



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

Hard to believe that July is here already! As always, if you have any ideas or want to see something in a future edition, please reach out to me. Thank you to everyone who joined our full staff meeting on Thursday! Congratulations to Tony (Student Obsessed), Armin (Happy but Never Satisfied) and Dan, (Great Freakin' Attitude)!

We look forward to seeing you on the 21st for our staff training meeting with Leila Hormozi! Please accept or decline the invite to announce your attendance! Enjoy the month!



HAPPY BIRTHDAY!



Melissa Madsen
July 5th



Brian Chang
July 23rd



Oscar Gonzalez
July 24th



Samaria Simmons
July 26th

let's celebrate!

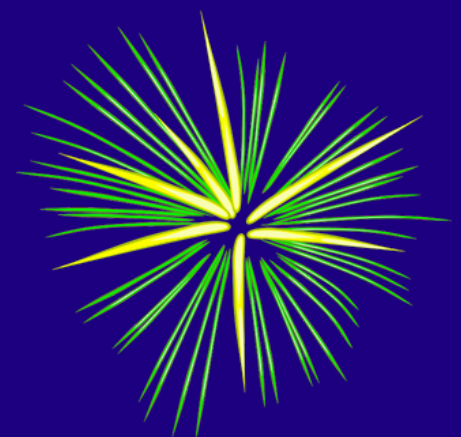
HAPPY ANNIVERSARY!



Celebrating Hannah
for 2 years with
Publishing Life!



Celebrating Stella for
1 year with
Publishing Life!





A MESSAGE FROM OUR COO

BY CHARLOTTE MIKKELSEN

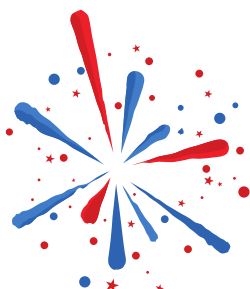
Have you ever wondered what a COO does? Me too . I always thought the job description for a COO was “You handle everything and keep it afloat”. The more appropriate definition of a COO is probably “Chief Encouragement Officer”. I get to work with brilliant people, help them brain storm and strategize, then help them make it happen. It could be as simple as sending them a file to spending a few days together mapping out an entire workflow. The most rewarding feeling for me is when someone completes a project, and I can see the look on their face of how happy and proud they are of their work. So what’s the secret in motivating a team? It’s not about sending out gifts, having cool benefits, or saying continuous praise - it’s the act of literally caring about them. My job is to make sure I can help everyone move towards their professional and personal goals. And encouraging someone, even if they make a mistake, is the best way to help them grow. In the past, I’ve always been a Doer. It’s my natural tendency to just try and do everything because I was afraid to relinquish control. But the truth is, that’s NOT what a good leader is supposed to do. A good leader steps out of the way so they can help the others around them grow, so they can become leaders too. A good leader is patient and teaches others the skills they have picked up, so those around them become better and better. So, my promise to all of you here is that:

- I am here to support you in your goals and show you how to get there.
- Whatever skills I learn, I will do my best to transfer that knowledge to you so you can learn it too.
- I am always open to hear your feedback and my door is always open to you. I'll always be honest and transparent.

Thank you guys for all you do!

MARKETING & SALES

BY CHRISTIAN MIKKELSEN



- PL just had its biggest month ever in June! We are ROLLING right now.
- New ads with (surprise, surprise) Charlotte as the star are performing much better than anything I record. People love Charlotte! Here is our latest big time winning ad: <https://youtu.be/LMU2RYLbZdk>
- Building out new 30-day email sequence for all new students. So, students will be getting an email from us with inspo, tips, action items etc. every day for the first 30 days. I think this is huge! And S/O Ollie for this! -
- We have discovered that hosting our webinar registration page on WebFlow (instead of ClickFunnels) increases conversion rate by almost 20% because of faster loading speeds. Pretty awesome!
- Grew the sales team from 7 to about 20. The sales team is crushing it too.

IMPORTANT HR UPDATES

BY BECKY SYLVERA



Recruiting, Recruiting, Recruiting!

Publishing Life is growing by leaps and bounds! What an exciting time to be a part of this fast growing company!

New Hires:

Stefan Hettich - Coach Trainee
Nicole Boots - Coach Trainee
Dennis Woolride - Coach Trainee
Krista Miller - Operations Assistant
Yusuf Varzideh - Orientation Call Specialist
Aaron Buchanan - Senior Manager, Coaching Team
Adrian Mahdian - Coach Trainee

Current Openings:

Student Success Coach
Customer Support Specialist
Orientation Call Specialist
Head of Talent Acquisition

If you know of someone who would be a great fit for Publishing Life, please ask them to check out our current openings at <https://publishinglife.bamboohr.com/jobs>.

Exciting things for 3rd Quarter

Performance Assessments and Training.

Thank you to those who participated in our Employee Satisfaction Survey. Kudos & many thanks to all of you for your hard work during this crazy busy time!

**WE'RE
HIRING!**

CUSTOMER EXPERIENCE

BY CHURCHILL ADOGA



- The Team has rolled out weekend Support and actions are in place to further strengthen our capacity and ensure that we are able to handle the increasing ticket volumes.
- With an 86.7% CSAT score, we have effectively surpassed our initial 80% MIT goal and have set a much more ambitious 95% CSAT Target.
- The Customer Support Team is expanding! We are filling up positions for 3 more Representatives to join our team of A players.



CUSTOMER SUCCESS

BY MARK BANTERGER



- So, many amazing things have happened as we wrap up Q2. Aaron Buchanan started as the Senior Manager, Coaching Team. He is going to work alongside Cody to take everything to the next level here at Publishing Life. Cody will still be the Head Coach and will focus on how we coach along with his higher level workshops and Q&As. Aaron will be managing performance, growth, and strategy for our coaching programs. We are super excited to have him join the team.
- Everyone in Support is doing an amazing job. Kayla Soliz just started last month to take on weekend support. They continue to find ways to make the support experience better every day for our students.
- Our Student Experience team has probably seen the most adjustments recently and they never cease to amaze. They are increasing their focus on our community to ensure that we deliver tons of value there to all of our students. They are also doing an awesome job with doing the welcome calls for AIA as well as the onboarding calls PA.
- We are constantly working on improvements all across the Customer Success department as well. We are going to be moving to a new scheduling system that will allow us and students alike to track their remaining coaching sessions. We are continuing to hire new coaches, and we also just hired Yusuf Varzideh as an Orientation Call Specialist. Orientation calls will be his primary focus with the goal of getting as many students as possible to schedule Success Calls.
- Thank you so much to everyone in the Customer Success department for all of your amazing work.

STUDENT EXPERIENCE

BY HANNAH COLEY



- The Student experience team is taking over community management to give the students a big hug!
- Hannah in the Facebook group, Samaria taking the reigns in PA, Rose in the AIA platform.
- A virtual meet-up for students to connect with each other will start at the end of this month run by Hannah!
- The new regular AIA Newsletter was born this month!



PRODUCT

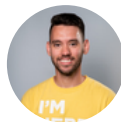
BY RASMUS MIKKELSEN



- The Online Course Advanced Bonus Training for PA is being hosted on June 27th!
- New lessons about Amazon ads and A+ Content in the works which will be presented by special guests and topic experts, Brian and Mel!
- The slides for the Module 1 mindset lessons are being updated with the new slide designs.
- New lessons for Module 1 and 3 in the works and coming soon.

COACHING

BY CODY SMITH



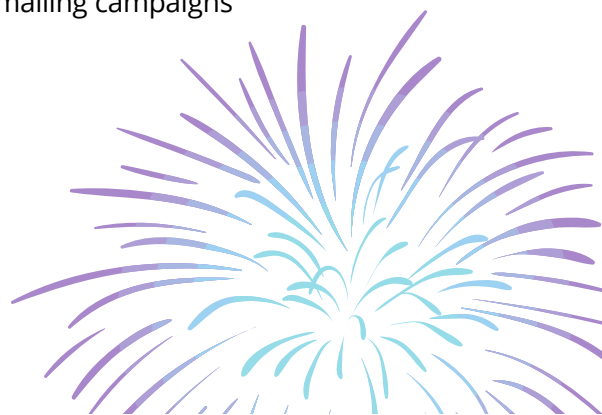
- The coaching team is exploding!!
- Nicole, Dennis, and Stefan have all completed the first huge milestone of their training and have started getting booked for coaching calls.
- Becky (HR) and I have been working closely together to streamline our hiring process for new coaches. We conducted our very first group interview and it was amazing. 3 new coaching candidates came out of that interview alone with more coming!
- The PA workshop slides have been revamped (thank you Mel!) and the workshop coaches are experimenting with "Work With Me" events so students can attend and work alongside a coach and their peers to take action on their next steps.

IT OPERATIONS

BY SHAHMIR NASIR



- We onboarded new team members in Coaching and Support Departments
- Introduced a new checkout form for Sales through ThriveCart (better analytics - integrations)
- Unfortunately, our domain (website) was down, but thankfully within 24-30 hours we had things up and running again.
- Working on accuracy of our Hubspot Data (data center-point)
- IT department is growing, after Oscar, we have a few more members in the team now (Brandon, Gabe, and Jordan)
- IT team is working on to improve our workflows
- We registered a new backup domain "thepublishinglife.com" and will be using this for mass-mailing campaigns



ACCOUNTING

BY NICHOLAS DOULAVERIS



- We filed our first sales tax returns! This is a major milestone for the organization and our compliance journey. As we continue to grow its important for us to stay adaptable and compliant this is a great example of our ability to do so.
- We improved visibility on product performance by tracking refund and dispute rates on the product level. Previously we only looked at high level refund & dispute metrics but now we now have visibility on these metrics to each product on every day.
- Performed an audit on merchant fees to get an understanding of each merchant's processing costs. Through the audit we discovered some key insights on how to reduce overall merchant fees and we'll be looking in ways we can improve the risk levels of transactions that flow to the merchants.

GET TO KNOW ED FAHY



Outside of publishing and coaching, I'm passionate about playing the guitar, learning (my current obsession is chess) and spending time with my wife and pup. Prior to getting involved in publishing I did a whole bunch of stuff, ranging from hairdressing, sales (recruitment & real estate) and I.T technical support, through to customer service and supply chain management. Although I've had a bunch of different jobs, I really feel like I've found my calling with coaching. I love seeing the progress of students, it's the best feeling ever!

A few words from Ed's Manager, Cody:

Ed Fahy. Man. Myth. Legend. I don't know a book niche Ed hasn't published in. Rumor has it Jeff Bezos has a poster of Ed hanging above his mantel. Not to mention the countless record deals Ed has declined after releasing his #1 hit single, *Quit Stallin' | Start Ballin'*. Ed has not only sold his publishing business, started a new one, coached 100's of AIA students and conducted more PA workshops than any other coach, he's also formatted a stupid amount of PL students' books as well. How does he have time for it all? Not even Amazon's Algorithm knows. What we do know is Ed has been a pivotal part of PL, impacted more students' lives than we can imagine, and has left a wake of future 10k awards we'll see years to come.

Dates to Remember:

Staff Training with Special Guest - July 21st

Welcome to the team!



Hayley Clare
Trainee Coach



Yusuf Varzideh
Orientation Call Specialist



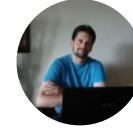
Karina Sanchez
Trainee Coach



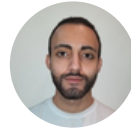
Janine Hunka
Trainee Coach



Krista Miller
Operations Assistant



Daniel Stein
Trainee Coach



Adrian Mahdian
Trainee Coach



Dennis Wooldridge
Trainee Coach



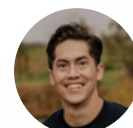
Christa Ynosencio
Trainee Coach



Jordan Edwards
Integrations Specialist



Stefan Hettich
Trainee Coach



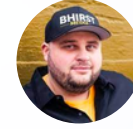
Oscar Gonzalez
HubSpot Specialist



Gabriel Baca
Senior Web Developer



Nicole Boots
Trainee Coach



Brandon Hirst
Integrations Specialist



Aaron Buchanan
Senior Coaching Manager



Kayla Soliz
Customer Support Specialist



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!



OUR MISSION

To help normal everyday people create consistent streams of passive income. We strive to have the highest success rate from our programs compared to any other online business opportunity.

