



WELCOME TO 2022!

BY STELLA PETROCELLI

Happy New Year!! It's hard to believe it's 2022. I hope you enjoyed a nice holiday with your family and friends, were able to take some time to disconnect, relax and be ready for another AWESOME year together. We are excited to launch our monthly newsletter that will have updates from departments on what everyone is up to. We believe this will help keep our staff involved and provide some detail on what the other departments are working on. The newsletters will be sent the first Friday of each month. If there is something specific you would like to put in, please let your manager know so they can be sure to include in a future volume. We hope this is helpful and you take the time to read this.

BIG UPDATES FOR

BY CHARLOTTE MIKKELSEN

One of our biggest goals for the company for 2022 is to improve our communication and streamline our processes. Shahmir and I are working hard behind the scenes to make sure we can upgrade everything across the whole team. This includes improving the experience of Publishing Accelerator, rolling out a new company CRM to have student profiles, and exploring a custom platform for our offers. We are moving closer towards dominating the online education space! Shahmir has been hard at work in preparation for the webinar launch. **2022 is going to be our biggest year yet!**

WELCOME TO THE TEAM!



Matt Dubes reporting to Christian as the new Sales Manager!



Becky Sylvera reporting to Charlotte as the new HR Manager!

HAPPY BIRTHDAY!



Tony Ingles
January 11th



Matt Dubes
January 27th



Cody Smith
January 30th

CELEBRATIONS

Ivan and his wife welcomed a beautiful baby girl, Hannah Mary on December 26, 2021!



MARKETING

BY CHRISTIAN MIKKELSEN



- New webinar for 2022 is live!
- Joined Copy Accelerator to keep our marketing department up to date on the best practices and what's working in internet marketing right now.
- Hired sales manager, Matt Dubes
- Testing and launching a bunch of new ads.
- The big winner for December was the Amazon Boxes ad from Chamber Media.

COACHING

BY DANIEL LOCKE



- In November the senior coaching team met in Colorado for team building and a company brainstorming session to decide how best to improve the student experience.
- The entire team has been collaborating and working on the improvement of the AIA product and the highly anticipated rollout of AIA 3.0.
- The Personal coaches in the PA have been working on expanding their role to now include the monthly hosting of Masterminds for all the Publishing Accelerator students.
- The Workshop team have added two new Workshops to the curriculum, they include a workshop on Lead Magnets and a workshop on Facebook groups and Engagement.
- In 2022 We will be introducing new backend software that will enable the Personal Coaches inside the Publishing Accelerator to deliver even more accountability and support to the students.

ACCOUNTING

BY NICK DOULAVERIS



- Implementation of payroll for US employees - This is a major first step for the organization giving us the ability to attract the best talent in the country and an important step towards eventually providing competitive benefit packages that include medical, 401k, etc.
- Established dispute alert systems and procedures to improve CC dispute rates and mitigate fraud risks.
- Instituted various insurance policies for the organization: Cyber Insurance, General Liability, Worker's Compensation
- Established accrual accounting methods and procedures to allow for more accurate data and improved decision making in 2022. We've also improved reporting on KPI's, Customer balance collections, payroll, etc.
- Improved approval processes. Now all payments released are approved by department heads to ensure balances are true, accurate and in accordance with agreed terms.

PRODUCT

BY RASMUS MIKKELSEN



- The creation of AIA 3.0 is in full effect! The outline of the new program is complete and Rasmus, Mel and many coaches are working hard as we speak to create the new training. Our goal is to be finished by March 1st.
- Created and taught the Book Funnel training for Publishing Accelerator students live on December 20th and it was a huge hit! I'm excited to see many students closing their readers on coaching packages in 2022.
- We are creating a "done-for-you book topic" bonus for AIA students where they fill out a form and we will give them a profitable book topic for them to use.

CUSTOMER EXPERIENCE

BY CHURCHILL AGODA



- In line with the release of the new AIA interface, the support team is launching and adding help articles to help students find answers even faster. This tackles common inquiries and takes a proactive approach to resolve issues.
- We attained a customer happiness score of 87% in December 2021, with 93% of email response ratings marked as "Great" by customers.
- Implemented a new follow-up workflow to re-address vital inquiries and check-in with customers who indicated significant issues in their initial email tickets.
- We have developed a record/database of customer issues within the PA program and are utilizing this to find solutions to future cases.
- The newest addition to the Support Team; Daniel O'Hern completed his first 90 days and is blazing a trail and delivering stellar support to students' inquiries, Well done Dan!

ONBOARDING

BY HANNAH COLEY



- We implemented regular follow-up emails to track how students are getting on and iron out any problems they might be having and to show that we care. This has proved to be very beneficial already!
- The onboarding team have made stronger connections with the sales team through Zoom meetings to help understand each other's roles and lead to better communication.
- We've been preparing and thinking ahead for all the big changes that are coming to make the new year go smoothly for our team and the company.

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!

