

# Welcome December



## A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

December has arrived and it's the best time of the year! As 2022 comes to an end, I want to thank you all for your hard work this year and dedication to Publishing.com. As we head into 2023, I am looking forward to working with you! I will be focusing on monthly team building and trainings that we can attend. I will be looking for external facilitators who can commit to training around specific topics. We are also happy to welcome anyone internal who has experience in a specific area that they would like to share and train the team on. Reach out if you are interested. If you have an idea on something specific that you would like to hear and learn more about, please let me know. I hope you all enjoy the holidays with your loved ones. Happy Holidays and Cheers to the New Year! Here we come, 2023!!

### HAPPY BIRTHDAY!



**Nicholas Doulaveris**  
December 30th



**Stefan Hettich**  
December 30th

### WELCOME TO THE TEAM!



**Pete Srodoski**  
Chief Operations  
Officer



**Brady Owen**  
Conversion Rate  
Optimization Sepcialist





## MUSINGS FROM OUR COO

BY PETE SRODOSKI

I am so excited to be a part of the Publishing.com team! Everyone has been so warm and kind during my first week here--I couldn't be happier! I am anxious to support this team however you best need it!

A little about me: I was recently laid off in a mass purge from a strategic design and innovation agency, where I had been serving as the COO. Previous to that, I ran multiple frozen dessert companies with territory across the country. I got my management chops in corporate retail and grocery, where I had been working since I was 14.

I am married to the woman of my dreams, and together, we have five kids! I enjoy coaching my son's soccer team, coaching my daughter's basketball team, hiking, watching scary movies, building Lego sets, the Jacksonville Jaguars, and anything Star Wars!

Once again, I'm really excited to be here and can't wait to help this team grow!

## ACCOUNTING

BY Nicholas Doulaveris



- Successfully Implemented custom order form to improve checkout experience for sales reps.
- HubSpot data improvements including SKU's and product library for cleaner reporting and better account visibility
- Dispute rate for the month of November has significantly improved to a record low of .12%. We've improved this number by 96.3% when comparing to last year's numbers.
- With improved dispute rates, we successfully negotiated the release of +\$1.3MM in cash reserves, better reserve terms and improved our relationship with the industry leading merchant processor.
- Business, General Liability and Cyber insurance policies renewed for 2023.



# HUMAN RESOURCES

BY BECKY SYLVERA



- Rippling Implementation underway
- We are halfway through the implementation process to move away from BambooHR & Deel to Rippling.
- All employees and contractors will be invited to Rippling and trained on the new system in mid-December.
- Rippling will be the one-stop shop for both employee & contractor information and payroll.
- All employees and contractors will be paid twice per month, with pay dates of the 5th and 20th of each month. If these dates fall on a weekend or holiday, the pay day will be the Friday before.

# TALENT ACQUISITION

BY KATIE GARCIA



## Thank you and Goodbye

Perhaps the most perplexing trend on LinkedIn today is what I call the Thank You & Goodbye note. Individuals transitioning between roles and companies post public messages thanking their co-workers and reminisce about their time in a role and lessons learned while part of an organization. If you are one who has partaken in such a moment, no judgement. I'm just a cynical Gen-X'er who also hates Valentine's day. My argument, if you can't show me love all year, don't do it now.

I'd like to propose a twist to mocking people behind their backs and put a spin on this crazy trend. Please take a moment and tell your co-workers what this year and your time with Publishing.com has afforded you. What have you learned, who has inspired you and what tools and skills have you picked up along the way? Post your comments in the #workspace-wide slack thread #thankyouandgoodbye

**Thank you and Goodbye 2022**

# HAPPY HOLIDAYS





# MARKETING & SALES

BY ARMIN MIRZAKHANLOU



- We've made important progress this month in regards to ad account recovery and scaling our marketing campaigns.
- Regarding ad account recovery, we've connected with another agency that focuses on recovering existing accounts. Simultaneously, we've connected with the Google Growth Partner program to explore the possibility of using an entirely new ad account, and start with a clean slate. Christian and I decided to hold off for 2-3 weeks to see if account recovery improves before committing to the Google team.
- Regarding our existing marketing campaigns, we've been able to scale our Youtube campaigns and our Facebook campaigns. We will continue to do as long as KPIs are met.
- Last but not least, I'm super excited to have on board a Conversion Rate specialist (Brady) who will help us optimize user experience and improve performance of our funnels.

# PRODUCT

BY MEL MADSEN



- November has been a busy time with lots of moving parts. Team Product hosted the first "Coaches Masterclass" where Karina trained the coaches on coaching skills, and Rasmus took the coaches through some helpful publishing tools, tips and good practices. The \$100k Case Study bonus was moved into it's own product - this will be available to students who request access.
- Together with Annah, Mark & Jordan, Mel has been working on the "Student Success Hub". The vision for this page is to be an easily accessible area on our website where students (or customers on the fence) can watch video's and read testimonials from previous students. We have also been working on an automated option, where students will receive a form prompting them to leave a testimonial which aims to encourage and motivate both current and future students.
- "Build a Book Live" (done by Ed) is now available in the PA Bonus Training section, and 2 new workshop recordings have been added (Customer Research + Outline and Book Launch + Reviews). Small updates continue in different modules in AIA. The new AIA Guidebook is 95% complete, we look forward to receiving the final product next week.. and look forward to continuously updating it - making it the best guidebook students have seen!
- Edits have been made to The Freedom Shortcut manuscript (general updates) and the audiobook is in production.
- We're in the thick of a 5 part series for Amazon Ads lessons, Brian is doing a sterling job. We look forward to releasing these to students soon!
- What's next in the lesson update pipeline? Publishing On a Budget Masterclass - Book Title Lesson - Facebook Review Method - Amazon Ads - The Translation Masterclass



# COACHING

BY AARON BUCHANAN



## Mission Accomplished

We went into November with two primary goals - increase our call volume and improve the quality of our coaching. Big success all around!

## Navigating Change

This month has brought tremendous and unexpected change to our team.

I cannot express enough how impressed I am for the resiliency and dedication of this team. Every single person has stepped up to ease the transition and help their teammates.

## The Fan Favorite Award

I was curious who received the most positive feedback from students after accounting for the number of calls they were on. 45 minutes of stat lookup and math later... Tony Scott.

## 90 Days to 30k Challenge is underway!

### Goal

Everyone who signs up publishes a full 30k book in 90 days.

### That's the goal.

This is a high energy ride through the entire publishing process, from topic selection to audiobook adaptation. It will be a lot of work, and a lot of fun! You will get to see every part of how our product and coaching work, and at the end of it you will be a published author - and maybe a fair bit richer, too!

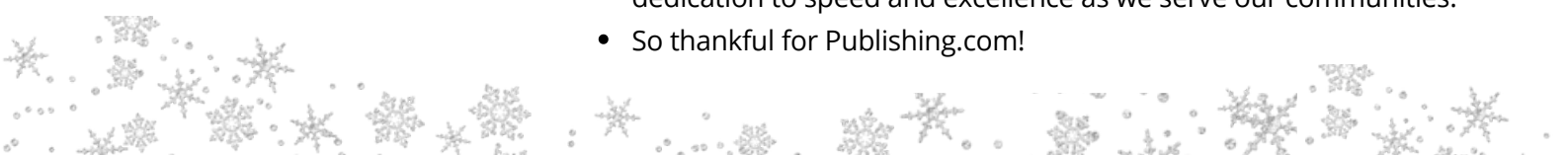
Everyone who takes part will be assigned a PA personal coach to schedule calls with. Personal coach assignments will be made early next week, and then you'll be clear to book calls with your coach!

# COMMUNITY SUCCESS

BY ANNAH WYATT



- We have officially created a new Facebook Group for The Freedom Shortcut buyers (to be publically launched in early December). Readers will be prompted to join a free Facebook group with trainings, valuable resources, and a community to start their publishing business. It could end up being a massive space for supporting a broad audience and upselling into AIA and PA. We can't wait to start a content-to-sales strategy in this group.
- The Community Success team has worked hard in collaboration with the coaching team to ensure every FB group question receives a highly valuable response. Posts that were normally buried in the feed are now shared in a Slack thread where coaches are taking shifts to address them. The process has been extremely streamlined and helped both our teams serve our students better! We've gone from 20+ missed posts a week to every post receiving 3 sets of eyeballs from Publishing.com via one simple process. Huge thanks to Aaron, Mark, and all the coaches who've made this a success.
- Our team is has been trained and is growing in some amazing skillsets such as copywriting, Canva, ClickUp, Templates for posts, Re-framing objections and mindset hurdles, and overall dedication to speed and excellence as we serve our communities.
- So thankful for Publishing.com!



# CUSTOMER SUCCESS

BY MARK BANGERTER



- The months are blowing by and we are already in December. We saw a huge uptick in coaching calls with our double-length coaching calls promo. The students and coaches loved having the extra time.
- One of my big projects has been to look at all of the different platforms that we are using and clean up access as part of an effort to reduce our overall costs.
- PA "Early Access" will roll out to every PA student no later than Jan 1, 2023. So it will no longer be Early Access, it will be Publishing Accelerator.
- Huge shoutout to Yusuf and Matt on the Orientation Calls Team for getting 99.25% Success Call booking rate between the both of them!

# CUSTOMER SUPPORT

BY CHURCHILL ADOGA



- Working closely with the Tech team, we successfully automated all of our fulfilment tasks. This is huge as not only does it save us more time per agent, but it also reduces the need to throw more bodies at tasks as we scale.
- Documentation: More than just SOPs, we now have properly built documentation for all Support Team processes. What does this mean? Each task, process and action item the team handles is now easy to replicate will clearly defined and laid out steps.
- Our Quality Assurance review process is yielding excellent results! Built as a means to deliver fair, timely, critical and constructive feedback, this single tool has enabled us Achieve a Team QA score of 97%.
- Customer Education; We completed a total Audit of our help centre ([help.publishing.com](https://help.publishing.com)) and are now building out Video resources to offer a well-rounded solution source for our students.
- The Support Team is getting involved in the community! We are offering weekend coverage to assist our excellent coaches and superstar community managers!. This allows us as a company to have eyes on issues day-in day-out and help our students get all their inquiries resolved. Up Next
- Focusing on Building team Quality and Expertise: Our Escalation Management and SLA dashboards are at 50% completion. The goal being to be able to provide more accountability within the team as well as clearly communicating our Support standards to the customers.
- Team Training: Upon completion of the above, we will engage in a full fledged training session to provide agents with details on how to use tools available to them to achieve their KPI's.
- A final Note; As a Team, we will dearly miss Tony and are grateful to have known, worked with him and experienced the charismatic person he was. We love you Tony and thank you for giving us so much and sharing your journey in this life with us.







Rest in Eternal Peace  
Our Beloved Tony Scott  
1967-2022



# Holiday Traditions to start with your family



Start the 'Elf on a Shelf' tradition. Your kids will love it and it will keep them on their best behavior!

Set aside one night each week to watch a holiday movie such as "Home Alone" and "Elf."

Leave a 'trail' of gifts from the chimney to the tree so show Santa's route in the house.

Hold a snowman building contest.

Read holiday books before bed each night. The Polar Express, Santa Mouse, and How the Grinch Stole Christmas are all excellent tales to boost your family's holiday spirit.

Exchange ornaments with family and friends near and far.

Check out holiday lights in your area. Get in the car, turn on your holiday playlist, and find brightly lit houses.

Camp out next to your Christmas Tree. Drink hot chocolate, read Christmas stories and watch movies.

Build gingerbread houses and post them on social for friends and family to judge who built the best house!

**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!**

