



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

Another month behind us! 2022 is flying by! Thank you to everyone who attended our full staff meeting in July and our staff training session with special guest, Leila Hormozi. We hope to be able to get more of those scheduled for our staff. Congratulations to our Mission and Vision Q2 winners; Tony Scott for Student Obsessed, Happy but Never Satisfied went to Armin Mirzakhani and Dan O'Hern for Great Freakin' Attitude!! As we head into our last full month of summer, I really hope you all had some time to disconnect with your families and children before they start back to school. August is National Picnic Month - grab a basket, a blanket and enjoy a picnic on the beach before the month ends! Have a great August!



HAPPY BIRTHDAY!



Mark Bangerter
August 31st

HAPPY ANNIVERSARY!



Sidd Mamhotra
August 11th

WELCOME TO THE TEAM!



Sierra Beckham
Customer Support
Specialist



Katrina Johanson
Coach Trainee



Josh Gershon
Coach Trainee



Kristopher David
Coach Trainee



Anthony Clare
Coach Trainee



Elizabeth Tillman
Coach Trainee



Kelli Michele Blocher
Coach Trainee



Elizette Zamora
Customer Support
Specialist



MUSINGS FROM OUR COO

BY CHARLOTTE MIKKELSEN

Last week we flew the entire Strategic Team into Austin, Texas for the first ever in-person quarterly meeting. We spent about 3 days together - and during this time 2 amazing things happened. For one, nothing will ever replace face-to-face interaction. We learnt so much about one another that we normally would have never been able to discover just across a zoom screen. One in particular is body language and how we communicate with each other in real life. Sounds weird, but it's easy to jump to conclusions when situations are looked at in isolation. We often communicate in short time blocks - a one hour meeting where you have to talk about work and make sure you cover everything, but realize you know almost nothing about the people you work with! So getting to spend 2-3 full days together allowed us to grow stronger as a team. You bond over favourite foods, sports, kids, life - and now this person isn't just your "co-worker" or "boss", they are another person, maybe even a friend!

The second amazing thing we did was actually an exercise we did at the end of the first day. It was an exercise for giving and receiving honest feedback. The best visual I can give you, is imagine you are on the hot seat and the whole team goes around the table and has 5 minutes to give you feedback. Originally it was meant to be done in pairs, but to my surprise, the team was open to doing this as a group. In an indirect way it meant the team felt safe enough to share candidly and openly. You need a certain level of trust, transparency and humility on your team to have conversations like this. This was the most rewarding session because we were able to be truly honest with one another and share feedback on how we can all improve. We also took turns sharing praise, but its easy to give praise! What we worked on today, was getting comfortable having hard conversations and sharing honest truths that not only benefit the business, but the other person. It definitely felt uncomfortable at first, but this probably helped us grow stronger as a team tenfolds! So, I welcome you to practice giving and receiving feedback! The key is to give it in a timely manner, and be open to feedback.

MARKETING & SALES

BY CHRISTIAN MIKKELSEN



- July was a recording setting month in many ways! Categories such as advertising dollars spent, revenue, AIA students enrolled, and PA students enrolled!
- Grew sales team to 30+ team members. Shoutout to Randall, Deborah and entire CloserSecrets team!
- Implementing Success Call Feedback system where we ask for feedback after every Success Call and listen to calls that score below 8 (Still a work in progress).
- Big focus on improving compliance with our messaging across all marketing. Ads, funnel pages, webinar and more (Still a work in progress).
- Looking to add some valuable members to the marketing team in the coming month(s)!

IMPORTANT HR UPDATES

BY BECKY SYLVERA



New Hires:

This month, the following people joined the Publishing Life team!

- Janine Hunka - Coach Trainee
- Haley Clare - Coach Trainee
- Sierra Beckham - Customer Support Specialist
- Katrina Johanson - Coach Trainee
- Josh Gershon - Coach Trainee
- Kristopher David - Coach Trainee
- Elizabeth Tillman - Coach Trainee
- Anthony Clare - Coach Trainee
- Elizette Zamora - Customer Support Specialist
- Kelli Michele Blocher - Coach Trainee

Farewell:

This month, we said farewell to these team members:

- Gabe Baca - Senior Web Developer
- James Bond - Orientation Call Specialist
- Oscar Gonzales - HubSpot Specialist



STUDENT SUPPORT

BY CHURCHILL ADOGA



- We have 2 new additions to the Team. Welcome Sierra Beckham and Elizette Zamora!
- We have started developing a more elaborate training and documentation system for the team. This will help improve our internal knowledge base and make all reps more efficient.
- We have successfully increased our ticket handling Capacity and with new reps undergoing training, we are confident to deliver even better team response time by next month.
- Shoutout Sandy (For being an absolute Superstar) and Kayla (for crushing it during the weekends) this Month, Sierra for being a fast learner and cruising through the training period and Dan for the awesome work in prior months.
- Dan won the GREAT FREAKING ATTITUDE award! We are truly proud of him and applaud the level of commitment he has when taking care of our customers. Way to go Dan!

PRODUCT

BY RASMUS MIKKELSEN



LOTS of improvements coming to AIA and PA! All of these things are in the works and will go live over the course of the next month or so.

AIA Updates:

New course lessons (A+ Content, Amazon ads, book description, Customer research, book title). New and improved way of presenting Q&A calls that will result in less repetitive questions/topics and more publishing GOLD along with student of the month interviews and other new and fun segments. New AIA welcome video. New videos showing how to get help and how to book a 1on1 coaching call. And many minor tweaks within the program such as drip-feeding lessons, improved 1on1 call prompts with instructions, changing the order of some lessons, editing some parts of the 7DPC to relieve the biggest issues students are having, and things like that. Closed captions and transcriptions will be added to all course lessons. Module 1 lessons are being updated with the new AIA slide design and we are removing all curse words lol.

PA Updates:

I stepped away from creating course lessons for a few weeks to help address some points of improvement we want to make in PA. We have outlined "The PA Journey" which is a crystal-clear step-by-step roadmap of what a student needs to do throughout their 6 months in PA. The plan is to present this on a students' kickoff meeting for PA and give as a digital copy and physical print out for students to refer to at all times. The PA menu in Circle will be changed to be more user friendly and easy to navigate. There will be a new welcome video added to the PA main dashboard. - Another project that I'm excited about but hasn't been started on yet is the Student Success Hub. This will be an all-in-one place where students can go to see the latest student success and student interviews (we have about 15 of these interviews but we want to get that up to 50+). - I plan to host a product brainstorming session where everyone is invited to share their awesome ideas for how to improve AIA and PA.

IT OPERATIONS

BY SHAHMIR NASIR



- Launched Intercom for PA & AIA Member.
- Acuity (scheduling software) Implemented for 1 on 1 Coaching Calls.
- Appointed (scheduling software) will soon be disconnected from our products.
- Improved our workflows/zaps.

ACCOUNTING

BY NICHOLAS DOULAVERIS



- We filed the company's corporate tax return for 2021. Filing our corporate return will help us establish another layer of confidence for creditors, merchants, and financial institutions. With the unbelievable growth of 2021 we believe that the tax return opens more opportunities to extend credit, improve our standing with merchants and ensure that we're compliant.
- We began the underwriting process with Stripe to reduce merchant fees and reduce reserves. This will help the company reduce unnecessary costs and invest in areas of growth to propel the business forward.
- We filed and paid sales tax in 2 new states furthering our progression on our compliance journey.
- We worked on company budgeting and forecasting for Q3 & Q4 of 2022. The main objective is to project performance to close out the year and gain an understanding of how operational costs should reflect that performance.

STUDENT EXPERIENCE

BY HANNAH COLEY



- We had a speedy new Welcome Call process implemented in Hubspot.
- We automated some of the Facebook request process to speed that along.
- We added 'Guides' to the Facebook group to organize important posts.
- We added group welcome posts to introduce large numbers of newcomers to the Facebook group at once.

COACHING

BY CODY SMITH



- This past month has been an incredible 30 days of growth
- We've brought on 7 new coaches! Adrian, Janine, Hayley, Anthony, Kristopher, Josh, Elizabeth, and Katrina!
- PA crossed over 2000 students!
- Our first round of 1-on-1 coaches have been selected for leading the charge for the new PA model.

I could not be more excited about the great things they are going to help our PA students accomplish!

CUSTOMER SUCCESS

BY MARK BANTERGER



- New Scheduling Platform! We rolled out Acuity to better manage coaching calls. Students can see how many calls they have left and can only book up to that amount.
- Updated PA rollout! Tony started off the new PA format and is working with his own dedicated cohort of students with Rebecca supporting him as an Accountability Coach.
- New messaging platform! We rolled out Intercom for PA students to message us and we are looking at rolling this out to support in the coming weeks/months.
- New team members! We are hiring new team members all over the place! New support team members, new coaches, new managers!
- New training! We are working on creating systematized training programs for each team/department so that as new team members join they have a great experience onboarding.

Thank you everyone for being so awesome!

GET TO KNOW MEL MADSEN



I grew up in Pretoria, South Africa's capital city. I danced my way through life, starting at the tender age of 3. I enjoyed competing at a national level and had a lot of fun cheerleading for rugby clubs and the cricket IPL. I have an exceptionally close-knit family and I worked for my dad for over 10 years in our family business in hairdressing before immigrating to the UK. Being a part of a big dream and vision, sticking it out, filling in the gaps and showing up daily afforded me the opportunity to achieve great things both personally and professionally. During this time, I also started my own events company and successfully ran that for 5 years which I then sold 3 years ago. Being isolated in the UK during Covid with no family and friends, I found my online community through AIA and my life has never been the same. The course & PL has impacted me in so many ways. I treasure the close friendships I have formed within this team. This is my home away from home. I have been blessed with an incredible husband (Lloyd), we have three precious children (Isabella, Sofia and Luke), some of you have met them during our calls. These 4 people are truly a gift from God. We have just relocated to the Gold Coast, Australia and believe we are currently living our best lives! I struggle to sit still; I'm process driven and there's always something to do. I love the beach, appreciate nature and love to explore. My favorite food is sushi and anything sweet! And I truly live by "where there's a will, there's a way!"

A few words from Mel's Manager, Rasmus:

Mel does a lot of things behind the scenes outside of only coaching. Since about January 1, Mel started working with me as a Product Assistant for AIA. Before then she was always the one raising her hand to help with any projects that came up (she was the one that prepared the quizzes every week for the Dan & Ollie Show every Wednesday lol). She has many of the skills that I don't which makes her a perfect compliment to me. She is a pure action taker and is great at managing many tasks at once. That's just what I need because I have many good ideas for ways to improve AIA, but they often stop there when I'm on my own. She makes sure it all gets implemented and followed through with, and manages communications with other team members on my behalf to free up more time for myself. I am terrible at doing more than one thing at a time, which is why she will handle all the small projects and updates made in AIA so I can focus on creating course lessons. She has a killer work ethic and often works into the night, while also getting up at 2am for company team meetings. Tack on 3 kids, her own successful publishing business, and a recent move to Australia, we often wonder how she has time for it all. With that sort of worth ethic and dedication, it's no surprise she hit \$10k in her own publishing business just 9 months after joining AIA. Thanks for all your hard work and sacrifices you make for the PL company. We're all very grateful to have you!

NEW MISSION FOR Q3

To help normal everyday people create meaningful streams of income with books. We are the one-stop shop for publishing books online.



STUDENT
obsessed

Doing whatever it takes to help students achieve their goals because student success is our success.

PublishingLife



HAPPY
but never
SATISFIED

Never settling and always looking for ways to improve, including ourselves.

PublishingLife



GREAT
freakin'
ATTITUDE

Having a positive attitude that lifts and inspires people around you.

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