

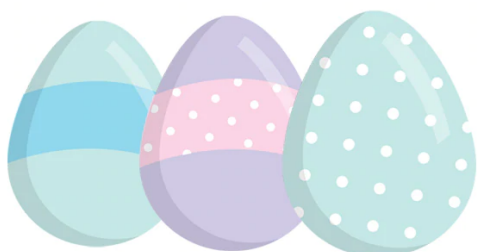


## A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

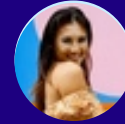
Happy April! Just a friendly reminder that our full staff meeting will be on **April 6th at 11:30 est.** Calendar invites were sent out. Please accept or decline the invite to confirm your attendance plans. *Attendance is strongly encouraged.* So many exciting things are happening within the company, and I hope these updates from all the department leads keep you up to date on what awesome progress the entire PublishingLife team is making!

Starting this month, we will be getting to know our team a bit more. Each month we will feature 3 employees and learn a little more about them! I hope you all have a great month!



# HAPPY EASTER

## HAPPY ANNIVERSARY!



Celebrating Charlotte for one year with PublishingLife!

## HAPPY BIRTHDAY!



Ivan Finn  
April 12th



Becky Sylvera  
April 18th



Kim Petersen  
April 20th



Matheus Felix  
April 28th

## WELCOME TO THE TEAM



Sandy Salinas  
Customer Support



Mark Bangerter  
Director, Customer Experience



Ravina Chandra  
AIA Coach



Tony Scott  
AIA Coach



Karman Hajrah  
AIA Coach



# OPERATIONS

BY CHARLOTTE MIKKELSEN



- In the last month, we were able to bring on many new hires throughout the departments.
- We welcome three new Coaches to the Coaching Department, Sandy to the Support team and big welcome to Mark, our new Director of Customer Success!
- March was very busy supporting all the teams to ensure they have everything need to offer a better product and experience all around! We are on track to hit our goals for this month!
- Hubspot has been implemented and we are working on moving all departments over to Hubspot. This is one of the biggest projects we have had, to date!

# HUMAN RESOURCES

BY BECKY SYLVERA



- Insurance Benefit Elections are effective 4/1/2022 for all current full-time employees. The first half of the monthly premium for any benefit elections that are at your cost will come out of the April 5 paycheck. The second half of the monthly premium for any benefit elections that are at your cost will come out of the April 20 paycheck.
- Performance Reviews - Performance Reviews are coming in April! Employees will complete assessments on themselves, as well as their managers and managers will complete assessments on their staff, with input from the employee's peers. Reviews will be completed at 90 days after being hired and annually on anniversary dates. More information to come!
- Thank you for completing your I-9 forms, Handbook acknowledgments and Labor Law Poster acknowledgments. These were all very important compliance requirements for Publishing Life.
- Next on the Horizon...Manager & Employee Training!

# INFORMATION TECHNOLOGY

BY SHAHMIR NASIR



- Support and Onboarding Teams are fully switched from Helpscout to Hubspot.
- New Help Widget is implemented to AIA/PA and PL Website, that'll generate tickets inside Hubspot.
- Launching of Publishing Accelerator - Subscription Model for students whose standard access expired after 6 months.
- Working on LiveChat and Support Ticket feature for Personal Coaches through Hubspot / Circle integrations.



# MARKETING

BY CHRISTIAN MIKKELSEN



- Improved compliance of YT marketing by a lot
- Consistently split testing landing page headlines every week with Google Optimize.
- Tested over a dozen new ads this month.
- Developed MVA (minimum viable ad) process to test messaging and do it quickly.
- Started working with copywriter, Lutfi, who has good track record with scripting YouTube ads.
- Did a Google account audit call and got lots of interesting insight. Looking to begin executing on some of it ASAP.

# COACHING

BY CODY SMITH



- We've added three new coaches to our team!! Karman, Ravina, and Tony have hit the ground running with their training and are on track to start coaching student mid-April.
- We've also had one farewell: Tony Ingles who been on the team since August 2021 and will absolutely be missed!
- Matheus has moved up to being a Personal Coach within the Publishing Accelerator and is loving it!
- The workshop coaching team is actively revamping the PA workshops to provide even more value to each and every student.
- We are trying out "Group Coaching" for the month of April to help pull back the volume of students booking coaching calls.

# CUSTOMER EXPERIENCE

BY CHURCHILL ADOGA



- Our new Team member, Sandy Salinas successfully completed her onboarding and first week. She is actively delivering stellar support and we couldn't be proud of her!
- The Support team has now moved completely to Hubspot as both our CRM and email support platform. This was a big shift for us and with sheer grit and desire to learn new things, the entire team is adjusting seamlessly to handle all tickets.
- With all our canned responses updated and moved over to Hubspot, and a growth in the team, we are noticing increased efficiency and overall effectiveness.
- All routine tasks and deliverables within the team were fully completed with no lags. **Go Support Team!**





# PRODUCT

BY RASMUS MIKKELSEN



- Launched a new lesson for international publishers about how to publish audiobooks with Author's Republic because of the recent news that you can no longer open an LLC to publish on ACX.
- Updated onboarding videos have been recorded and added to the student onboarding process.
- Almost complete - A new offer that will be included as a potential upsell when people buy AIA. The name is still in the works but "AIA Lightning Fast Edition" is the proposed name for it. It's essentially all of AIA condensed into one 2 hour long lesson.
- This is the most exciting project : "7 Day Profit Challenge". I am essentially remaking the guaranteed profits workshop in the form of a 7 day challenge. It will be something students complete before starting week 1.
- Progress on new course lessons. 2 lessons about book reviews will be the next to be released, but not until the "7 Day Challenge" is complete.

# ACCOUNTING

BY NICK DOULAVERIS



- Prepared, compiled and submitted all organization tax information for 2021. Extensions have been filed and we are working closely with our CPA's to implement the best tax strategy for the organization.
- We have made significant progress on our dispute prevention proactively stopping about 50% of filed disputes in the month of March. This allows us to maintain a working relationship with our merchants and potentially unlock cash reserves in the future.
- We have applied for a new Chase INK credit card to optimize on company spend and increase our credit limit. This will allow us to receive generous cash back rewards and give the organization an opportunity to further invest in the business.

# ONBOARDING

BY HANNAH COLEY



- This month we brought back the welcome phone calls which has been great interacting with new students and helping them to feel at ease and excited and steering them away from wanting a refund because of self-doubt.
- Having Mark join the team this month and working closely with him has been fantastic! What a great addition to Publishing Life. He has already made a great impact on our team! Hack/Tech KING!
- Samaria has made her first of many weekly posts in the Accelerator dashboard this month to help students engage and take action on their goals. We're looking forward to seeing the interaction and goal-achieving with this!





# SALES

BY MATT DUBES



- Welcome to our first 6 inside sales team members. They started making calls this month! Tim, Seth, Miche, Ricky, Mason and Leslie. Most of them are prior AIA and Pa students and are setting a new bar for integrity and performance!
- In March so far- our inside sales team has already brought on 58 new AIA students for a whopping \$91K in revenue, and we're just getting started!
- Like other departments, our sales team has adopted an approach of getting face to face on zoom with as many prospects as possible to build a long-term partnership based on trust and success!

## GET TO KNOW KIM PETERSEN



I am a Chai Latte junkie whose life gets exponentially better as soon as the sun is out, and winter is over. I'm probably the only one on the team and within AIA who actually loves reading books!

### **A few words from Kim's Manager, Cody:**

Kim has been a rockstar in her role as a Personal Coach within the Publishing Accelerator. She coaches 296 PA students offering invaluable personal experience, guidance, and encouragement to help each and every student succeed. She is one of the first coaches to welcome new PA students into the program, and has become a key face of Publishing Accelerator to our students!

## GET TO KNOW TIM MORSE



I am engaged and getting married this June to my lovely Fiancé, Elise. This will be directly followed by us moving across the country from Wisconsin to Texas. My entire family and I bond over Professional Wrestling. Both parents and both of my brothers get super into it. We watch and discuss it weekly. AEW > WWE. My favorite food is everything related to steak. All types. Tomahawk is probably my ultimate favorite. My fiancé and I have a 95lb. Greater Swiss Mountain dog named Beau who loves to be pet!

### **A few words from Tim's Manager, Matt:**

Tim is a true student of the game. It isn't uncommon to get daily questions from Tim- all from a place of curiosity. He's always looking to improve his skillset and hone his sales craft. Tim immediately implements the guidance he receives, over and over again and gives 100% effort every single day- He's led the team this first month in making the most calls, and his mindset is a recipe for success. The best is yet to come Tim!!



# GET TO KNOW REBECCA PIERCE



I'm obsessed with ocean life but especially whales. My number 1 bucket list item in life is to see a blue whale in person (even though the chances of this happening are quite slim) I'm pretty healthy but my downfall is gummy bears. They are too good to resist and I'm not ashamed they are a staple in my diet. When I was 12 my music teacher told me I had perfect pitch... but I don't know if that's true anymore.

## **A few words from Rebecca's Manager, Hannah:**

Rebecca does a SUPERB job handling the AIA Kickstart calls, answering a LOT of questions and putting everyone's mind at ease. She brings a lovely energy to the calls and is somehow always upbeat and smiley! This month she has had to learn a completely new onboarding process and presents it confidently and professionally. She has also played a big part in design for the team this month and we are SO lucky to have her with us. THANK YOU REBECCA!

**“Customers will  
never love a  
company until the  
employees love it  
first”**

**Simon Sinek**

We want to hear your feedback! Anything else you want to be sharing here? Let us know! Reach out to Stella to share any ideas you have to make this even better!

