



Hello April



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

Thank you to everyone who joined our first lunch and learn with Pete. He did a great job facilitating a session on operations and the 6 Types of Working Genius. Our next lunch and learn will take place later this month. Please watch for a calendar invite. If there is a specific topic you would like to learn more about, please feel free to message me separately and I will be happy to see what can be done to get a session that sparks interest to you on the calendar.

Our Q1 full staff meeting will take place on April 13th at 12pm EST. You should have received a calendar invite for this.

I hope you have a great month! Enjoy the sunny days of Spring and find some time to decompress and spend time with your family!



HAPPY BIRTHDAY!



Becky Sylvera
April 18th



Karina Sanchez
April 20th



Yusuf Varzideh
April 26th

HAPPY ANNIVERSARY!



Celebrating Charlotte
for 2-years with
Publishing.com



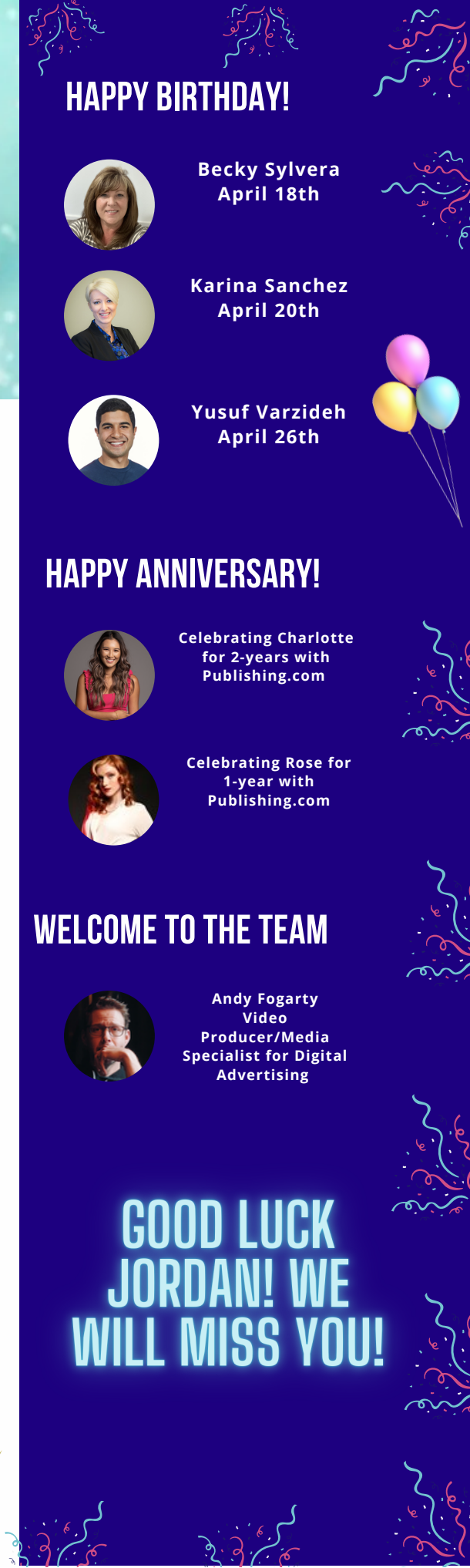
Celebrating Rose for
1-year with
Publishing.com

WELCOME TO THE TEAM



Andy Fogarty
Video
Producer/Media
Specialist for Digital
Advertising

GOOD LUCK
JORDAN! WE
WILL MISS YOU!





MUSINGS FROM OUR COO

BY PETE SRODOSKI

Hey team!

Happy to have the first quarter over and done with! Pretty crazy that we're already 25% done with 2023... WOW. Crazy to think about.

What's even crazier is what's in store for this company right around the corner!!

Prepare to be a part of the biggest change since the personal computer or the internet — yep, you guessed it — AI. It's going to revolutionize our business and you're going to be a part of making that happen!!

We've got so many exciting things in store with AI... the possibilities are incredible!

This quarter has seen its fair share of ups and downs, starting with the opportunities first: our 997 test and our ongoing ads issues to the positives: adding key team members, going to 40 minute calls, eliminating AIA calls, our benefits improvements, and so much more!! The year has already been pretty freaking amazing!!

I'm so glad to be a part of this team working alongside each and every one of you—let's continue focusing on the things we can control and driving the business forward!!

Happy April team!

Pete



ACCOUNTING

BY NICHOLAS DOULAVERIS



- We have successfully filed 2022 tax returns for Publishing.com LLC.
- We have added Affirm to our checkout pages for AIA and PA. Affirm has already made an incredible impact increasing conversion rates as we saw our highest conversion rate in 6 months since activation.
- We completed 100 sales with affirm in just 2 weeks of implementation.

PRODUCT

BY MEL MADSEN



Team product is in full swing with content creation!

Newest lesson releases:

- Choosing your pen name
- Pricing your book
- Amazon author central profile

Currently working on these lessons:

- Customer research
- Ghostwriting
- Lowering your printing costs
- Book title
- Book outline

We've also launched an internal competition which aims to find the best solutions for book reviews. With AI making the publishing process so much simpler and faster, book reviews remains a hurdle for majority of the students. Through research & development, we believe we'll have the best solutions to share with our students once the competition concludes.

MARKETING & SALES

BY MARK BANGERTER



Things are going well on the marketing team.

- We are working on scaling up our Google/YouTube ads account with additional ads.
- Andy Fogarty just joined the team and we are excited to have him helping with all of our ads.
- We are working on a new webinar to include information about publishing with the help of AI.
- We are also continually rolling out new and additional follow ups on the back end to help convert more and more leads.

HAPPY EASTER



HUMAN RESOURCES

BY BECKY SYLVERA



We had a fantastic first quarter in Human Resources.

- We successfully implemented a powerful HRIS/Payroll platform (Rippling) from our previous vendors (BambooHR & Deel), which will better position us for our future growth.
- We successfully implemented a robust recruiting platform (Jazz HR) to level up our recruiting efforts.
- Our mandatory compliance training was completed by all US employees.
- We enhanced the US Benefit package to include a 401(k) plan.
- We researched and negotiated with several insurance carriers to get the best and most economical plans for our US employees and had a successful open enrollment period.

What to look forward to in second quarter 2023:

Annual Performance Review Process - rolling out in May!

CUSTOMER SUPPORT

BY CHURCHILL ADOGA



Loads of exciting stuff coming through from Support!

- We kicked off our "Road to 1k Trustpilot" reviews project. The goal is simple, get our Trustpilot reviews from 960 over the 1k mark and we've seen amazing progress at 988 reviews. Just 12 more to go. Way to go team!
- We kicked off our AIA refund saves project. It has been a great preview of a potential phone support system as well as getting a direct line to connect with students leaving the program. While we look forward to our first save, the insight we have received from these calls are priceless. Shout-out to every member of the team pounding the phone lines and putting the minutes in. Big shout to Pete for getting this project into our pipeline and signing off on every stage, and Mark Tandan for crafting an impeccable script for us.
- Failed payments are finally automated! Thanks to the Tech team. Now, potential students who try to join the course and fail, will receive an auto email letting them know how to retry their enrollment. This has simplified our follow-up system and freed-up time for us to work on other tasks.
- We are automating the 7DPC fulfilment - Early in the month, we lost access to our Amazon account we use to buy and send 7DPC books to students. Thankfully, we have secured a potential partnership with ZincAPI who will be automating this process using their managed account. With this, we can fulfil higher book volumes at great speeds.
- Thanks to the tech team, our DFY book topic form has a new home. We have successfully transitioned all our student-facing forms out of typeform and into hubspot.

Coming up next Month! -

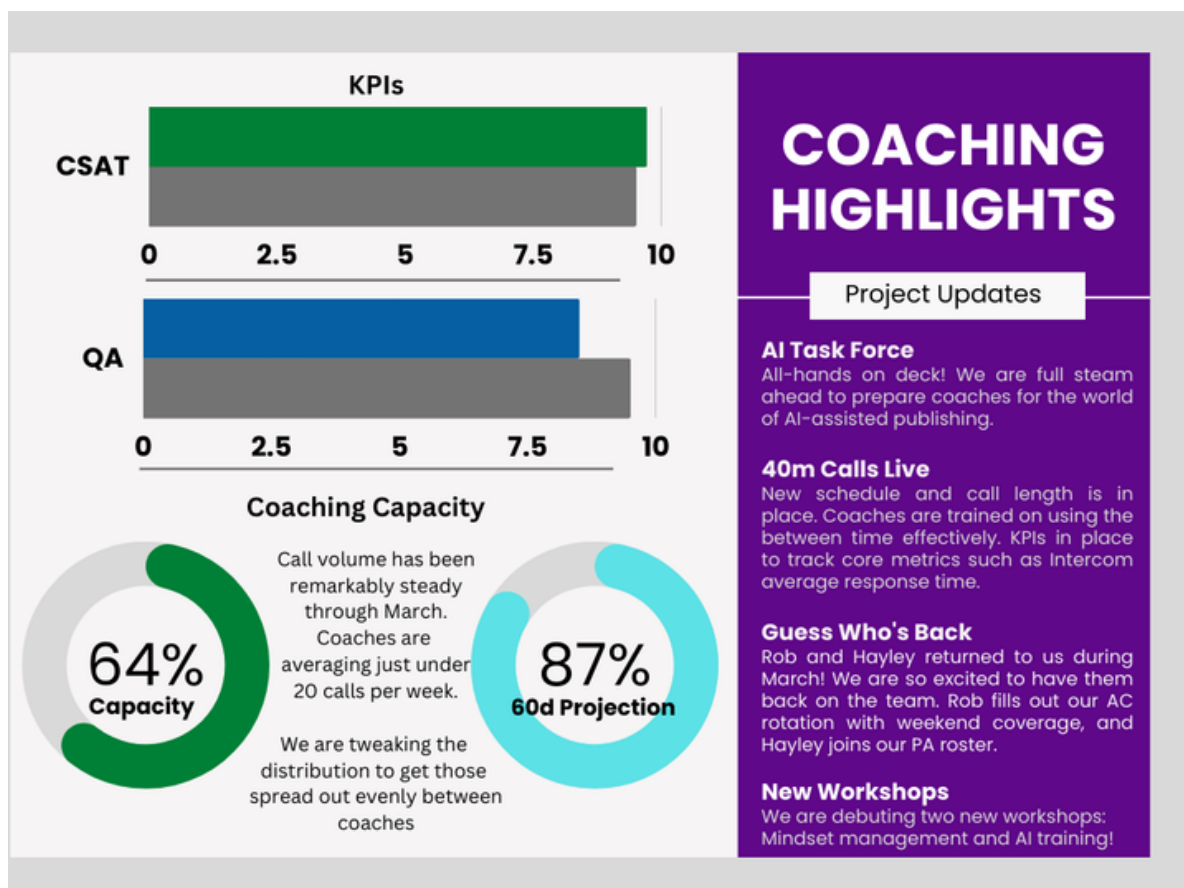
- Q1 MIT completion update
- Q2 MIT planning.
- Lots more!





Lots of exciting things are going on in Coaching! Here are a few of the big highlights:

- We have been busy for the last two weeks getting coaches geared up for the arrival of our AI overlords. I cannot tell you how proud I am of this team - but I'm going to try.
- The entire coaching team contributed to a massive fact-finding project. Each coach was assigned a focus area to dive into, giving everyone the opportunity to learn via hands-on discovery. To a man (or woman) our coaches rocked the research step.
- Ed rode shotgun to make sure the content delivered was accurate. Cody took the sum of everyone's research and turned it into an epic team-wide training.
- Kris is working on individual lessons that deep-dive into each major category of AI knowledge. Nicole has been coordinating projects and ensuring things get done on time. And Kelli is proctoring a number of live role-play scenarios to get coaches reps with AI questions, so they're ready for the big time when our tool arrives for students.
- The hard work is already seeing early fruit - we have students asking about using ChatGPT every day, and now coaches have the foundation to answer those questions and explore new ones!
- This has been a massive team effort, and I'm just so happy to share how everyone contribute to an outstanding result. A lot of what we've learned will change in the coming weeks or months. Some of the things we're telling coaches now will be tweaked to match anything Rasmus produces, and the peculiarities of our own software solution. The big idea here was to lay a strong foundation in practical use of modern AI tools, and the team crushed it.





PUBLISHING.COM APPRECIATES OUR TEAM

APRIL SHOUT-OUT TO MEL MADSEN

Mel - To one of the hardest working women of this millenia - you are an absolute beast! I compare every other famous athlete to you all the time. Way to do it all: the kids, the house, husband, job, AND pub biz! Idk how you do it...oh yeah because you are super woman that's right!
~Yusuf

OMG! What can be said about **Mel?!?** You are an awesome human being. Always ready to help, ready with a kind word, and ready to support in every way. I love working with you.
~Karina

I admire all you do for this company, **Mel!!** You're such an inspiration and the courses are amazing!! Keep up the phenomenal work and cheers to many more successful years.
~Elizette

Mel is one of the hardest workers on the P.com team. She is always willing to help out wherever she is needed and listen to anyone who needs to be listened to. Keep up the amazing work **Mel!**
~Mark B.

Girl...you have been such an inspiration to me these past 2 years! I loved learning from you as a student and love it even more now that I get to work with you! Your drive, determination and love for your job radiate from everything you do. Keep being a kind soul and amazing human being.
~Nicole

What more can I say that hasn't already been said! Thank you for your constant and unwavering commitment to the company, all the sacrifices you make, and always doing what's required. We all love you **Mel!**
~Rasmus

There is not a word in the English language that represents your awesomeness! You are an inspiration and an amazing super woman, and also... just a really nice person. :) Never change!
~Rebecca

Mel you're such a publishing inspiration to us and so many students, love your dedication to making the course the absolute best it can be (unmatched in our industry) and how you live life to the fullest!
~Annah

Mel! Thanks so much for your commitment to this company's excellence! I appreciate how much you do for the business, the community, and for your peers!! I am grateful for getting the opportunity to serve alongside you. Keep up the great work!
~Pete

Mel, thank you for always bringing joy and positivity to the team! Even though your time zone is so different to most of the team, you remain engaged, plugged in and supportive to everyone, regardless of where they are in the world. Your example and hard work makes us all feel a little closer together. I appreciate you!!
~Hayley

Thank you for everything you do! You inspire me every day with your guidance, the knowledge you share, and the direction you provide in taking on new tasks. Your focus on student success is unparalleled and shines in your work. I truly appreciate you!
~Katrina

Mel brings abundant energy to each and every task she undertakes. She has a passion to deliver awesome results, both in core content and the polish that makes it shine.
~Aaron

Mel has such a wonderful personality. When she smiles, she lights up the room. We're so fortunate to have her on our team!
~Becky

Mel You are incredible, and we all appreciate all that you do! Thank you!
~Anonymous

Mel thank you much for always being so genuine and caring! You are a rockstar in all that you do! So proud to be on this team with you!
~Stella

There ain't enough superlatives to describe **Mel**, her contributions to the company, and her awesomeness at just, uh, being human. But from personal experience, she's been incredibly gracious with her time & willingness to overdeliver no matter the project. Although we don't cross virtual paths often, it is always a highlight for me when we do so. Thank for being so utterly amazing **Mel** and please don't change a frickin' thing about you. p.s. for some strange reason lately I've wanted to call you Mellville. Do you think that would be okay? Think about it ~ Mark T.

Mel, this is both a shout-out and a thank you for how inspiring, and helpful you have always been. From sharing life changing info, and ideas, to embodying excellence in both work ethic and commitment, you truly are a person worth emulating. I appreciate all that you do and I feel blessed to work beside you. Here's to many more wins coming your way and congratulations on your well deserved promotion!
~Churchill

What can I say about **Mel** that hasn't already been said? She's absolutely amazing. She is the hardest worker out there. She's the nicest person. She's always got time to help you when you need it. She's a genuinely good human being and I feel so unbelievably privileged to be able to call her my friend. What an incredible human being!
~Ed



PUBLISHING.COM APPRECIATES OUR TEAM

APRIL SHOUT-OUT TO CODY SMITH

Cody for president - that's all I'm saying!
~Ed

To the quiet yet hard hitting publishing assassin, cheers to you for always being there to serve others, create lessons, handle things, and still maintain a full house of kids, family, work, publishing, and life. Your new lessons rock btw!
~Yusuf

Cody, you are a truly cool human being. Really kind and supportive. Always ready with a joke and a kind word. Love working with you. Let's keep rockin'!
~Karina

Your Q&A workshops are top-notch, **Cody!** I always look forward to the recordings and learn a lot. Continue the fantastic work!!
~Elizette

HUGE shoutout to you **Cody!!!** Thank you so much for all you do within the Coaching team, for the support team and for our community of students. You constantly are going above and beyond to provide value and I am super grateful for all the help you give to us at Support.
~Churchill

I don't know how **Cody** finds the hours in the day to get done everything he manages to get done. One of the best guys you will ever meet and he can grow a beard in about 6 hours. Great work **Cody!**
~Mark B.

You are an incredible teacher whose focus on student success is bar none. Your wisdom and knowledge are invaluable! I am grateful for the way you guide us with grace and humor, making the learning process enjoyable and enlightening. Thank you for all you do!
~Katrina

Cody is a Rockstar! I wish we could clone him and have at least 3 more of him on our team!
~Becky

Cody! I am grateful for your desire to continuously support the coaching team and their individual growth!! It's been a pleasure to work with you and I am impressed by your commitment to our business as well as your career serving an amazing cause!! Thanks so much!!
~Pete

Love how student-obsessed and crystal clear you are in your trainings! We and the students are all beyond lucky to have you as our expert training supervisor, keep up the amazing work!
~Annah

You are the most kind, wholesome, genuine person that I have met and somehow you are still a badass at the same time. I think you might be a superhero fooling us all by day and saving the world from villains by night. If not, we'll thanks for being our superhero here at p.com We will never know :)
~Rebecca

Cody is AMAZING! I am so happy to have someone like you on our team! Thanks for all you do!
~Stella

Cody is the handyman I call in to fix... anything. He's such a good mentor and teacher for both students and coaches. He has an intuitive grasp of the core problems people face, and he's a gifted communicator who can guide people directly to effective solutions. He's a trooper who perseveres through adversity, and a motivator who inspires others to do the same. Cody's only flaw is that he's only with us for 25-30 hours a week, something I complain to him about bitterly on a near weekly basis. Complaints will continue - and so will my deep appreciation of what this man means to our team.
~Aaron

I am so fortunate and privileged to be able to work with you daily. You are such a team player and always willing to pitch in where ever needed. Your knowledge for publishing is unmatched and you bring that knowledge, plus humor to every meeting. I have learned so much from you and am so grateful for that!
~Nicole

Cody we're SO lucky to have you on our team, I only wish we could get more hours out of you but we'll take what we can get! You provide so much value to students, other coaches and now having you as a course lesson presenter is taking the quality of our product to the next level! I appreciate you a lot.
~Rasmus

WE APPRECIATE YOU!

You're Awesome, THANK YOU!

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!

