



## A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

Hard to believe that we are in the 11th month of the year!

That went quick! I wanted to touch upon a few things this month. In the beginning of the year, we implemented a new employee welcome pack. Any new hire from that point was sent a welcome gift. Branding swag is also sent out to employees during specific milestones or other times when asked to send something by your direct manager. I know everyone is eager to get gear, but please know that we do follow a process in sending. Our meet and greet events will take place monthly and will be focused on a specific team building activity that we choose each month to bring the team closer together and get to know each other more. This month, look for an invite to come out soon for the meet and greet that will take place later this month. I hope you all have a great month and a very Happy Thanksgiving!

### HAPPY BIRTHDAY!



**Hannah Coley**  
November 5th



**Dan O'Hern**  
November 8th



**Stella Petrocelli**  
November 10th



**Annah Wyatt**  
November 24th



**Ed Fahey**  
November 25th

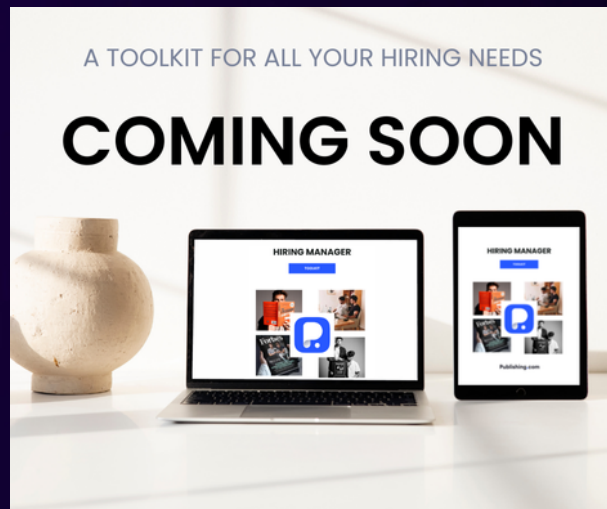


# TALENT ACQUISITION

BY KATIE GARCIA



- Coming soon to Publishing.com is our very own Hiring Manager Toolkit. Launching early November, training dates TBD.



# HUMAN RESOURCES

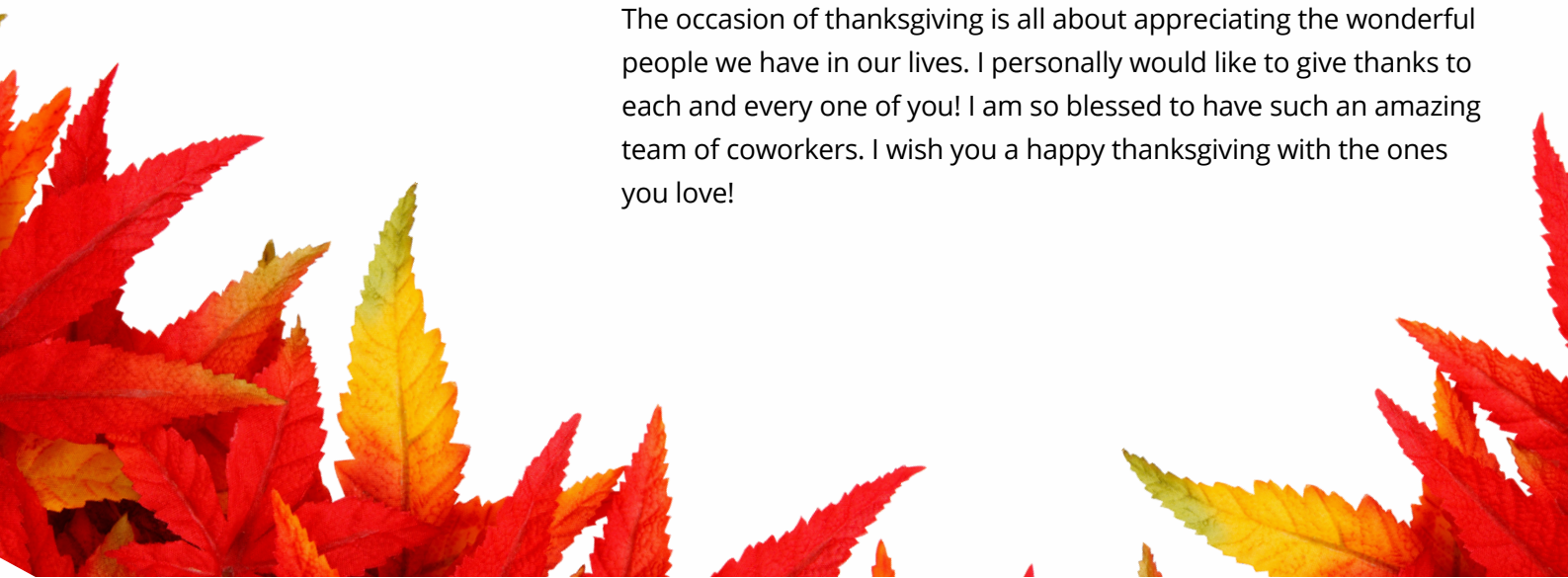
BY BECKY SYLVERA



- The HR team will be busy over the next few weeks implementing new HRIS, Payroll & Talent Acquisition systems. The new systems will be live January 1, 2023. We will communicate updates along the way and provide each of you with any necessary training.
- We are also in the process of building out the Human Resources Team page in Notion with helpful tools for each of you.
- Just a quick reminder to schedule any remaining time off through year end as soon as possible. Time off balances will start over on January 1, 2023.
- To help prepare for year-end tax reporting, I need to ask the following: For US Employees: Please log into Bamboo HR and verify that your full legal name and your Social Security number is listed correctly. For International Contractors: Please log in to Deel and verify that your full legal name and Tax ID# is listed correctly, so your tax documents will be correct. If changes need to be made, please notify me.

## Thanksgiving Blessing:

The occasion of thanksgiving is all about appreciating the wonderful people we have in our lives. I personally would like to give thanks to each and every one of you! I am so blessed to have such an amazing team of coworkers. I wish you a happy thanksgiving with the ones you love!



# PRODUCT

BY MEL MADSEN



- The AIA guidebook is in full swing, we're due to get the final version in the next week or so. We'll then move on to the printing phase. We cannot wait to for students to get these - it will be a game changer for sure! Working through the course, making notes & answering questions about the lessons they're going through will be fun, engaging and educational.
- We're currently working on the Student Success Hub. This will be a featured page on our website where numerous testimonials will be grouped in an "easy to find" way. This will be both motivational and reassuring for current and future students.
- In terms of lessons, we are currently working on (and should complete in the month of Nov/beginning Dec): Low Budget Publishing Masterclass, New Book Title lesson, Amazon Ads lessons with Brian and Facebook Review Method (updates)
- Of course there's a lot more than these updates happening behind the scenes, we're always striving to do better, give more and add value wherever we can! #studentobsessed

# ACCOUNTING

BY NICK DOULAVERIS



- New Customer order form has been implemented and tested for improved sales rep experience and financial reporting.
- We have officially transferred from business to corporate banking with JP Morgan Chase Bank.
- RDR implementation has significantly reduced dispute rate to below 1% in several months.
- Filed a Trademark for "CALM Audiobook process"
- New business AMEX travel card for improved points and benefits related to travel spend.

# MARKETING & SALES

BY ARMIN MIRZAKHANLOU



- This month, the marketing department doubled down on resources to get back our Google ads account. We're seeing early signs of success as some of our campaigns have started spending again and getting AIA sales.
- We've also started optimizing our email marketing efforts with Email Paramedic, an email marketing agency that specializes in conversion-focused emails. To this date, just from one of our email sequences, we've been able to book well over 800 calls for the sales team. Keeping the sales team pipeline filled with leads is top priority.
- Meanwhile, we're continuously testing existing landing pages to discover what levers we can pull to get more sign ups for the free training. For example, it's become apparent that using Income-focused language converts better than using Royalty-focused language.
- Last but not least, we're making improvements on the hiring front as well. We're close to focusing in on candidates for the creative lead, CRO and the compliance officer position.





# COACHING

BY AARON BUCHANAN



## In The Month of October, Coaching...

- had 14 new coaches in training.
- collected data on key performance indicators.
- provided quality assurance feedback to coaches.
- mapped out the department holiday schedule.
- wielded arcane technological powers to create dashboards and spreadsheets for supervisors.
- delivered the Hit List of tasks for coaches to do between calls.
- cheered as some of our finest people successfully completed three major taskforce missions.

## Coming In November

- Training with Rasmus! Get hyped!
- Major updates to KPI forms, feedback, and processes.
- Fine tuning of QA rubric and feedback delivery.
- Special workshop training led by Ed.

## Goals & Focus

We spent most of the last two months building a skyscraper. Now we need to finish the wiring and the exterior. Our team mission over the next quarter is simple - we want to cultivate experts, perfect coaching quality and delivery, and improve our internal communication and processes.

With our amazing team, I know we're going to crush it. Let's goooo!

# IT OPERATIONS

BY SHAHMIR NASIR

BY JORDAN EDWARDS



- Leads Data from EverWebinar to Hubspot for Marketing Campaigns
- Collab with New Email Marketing team for new strategies for Email Marketing Campaigns
- Improved "# Of Meetings Booked" tracking system for all appointment types: Orientation Calls, Success Calls, Kickoff Calls etc.
- Commission Tracking System moved from "Design Phase" to "Build Phase"
- New IT hire in training to help maintain Hubspot.
- Custom Order Form built and launched allowing us to better track payments collected by sales team.
- New AIA to PA Funnel Stats Dashboard available to marketing / sales in HubSpot.





# CUSTOMER SUCCESS

BY MARK BANGERTER



- There are a lot of exciting things happening in the Customer Success Department.
- We rolled out and we are continuing to improve our quality assurance, reporting and performance management for the Coaching team. We will shortly be following suit for our Support and Community Success teams.
- We have 910 students who have enrolled in our PA Early Access program so far which is exciting.
- Finally, so far, we have had 1,733 students publish books for our 7DPC!

# CUSTOMER SUPPORT

BY CHURCHILL ADOGA



- Our new Resolution Bot just went Live. This will help students self-serve and resolve tickets before they happen. We are excited to build this our even further as we move to phase 2 of the project.
- We have a new QA check process in place. In doing so, we can continue to ensure that we are providing the highest standards of success to our customers.
- In building our QA Rubric, we also have a new Support SOP setup to further document the level of support we aim to provide.

## Team Shoutouts

- Elizette achieved a 97% Customer Satisfaction score in the 2nd week of October. Great Job! We're proud of you!
- Dan's full-length book went live this month and is doing some remarkable damage on the Amazon store! Go Dan!

# COMMUNITY SUCCESS

BY ANNAH WYATT



- The Community Success Team has been onboarding and learning so much this past month!
- We're working on a Student Testimonials Form, a Free Facebook Group, a Regular content calendar for all Facebook groups in ClickUp, ClickUp Project Management, and the Feature Request Form (PA) for the Facebook Group.
- Lots of exciting things happening and we love working with our amazing students every day!



# Thankful



IT'S BEEN A CRAZY YEAR FULL OF HOSPITAL VISITS AND SURGERIES FOR TOO MANY OF MY FRIENDS AND FAMILY - I'M BEYOND GLAD EVERYONE SURVIVED AND ALL ARE BACK TO BEING HAPPY AND HEALTHY!  
~KIM P.

I'M MOST THANKFUL FOR MY INCREDIBLE JOB AND THE FACT THAT IT'S PUSHING ME TO PURSUE MY DREAM TO BECOME A SUCCESSFUL PUBLISHER! ALSO, EXTREMELY THANKFUL FOR MY KID'S HEALTH AND WELL-BEING.  
~DAN O.

I AM GRATEFUL TO BE ALIVE. I HAD A HEALTH SCARE THIS YEAR AND AN ACCIDENT THAT COULD HAVE BEEN A LOT WORSE. GOING THROUGH THOSE THINGS HAVE HELPED ME APPRECIATE LIFE SO MUCH MORE.  
~MARK B.

I AM THANKFUL FOR AN AMAZING SUPPORT SYSTEM—FRIENDS, FAMILY, COLLEAGUES, AND A WONDERFUL NEW WORK FAMILY! I WOULDN'T BE ABLE TO SUCCEED IN ANYTHING WITHOUT MY SUPPORT SYSTEM!  
~JOSHUA R.

BEING ABLE TO JOIN THE STAFF OF SUCH AN AWESOME COMPANY THAT HAS DONE SO MUCH TO HELP ME AND CONTINUES TO SUPPORT ME SO MUCH!  
~MERT R.

MY MUM WAS DIAGNOSED WITH COVID AS SHE ARRIVED TO VISIT ME AND SHE WAS VERY ILL FOR A FEW DAYS...BUT ONLY A FEW DAYS. I AM SO GLAD THAT SHE WAS IN A PLACE SHE LOVES AND THAT I COULD LOOK AFTER HER IN THE WAY SHE NEEDED. STRANGELY, IT WAS MAGICAL  
~NICOLA Y.



# Thankful



MY 3-YEAR-OLD DAUGHTER ZARA - SHE WAS HOSPITALIZED EARLIER THIS YEAR AND WAS QUITE SERIOUS. LATER DIAGNOSED WITH A RARE GENETIC DISORDER AND SHE IS NOW ON MEDICATION 3 TIMES A DAY FOR LIFE. WE ARE SO GRATEFUL SHE IS LIVING A FULL LIFE AS AT ON STAGE IT WAS QUITE SCARY OF WHAT THE CONSEQUENCES WERE GOING TO BE.  
~NASER M.

I'M SO THANKFUL FOR MY BEAUTIFUL SON, JACE.  
~KAYLA S.



I AM THANKFUL FOR THE GIFT OF LIFE, LOVE AND FAMILY.  
~CHRISTINE C

I AM GRATEFUL FOR THE FACT THAT I WAS ABLE TO LEAVE MY 9-5 JOB RECENTLY AND NOW CAN FOCUS ON GROWING MY PUBLISHING BUSINESS AND SPENDING TIME WITH MY KIDS.  
~YASMIN A.

PUBLISHING.COM - I LOVE HELPING OTHERS. AS AN AIA STUDENT, I CREATED A FB GROUP THAT HAS ENABLED ME TO HELP SO MANY PEOPLE! TODAY, AS A COACH, I HAVE A CAREER CENTERED AROUND HELPING PEOPLE REACH THEIR GOALS. THIS IS A DREAM COME TRUE FOR ME.  
~KATRINA J.

I AM MOST THANKFUL FOR CHARLOTTE (AND OUR SON COMING SOON)  
~CHRISTIAN M.



MY FAMILY, BOTH NATURALLY AND HERE IN THE COMPANY.  
~DENNIS W.

IMPROVING MY MENTAL HEALTH IS WHAT I'M MOST THANKFUL FOR! WORKING ON MYSELF AND HAVING A GREAT TEAM AT WORK AND IN MY PERSONAL LIFE HAS HELPED ME HAVE A LOT MORE GOOD DAYS! BLESSINGS TO ALL YOU BEAUTIFUL PEOPLE!  
~ELIZETTE Z.

BE grateful





# Thankful



FOR MOVING TO COSTA RICA WITH MY AMAZING HUSBAND, CAM, AND LIVING AN ADVENTUROUS LIFE TOGETHER. I AM SO GRATEFUL FOR OUR PARTNERSHIP, OUR FRIENDSHIP AND THAT I GOT TO MARRY MY BEST FRIEND. I KNOW THAT TOGETHER, WE CAN DO ANYTHING!

~KACY S.

THIS IS SINCERE... JOINING THIS AMAZING COMPANY FILLED WITH BEAUTIFUL INDIVIDUALS AND GETTING TO BE A PART OF A COMPANY THAT CHANGES LIVES OF SO MANY PEOPLE. JOINING THE P. TEAM WAS A GOAL OF MINE AS A STUDENT BECAUSE OF THE KIND AND COMPASSIONATE COACHES I CAME INTO CONTACT WITH AND I WAS SO THRILLED TO BECOME A PART OF IT!

~NICOLE B.

I AM GRATEFUL FOR THE OPPORTUNITY TO WORK WITH THE BEST ORGANIZATION I HAVE EVER BEEN A PART OF, PUBLISHING.COM. ALTHOUGH IT IS A COMPANY IT FEELS MORE LIKE A FAMILY, AND EVEN THOUGH THEY ARE MY BOSSES, CHRISTIAN, RASMUS, CHARLOTTE, AND MARK FEEL MORE LIKE PARTNERS AND FRIENDS. I AM SO BLESSED TO GET PAID TO SERVE STUDENTS BY INTRODUCING THEM TO THE PROGRAM, DOING INTERVIEWS TO ASK HOW THE MOST SUCCESSFUL HAVE DONE IT, AND FINDING WAYS TO IMPROVE STUDENT'S EXPERIENCE EVERY SINGLE DAY.

~YUSUF V.

THIS YEAR, I AM MOST THANKFUL FOR MY BOYFRIEND AND CHOSEN LIFE PARTNER, CASEY. MY JOURNEY TO DISCOVER REAL LOVE HASN'T BEEN EASY AND CAME WITH MORE HEARTBREAK THAN I EVER EXPECTED. BUT I'M THANKFUL FOR HIS LOVE THAT IS PATIENT, KIND, AND ACCEPTS ME FOR WHO I AM. IT'S A LOVE THAT HAS CHANGED MY LIFE AND MADE ME A BETTER WOMAN.

~AMY K.

I AM BEYOND THANKFUL FOR MY JOB HERE AT P.COM BUT MORE SO, \*COMMUNITY\*. BEING SURROUNDED BY LIKE MINDED PEOPLE, DRIVEN TO BE SUCCESSFUL, SUPPORTIVE AND ENCOURAGING IS MOTIVATIONAL EVERY SINGLE DAY. I FEEL BLESSED TO BE APART OF THIS TEAM!

~MEL M.



# Thankful



I AM THANKFUL FOR ALL OF THE TRIALS AND TRIBULATIONS THAT LIFE HAS THROWN AT ME BECAUSE WITHOUT THEM – I AM NOTHING!  
~KARMANJOT H.



MY FAMILY  
~NICHOLAS D.

I AM SO BEYOND THANKFUL FOR FAMILY. OVER THE LAST YEAR OUR FAMILY HAS BEEN THROUGH OUR SIDE THROUGH ALL THE BIG CHANGES, MILESTONES AND CELEBRATIONS. WITHOUT FAMILY IN YOUR LIFE, LIFE IS A JUST A LITTLE BIT LONELY AND BLAND.  
~CHARLOTTE M.

I AM MOST THANKFUL FOR MY LOVING FAMILY! I AM TRULY BLESSED!  
~BECKY S.



THIS HAS BEEN A BIG YEAR. I AM MOST THANKFUL THAT I WROTE A BOOK, AS ME, AND MY WORDS IMPACTING LIVES.  
~JILL S.

Thankful  
Grateful  
Blessed





I AM THANKFUL FOR FAMILY. A FEW MONTHS AGO, MY MOTHER HAD 2 STROKES AND BROTHER HAD AN ACCIDENT (BOTH LIFE-THREATENING). NOT ONLY DID FULL RECOVERY HAPPEN FOR BOTH OF THEM WITHIN WEEKS, IT APPEARS AS THOUGH NONE OF THESE EVENTS OCCURRED AND ARE JUST FAINT MEMORIES. MIRACLES! IN LINE WITH THE THEME OF FAMILY, I AM ALSO THANKFUL FOR MY PL FAMILY AND ALL THE NEW HIGH'S WE ACCOMPLISHED TOGETHER THIS YEAR. WHAT A BLESSING 2022 HAS BEEN!  
~CHURCHILL A.







# Thankful



I AM GRATEFUL TO STILL BE ON MY LIFE JOURNEY. HAVING BEEN TOLD IT WAS UNLIKELY I WOULD SEE EASTER, I JOINED AIA TO CREATE A BUSINESS THAT WOULD LOOK AFTER MY FAMILY WHEN I WAS GONE.



MISDIAGNOSIS AND I'M STILL HERE! MY JOURNEY CONTINUES WITH MY NEW FAMILY AT PUBLISHING.COM AND I AM ABUNDANTLY GRATEFUL. I NEED TO MAKE THE MOST OF MY LIFE AND THIS COMPANY HELPS ME TO DO THAT, WHICH HELPS MY FAMILY TOO. I CAN SEE MY GRANDBABIES!! GRATITUDE IN MY ATTITUDE EVERY DAY.

~HAYLEY C.



I AM MOST THANKFUL FOR THE HEALTH OF MY SON, MY WIFE, AND MYSELF. FINN NEEDED A LIVER TRANSPLANT AND LAURA WAS ABLE TO DONATE A PIECE OF HER LIVER SO THEY BOTH UNDERWENT MAJOR SURGERIES ON MAY 9TH. TODAY THEY ARE GOOD AS NEW AND WE EXPECT FINN TO LIVE A 99% NORMAL LIFE GOING FORWARD. I COULDN'T WISH FOR MORE THAN THAT. ONE OF MY FAVORITE QUOTES - "A HEALTHY MAN HAS A MILLION WISHES, A SICK MAN ONLY HAS ONE". I'VE FELT THE TRUTH OF THIS STATEMENT MANY TIMES!

~RASMUS M.



NOT A DAY PASSES BY THAT I DON'T COUNT MY LUCKY STARS TO HAVE JOANNE IN MY BLESSED LIFE. EVEN THOUGH SHE'S BEEN MY WIFE FOR 31 YEARS, SEEING HER SMILE IS STILL MY FAVOURITE THING IN THE WORLD, SHE BRIGHTENS MY LIFE WITH HER PRESENCE. I'M THANKFUL FOR THE MOST AMAZING 3 SONS A DAD COULD HAVE, FOR THE MEMORIES WE'VE HAD THE OPPORTUNITY TO GIVE EACH OTHER AND I'M GRATEFUL FOR THE MEN THEY HAVE BECOME.

~STEFAN H.



# Thankful



I AM MOST THANKFUL FOR THE OPPORTUNITY TO BECOME A PART OF THE PUBLISHING TEAM. I WAS ON THE FAST TRACK TO SETTLING DOWN WITH THE TYPICAL AMERICAN 9-5 CORPORATE JOB. HOWEVER, I HAD MY SECOND CHILD IN JUNE AND SOMETHING CHANGED IN MY MIND. I KNEW I DIDN'T WANT TO BE AWAY FROM BOTH OF MY CHILDREN FOR HOURS A DAY. I WOULD MISS OUT ON SO MUCH. I ALSO KNEW WE COULDN'T AFFORD FOR ME TO BE A STAY AT HOME MOM AND ONLY RELYING ON MY HUSBAND'S INCOME. I WAS DETERMINED TO CHANGE THE COURSE OF MY CAREER PATH NO MATTER HOW DIFFERENT OR SCARY IT SEEMED AT THE TIME. THANKFULLY I CAME ACROSS THIS AMAZING COMPANY AND I WAS GIVEN THE OPPORTUNITY TO WORK HERE. I AM THANKFUL FOR BEING ABLE TO BE PRESENT IN MY CHILDREN'S LIFE WHILE THEY GROW UP. WE ONLY GET A FEW SHORT YEARS WITH THEM BEFORE THEY START SCHOOL AND START TO THINK THAT THEIR PARENTS AREN'T "COOL" ANYMORE. I AM THANKFUL FOR THE FAMILY HERE AT PUBLISHING.COM AND THE STUDENTS OF AIA FOR MAKING MY DREAM A REALITY.

~SHELBY L.

I'M THANKFUL TO HAVE AN AMAZING FAMILY WHO KEEP ME ON MY TOES EACH DAY! I AM GRATEFUL TO WORK FOR A COMPANY WHO TRULY CARES ABOUT THEIR STAFF AND SHOW IT EACH DAY! I AM SO BLESSED!

~STELLA P.



I'M SO THANKFUL FOR PUBLISHING COMMUNITY HERE, JOINING THIS COMPANY HAS TRULY BEEN MY BEST CAREER DECISION. VERY HAPPY TO BE SURROUNDED BY LIKE-MINDED, KIND AND COMPASSIONATE PEOPLE WHO ARE DRIVEN TO SUCCEED.

~ANNAH W.

**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!**

