



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

January flew by and we only have 46-more days until Spring. Longer, brighter and warmer days are ahead! I want to thank you all for your hard work and helping to make these newsletters worth creating. All the positive feedback and ideas have really helped in making them fun. Keep your ideas coming!

This month Pete and I will be meeting to start brainstorming ideas on company-wide trainings and cross-departmental training. If there a specific topic you would like to learn more about, please send me a message and we will add to the list of ideas.

For company swag giveaways and recognition, I will begin shouting out and posting in Slack for everyone to celebrate and recognize their team-members for Birthdays, Anniversaries and other milestones or wins! Look for that and engage in Slack with the team to celebrate one another! Have a great month!

HAPPY BIRTHDAY!



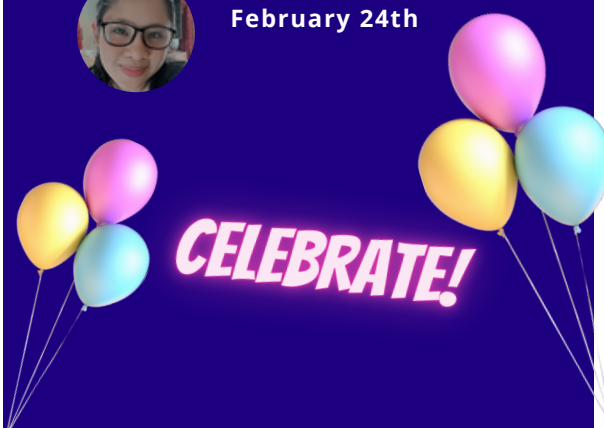
Charlotte Mikkelsen
February 19th



Armin Mirzakanlou
February 23rd



Christine Canto
February 24th



HAPPY ANNIVERSARY!



Celebrating Cody
for 2-years with
Publishing.com



Celebrating Ed
for 2-years with
Publishing.com





MUSINGS FROM OUR COO

BY PETE SRODOSKI



Hey Team!

February is **HERE**, and that means we can look back at how things finalized for January...

WOW, is what I have to say! I mean, wow. I am so incredibly impressed by this team and what you were all able to accomplish last month. That's not fluff, so let me dig in:

1. We officially moved Mark to Revenue Operations and built an official "Marketing Team". With Mark's leadership, who simultaneously flanked Christian, we were able to build strong camaraderie AND react quickly to necessary changes! AND THOSE CALLS! Love, love, love what I am seeing from that team!
2. We had a really awesome annual meeting with all-hands, where we went over Q4, the upcoming quarter, and some plans for the year... the energy coming out of that meeting was infectious (in a good way)
3. Our team kept plugging along with our Masterminds, as many of us are determined to complete our first 30k book! The meetings have been excellent, and not to brag but Mastermind Group 2 is in the running for best ever!
4. Becky rolled out a new vacation structure for our company, resulting in some really big wins! Additionally, 401k was rolled out for our US-folks!!
5. The finance team (that's Nick, everyone) partnered with Affirm to create some pretty amazing options for our customers so they could pull the trigger on AIA!
6. There's so many other great things going on with Support, Coaching, Product, and Marketing that I can't even list, so you'll have to read what those folks say!

Lastly, in my little world, we: Rolled out a Company Scorecard to give us all a weekly pulse on the business performance. Posted our Accountability Chart which tells everyone: what they're accountable for, who they report to, and what positions exist within the company. Crafted MITs for each leader in the company that we track weekly. Created a Course Content program and pay structure. Started to develop a Performance Review Program and Compensation Structure (they go hand-in-hand). Whewie dewie.

Sorry for the long post... but I wanted to say how incredibly proud I am of what everyone had accomplished in January and I **CANNOT WAIT TO SEE HOW THINGS PROGRESS THIS MONTH!!**



ACCOUNTING

BY NICHOLAS DOULAVERIS



- We've locked in rates with Affirm! US Students will soon be able to secure short and long term loans with 0% APR for up to 6 months.

Options:

1. Pay in Four: 4 bi-weekly payments at 0% APR
2. Interest & Noninterest-bearing loans: 6-18 Months with 3 months of 0% APR
3. Interest & Noninterest-bearing loans: 12-36 Months with 6 months of 0% APR.

- New Credit cards have been received. We will be updating CC methods in February migrating everything over to the new cards.
- New Address will be updated on each platform while we update payment methods.

PRODUCT

BY MEL MADSEN



- Team Product has hit the ground running this year, with loads of small updates and new lessons added to the course.
- 4 New Course Lessons
 - Module 2 - Structuring Your Business
 - Module 3 - Intro to Book Outlines
 - Module 4 - Price Anchoring
 - Module 5 - Professional Video Review
- The Freedom Shortcut dashboard is complete for the book funnel New content creator roles/lessons are being finalised
- Working on a new dashboard which combines PA + AIA
- Digital copy of the guidebook available (no longer printing)
- Up next? The 99Designs Step by Step Guide will be available for students and we're currently working on an AI lesson.

IT OPERATIONS

BY SHAHMIR NASIR



- We launched the AIA-997 Webinar!
- AIA Webinar Dashboard in HubSpot
- New emails campaigns will be coming soon to follow up with people who did not attend, attended but didn't reach the AIA offer, and saw the offer but never purchased!
- Rebuilt Acuity Coaching Call Workflows
- The goal of this was to have more flexibility around granting/revoking coaching calls. Some requests from coaching team will now be possible due to this change.
- We are now backing up data few of our critical apps via Skyvia (Hubspot, Stripe, G-Suite and QBO).
- We are improving our Checkout / AIA Sales page i.e. improve page speeds and better user experience
- Acuity & Intercom Automated Sync Logs in HubSpot
- Support are now able to troubleshoot Acuity & Intercom issues directly out of HubSpot.



COACHING

BY AARON BUCHANAN



PA Gaining Steam!

- We're on pace for January to double the new PA signups from December! With the growing student volume we are seeing steady growth in call volume to match. We love to see those calendars fill up!

Quality Time

- Our new quality assurance rubric is live, and all coaches are receiving in depth feedback on a random selection of calls every week. Regular, consistent feedback is the best way to ensure we are giving students an amazing and productive experience on every call.

It's Not ChatGPT

- But we did roll out our first automations last week. These automated messages are designed to catch students who have fallen off the boat, and get them back on board again. We will continue to add to and iterate on these to drive student success.

CUSTOMER SUPPORT

BY CHURCHILL ADOGA



- This Month, our Video resources finally went LIVE in the help centre. Thanks to each member of the support team who put in complete dedication to see this become a success. Now student get to have live demonstrations of complex "tech" answers in our help centre.
- To further enhance workload management, we turned on Balanced Assignment in Intercom and this has proven to be an effective way to help our weekday, weekend and after hours team collaborate seamlessly.
- Resolution bots are now live and working! Our mission to automate support continues. This time, we are setting up Res Bots to handle some of the more routine questions that do not require a human response. This way, Support Reps can spend more time with students that need the human connection and connect better for overall customer satisfaction.
- We commenced our Escalation management process this month. With this, we are able to track training opportunities internally while ensuring that tickets are properly bumped up the chain of command as required.
- Our foremost MIT item (Self Service and automation is at 50% completion). We're making great progress as a team and are set to take Q1 by storm.

Team Shout-out!

- Our SLA tracking indicates that we responded to 87.9% of all tickets within 1 hour. With a QA score of 96.8%, we are hitting the big picture goal of "Attentive and response support".



MARKETING & SALES

BY MARK BANGERTER



- We launched the new webinar Jan. 9, and we are super excited about seeing what it can do. Christian is working on optimizing the webinar still. Our goal is decreased CPAs (Cost Per Acquisition) and increased CLTVs (Customer Lifetime Value).
- We have a few projects in the pipeline to help with those metrics. It's really all about increased follow up. More emails, more contact points, and more opportunities to buy. We want these prospective students to buy because we truly believe that what we have can change their lives if they let it.
- Stay on the lookout for more details about the increase follow up initiatives that we are working on.

COMMUNITY SUCCESS

BY ANNAH SMITH



- We're manually approving all posts along with the incredible support team! This has been incredible to cut down on any negativity or rumors spreading in the FB groups. Additionally, we're able to filter out support-related questions faster!
- We're also monitoring all FB Ad questions and directly sharing the webinar replay link with anyone interested. Many negative comments or arguments in the ads section have been completely eliminated, which only helps our future sales and public relations.
- Our students have now completed well over 2,000 7-Day Profit Challenge books since we started tracking the program less than a year ago. Just goes to show what an incredible impact we're making.
- We continue to be beyond blessed by the creative, hard work of Rose, Samaria, Elizette, Kayla, Sierra, and Matt - appreciate you all so much! Not to mention all the wonderful coaches who help consistently answer our student questions in the FB group... THANK YOU so much for helping make our community truly the best online space to be.
- Thanks to Publishing.com for an amazing month!!

HUMAN RESOURCES

BY BECKY SYLVERA

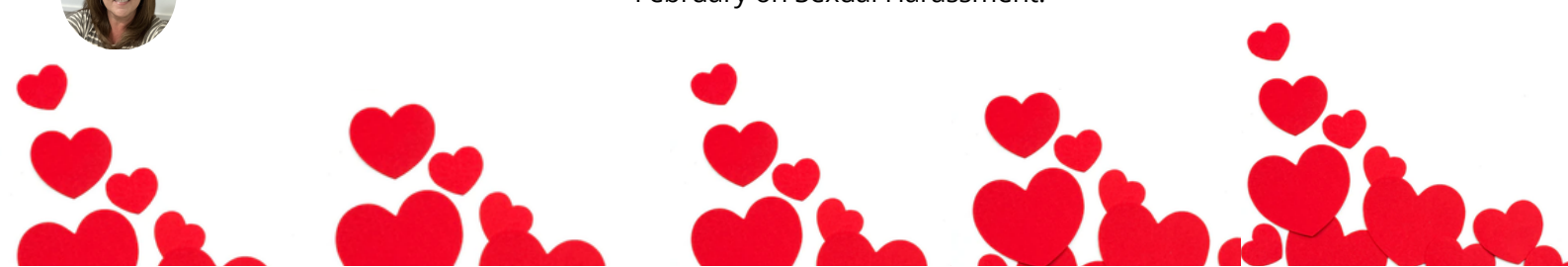


Job Openings - Product Team

- Course Content Creator Compliance

Training

- Watch your inbox for an invitation to the first in a series of required compliance trainings. All employees will need to complete the online training and will have 30 days to complete each training course. The first course will be sent out in early February on Sexual Harassment.





PUBLISHING.COM APPRECIATES OUR TEAM

FEBRUARY SHOUT-OUT TO KARINA SANCHEZ

Karina!

You are amazing! Thank you for sharing your wisdom with us; I have learned so much from you in a short time. I am now a pro at looking into the camera!

-Kat J.

Karina is always helpful and willing to share her knowledge with the team. I feel very fortunate to be working with someone who is brilliant at what she does and is more than happy to share best practices.

-Naser M.

Karina is a rock star! She brings so much knowledge and experience to Publishing.com. I'm so glad she is on our P.com team!

-Becky S.

Karina, You are a true rockstar and here to support, honor and care for students at every turn. And your fellow coaches. Appreciate you and love working shoulder-to-shoulder with you.

-Jill S.

Karina is super hard working, committed to student success and a great team player. She has a good attitude and thrives on her student's success. It's great to have her on the team!

-Mel M.

Big shout-out to you Karina! I appreciate your coaching expertise, competence and deep insight as shown in how you connect with students and respond to inquiries. Thank you for being an excellent and highly valued coach within the team. You're a pleasure to work with.

-Churchill A.

Karina is not only an awesome coach but a very supportive colleague. I have observed Karina working with a few of her students. She is able to bring out the best in people with her enthusiasm and encouragement and wanting the best for them.

-Yasmin A.

I've been impressed with Karina since she first started here at Publishing.com. She truly cares about our students and wants them to be successful. I appreciate that she is willing to speak her mind and provide critical feedback to help make our program and company even more amazing!

-Mark B.

Karina, you are def a superstar, badass, businesswoman extraordinaire who goes above and beyond and are way cooler than people even know until they talk to you and hear your story!

-Yusuf V.

Thank you for all your hardwork and the positive attitude you bring to the company! It's awesome to have you on the team,

Karina!

-Stella P.

Karina! You so earned this!! It has been phenomenal watching you grow into your role and seeing you just crush it!

-Cody S.

Thank you, Karina, for everything you do.

-Shahmir N.

Karina, if I looked up the definition for boss babe in the dictionary- your name would come up! You are an absolute rockstar! Driven, motivated, you get all the things done, and have such a no excuses approach to everything you do in life. If you set your mind to it-consider it done! Thank you for being there to share a laugh in the hustle all the time and continue to work hard for every student you coach and for yourself and those you work with.

-Rebecca P.

Karina is amazing. She is so knowledgeable and goes above and beyond for her students. She possesses key coaching techniques, so students feel heard, and understood and she creates a rapport with them. Always willing to go above and beyond for her team and proud to have her on mine!!!

-Nicole B.

WE APPRECIATE YOU!

You're Awesome, THANK YOU!



PUBLISHING.COM APPRECIATES OUR TEAM FEBRUARY SHOUT-OUT TO MATTHEW DIAZ

Matthew is such a fun guy! He is a perfect addition to the Publishing.com team and I'm so glad we have him!
-Becky S.

Matthew! Thank you so much for being clear, concise, and always contributing with intention! Great job!
-Rebecca P.

Matthew, you are loved! You bring such JOY to the work you do and comments pour in from students all the time, saying so. Thank you for being that smiling face students get to meet when they are in need.
-Jill S.

Matthew!!!! Way to go brother!!! I tip my imaginary hat to you for all the great work you've been doing!!!!
-Cody S.

Matthew Thank you for all that you do! I appreciate you!
-Kat J.

Solid shout-out to you Matthew! You collaborate so well with the Support Team and I appreciate how well you follow-up on your open requests to ensure that students are properly taken care of. Thank you for your awesome work.
-Churchill A.

Matthew is awesome in his onboarding calls. I have recently read some lovely messages we have received from students praising his enthusiasm and positive attitude which gets the students excited for their publishing journey ahead!
Yasmin A.

Matthew is one of the most genuinely kind individuals that you will ever meet. He has a way of putting people at ease and making them feel calm and welcome, but he has no problem in making sure that you book your Success Call.
-Mark B.

Thank you so much Matt for all your do to welcome our students! You're always so positive and encouraging, and we also appreciate your consistent, cheerful work in the Facebook Group to admit new members. Keep on being amazing!!
-Anonymus

Thank you, Matt, for everything you do.
-Shahmir N.

Matttttt!! You're such a great guy. Having you on the Orientation team has added a touch of compassion and kindness that makes this such a balanced team. You're always willing to support and you're always so nice! Plus you love to travel which makes you that much cooler!
-Yusuf V.

Thank you, Matthew for all your hardwork and all you do for the company!
-Stella P.

WE APPRECIATE YOU!

You're Awesome, THANK YOU!

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!

