



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

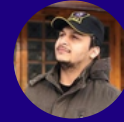
Fun Fact - March is National Athletic Training Month. National Athletic Training Month is celebrated every year in March. It is celebrated in recognition of the efforts of sports trainers across the globe and is dedicated to all those who play a vital role in the development of athletes at various levels. As per the instructions of the National Athletic Trainers' Association, the entire month of March is celebrated as National Athletic Training Month.

We hope you enjoy taking the time to read our monthly updates. **Please keep an eye out for our first quarter full staff meeting which will be scheduled for the first week of April! Attendance is strongly recommended and I will send a calendar invite out soon!** Happy March, Happy St. Patrick's Day and Happy Spring!!

HAPPY ANNIVERSARY!



Celebrating Brian Chang for one year with PublishingLife!



Celebrating Shahmir Nasir for two years with PublishingLife!

HAPPY BIRTHDAY!



Brady Owen
March 21st

WELCOME TO THE TEAM



Brady Owen
Conversion
Optimization Specialist



Seth Tufte
Inside Sales
Representative



Tim Morse
Inside Sales
Representative



Mitchell Valasquez
Inside Sales
Representative



Mason Rose
Inside Sales
Representative



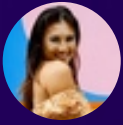
Leslie Martin
Inside Sales
Representative



Ricky Rendon
Inside Sales
Representative

OPERATIONS

BY CHARLOTTE MIKKELSEN



- Quarterly planning most of last month and we have some incredible changes to bring your way. We assembled our 3-year plan, core values and identified the biggest tasks for this year.
- Excited to introduce Brady Owen to the team! He will be working closely with myself and Christian to optimize workflows and systems in the business (aka more leads, more sales, less problems!)
- Hubspot is a BIG project for us, and we are still working on that this month.

HUMAN RESOURCES

BY BECKY SYLVERA



- Bamboo HR Payroll Implementation.
- Deel Platform Implementation for Independent Contractors.
- New Hires - Brady Owen, Conversion Optimization Specialist.
- Inside Sales Representatives - Mason Rose, Michell Velasquez, Ricky Rendon, Leslie Martin, Tim Morse and Seth Tufte.
- Sandy Salinas will join the Customer Support Team on March 7.

ONBOARDING

BY HANNAH COLEY



- This month we have redesigned our AIA onboarding sessions making student's first contact with us a fun, uplifting and truly motivational experience!
- Increasing numbers of PA students means we have gone from 1-on-1 calls to small group calls which means we have student interaction which is proving successful!
- Hannah FINALLY published her first short book!

INFORMATION TECHNOLOGY

BY SHAHMIR NASIR



- Hubspot implementation as CRM.
- All our lists moved to Hubspot Lists now, and new contact will populate inside Hubspot.
- ServiceHub implementation to replace Helpscout for Customer Support.



MARKETING & SALES

BY CHRISTIAN MIKKELSEN



- Goal setting calls are working GREAT as a means of providing value to students and upgrading qualified students into Publishing Accelerator.
- PL sales team started on February 21 under Matt Dubes leadership!
- Launched TikTok ads (but it wasn't right for us)
- Testing (and still testing) new ads and revamped old ads to fit with new Google advertising policies.

COACHING

BY CODY SMITH



- With the new topic research content out, our 1-on-1 coaching team has noticed a significant decrease in the number of students showing up completely confused about topic research. This means less time teaching students and more time actually coaching/guiding students to reach their goals.
- The PA workshop attendance has dramatically increased this month thanks to the RSVP feature within PA HQ. We've gone from an average attendance of around 3-5 to this past week which has an average of 11.2. This was HUGE!
- The Build a Book Live with Ed workshops have been our MOST SUCCESSFUL workshop to date.
- Our PA Personal Coaches has started 1-on-1 coaching calls with their students which was a feature request straight from the PA students themselves.
- PA students were allowed to have "unlimited" coaching calls from Feb 14th - 28th and they could not be more thankful for the surprise.

CUSTOMER EXPERIENCE

BY CHURCHILL ADOGA



- We established our MITs and are ready to execute.
- We have a new Customer Service Community specialist; Sandy Salinas set to join the team in March.
- Role re-assignment currently ongoing and set to go live in March.
- We successfully compiled PL's 6 Month Metric from student data.
- We completed and delivered the Publishing Life Feedback Giveaway.
- Monthly Customer Happiness score up this month by 4%.



PRODUCT

BY RASMUS MIKKELSEN



- New upsell offer is being created which includes a 60 min lesson that will recap ALL of AIA and go through the entire publishing process.
- A short lesson about copyrighting your book is being made due to it being a popular request from students and it's becoming more and more important to protect your work.
- New "Low-Cost Experts" bonus has been released and updated in AIA. - Just grinding away at create new epic updated training for AIA. Next on the agenda is the lessons about book reviews and book titles.
- The feedback on the new topic research training has been AMAZING. The biggest struggle students were facing has been cleared up and students are freaking loving it!

ACCOUNTING

BY NICK DOULAVERIS



- Implementation of Avalara's sales and use tax software. The software integrates into our system to analyze sales taxability of our products in real time. If the transaction is deemed taxable the software will calculate the amount, collect the amount, remit the amount to the appropriate government agency and file period sales tax returns. This software is a major step for our organization to ensure compliance in sales tax jurisdictions across the globe.
- With the help of Becky, we've began our transition from Gusto to Bamboo for Payroll. This will allow Becky to establish a one stop shop for all things human resources.
- We've begun Tax registration process in several states for our new hires. New states include Wisconsin, Vermont, Colorado, North Carolina, and Minnesota.

**HAPPY
EMPLOYEE
APPRECIATION
DAY**

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!

