



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

Another year of opportunity ahead. A blank page, ready for you to write the next chapter. I hope you all enjoyed the holidays with your family. Got some time to relax, decompress and are ready to rock 2023! This year you can look forward to monthly staff meetings focused on strategic growth and cross trainings for different departments. It will help you to develop and gain more personal career growth. We encourage you to attend, when possible. Our Q4 full staff meeting will be on Thursday, January 12th at 12pm EST. You should have a calendar invite. If you have an idea for a specific topic that you are interested in, please reach out and let me know so we can explore all options. I wish you all the best in personal and professional growth, health, happiness and wealth in 2023!

HAPPY BIRTHDAY!



Sierra Beckham
January 22nd



Cody Smith
January 30th



HAPPY ANNIVERSARY!



Celebrating Becky
for 1-year with
Publishing.com





MUSINGS FROM OUR COO

BY PETE SRODOSKI

Happy New Year Team!

My focus has been on reviewing our company's processes and initiatives. Through that, I've prioritized re-tooling the accountability (organizational) chart. Clearly defining roles, responsibilities, titles, and seats is the first major step to providing structure within the organization.

From that, I plan to focus on developing annual & quarterly goals for the company. That will guide us to which KPIs we should be tracking. My goal is to have this ready for the company by the beginning of 2023.

Our team should have an understanding of the following: who is my direct supervisor, what am I accountable for, and what's my next step here.

Lastly, I've been collaborating with the strategic team to provide direction and support where necessary. I've been constantly impressed by the passion of this team! Keep up the great work, team! I promise it's paying off!!

ACCOUNTING

BY Nicholas Doulaveris



- Implemented Tax strategies with six figure savings. This will allow us to keep funds in the business for more investment into growth
- We were able to release over \$1M in cash reserves through some hard negotiations. This will improve our cash position heading into tax season.
- Improved Sales Dashboard and tracking in HubSpot.
- We've created an adaptive budget that can adjust with the ebbs and flows of operations. This will allow us to analyze how we're performing with respects to ever changing volume.



PRODUCT

BY MEL MADSEN



New updates (which should be live/about to go live)

- PA Cookbook Workshop - AIA Amazon Ads lessons (x5)
- A Step-by-Step Guide for placing an order with 99Designs
- The Low Budget Masterclass (2022/2023 bonus)
- Student Success Hub (amazing testimonials)
- The AIA Guidebook

What's first up for Jan/Feb 2023:

- FB review method updates
- Book Title

HUMAN RESOURCES

BY BECKY SYLVERA



Tony Scott - Go Fund Me Donation

- Between the employee contributions and company match, we were able to donate \$5,060.26 to Tony's Go Fund Me account for the family.
- We also covered the food cost for the family gathering after the funeral.
- Thank you all for coming together during this time of need!
- Bob Scott, Tony's father wanted me to share his thank you message to the Publishing.com team.

"I can only summarize that Publishing.com is truly their brother's keeper. You all have gone above and beyond for Tony and for us. I can see why Tony loved working with all of you. All of you have paid it forward and we can't thank you enough. May God Bless all of you!"

Bob & Patricia Scott and the Scott Family

From Tony's mom:

Tony Scott's family would like to express that the gift of Prayers, Financial Support, Professional coordination and Attendance meant more to our family than mere words can ever say. His untimely passing really caught us off guard. But just knowing that he was associated with such a caring group of people in these days and time will live in our memory forever. Thank every last one of you from the bottom of our hearts. ♥

Thank You



MARKETING & SALES

BY ARMIN MIRZAKHANLOU



- This month, we've been able to start ads on a brand new Google ads account (finally!). It will take some time to optimize the account and get it to scale but I have no doubt in my mind that with the help of the Google Partner Growth team, we can scale in a relatively short amount of time.
- Secondly, our CRO specialist Brady has started running split tests. This means that going forward all our funnel pages will be tested to find out what we can do improve performance.
- Thirdly, the book funnel initiative is nearing completion. Once the book funnel is ready, we will be able to push traffic to a totally new offer.
- Lastly, it seems like our current (main) Google ads account is improving. Our Google Partner Growth rep has been able to approve all ads inside our existing account, which is something we haven't seen since August of this year.
- All in all, very good news and excited to start out 2023 strong!

COMMUNITY SUCCESS

BY ANNAH SMITH



- The Community Success team is getting ready for the official Freedom Shortcut FB Group launch (tentatively January 4th). We are working with our C&C partners for the coaching and template to make this launch a success, preparing to rapidly grow the group and nurture leads. Lots of emails and posts being drafted! We're working with the sales team to prepare a library of bonuses to make the leap to PA and AIA irresistible to our readers in this new community. Super excited to share that Cody will be hosting weekly livestreams to mentor this group and help them along their publishing journey.
- We are also preparing a strategy for social media! We're probably going to focus on short-form video content (reels) to build trust with a large, organic audience and de-stigmatize our "scammer" reputation online. This will be a larger Q1 focus in partnership with our Creative Director.
- Lots to celebrate and be excited for. Happy holidays to everyone at P.com, and we're so very thankful for you all!

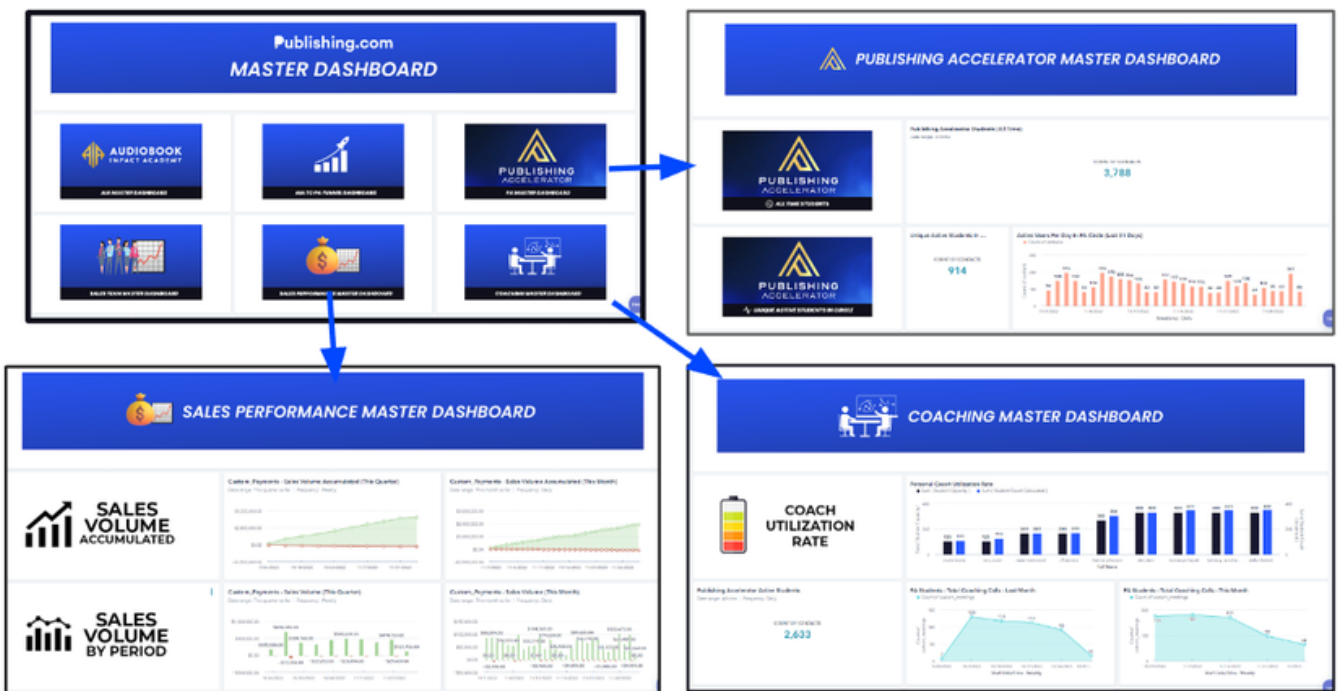


IT OPERATIONS

BY SHAHMIR NASIR



- We have fully migrated all the team members to Publishing.com Email domain. PublishingLife.com email domain will still receive incoming emails for next few months. Accounts, Admins, HR may still receive emails to old addresses.
- IT team also working on displaying all of our company reporting in one easy to use dashboard inside Hubspot.
- From the Master Dashboard the strategy team can easily navigate to individual dashboards designed for each arm of the business.
- From Sales Performance through to Fulfillment the dashboard has something for every team lead.
- P.S If you have any reporting that you'd like to move into a HubSpot reporting dashboard, you can reach out to the tech team.



COACHING

BY AARON BUCHANAN



- Since last month we have partnered with the Community Management team to streamline and organize our Facebook presence, to ensure student questions do not fall between the FB cracks!
- We smashed our QA rubric into pieces, then reassembled it from the ground up. Our new approach focuses on the key traits and skills that are needed to successfully connect with students, teach them, and drive them forward.
- Last week we had a fantastic meeting with our Intercom rep. Through the rest of December, I will be building out helpful automations to empower student self-care, and to automate repetitive tasks for our hard-working Accountability Coaches.

CUSTOMER SUPPORT

BY CHURCHILL ADOGA



- SLA Tracking went Live this Month! With this, we're now able to get great insights into team performance such as, "79.9% of our tickets were responded to within 1 hour". This offers us a way to provide bankable statements in our marketing, as well as set clear expectations with our customers that instills confidence in our product and team.
- We're looking into slowly rolling out outbound phone support! With solid buy-ins and approval from Mark and Pete, we're finally a "go" with getting a support phone line. While this isn't major just yet, it offers us a way to transition into phone support and build excellent phone support reps as we grow as a company.
- Our Video resources project is at around 70% completion. The focus continues to be on quality as we aim to build out a help center resource that offers visual customer education.
- Big shoutout to Dan and Sandy for taking on a notion onboarding project like true champs and doing an impeccable job. Way better than I could have done! Thank you both for the excellent job you do.
- Big shoutout to our Top performers of the Month - Dan and Elizette who achieved a consistent 100% QA score for a 30-day period.
- Special mention to Kayla following closely behind at 96+% each week.



2023



PUBLISHING.COM APPRECIATES OUR TEAM

JANUARY SHOUT-OUT TO HANNAH COLEY

Hannah!
Working with you is such a delight! You are so proactive; the students love you, as do I. Thank you for all you do!
~Katrina Johanson

Hannah, you are a gem, a delight to work beside and a seriously amazing human being. I feel blessed to know you and stand beside you on this team. Keep shining. You are amazing.
~Jill Stevens

Hannah, You are amazing to work with. Always ready to step in and help out!
~Karina G. Sanchez

Hannah is lovely...efficient, always sweet, positive and upbeat. She is always willing to pitch in and help where needed. Students love her! I am grateful she is on my team, and I get to work with her daily!!!
~Nicole Boots

If you need to know anything or need some help - **Hannah's** your "go-to"! She's always been friendly, helpful and informative. Ready and eager to be of assistance in any way possible. I appreciate her dedication and commitment as I often catch her online late at night. Keep rocking it **Hannah!**
~Melissa Madsen

The moment I came into this company, **Hannah** was excited to meet with me and introduce me to her department and help get me acquainted. When I needed help with some to-do's, she met with me on her free time and showed me how. That's what I call going above and beyond.
~Yusuf Varzideh

Hannah,
You are **AWESOME!**
Congratulations!
~Pete Srodoski

Hannah just makes me smile! Her uplifting personality is so contagious. Shout out to Hannah for being such an inspiring team member!
~Becky Sylvera

I've only recently got to know **Hannah** a little and I think she is amazing. I can't believe you've been with the company for 2 years - that is frickin amazing! We are lucky to have you and feel very grateful we are on the same Publishing mastermind group.
~Nasir Mahmood

Queen **Hannah!** Big shoutout to Hannah for the incredible work she does at connecting, working with and coaching our students. Your insanely positive energy radiates in everything you do, and I am so glad to be working besides you daily to bring our students the support they deserve. You are a true master of emotional intelligence, and I am highly appreciative of your competence, empathy and warmth. Your growth within the company has been more than well-deserved and seeing you execute each phase with such grace is such a great motivator for everyone around you to get things done. You freaking rock **Hannah!**
~Churchill Adoga

Hannah is an incredible accountability coach! Always making sure that students not only get an answer, but the **RIGHT** answer... every time! Thank you for everything you do to get students what they need!
~Jordan Edwards

Hannah your positive energy is contagious! You are such a beautiful person inside and out and we are SO lucky to have you on our team! Keep smiling and continue shining and being amazing!
~Stella Petrocelli





PUBLISHING.COM APPRECIATES OUR TEAM JANUARY SHOUT-OUT TO MARK BANGERTER

Mark! You are so full of wit, wisdom, and surprises! I appreciate all you do. Thank you!
~Katrina Johanson

Mark, I love your posts, your shares, your organized mind. It's an honor to work with you on this team and watch you rope us all into greatness. Thanks for always showing up for Publishing.com, even while rocking shiners!
~Jill Stevens

Mark is super supportive and ready with an answer in 0.5 seconds! Quickest replies on the planet.
~Karina G. Sanchez

Mark is the calm in a storm! Always so even-tempered, calm and quick to fix a problem or figure out a solution! A google docs wizard! I appreciate him and all he does to make the daily ship run smoothly!
~Nicole Boots

Right from the get go, **Mark** has been a straight shooter. You know that what **Mark** won't beat around the bush, he'll be honest and upfront. I appreciate Mark's willingness to help - no matter who you are or what position you hold within the company. **Mark** is quick to respond and attend to anything that needs his assistance. He also seems like he gives really good hugs and high fives!
~Melissa Madsen

Mark is on another level when it comes to getting stuff done. He is the hardest working and most caring manager I have ever had. He wakes up at 4am each day to start his day, he works out, has 3 kids, a wife, and dog he cares for, on top of helping out his community and working a full-time job (PLUS publishing now). What he gets done in a day most people don't in a week. He's always willing to help, support, and offer an ear if needed while at the same time running a whole department. When it comes to learning from great leaders, he is at the top of my list!
~Yusuf Varzideh

So exciting, **Mark!** Keep crushing it!!!!
~Pete Srodoski

Mark is just amazing! He is so great to work with. His helpful, friendly and empathetic personality is just wonderful and we're so grateful to have him on the team!
~Becky Sylvera

Appreciate all that you do for us **Mark**. I know we don't work directly together but I know you are hard at work trying to make all our journeys the best they can be. I salute you my friend!
~Nasir Mahmood

An actual master of Customer Experience and productivity! Big shoutout to **Mark** for his powerful mentorship and guidance since joining the Company. Your vast wealth of knowledge infused with understanding and a desire to help everyone be the best they can be has helped me and this company go to new heights. Thank you for being a strong and competent leader who not only has an amazing set of hard skills in his toolbox but is also an excellent conversationalist. I appreciate you **Mark!**
~Churchill Adoga

I can't overstate how much I love working with **Mark!** A great blend of intellect, business focus and care for both students & team that you just can't replicate. Appreciate you **Mark B!**
~Jordan Edwards

Smart, Funny, Sarcastic, Caring, Friendly are just a few of the traits I would use to describe you, **Mark!** I enjoyed meeting you in person. Thanks for all you do for the team! I respect how hard you work!
~Stella Petrocelli



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!

