



Hello October



A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

Summer came and went and here we are getting ready for the leaves to fall. I hope you enjoyed your summer and had a chance to breath in the ocean air a few times. On September 23rd Rasmus, Christian and Charlotte will host another Meet and Greet event on Zoom. All new staff members are encouraged to attend but any staff member is welcome to join! Our next quarterly meeting is on October 6th, and you should have received a calendar invite for this. Busy and exciting month ahead! Please reach out if you need anything, I am always available if you need anything! Have a great month!



HAPPY BIRTHDAY!



Ernesto Guillermo Leal
October 4th



Nicole Boots
October 9th



Robert Paisley
October 14th



Kayla Soliz
October 20th



Yasmin Akhtar
October 20th



Mark Tandan
October 21st

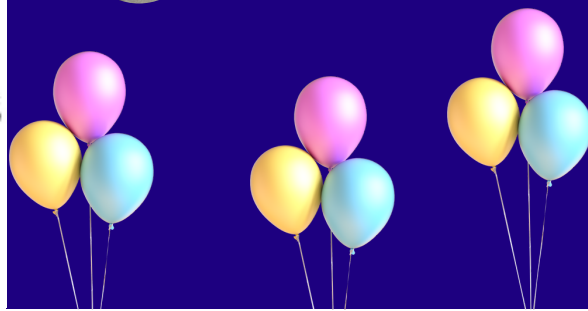


Adrian Mahdian
October 26th

HAPPY ANNIVERSARY!



Celebrating Kim for 1 year with Publishing Life





MUSINGS FROM OUR COO

BY CHARLOTTE MIKKELSEN



Hi everybody and welcome to October! For this month's update I want to talk about something that's been top of mind for us for the last month... and that is gratitude. Some of you know it has been a crazy month for Christian and I because of our wedding, our dogs and the pregnancy and honestly if it wasn't for all of you here at publishing.com [yes, I can finally say that now] we wouldn't have made it through the month. Thank you all for being an incredible team and holding down the fort while we've had so many personal things to deal with. This truly is a testament to how wonderful the people are here and you all rock! It's moments like this where your dog gets sick, or you get sick and you realize nothing else matters other than your Health and the people around you.

On another note, happy webinar launch! After a grueling two months of working around the clock we are so excited to announce the new compliant webinar that Christian has been working on. Thank you to everybody that has banded together and put in extra hours over the weekend to make sure that we were ready for launch today!!! This marks a pivotal moment for the company as we move toward the vision that we've always seen for publishing.com. LET'S GET IT!

MARKETING & SALES

BY ARMIN MIRZAKHANLOU



- As we show our ads across different platforms - mainly Google, Facebook and Bing - our processes become more complex.
- When it comes to Facebook, we've started working with an agency that has not only whitelisted our advertising account to make sure we stay compliant but has also started generating AIA sales. The goal for the next 30-60 days is to run all ads inside our own Publishing account and spend more per day...all while remaining compliant and building a great relationship with Facebook.
- For Bing search, we've hired a part-time Search ads specialist who's going to help us scale.
- For Google, our goal remains to bring back our own advertising account to life so we can keep crushing it. Simultaneously, we're starting to run ads on a separate advertising account as well.
- Last but not least, the marketing department is optimizing its ClickUp processes. Over the next 30 days, our copywriting processes specifically will allow us to churn out more ad messages in less time.
- **Exciting times!**



PRODUCT

BY RASMUS MIKKELSEN



- New Amazon ads lessons created by the amazing Ad God Brian Chang are on their way!
- The Publishing Accelerator community has been moved over to Facebook and it's been such an improvement in engagement and community building so far. The new Publishing Accelerator dashboard is live for all early access PA students.
- Module 1 videos have gotten the new AIA design, curse words have been removed and they've been sped up by 15% to make them a bit easier to consume.
- New AIA Guidebook is almost ready to go!
- We had 3 AIA dashboards to accommodate the different bonuses students had, but we have now consolidated that into one dashboard. So much easier to manage this way!
- New bonuses added to AIA: Top 100 Book Topics, Quality Assurance Check. There are 2 more coming, but they are not ready yet.

ACCOUNTING

BY NICK DOULAVERIS



- We purchased a publishing business!
- We established a marketing company Vanilla Marketing Services, Inc.
- Upgraded our banking relationship to corporate banking. This will allow us to take advantage of all the best things Chase has to offer. We'll get a customizable approach to banking to maximize our banking opportunities.
- We implemented Rapid Dispute Resolution to reduce disputes and improve our merchant relationships.
- Prepared and paid Quarterly estimated tax payments.

COMMUNITY SUCCESS

BY HANNAH COLEY



- Big changes to the team this month as we automate welcome calls and hand over Accelerator Orientation calls to the coaches.
- We are dedicating this extra time to the community, therefore, changing our team's name from Student Experience to Community Success!
- With this new change comes a new manager who we know will be fantastic and is already part of the family. Please welcome Annah Wyatt!
- Hannah will be stepping into a new role as an accountability coach.



COACHING

BY AARON BUCHANAN



Projects/Tasks Accomplished

- Added a document specialist, Robert Paisley, to the team!
- Promoted Kelli to AIA coaching supervisor.
- Promoted Nicole to PA coaching supervisor.
- Fourteen new coaches in training right now.
- Three major task forces crushed all expectations...
 - AIA dashboard audit
 - KPI and performance management
 - DFY topics
- Massive streamlining and Slack channel updates.
- SOP suggestion/collection form now live!
- Official FB posting schedule shared and active.

Coming Soon

- Ramping up SOP documentation.
- Ironing out kinks in the DFY process.
- QA on calls starts next week!
- Assembling the 3rd PA team before the end of October.

CURRENT TEAM ORG CHART

Sr Coaching Manager Aaron Buchanan						
Training	AIA	PA Coaching Supervisor		Publishing Accelerator	PA Coaching Supervisor	Expert Coach
Coaching Trainer Cody Smith	AIA Coaching Supervisor Kelli Blocher	PA Coaching Supervisor Tony Scott	PA Coaching Supervisor Nicole Boots	PA Coaching Supervisor	PA Coaching Supervisor	Expert Coach Brian Chang
Trainee Coaches Brandon Villafuerte	Junior Coach Haley Clare	Accountability Coach Rebecca Pierce	Accountability Coach Hannah Coley	Accountability Coach	Accountability Coach	Expert Coach Ed Fahy
Trainee Coaches Naser Mahmood	Junior Coach Janine Hunka	Junior PA Coach Adrian Mahdian	Junior PA Coach Christa Ynosencio	Junior PA Coach	Junior PA Coach	Personal Coach Kim Petersen
Trainee Coaches Rob Ceredes	Trainee Coach Kristopher David	Junior PA Coach Dan Stein	Junior PA Coach Dennis Woolbridge	Junior PA Coach	Junior PA Coach	
Trainee Coaches Kacy Singh	Trainee Coach Yasmin Akhtar	Junior PA Coach Karman Hajrah	Junior PA Coach Stefan Hettich	Junior PA Coach	Junior PA Coach	
Trainee Coaches Ellis Fasani	Trainee Coach Josh Gerson	Junior PA Coach Karina Sanchez	Junior PA Coach Katrina Johanson	Junior PA Coach	Junior PA Coach	
Trainee Coaches Joshua Rivedale	Trainee Coach Jill Stevens	Junior PA Coach	Junior PA Coach Anthony Clare	Junior PA Coach	Junior PA Coach	
Trainee Coaches Ernesto Leal	Trainee Coach Shelby Luzius					
Trainee Coaches Neysa Joseph-Orr	Trainee Coach					
Trainee Coaches Mert Russo	Trainee Coach					
Trainee Coaches Nicola Young	Trainee Coach					
Trainee Coaches Isaac Keith	Trainee Coach					



CUSTOMER SUCCESS

BY MARK BANGERTER



- There have been a lot of exciting things happening in the Customer Success department and I don't want to steal too much of the thunder from my teams, so I will keep it pretty high level.
- Annah Wyatt just started as the new manager of our Community Team! We are excited to have her on board. She will be replacing Hannah who is moving over to the Coaching Team as a new Accountability Coach! Congratulations Hannah and welcome Annah!
- We are consistently adding new students to our Early Access PA Coaching. We are still calling it Early Access because not all of our existing students are currently enrolled, but we are over 600 students now in the new coaching format.
- Our support team made the switch over Intercom and we are already seeing massive results just from switching. It's a better experience for the team and for our students.

CUSTOMER SUPPORT

BY CHURCHILL ADOGA



This was a big month for the Support Team in a lot of ways!

- We moved our ticket handling platform from Hubspot to Intercom. We are already seeing a lot of improvement with ease-of-use for Reps as well as improved experience for students. It was indeed a successful rollout.
- The Team launched the new Help Centre ; help.publishinglife.com. This was an all-hands project that saw every member of the team putting in an impressive amount of work to create highly informative help articles. Well done Team!
- With the switch to intercom, we recorded our best First Response Time at 28 minutes yet (in the last week of September). While this may be largely due to dropping ticket volume, the smoother intercom interface played a big part and we look forward to beating that as we scale.
- Thanks to the Tech Team, the Trustpilot collection and fulfilment process has been majorly automated. Now we can collect reviews and give students and extra call by simply clicking a button in hubspot.
- The Support HQ in Notion finally has some action! We're moving all training materials and team documents over to Notion and our announcement and leaderboards are new resources that will really help the Team develop.

Up Next?

- Resolution bots
- Quality Assurance program.



IT OPERATIONS

BY SHAHMIR NASIR

BY JORDAN EDWARDS



- Impact Webinar Funnel is ready to go Live by 2nd Oct. New Sales Page, New Branding
- Company's Public Website is rebranded with new name and new logo
- Product Dashboards are updated with new branding
- New ToS, Privacy Policy, DMCA Policy and Full Disclosure pages on website/funnel
- Additional Emails are assigned to all employees with new domain (Publishing.com)
- New and Improved Sales Team Disposition System... allows us to track the status of all Success Calls very easily!
- Payment Account tracking setup for custom payment plans allows us to collect more money owed.
- Attendance tracking system for coaching calls. We can track students that are taking action through our program.
- New reporting available in HubSpot for multiple teams including Coaching, Sales and Accounting

HUMAN RESOURCES

BY BECKY SYLVERA



Reimbursement Requests - Policy Change

You will only have 30 days from the purchase date to submit reimbursement requests.

Our Team is growing so fast!

- We added 14 in September. Our employee count is up to 70!!

GET TO KNOW DAN O'HERN



I'm an American born and raised but love traveling to different countries when possible. I've lived in the U.S., Canada, and France. This summer we'll be moving across to the ocean to live in France indefinitely. This is possible because of this wonderful company you may have heard of called Publishing.com. I've always loved creating things whether it be building, drawing, designing, and especially a future for my two kids Liam and Ava. Speaking of creating, I'm about to launch my first big book with the help and guidance from AIA and have every intention of joining that 10K club to be able to travel easily around the world to provide a life for my kids I never had and always wanted! Thanks Publishing.com! (A.K.A. P-dot)

A few words from Dan's Manager, Churchill:

Dan is a true rockstar!

The level of care, empathy, and work ethic he exhibits is simply remarkable. Ever since joining the team, he has continued to provide excellent experiences to our customers, and he goes above and beyond to ensure that people get the best possible resolution. His attainment of the "Great Freaking Attitude" award clearly indicates the light he spreads to everyone around him. Thank you for your incredible work Dan. Never stop shining!





WELCOME TO THE TEAM!

You're going to like it here.



Nicola Young
Trainee Coach



Mert Russo
Trainee Coach



Joshua Rivedal
Trainee Coach



Ellis Fasani
Trainee Coach



Neysa Joseph-Orr
Trainee Coach



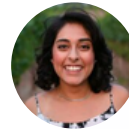
Ernesto Guillermo Leal
Trainee Coach



Isaac Keith
Trainee Coach



Brandon Villafeurte
Trainee Coach



Kacy Singh
Trainee Coach



Robert Cerecedes
Trainee Coach



Naser Mahmood
Trainee Coach



Matt Diaz
Orientation Call Specialist



Robert Paisley
SOP Development
Specialist



Annah Wyatt
Manager, Community



Boss's Day is October 16th! Take time to thank your Boss for their leadership! Let them know you appreciate them!

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!

