very quick it is. You will pick up the basics in just one or two hours to get an immediate benefit. You will then consolidate your new learning and hone your craft over the next few hours, and as you do your studying. You see, it's something you do alongside the studying you've already scheduled.

I have a history of failing exams, will this still work for me?

Yes!

If you can read this, you have all the skills you need. Stop for a sec, and recall all the things that you've learnt up to this present moment. You can read. You can probably write - though you won't *have* to, to develop a masterful memory. I bet you can ride a bike, operate a mobile phone, tie your own shoelaces!

You have everything you need to learn the sort of information you are studying. You just need to know exactly what to do and what not to do. And anyone can manage that! I should know!!! 😊

Have a look again at the success stories. Most people find me after failing exams multiple times, while desperately searching a better solution. Note that all the photos in this book are of just some of my clients. They're not stock images. They're people I've helped to succeed.

I'm studying five subjects. Can I use one method with all my subjects, or do I have to learn five ways of doing things?

How this works is that you will quickly discover your one set of related and complementary activities which allow your brain to learn quickly and effectively. You'll stop wasting your time on stuff that doesn't work – so that's a massive leap forward for a start!

But crucially, you'll know how to set about learning anything you choose. So please don't worry. Just have faith in yourself and Genius Material. 'Wax on, wax off' as Daniel was advised in the film, *The Karate Kid*, and you'll soon get the hang of it.

My memory isn't what it used to be, and I'm working flat-out. How will I fit studying in, let alone find time for your programme too?

I've designed Genius Material with you in mind.

I know how stressful it can be, whether you are a full-time student or in full-time occupation (especially if you're running your own business.) I know how challenging it is to organise your time in such a way that you can take on big and important projects such as passing exams.

But it absolutely can be done. Just take a look at the testimonials. My job is to help you not only make it possible, but to make it as easy and stress-free as possible.

You'll have work to do. Studying takes some effort. But you're already trying to make it happen. Genius Material will make your life *easier*, not cause you more stress.

It sounds like a lot of money. I need to think about it.

I know you want to move forward. I know you absolutely want to do this. It's natural to be scared.

You're looking to change your results and your life, right? You're worth the investment, are you not? I have options to suit every need and budget as well... so [book the call!](#)

Genius Material will show you exactly what to do and what not to do, to help you make the change you need to your exam results.

How much money are you wasting on exam fees and resources each time you fail?

How much money are you leaving on the table while you're wasting your time trying to study the old way? How much money is wasted on great technical training, only for you to forget most of it a few hours later? And how much *more* money will you make, once you've got those qualifications under your belt?

I will work with you every step of the way. You need to be physically and financially invested in this to get results. But I promise you this is exactly what we are here to do.

I promise you that when you come into the programme that investment is going to get you your return in your exams.

But if you don't move forward right now, will you ever?

If you don't do this programme, what's your plan?

If you don't do this now, where are you going to be in 12 months? Will you have passed the exams you need? Will you have moved forward in your career? Will you have managed all of this while spending plenty of quality time with family and friends? Or will relationships have suffered, your health taken a battering, along with your self-esteem and confidence?

This is your big opportunity to make a sound decision and change the course of your life.

Is there a guarantee?

This is a coaching programme. When it comes to results they're down to you. I will support you. I will guide you. The programme works - just look at the testimonials from my clients who have gone through the programme.

But unless you do the studying then great results won't come in the exams.

I guarantee to guide you, teach you and support you through discovering your Genius Material learning process.

If you know that you will come to this programme with the right attitude, a willingness to learn and a determination to succeed, Genius Material will do the rest.

That's your 100% guarantee.



Marc used to read and reread the textbook, go through again with highlighter pens, sat practice papers and made Mind Maps, which he put all around the house to try and keep their contents fresh in his mind. They got him to a certain level of qualification but Advanced exams needed a new approach. Time for a better learning strategy! Marc Denton, Independent Wealth & Tax Planner at The Wow Company, Southampton

Is there a payment plan?

We will discuss your options during the [Discovery Call](#).

Do you have other programmes that may be a better fit for me?

There are a variety of programmes to suit your needs and budget. For my intensive, no-nonsense one-to-one coaching and my undivided attention until you pass your exam, which is by invitation only, you'll need to click the ' button to arrange a call with me. One of my Genius Material programmes will be exactly the right fit for you. For help to discover which, click on the button.

[START NOW - BOOK A CALL](#)

Chapter 15 Next Steps

Don't put it off.

Don't try to go it alone.

Be smart.

[Book a call](#) and find out how to pass every exam first time, with a score of over 80%, by doing less work.

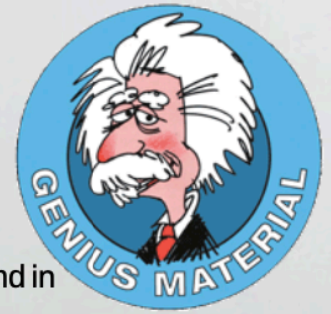
And, while you're at it, maybe tell Eric!

Contact me if no matter how hard you try, you're simply not getting the results you deserve.

Discover how I can help you **fast-track to exam success** while having **more free time** and **more fun** along the way.

**BOOK
ACALL HERE**

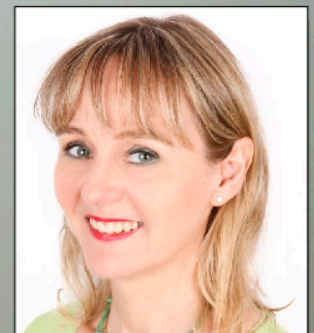




Lysette Offley is an experienced educator with a remarkable background in teaching and entrepreneurship. With two decades of teaching experience in state schools followed by another two decades running her own business, Lysette has honed her expertise in the field of learning and study skills. Drawing inspiration from world-class trainers and armed with extensive knowledge and practical experience working with individuals of all ages and professional backgrounds, she has developed a unique learning system. This system is grounded in robust scientific research, Lysette's skills, and her experience of empowering learners to excel in their chosen careers.

By implementing her techniques, readers can enhance their study skills, pass professional exams with scores of 80% or higher, and retain knowledge for long-term success. This approach not only allows you to achieve your desired results while doing less work, but also ensures that you remember what you learn forever, enabling you to become more knowledgeable and confident over time. With these skills in hand, you'll be free to excel in your chosen career path.

Lysette would like to express her gratitude to all the world-class trainers who have played a vital role in shaping her personal and professional development. Special thanks go to Trevor Silvester and Dr. John Grinder for their invaluable contributions.



"Genius Material is the Missing Link in our study and learning strategy."

Brian Hipkin, Dean of Students, Regents University

For more information about Lysette Offley's work, please visit: Genius-Material.com