

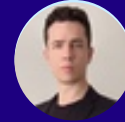


BUILDING RELATIONSHIPS

BY BECKY SYLVERA

I want to thank each of you who scheduled welcome calls with me. I enjoyed meeting and learning a little about each of you very much. Good relationships are essential for organizations to succeed. Good relationships are linked to better customer engagement and increased profit. Good work relationships make your job more enjoyable and close-knit teams are more productive. We spend one third of our lives at work. The more comfortable everyone is around each other, the more confident everyone will feel voicing opinions, solving problems together, brainstorming, sharing ideas, etc. When people see the success of working together, morale and productivity soars. Good working relationships require trust, respect, self-awareness, inclusion and open communication. As I mentioned during my calls, I am here for each of YOU. I'm looking forward to working with each and every one of you.

HAPPY ANNIVERSARY!



Celebrating Ivan Finn for one year with PublishingLife!



Celebrating Matheus Felix for one year with PublishingLife!



Celebrating Cody Smith for one year with PublishingLife!



Celebrating Ed Fahy for one year with PublishingLife!

HAPPY BIRTHDAY!



Paul Ferguson
February 18th



Charlotte Mikkelsen
February 19th

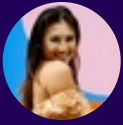
A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

Happy February! One month down in 2022! That went quick! I hope everyone is doing well and you enjoyed reading our first issue in January. The goal is to continue to give the team updates each month to keep everyone engaged and in the loop! Please remember to let me know if there is something specific you would like to see in the future editions. Have a great month!

OPERATIONS

BY CHARLOTTE MIKKELSEN



- Been incredible working closely with the coaching team to make improvements to the Publishing Accelerator offer. Engagement is improving as we speak!
- Looking to launch a CRM for the whole company that can create profiles for our students. This will be used by the Coaching, Sales, Onboarding & Support team!
- Working on adding new pages to the website to include a Careers & Press Page!

INFORMATION TECHNOLOGY

BY SHAHMIR NASIR



- Launching of our AIA Partner Webinar Funnel 2022
- Launched AIA Welcome Card workflow
- Goal Setting workflow for CS Team
- Launched Onboarding Call Feedback System
- Customer Support Widget to AIA, PA and Website
- Technical Assistant provided to all the departments of company for various launches and mini projects

ONBOARDING

BY HANNAH COLEY



- We have set up reminder emails and texts to make sure attendance is full
- We have set up a feedback form to rate our calls and are seeing really positive things!
- We are working on Click Up and Notion to organize our tasks and resources better



It is **impossible** to live without **failing** at something, unless you live so **cautiously** that you might as well have **not lived** at all.

- J.K. Rowling

MARKETING

BY CHRISTIAN MIKKELSEN



- Phase out frontend sales call funnel and went 100% back to automated webinar to sell AIA
- Implemented goal setting calls to learn about our student's goal and see if they're a fit for PA
- Started calling people who "abandoned their cart" to learn why they were on the fence and close some extra deals
- Now getting dozens of new AIA students per day!

COACHING

BY CODY SMITH



This month the coaching team has been going bananas on several different areas within PL:

- Coaches have been knee deep creating new AIA lessons helping to revamp the course from top to bottom
- Personal PA coaches are completely restructuring Mastermind Workshops and accountability partner assignments to make the whole process simplistic and streamlined for all current and future students - Charlotte/Churchill played a huge role in making this happen.
- Workshop coaches are actively experimenting with new workshops to include an Amazons Ads Tune-up and even a "Follow Along as I Create a Book from Scratch" multi-week workshop.
- A one-page publishing roadmap is in the works to assist all students to see at a glance where they are in the publishing process and immediately know what comes next.

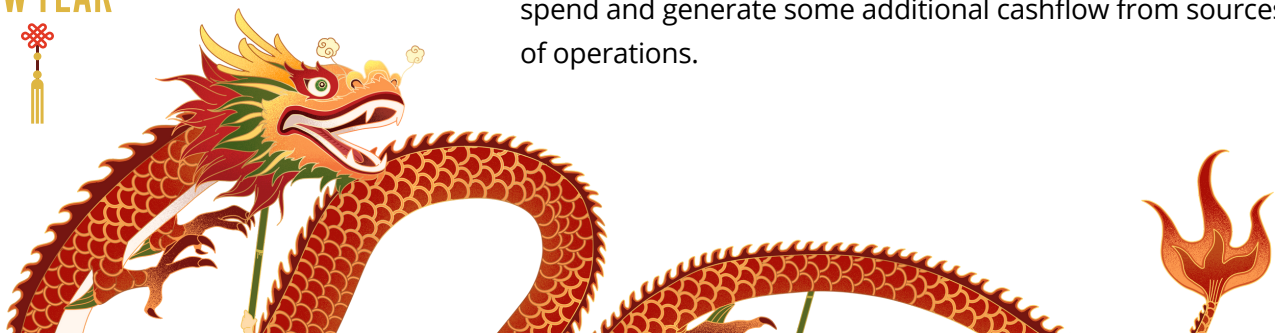
ACCOUNTING

BY NICK DOULAVERIS



- Created 2022 Annual & Monthly Budgets. Budgets have been created to establish benchmarks and monitor organizational performance. With these metrics we will have a better gauge of how we're performing in comparison with expectations, and we'll have the ability to react and improve on findings.
- Implemented new method of accounting. Accrual method will be used for in-depth and accurate analysis of monthly performances.
- Established the new CHASE INK BUSINESS UNLIMITED® Corporate card. This will increase the organization's cash back up to 1.5% (plus multiple cash back bonuses expected to be hit within the 1st 6 months of use). We will now be able to optimize on our advertising spend and generate some additional cashflow from sources outside of operations.

HAPPY
CHINESE
NEW YEAR



PRODUCT

BY RASMUS MIKKELSEN



- New keyword research training for AIA is being created and will be released soon! Should be out by the time this newsletter is published!
- The "done for you book topic" for AIA is complete and fully functioning. If a student clicks on that bonus in AIA and submit the form, they will be sent a profitable book topic within 24 hours that is checked to fit the new keyword research criteria.
- The "Access to our team of writers, designers and narrators" bonus is getting revamped and improved. Will be launched soon.
- Updated and improved coaching call questions when a student books a 1on1 call. This will help students and coaches have a better call.

CUSTOMER EXPERIENCE

BY CHURCHILL ADOGA



- The team has successfully commenced implementing checks and delivery for the "We chose your Book topic" Bonus.
- We have effectively taken over new tasks including - The failed payment follow-up process and responding to Trustpilot reviews.
- All Pending Productivity Box shipments for PA students were dispatched this month.
- The new PA FAQ section containing the most common inquiries we deal with has gone LIVE. This will help students readily access answers to the most common issues we have seen them face.
- We recorded a steady increase in the use of the new "Help" feature added to the course dashboards.
- We are currently working with the financial controller to streamline the Dispute follow-up process and further reduce the number of chargebacks we receive.
- Currently collaborating with the coaching team to assist with the Mastermind arrangement process starting Monday January 24th 2022.



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!

