



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

Wow! Is it just me or is this year already flying by us? Good news is, we turn the clocks ahead soon which means longer, and warmer days are coming! This month, we will kick off our "learn more about" sessions. These sessions will focus on specific departments as well as areas to help promote professional and personal growth and development. We will begin with a management training session that Pete will lead. The session will be an optional one-hour meeting to learn more about management from an operations level. If there is a specific training you would be interested in, please let me know. Our quarterly meeting is scheduled for April 13th and everyone should have that on their calendar. Looking forward to another great month ahead. Hope everyone has an awesome and productive month ahead!



HAPPY BIRTHDAY!



Jordan Edwards
March 1st



Janine Hunka
March 13th



Brady Owen
March 21st



Katrina Johanson
March 25th

HAPPY ANNIVERSARY!



Celebrating Shahmir for 3-years with Publishing.com



Celebrating Brian for 2-years with Publishing.com



Celebrating Karman for 1-year with Publishing.com



Celebrating Mark for 1-year with Publishing.com



Celebrating Sandy for 1-year with Publishing.com



Celebrating Erik for 1-year with Publishing.com

WELCOME TO THE TEAM



Jeff Marcoux
Ad Hoc Content Lesson Creator



Hayley Clare
Personal Coach



MUSINGS FROM OUR COO

BY PETE SRODOSKI



Hey team!

Wow, it's hard to believe, but February is already over with!!

Overall, this month saw our company trudge through some bad luck and still come out rather clean!! Our lack of revenue growth was stymied to ad and finance issues but we still did really well considering!

Additionally, there were a lot of major accomplishments: Charlotte knocked out the webinar #2, Nick was able to negotiate a stronger cash reserve, we hired a new Senior Full Stack Engineer to replace Jordan (who will be moving on in late-March), Becky and I have been focused on getting our compensation and performance review programs established, and so much more!!

I was grateful for the opportunity to chat with a number of you in detail to better understand your roles, your experience here, and receive advice on how to improve. As a result of those calls, we scheduled a bi-weekly Operations meeting so our teams aren't quite as silo-ed.

Lastly, we also saw baby Tristan arrive, which has been long expected--and boy is he cute!

March is going to be a heck of a month--and I am SO EXCITED to see what this team can do over the next 31 days!

Thanks team!!

Pete



***Keep up
the great
work!***



ACCOUNTING

BY NICHOLAS DOULAVERIS



- We significantly improved our Stripe reserve terms this month. We maintained an industry low dispute rate, improved our relationship by maintaining a continued dialog, moving 100% of volume into stripe, adding affirm & link to checkouts.
- We have begun our transition into new corporate cards with \$1MM limit. This will give us the ability to improve cash back into the business and improve cashflow for the business.
- Affirm and Link have been added to checkout process.

PRODUCT

BY MEL MADSEN



- We are expanding out content creation team - applications are open to everyone! Please visit our Notion page & fill in the form to the apply for lessons.
- We're working on a PA dashboard which has made good progress, this aims to combine PA + AIA, giving PA students an even greater experience!
- The 100 book topic bonus has been updated there were a few links that stopped working
- TFS audiobook files updated on Authors Republic - all should be approved & live soon (fingers crossed). We do have an exciting update on this which we'll share once it's complete!
- Lesson briefs for content creation are live and on Notion - we're super excited to get our lesson production line going! Kat & Ed have done a great job so far.
- A big thanks to Ed for putting the AI bonus together, he's been amazing!
- Any student that purchases PA from TFS funnel will get a never before seen bonus ----> a lightening fast version of AIA. This bonus is about 2 hours long, but it summarises the whole course, saving the student around 20 hours. Super valuable! Thank you Cody for recording this.
- PA dashboard has been updated with the new coaches - welcome to PA!
- Created a 99Designs Step-by-Step tutorial for students including a \$30 off their first order



IT OPERATIONS

BY SHAHMIR NASIR



- Critical Data Backup process is implemented, which will take regular backups of critical software and services
- Company's important email accounts have a backup protection in place
- Executive / Strategic Team Devices have Internet Security Protection from Malware/Spamware/Viruses
- New dashboards were added to "Hubspot Master Dashboard"
- New Company address is updated on all our Software and Services



HUMAN RESOURCES

BY BECKY SYLVERA



- 1st Quarter Employee Survey: We had 60% participation with a 91% employee net promoter score. We will have another survey in 2nd Quarter and hoping to see improvement. Our goal is to have 75% participation with a 95% employee net promoter score.
- Rippling Workflows: Several workflows have been built out in Rippling. All employees should see daily notifications for anyone who is out on PTO, has a birthday or has a work anniversary.
- March Pay Periods: March 1 - 15 will be paid on March 20. March 16 - 31 will be paid on April 5.
- Insurance Open Enrollment (US Employees): Our insurance benefits renew on April 1. Therefore, information about any benefit plan changes, etc. will be shared in early March. Open enrollment will be from March 8 through March 24.
- New Addition to the Team! Please welcome Michael Baumer to the Publishing.com team. He will be the Senior Full-Stack Engineer. He starts employment on March 6.

CUSTOMER SUPPORT

BY CHURCHILL ADOGA



This month came with some solid strides for us at Support. Here's a sneak peek of what we accomplished!

- We attained a 22% ticket deflection rate with our self service tools. Our combo of help articles, Custom bots and newly introduced resolutions bots are firing on all cylinders and actively helping the company cut costs. This is huge for us at the team level and the company level.
- The Support team consistently hit all KPI numbers, greatly dominating the response time expectations and quality assurance score benchmark. Shout out to Dan, Sandy, Kayla, Sierra and Elizette for their excellence.
- Our new QA scorecard went live this month. Now we have a more detailed and student-focused rubric that enables agents provide the best care to our community while also ensuring that they have a clear understanding of our standards.
- MIT 1 Accomplished. In the spirit of saving the best for last, we completed our first MIT item by checking off product tours as the last set of automation we created. We have lots of optimization to do but the initial setups are complete.

Team shout-outs!

Thanks to Sandy, Team Eagle Fang got the coolest team shirts and took some epic team photos. You're amazing Sandy and we appreciate you putting that together!



MARKETING & SALES

BY MARK BANGERTER



February saw some ups and downs in the Marketing department.

- We concluded our test of the \$997 webinar at the very end of January and went back to the \$1,995 partner webinar offer.
- We really wanted to see if the \$997 price point and now we know the answer.
- We are still working on our new ads account and seeing some slow but good progress there.
- We had a massive win on the CRO side of things with a new webinar registration form that gave us a 17% lift in registrations, however, once we implemented it across the board, we saw some technical issues that caused other problems so we had to roll this back.
- We are also slowly working on some other follow up projects that don't take top priority but are still important for us. These include the Book Funnel, Charlotte's Q&A Webinar (Which she knocked out and finished one day before giving birth to Tristan!), and extended email follow ups.
- Priorities #1, #2, and #3 for March are going to be ads, ads, and more ads! Be on the lookout for some awesome new ads from the team.

COMMUNITY SUCCESS

BY ANNAH SMITH



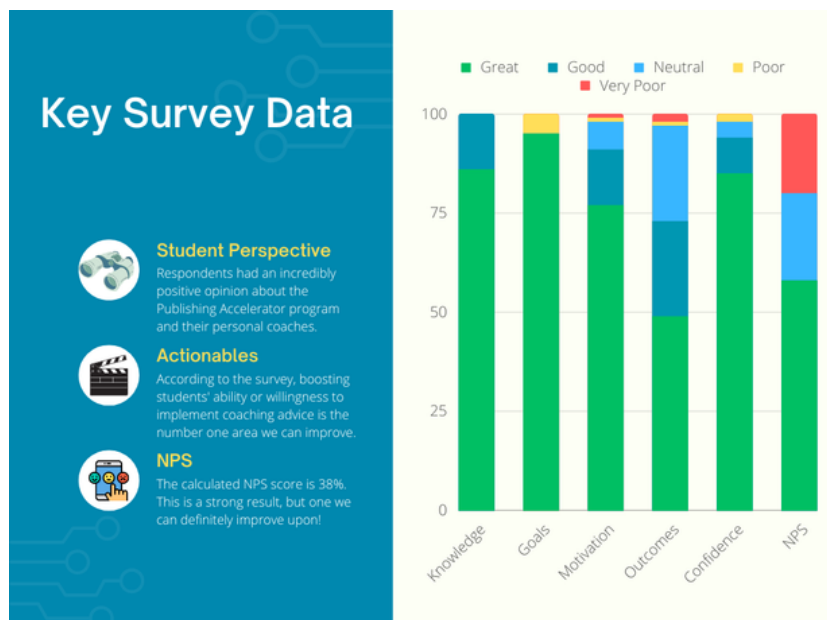
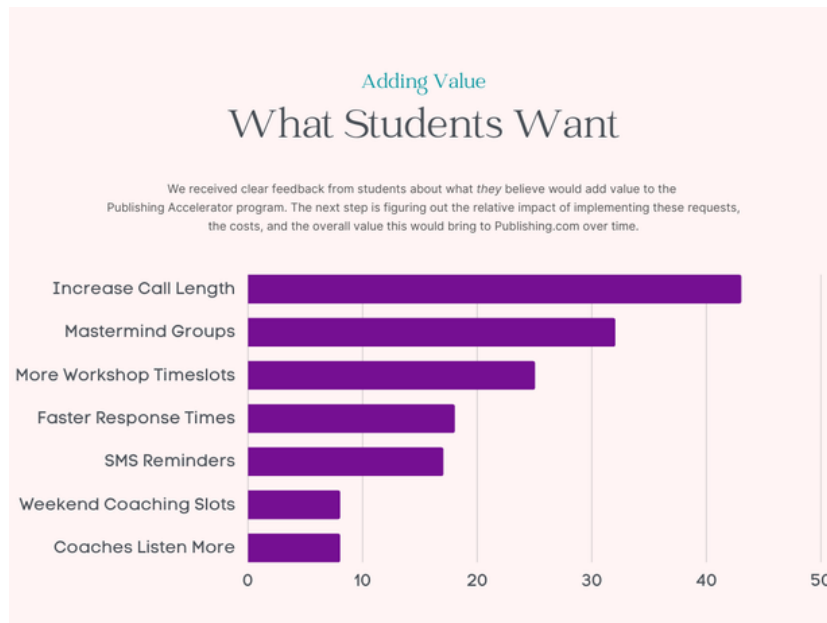
- The Facebook Groups continue to be fun, uplifting, and wonderfully helpful spaces for our students. I'm also continually blown away by how much I enjoy being in our own AIA group even outside of work because of the tone we've all worked so hard to maintain. THANK YOU for continuing to uplevel these communities with us
- Major shoutout to Churchill and the entire support team for seamlessly collaborating on FB group support issues! Finding ways to authentically remove negativity from the group continues to multiply all our efforts and encourage the flood of new students joining daily.
- We've made sure to address every single post, handle all negative posts/comments privately in the DMs, carefully monitor PA discussions, and have Welcome Posts in both groups to consistently tag every single new member who joins, so they know the exact steps to jump right in!
- Shoutout to Yusuf - he's created some FIRE PA testimonials that we're giving away to students interested in PA. It's built some amazing exclusivity and mystery around PA that's been very helpful.
- Our new Clickup Testimonials board is updated almost daily with brand-new student wins - Check it out [HERE](https://app.clickup.com/6648836/v/b/6-900800381413-2) (<https://app.clickup.com/6648836/v/b/6-900800381413-2>)





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

- All of our AIA coaches (and supervisor) have been promoted to Publishing Accelerator! Please give a warm congratulations to Kelli, Kris, Yasmin, Josh, and Janine!
- Jill Stevens knocked out an amazing new Mindset Workshop that will roll out to students in March.
- Coaches are now tracking the Student Success Journey for all students, key data that will be a huge part of how we improve the Coaching program through 2023.
- AIA calls continue to fall off rapidly. We expect to hit single digits by the end of March.
- PA calls are scaling up slowly as student counts increase, and our automations are already showing a positive effect on student activity level! Who knew that bugging people would get them to take action? ;-)
- We completed a broad survey of current, active PA students. See below for some of the fascinating results!





PUBLISHING.COM APPRECIATES OUR TEAM

MARCH SHOUT-OUT TO MARK TANDAN

Mark does such a wonderful job drilling an idea into foundational steps so that it makes sense. I love his creativity, his passion for the business, and how kind he is to the folks that work here.
Thanks, Mark!
~Pete

I've worked at a lot of companies, and every single one lacked the leadership, guidance and wise advice you give; the difference is unreal! Thank you for your presence in every single one of the marketing initiatives. Your care and investment in the Twins and the entire company is so genuine and has a huge impact! thank you for being so awesome!
~Annah

THANK YOU, **MARK**, FOR EVERYTHING YOU DO!
YOUR HARD WORK IS APPRECIATED!
~SANDY

Thanks so much Mark for everything you do! Even if we don't all see it or notice, we do know that you are a MASSIVE contributor to this company's success, so thank you, and keep up the great work!
~Dan

The copywriting mastah!
Thanks for all your help with the Orientation Calls. Without you I wouldn't be making half my income so thank you for making me money! Your work on the webinars is the reason why we can all work here so your impact is huge.
~Yusuf

Mark is awesome! He's always willing to help. He's been an absolute pleasure to work with. We're lucky to have him!
~Karina

Thank you for all you do! We appreciate you!
~Kat

Mark, you have been nothing but a pleasure to work with. Kind, courteous & gentle in approach are a few qualities I would use to describe you. You're respectful of others, their schedules and lives. You can easily build rapport with people, it's just in your nature. People want to surround themselves with you because you're such a good guy! Thank you for making every encounter a positive one!
~Mel

Mark is an amazing member of the team. Very knowledgeable and supportive to all.
~Yasmin

Mark, If I sang the praises of your hard work, I would lose my voice pretty quickly!
~Shahmir

Mark, I am always amazed by your wealth of knowledge! If I could sit with anyone in a room for a day and listen to them talk, it would be you! Thank you for everything you do for the company!
~Rebecca

Mark brings such a unique perspective to the publishing.com marketing team. He's been a huge addition to the team and webinar performance has been amazing these last 12 months.
~Nick

Mark a fellow Canadian residing in our nation's capital Ottawa, is a great co-worker, always happy; look at the big smile on his profile picture. He does a fantastic job, I only hear wonderful comments about him and his work.
~Stefan

Mark thank you much for always providing such insightful information in our meetings you are appreciated!
~Sierra

Mark, I am so happy to have had the pleasure of meeting you in person. You are a genuine and amazing person, and I am so lucky to work with such a wonderful person! Thanks for all you do!
~Stella

Mark, I've read so many of your copies/emails to know how much of a copywriting genius you are. I appreciate your unique ability to use words as tools to convey information and drive people to action. Thank you for your expertise and your unique insights. In the few instances where I've worked with you, it's been nothing but a pleasure and I look forward to collaborating even more.
~Churchill

On top of having an amazing name, Mark is a stealthy marketing ninja and probably one of the most brilliant marketers I have ever met (and I have met several brilliant marketers in my day.) A lot of people here at Publishing.com may not have had the chance to chat with Mark, and he stays fairly quiet for the most part. But when he does talk, make sure you are listening. He is constantly dropping value bombs of knowledge and he won't steer you wrong.
~Mark B.

Mark, where to even begin!! Besides being the most pleasant person in the world to talk to, you've been Christian's secret little webinar weapon that no one else has access to, giving us the biggest unfair advantage in the world! You're so incredibly selfless and put so much time and care into helping OUR business grow - So all I can say is thank you Mark, you're the f*cking man.
~Rasmus



PUBLISHING.COM APPRECIATES OUR TEAM

MARCH SHOUT-OUT TO KAYLA SOLIZ

Kayla has such a kind demeanor. She quietly kills it, is always a positive voice, and is willing to do anything to help out her team! I am so impressed with what Kayla does for our company each and every week!
~Pete

Kayla, you're a ray of sunshine no matter the day, and I'm so thankful for you!! Appreciate all the amazing work you do in the community and ways you assist across the company with a contagious cheerfulness that makes everyone's days better. Thank you for being so kind and helpful always!
~Annah

Kayla! You are such a wonderful person and a real joy to work with! The Support Team is lucky to have you! Thank you for all of your efforts, commitment, willingness to help and positivity!
~Sandy

Kayla, You rock star! We're so happy to have you on the team with us, and you have been nothing but a blessing since day one! Your kindness and professionalism radiate like no other! Keep up the amazing work and I'm so excited to see how far we can all go in this company! Keep on rocking!
~Dan

Kayla, we wouldn't have a full support team without you and I would definitely be lost! Your responsiveness and support for literally everything is unparalleled! Thank you for what you do for this company!
~Yusuf

Kayla is awesome! Puts students first, is always willing to help and we love her!
~Karina

Thank you for all you do! We appreciate you!
~Kat

★
Kayla - You are a ROCKSTAR!
~Stella

Hardworking, committed and actively trying your best to give the students a great experience! Keep it up
~Mel

Kayla is awesome, she is very helpful to our students and coaches and I love her daily posts in Slack.
~Yasmin

Kayla, With you in our customer service department, I know our customers are in good hands.
~Shahmir

Kayla, You are a force and every student that you grace with your presence is incredibly lucky! Thank so so much for not only being support for the students but always being there for the team! You rock!
~Rebecca

Kayla is always at the top of her game! She's reliable, hardworking and most of all she cares about every student she comes in contact with. She's been an amazing asset to the support team!
~Nick

Kayla is awesome, she's always happy and very responsive. She's doing an amazing job supporting our students!
~Stefan

Kayla, you are so sweet! Thank you for all you do in customer support we love and appreciate you!
~Sierra

From what I have seen with Kayla is that she is constantly going above and beyond to serve our students. They have nothing but good things to say about her. She is truly an asset to our team.
~Mark B.

Kayla, You're quite simply the definition of an A Player. It's no secret that you have some of the best numbers on the team in terms of KPI. But this shoutout is not about your numbers. It is about the person that you are. Thank you for being such a kind, warm and intelligent individual who do not back down from responsibilities, yet approaches every situation with a calmness that is both inspiring and refreshing. You have brought so much value to the team and Customers and I appreciate all that you do. Thank you!
~Churchill

Thank you for always providing such a positive energy within the company, but more importantly, treating our customers (and soon-to-be customers) to a great experience. That first impression people have goes a long way eventually convert them into paying customers, so keep it up! Thank you so much!
~Rasmus

WE APPRECIATE YOU!

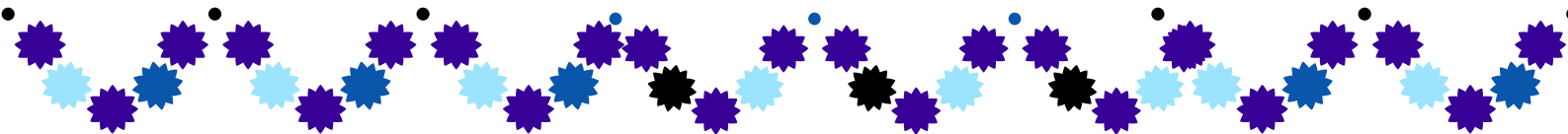
You're Awesome, THANK YOU!

PUBLISHING.COM WELCOMES THE NEWEST MEMBER TO OUR FAMILY

Welcome

Congratulations

Christian
&
Charlotte



Happy Employee
Appreciation Day!

Thanks for all your hard work.



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!

