



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

This year is flying, and I can't believe we are already in the 5th month of the year! Thank you to everyone who attended our Q1 meeting on April 6th. If you were unable to attend this meeting, we hope that you were able to watch the recording from the meeting, so you are up to date with what is happening within the company.

Congratulations again to the staff members who were recognized this quarter for winning one of three values T-shirts. Cody (Student Obsessed), Rebecca (Great Freakin' Attitude) and Shahmir (Happy but Never Satisfied).

Remember to always live by our company values for a chance to be recognized at a future staff meeting!



HAPPY BIRTHDAY!



Rasmus Mikkelsen
May 17th



Christian Mikkelsen
May 17th



Rose Universe
May 30th

WELCOME TO THE TEAM



Rose Universe
Onboarding Specialist

A NOTE FROM RASMUS

As you may know, mine and Laura's son, Finn, was born with a rare condition called biliary atresia and is in need of a liver transplant. After many appointments and hospital stays for Finn, Laura has been approved as a donor for Finn, so they will take a portion of her liver and put it in Finn's body. After a few months, both livers should regenerate to full size and function 100% normally. Finn is being admitted to Seattle Children's hospital on May 3rd and the transplant will take place on May 9th. Because of this, I will be off from work for a few weeks during and post surgery. I don't know how long exactly, it depends how things progress in recovery. I still expect to check slack every day, but I'll be slow to respond and not able to take on any tasks. When Finn and Laura are at 100% again, then it's back to work!

From the entire team, we wish Laura and Finn a speedy recovery and they will be in our prayers.

HUMAN RESOURCES

BY BECKY SYLVERA



- Sana Benefit Insurance Cards - if you elected medical insurance, you should have received your ID cards by mail. If you haven't, you may download a copy at any time by going to <https://sanabenefits.com>, log in with your username and password and go to your account dashboard. Your ID card will be visible to you, and you can print side 1 and side 2 by selecting Print Card.
- Have you downloaded the Bamboo HR App to your mobile device? If not, you should consider doing so. You can see your personal information, time off balances, request time off, see your emergency contact information and pay stubs, year to date totals, and your benefit elections on your mobile device. For Hiring Managers, there is also a Bamboo HR Hiring app available.

Payroll Updates:

- Deel for International Contractors - paid monthly on the 1st of the following month (example: payroll for the month of April will be paid on May 1).
- Salaried Contractors don't have any action items in Deel before payroll each month. However, they will need to document any time off taken in Bamboo HR for that pay period.
- Hourly/Invoice Contractors should submit all outstanding hours or project payments by completing an invoice in Deel no later than the 26th of each month to ensure timely payment.
- Bamboo HR - US Employees - paid twice monthly on the 5th and 20th of each month.
- Salaried employees don't have any action items before each payroll process other than documenting time off taken during the pay period.
- Hourly employees should submit any hours for the pay period no later than the 16th and 30th of each month to ensure timely payment.
- I reported that employee reviews would be rolled out during April. However, rather than roll out reviews only, we've decided to roll out an entire Total Compensation program including reviews in the 3rd Quarter. Manager & Employee Training will also be rolled out in the 3rd Quarter. There are exciting things coming!



MARKETING & SALES

BY CHRISTIAN MIKKELSEN



- We found our next big hit ad for YouTube. Welcome the new face of PL... Charlotte! This ad helped us enroll 1375 new students into AIA in April (most in 2022)
- Started working with Patrick Kenney to help us improve and scale YouTube ads and it's been very successful
- YouTube advertising compliance is also at an all-time high
- Started working with CRO agency (Conversion Rate Optimization) to increase performance of customer acquisition funnel
- Let go of internal sales team. This was very tough but now 3 weeks in hindsight, it was probably the best/most important decision I've ever made.
- Implemented new sales process for Publishing Accelerator which is yielding game changing results. It's still early, but upgrade rate is up ~50% from before. **Overall, April was frickin awesome!**

COACHING

BY CODY SMITH



- April was a busy month for the coaching team!
- We went from having the next available coaching call two weeks out to having next day availability.
- Our new coaches (Tony, Ravina, & Karman) finished the first 30 days of training and have been hitting their coaching calls incredibly hard while crushing it as they go.
- Both Ed & Brian, workshop coaching legends, both whipped out 4+ hour long PA workshops.
- We said goodbye to an PL OG, Matheus, who is off living that Publishing Life. GG MATHEUS!
- Kim has been holding down the PA fort going above and beyond to help students, answer their questions, and guide them through their publishing journey.
- I took a shot at offering group coaching for the month of April and had a blast. Lots of lessons learned and potential for the future.

CUSTOMER EXPERIENCE

BY CHURCHILL ADOGA



- 35 help articles have been completed and uploaded into hubspot.
- This has expanded our student facing knowledge base and is set to bring students even more readily available assistance in the widget. More additions will be made to this knowledge base as we go.
- Sandy just completed her first 30 days guns a-blazing and crushing it. Go Sandy!
- The Support team achieved an all-time low of 1 hour 20 minutes Average email response time. **Our best yet!**

PRODUCT

BY RASMUS MIKKELSEN



- 7 Day Profit Challenge is complete and launched
- Complete Lessons: Copyrighting your Books
- Lessons Coming Soon: Book Reviews, Facebook Review Method, Book Launch, Book Title.

ACCOUNTING

BY NICK DOULAVERIS



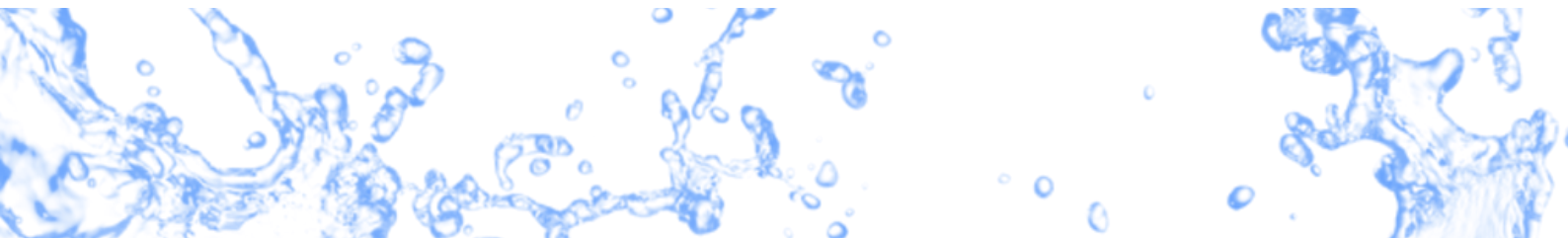
- We have implemented an address autofill feature to improve data collection and better customer experience at checkout. Using Loqate's API coding, customers are now recommended an autofill address based on their IP location and a few typed out characters. This should speed up checkout time and provide our system with clearly defined addresses.
- Tax Extensions have been paid and filed with the IRS & State authorities to ensure organization compliance. Estimated Tax Payments have also been made for Q1 of 2022.
- We were approved for additional line of credit with a new Chase INK Unlimited program. The program allows us to collect 2.5% of cash back on all spend which will help the organization invest more in operations.
- Dispute rates have been reduced below 1% for the first time since early 2021. This is a testament to the work of our dispute alert systems which give us the ability stop and resolve disputes before they happen. Reducing our dispute rate is incredibly important for improving our relationship/reputation with our merchants, reducing cashflow lag time and cutting dispute costs.

STUDENT EXPERIENCE

BY HANNAH COLEY



- This month saw the birth of the 7-Day Challenge and along with it, a brand-new onboarding presentation has been created!
- We welcomed Paul Ferguson to join our team which we are so excited about so we can build a fantastic presence in the communities.
- We also welcomed the lovely Rose Bricker to the team and family who will be performing welcome calls and onboarding calls to new students. Welcome Rose! We are so excited to have you here!



CUSTOMER SUCCESS

BY MARK BANGERTER



- There are a lot of exciting things happening in the Student Success department!
- We are changing the name of our Goal Setting Calls and our Onboarding calls. Onboarding calls will be known as Orientation calls, just like when you start college you have an Orientation meeting. Our Goal Setting Calls will be known as Success Calls.
- The format itself will remain very much the same. However, we will be sending each student a PDF of their personalized success plan. This leads into another big goal for our department and that is increasing the level of accountability coaching that we provide for the Publishing Accelerator students.
- We will be utilizing those success plans to help hold PA students accountable and give them that extra push to help them be successful.

INFORMATION TECHNOLOGY

BY SHAHMIR NASIR



- This month we implemented a new Product called "7 Days Profit Challenge"
- We also worked on improving a few systems in our operations and on the backend.
- Coming up: Test run implementation of Sales Tax on our products Collab with Accounts Department
- Coming up: Setting up a new Email Marketing Campaign as an Affiliate

GET TO KNOW NICHOLAS DOULAVARIS



I like to think of myself as a simple and easy-going guy. I'm happy just cracking a few jokes by a fire pit or grabbing a beer and watching whatever sporting event is on that night. I have two beautiful daughters under the age of 3 who are the loves of my life (Jolie & Daphne). My interests are sports, music, science, and history. While most people are watching the hottest new Netflix series, I am probably watching some random YouTube video on Einstein's theory of relativity or the roles of Hamilton and Madison drafting the US Constitution lol. It's weird but I love testing myself, hearing different perspectives and learning new ways to see the world.

A few words from Nick's Manager, Charlotte:

Every day I say a prayer for Nick. Just for how grateful we are to have someone that not only loves spreadsheets but is also good at it. Thank you for constantly reminding us of our financial goals (as a business) and helping us break our own records! Plus, listening to me cry each week about taxes!

GET TO KNOW BRIAN CHANG



Hi, I am a Foodie that lives to eat. When traveling, visiting local specialties are a must even if there is a 2 hour wait or detour, (sightseeing doesn't excite me). One of the main things on my bucket list is eat at Jiro Sushi in Japan. I also love to cook and bake. My favorite meal to cook from scratch is Thanksgiving. My sourdough starter, Penny is 4 years old.

A few words from Brian's Manager, Cody:

Brian is a straight up publishing coach stud. He just passed his one year with PL and has accomplished so much in that time. He has coached 1-on-1 well over 400 students, hosted 25+ Q&A calls, and just recently completed his 100th PA workshop. It's safe to say he has impacted 1000s of students lives and has played a huge part in PL's success. Chang Gang for life!

GET TO KNOW CHURCHILL ADOGA



I am passionate about all thing's bodybuilding and fitness. I kicked off my adult life by getting a degree in Chemical Engineering but then I developed a love for copywriting, and all kinds of content creation. To this day, I still read random emails and posters just to see what people can do with words. Fascinating! I love food and I am on a journey to find the best Burger ever made...I'll let you know when I find it!

A few words from Churchill's Manager, Mark:

I have been impressed with Churchill since my first day here. He knows just about everything about anything related to Publishing Life. If I have a question about something, Churchill already has a spreadsheet for it. He cares so much about our students and this company. I am grateful to have him on our team!

GOOD LUCK LAURA AND FINN!



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!

