



## A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

Hard to believe that we are entering into another month already! The year is flying by! Summer has arrived and we can spend a bit more time with our families as the kids get out of school!

On June 9th we will have our next lunch and learn with Prime Corporate Services. Please accept or decline the invite to the PCS Lunch & Learn to get paid. How much? 5% of ALL referral sales. You can learn about using Prime services at a discounted rate to boost your own publishing business. Whether you're promoting to your FB niche, sharing with friends or coaching students, Come. Learn. Get paid. You won't want to miss it!

I hope you all enjoy the month of June. It's going to be a GREAT month!



## HAPPY BIRTHDAY!



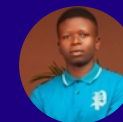
Karman Hajrah  
June 11th



Josh Gershon  
June 11th



Kristopher David  
June 21st



Churchill Adoga  
June 22nd



Rebecca Pierce  
June 23rd



Sandy Salinas  
June 25th



Shahmir Nasir  
June 30th



Finn Mikkelsen  
June 30th

## HAPPY ANNIVERSARY!



Celebrating Stefan for 1-year with Publishing.com



Celebrating Nicole for 1-year with Publishing.com



Celebrating Yusuf for 1-year with Publishing.com



Celebrating Aaron for 1-year with Publishing.com



Celebrating Mel for 2-years with Publishing.com

## WELCOME TO THE TEAM



Mirna Bard  
Director of Digital Marketing



Carlos Fernandez  
Marketing Technology Developer



## MUSINGS FROM OUR PRESIDENT

BY CHARLOTTE MIKKELSEN

Happy June!

A lot has been going on behind the scenes in [pub.com](#) world and I cannot wait to show it off to all y'all!

First, you guys can expect to see the new blog LIVE by now on our website. ([Publishing.com/blog](#)) We have 14 articles out now and will have another ten within a week or so. Our first big push towards organic traffic!

We also have a new website design rolling out in a month. This will incorporate our new focus on AI, as well better represent our growth as a company.

And of course, our new software Publishing.ai. We are full steam ahead with this, and our beta will be available for testing within two weeks. This beta version will not include manuscript writing, but will help generate book topic ideas, customer research and a book outline. (And if we are ahead of schedule, even a book description!)

These have been MAJOR projects that are the result of a lot of blood, sweat and tears from our team. I especially want to thank Christian Sokolov who's been working around the clock to get these projects to the finish line. I am extremely proud of what our team has done in such a short period of time.

Y'all rock, time to show it off to the world!



# BEST TEAM!



# ACCOUNTING

BY NICHOLAS DOULAVERIS



- Researched and demoed multiple subscription management tools for AI software implementation. We've looked into Chargebee, Recurly, Stripe billing and Billsby. Still looking to get costs down and exploring other options
- Researched and demoed multiple affiliate marketing platforms. We've met with Refersion, Leaddyno, ReferralCandy, PartnerStack, Impact.com, ambassador and commission junction.
- Found a potential paypal alternative in Trolley. This can replace paypal for cash bonus payouts and also help facilitate referral commission payouts with refersion

# PRODUCT

BY MEL MADSEN



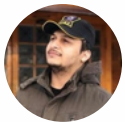
## We're in the final stages of the new AI Publishing Academy

- It's an incredibly exciting space to be in. We've got an awesome team working ferociously behind the scenes, a big thanks to Ed, Cody, Kat, Josh & Jaime!
- This week we'll be wrapping up a number of new lessons - -  
Ghostwriting (x5 lessons)
  - Proofreading & Editing
  - Book Layout
  - Create an Awesome DIY Outline
  - Ultimate AI Prompt Sheet
  - Copyright Your Book
  - Audiobooks 101
- Currently in the works:
  - AI Book Covers
  - Formatting Your Paperback + Audiobook Covers

**It's all systems go & we simply cannot wait to share everything with you & the students!!**

# IT OPERATIONS

BY SHAHMIR NASIR



- We have sunsetted Notion (Company HQ), and building up a new Company Intranet / HQ inside Clickup. New Company Intranet will be best place for employees to find everything about company, such as Mission, Vision, Company History, Products, Accountability, Hierarchy, Rules & Regulations, Benefits, Employee directory, News & Announcement, Department wise information and a lot more. New Intranet is expected to launch by June 2023.
- RPass (Rippling's built-in password manager) is now being used as Company's official Password/Access sharing tool. All employees already using Rippling, so by just installing RPass add-on to their browsers they can access softwares they should have access to right from their Rippling dashboard/Employee Home. Team members can request access if they can't find an app they need to use via password share access. Note: Lastpass will no longer be used for password sharing.





# HUMAN RESOURCES

BY PETE SRODOSKI



- We are working diligently on both a Performance Review program and a Compensation Initiative that should be released by the end of June, 2023. The purpose of these initiatives is to give our team a clear understanding of how they are performing and how & when they can receive raises.
- Nick (payroll) and Pete (HR) have assumed responsibility of all things HR in the absence of Becky. Reach out to either of us in the event you need something.
- We are currently sourcing for a Head of People role. We have already received almost 400 applications and we are interviewing now.
- Our lunch-n-learn program has been very successful so far! Feedback has been great! If you are interested in anything particular OR would like to present something, please reach out to Stella or Pete.

# CUSTOMER SUPPORT

BY CHURCHILL ADOGA



- We have successfully mapped out an Onboarding Journey and are now in the implementation phase. This multi-team project has several teams working on various facets and we are full steam ahead!
- We kicked off with our Notion -> Clickup Migration for our company Intranet and have made major progress in Collaboration with the IT team under Charlotte's supervision. The Support Team data along with most team spaces have been successfully migrated.
- Refund Saves : Our new partnership with 2hr days is in the take-off phase. We are kicking off a plan to outsource our saves effort and explore options that could improve our saves rate with AIA.
- Cross-Training : The Support Team is collaborating with the Coaching team to get our reps levelled up! We will have a passive cross-training plan to get things going and have expert-level reps and then an eventual active cross-training plan that gets the team to coach-level reps. Exciting stuff!
- Team Trainings : Sandy completed her first team training with a stellar 7DPC technical support training. Way to go Sandy! Dan will follow shortly with a Customer Satisfaction Training.
- Productivity boxes: Like clockwork, this months batch of productivity boxes have been dispatched to PA students without a hitch.
- Welcome Samaria and Rose! This month, we have Rockstars Samaria and Rose joining the Team as a result of a Merger between the Community and Support Teams. We are very excited to have you both onboard and look forward to all the amazing things we are about to do under this bigger, stronger and well rounded umbrella.

**Go Team!**





## Coaching Wins

- **CSAT Boom:** Customer feedback has increased across the board since we fully implemented the 40 minute call update. And our number one complaint - not having enough time to get answers to questions - has almost vanished.
- **Reply Time Accelerated:** The better balanced schedule has also greatly improved reply times to students using the Intercom chat to contact ACs and coaches.
- **Weekend Coverage:** With the expansion of Q&As to Sunday and the addition of Rob on the weekend, coaches are positioned to meet the needs of students who can't connect with us on weekdays. More of this to come!
- **Prime Corporate Services Partnership:** Big shout out to Pete for landing a very positive and mutually beneficial partnership with PCS. An upcoming lunch & learn will explain everything about their services, and how that connects to Publishing.com. This is a huge win for coaches as we now have a great way to help students create their own businesses - and bring in additional income for both our company and coaches!

## Current Projects

- **Preferred Vendor List:** We are assembling an internal reference for all vendors we refer students to, as well as a nicely formatted and designed cheat sheet to hand out externally. The goal is to make it simple and straightforward for students to find high quality assistance from partner companies.
- **AI Sorted Q&A Recordings:** We are testing several different programs which use AI to automatically caption and segment Q&A recordings into chapters and topics. This will make it far, far easier for students to use past recordings to research answers to their burning questions!
- **AI Translation Lesson:** Several of our coaches are helping Product out by doing the legwork and initial scripting for a lesson on translating your book into other languages, using AI as a fast and cheap helper.
- **Contact & Re-engagement Plan:** We need a snazzier name for this. Nicole has worked her up a sweat detailing out a comprehensive plan for how we will pro-actively contact students from day 1 to day 180. All designed to increase activity rates and ensure students have every possible chance to succeed.
- **Rubric Refocus:** Cody is in the process of implementing a simple but profound change to our quality assurance rubric for coaching calls. It's all about finding the main thing each student needs, then delivering the coaching they need to move forward.
- **Tech Fixit Tracker:** Kelli is updating our hub spreadsheet for tech issues experienced across the company tech stack for coaches (and related departments). We're into the dozens of documented issues. In June, we start the exciting task of solving these one by one!





Things have been going really well on the marketing team.

Christian and Mark T. are working diligently on the new webinar for the new offer for our AI Publishing Academy course. By the time this newsletter goes out, the webinar should be going live. Mark T. is also working on a new secret project that can potentially change the game completely for us on the marketing side.

Matt and Yusuf on the Orientation call team having been crushing it and getting 100% booking rate for success calls. They keep track daily on who has scheduled and who hasn't and they follow up with everyone directly if they haven't booked.

Armin is our resident wizard of ads and media buying and is constantly testing new strategies and ads to improve our CPAs. He will identify which ads are performing well and which ones are not. That feedback goes back to the ads production team to know what we need more of and what we need less of and Erik knocks it out the park with his video editing skills.

Brady is our CRO mad scientist, always in the lab conducting experiments and finding new ways to improve our on page conversions. Not every experiment is a winner, but when we have a winner, we win big.

We are pleased to welcome Mirna Bard as our new Director of Digital Marketing to the team. I am excited to be working closely with her.

We are also pleased to welcome Carlos Fernandez to the team as our new Marketing Technology Developer (MarTech as the cool kids say). He will be helping make sure that everything in HubSpot and everything that connects to it is running smoothly.







# PUBLISHING.COM APPRECIATES OUR TEAM MAY SHOUT-OUT TO NASER MAHMOOD

Thanks for all you do, Naser!  
~Matthew

Naser is always so upbeat and positive! Thank you for being an amazing person and coach! Your warmth and sincerity shine through on a daily basis and it is appreciated! Keep rockin', Naser!!  
~ Sandy

Naser, you're the best! I feel incredibly fortunate to have the opportunity to work with and learn from you.  
~Katrina

Naser you are so awesome thank you so much for motivating me to write my first 30k book! You are so great to have on the team and many people value you as a coach and are very lucky to have you!  
~Sierra

One thing I know about you is that you are literally always encouraging, cheering on, helping, and supporting someone. You are appreciated my middle eastern brother!  
~Yusuf

Naser I just freaking love your attitude and energy! It always brings a smile to my face. Keep up the great work with students and I'm excited for your family's move to Qatar!  
~Rasmus

Naser, you are the most genuine guy I know. Honest, cheerful, smart, and humble. It is a pleasure working with you every day! Thanks for always putting a smile on my face.  
~Rebecca

Naser is not only an amazing coach as he is loved and appreciated by his students but he is also a great human being! He is always ready to help, never takes himself too seriously so you can always have a laugh with him. He is a very valuable team member.  
~Yasmin

From the moment I had contact with you, you've always struck me as a real gentlemen. Respectful, kind and giving - with your time and compliments to others. Believe in yourself & I know your dreams will come true! You're awesome :)  
~Mel

Thank you for everything you do! Keep it up bro!  
~Shahmir

Big shoutout to you Naser for all you do for our team and community. Having had the pleasure of connecting with you and experiencing your coaching first hand, I am truly grateful for you and the expert coaching you bring.  
~Churchill

Awesome to work with you, Naser!  
~Karina

Naser, I remember when you started and we were doing our 7-day profit challenge together. You were so positive and brought so much confidence to me with your support. Thanks for being an awesome team member! We are so happy to have you as part of the Publishing.com family!  
~Stella

When it comes to talking about dedication to a job, this man shines! He is always willing to go above and beyond his "job" to make sure the students feel supported. Naser is always willing to take and encourages criticism to improve and grow as a coach. He truly loves his job and this company!  
~Nicole

WE APPRECIATE YOU!

You're Awesome, THANK YOU!

Naser is the definition of a great coach (and person!). He's kind but to the point and shows a genuine desire to see you succeed. He's also genuinely enthusiastic about helping the students to achieve their goals and I really feel that if you listen to his guidance, you are bound to succeed! Any student is lucky to have him as a coach and he's just an all round lovely person who has infectious positivity and 1000% lives the company values!  
~Samaria