



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

It's hard to believe that we are in the month of June already. This year has been flying and it really does help when we love what we do each day! At the end of this month, we will close out another quarter. Be on the lookout in the next few weeks for an invitation to our quarterly staff meeting for Q2 that will take place in early July. You won't want to miss it! We will be featuring some staff that will win a T-shirt for those who stand out by representing our values!

As the days turn into weeks, and weeks into months, it goes fast. Enjoy your summer with your family. I look forward to seeing how you all spend your time in the sunny summer months! Have a GREAT June and welcome SUMMER!

**Happy
Father's
Day**



HAPPY BIRTHDAY!



Karman Hajrah
June 11th



Tony Scott
June 21st



Churchill Adoga
June 22nd



Rebecca Pierce
June 23rd



Sandy Salinas
June 25th



Shahmir Nasir
June 30th

HAPPY ANNIVERSARY!



**Celebrating Mel for 1
year with Publishing
Life!**

WELCOME TO THE TEAM



Rose Universe
Onboarding Specialist

*enjoy
every
moment.*

IMPORTANT HR UPDATES

BY BECKY SYLVERA

Reimbursement Requests Procedures

Reimbursement Request Procedures have been created in Notion. Please review and follow when needing a reimbursement.

<https://www.notion.so/publishinglife/Reimbursement-Requests-4c2f5240a0e44486aa8b27016790f48c>

International Independent Contractors Payroll

In Deal, you will be paid Monthly on 1st. Please mark your calendars to turn in any invoices for hours or reimbursements no later than the 27th of each month to ensure timely payment.

Bamboo HR Payroll - US Hourly Employees

Paid Twice per Month on 5th & 20th Please mark your calendars to turn in any hours worked from 1st - 15th of the month no later than the 15th of each month and any hours worked from the 16th - 31st no later than the 31st of each month.

US Holidays

Please realize that Publishing Life is only "closed" on Thanksgiving Day, Christmas Day and New Year's Day. Therefore, to continue to provide service to our students, not everyone will be approved to take the same holiday off. If you wish to observe one of the approved US Holidays, please obtain approval from your manager. Once approved, please notify me through Slack and I will make the adjustment to your Holiday hours.

Those who must work the holiday, will still have Holiday hours to take at a later time during the year.

If you have any questions regarding these updates, please contact me and I'll be happy to answer them for you. I hope you all have a fantastic June!



CUSTOMER EXPERIENCE

BY CHURCHILL ADOGA



- The Customer Support Team is growing! Kayla Soliz just joined the Support Team as our Weekend Support Rep and we are excited to have her onboard. This will expand our range, enable us help more people within reasonable timeframes and reduce ticket time in queue during weekends.
- Our Customer Satisfaction Survey just launched! Now we can get direct feedback from customers on team performance. We are pumped to see the results and position ourselves for improvement based on student feedback.
- This Month, the team streamlined its core tasks and is now focused on delivering the highest levels of quality Support. This is aimed at making us more productive and it is working!
- Dan and Sandy continue to deliver nothing but the highest levels of Support at every turn. Nicely done Team! **Couldn't be prouder of the excellence each person in the team displays!**

MARKETING & SALES

BY CHRISTIAN MIKKELSEN



- From a marketing and sales perspective, May was a stellar month (our best of the year)
- We now have a selection of high performing ads that we can choose from, instead of just relying on one... its great!
- We optimized the backend sales process to significantly increase the same day ROI and LTV of our customers (this is the biggest driver for our strong May)
- Reinvested the extra profits into advertising and achieved a new high in daily ad-spend.
- Looking to move into our 2nd acquisition channel in the next few months (TikTok)

COACHING

BY CODY SMITH



Another month of hails and farewells!

- We celebrated the departure of Taig and Anthony, two of our 1-on-1 coaches. Their publishing business is really taking off and can no longer focus their attention on that and PL. They are stepping away for bigger and better things, but this is certainly not goodbye.
- We have also brought on 3 new coaches, Karina, Christa, and Daniel, who are just beginning their coaching training. We've got 3 more coaches joining us in June!
- The coaching department has removed the coaching policy to ban students from calls after missing two coaching calls. A great move for students' success.
- The expert coaches running workshops for PA have started running group coaching workshops resulting in very positive feedback from students!

ACCOUNTING

BY NICHOLAS DOULAVERIS



- We have significantly improved our ability to track sales by product with our product sales data tracking sheet. This will give us the ability to analyze product sales performance and also give us insight into how strategic decisions impact the products sales numbers.
- We successfully performed an internal audit/reconciliation of our financials to ensure accuracy and completeness of our books.
- We have reduced dispute rates to below 1% for the second consecutive months. We've seen incredible improvement on our alert systems due to some extensive work in ironing out kinks and issues with system reporting.
- We have successfully registered for sales tax collection in 3 states as part of journey to enhance the company's compliance culture.

STUDENT EXPERIENCE

BY HANNAH COLEY



- This month we added voicemail automation to our welcome calls which has been a massive asset to getting through our list quicker!
- Congratulations to Rebecca who has moved to a different role helping the Student's journey!
- Mark has been working hard presenting our Orientation calls while we search for some new orientation call specialists to give a wider range of call times :)

PRODUCT

BY RASMUS MIKKELSEN

I've been out of work for about 2.5 weeks due to my son, Finn, needing a liver transplant and my wife, Laura, being the one to donate a piece of her liver to Finn. As I'm writing this, it's 14 days since the transplant happened and the surgeries could not have gone any BETTER!! The first week post-transplant was very hard, but it has been very very worth it because Finn's symptoms (he had a condition called biliary atresia) have almost all already gone away in just 2 weeks. He is a brand new boy now and he should be able to grow up and live a 99% normal life just like any other kid, besides the medications he'll need to take a some foods and drinks he can't have. My wife and I could not be more happy and relieved. It's just amazing. He got discharged from the hospital just 10 days after the transplant (when they told us to expect 3-4 weeks) and was already riding down slides at the park the same day!



Laura has been in quite a lot of pain, but she is recovering well and should be back to feeling like her normal self within 2 months plus a cool scar to show off. Thank you to everyone for the wishes and prayers Everything has played out exactly as we had hoped.

After just 2 weeks, I am back at work again and freaking pumped for it!! The first big project for me to create the Online Course Advanced Bonus Training for the Publishing Accelerator students which will be a 2-3 hour long training taught live at some point in June.

All of my focus will then go back to completely rebuilding AIA from scratch and bringing all the latest and best teachings and strategies to make AIA the best publishing course and most effective "make money online" program in the world! The most important lessons have already been updated now (reviews, launch strategy, topic research). I will wrap up module 5 and then re-build all of modules 3 and 4.



CUSTOMER SUCCESS

BY MARK BANGERTER



- Exciting things are happening in the Customer Success department. We are working on ways to improve Publishing Accelerator coaching.
- With those improvements, we are hiring additional coaches and Rebecca Pierce has been promoted to the position of Publishing Accelerator Account Manager. She will be working closely with the coaching team and tracking student progress, answering questions, and overall helping our students find success in publishing.
- To continue the growth of the coaching team, we are hiring an additional manager for the team.
- We have seen a lot of success with our new orientation call format, and we will be hiring someone new to focus on Orientation Calls.

GET TO KNOW ARMIN MIRZAKHANLOU



If you're reading this, I can tell you I don't have much but what I do have are a very particular set of skills. Skills I have acquired over a very long career. Skills that make me a delight for people like you. If you stop reading now, that will be the end of it...but in case you don't, here are 3-5 bullets describing evidence of my exceptional abilities:

- I can cook 60 second rice, in 59 seconds
- I like to get into pointless twitter arguments, but I do win them every time
- I have eaten 12 breadsticks in one sitting at the local Olive Garden
- And finally, if I don't spend my time scaling ads for PublishingLife - some of which you may have seen - you can find me on gym mats every day trying to come up with unique ways to aggressively hug other men and turn them into pretzels in a sport called Brazilian Jiu Jitsu. I'm a brown belt competitor, which means I'm pretty good at making pretzels.

A few words from Armin's Manager, Christian:

People think I'm the rainmaker at PublishingLife but its actually Armin! Armin manages ALL the advertising at PL, which is more than probably any company in the space. Armin is the guy in the back but he plays such a humungous role in driving revenue for PL. He's constantly launching new ad campaigns, managing budget, tracking all performance, managing the creative team, and he manages the new CRO team. Armin does all the work that I used to do last year, but is way more organized and efficient at it. Having him on the team is amazing and allows me to focus on higher level strategy and put my attention elsewhere in the company where its needed. Armin is a freaking rock-star and deserves a ton of credit for the growth of the company in 2022! Up next is: TikTok ads

GET TO KNOW TONY SCOTT



Yes, I'm THAT guy who always has a smile on his face. Life has taught me that joy is your best weapon to overcome any challenge and laughter gives you strength. If you're negative, I'm going to shower you with positivity and most likely get on your nerves. I'm a veteran film and traditional marketer who has had so many wonderful, even unbelievable, life experiences and travels that I'm grateful for. I'm entering a unique chapter of life where my focus is transitioning from success to significance. I have an amazing son who graduated from college at Syracuse. And, as Oprah says... I'm literally living my best life right now, which includes friends, family, and doing what I love to help others. I'm a foodie, I love to travel, and I am an extreme movie buff. In my downtime, you'll find me bingeing Netflix, exploring new restaurants, on coffee shop adventures, or hanging out with friends.

A few words from Tony's Manager, Cody:

Tony Scott is a newly added coach to the PL team, and he's already been making waves with our students. He has co-hosted several Q&A calls in front of 100s of students and racked up 150+ coaches calls under his belt in the short time he's been with us. He's a stud of a coach and a valued asset to the team. His vast experience from previous careers and ventures shines through his unique style of coaching almost as bright as his smile and warm personality.

GET TO KNOW SHAHMIR NASIR



I'm a person who is obsessed with information technology. I started learning and using computers when I was 6, all those DOS-commands were on my fingertips. My education background is in Business Management but my passion and skillset is IT. I learned all of the Computer Hardwares myself in the late 90s when I was not even a teenager. When I became a teenager, I moved to Software side of things. If I had to skip both Management and IT then I would have been a Cricketer. I am very diversified person with professions. If you don't know already, I have two boys, and only one wife. I have fulfilled a lot of my wishes on my own, and I'm proud of that. My biggest wish is to meet my PL family in person. I know I will sometime, someday, somewhere!

A few words from Christian:

Shahmir was the first employee ever hired at PublishingLife in March 2020 (oh what a month) and he's been one of the most important ever since. Shahmir is the glue that holds PL together! Without him, I'm pretty sure the business would just break. Which is impressive and a little scary at the same time. Shahmir is incredible and we are so grateful to have him!

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!

