



## 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!



Aaron Buchanan  
September 12th



### HAPPY ANNIVERSARY!



Celebrating Churchill  
for 2 years with  
Publishing Life



Celebrating Nick  
for 1 year with  
Publishing Life



Celebrating Armin  
for 1 year with  
Publishing Life



Celebrating Daniel  
for 1 year with  
Publishing Life



Celebrating Rebecca  
for 1 year with  
Publishing Life



Celebrating Samaria  
for 1 year with  
Publishing Life



# MUSINGS FROM OUR COO

BY CHARLOTTE MIKKELSEN

Last week I put together my top lessons learnt at Grant Cardone's event (its in the news & announcements channel if you missed it). The night before that event took place, our friend introduced us to a show called "Undercover Billionaire" and Grant Cardone happens to be in Season 2 of the show. The premise of the show is that 3 entrepreneurs have 90 days to start a business that is worth 1 Billion Dollars. The catch is they have to lie about their identity, they get dropped off in a random city, and only have \$100 dollars to their name. It was a great show, weaved in with business lessons from 3 successful entrepreneurs. What I enjoyed most about it though, was seeing how raw and uncomfortable this experience was for them. They had nothing to start with and had to rely solely on their business savvy, and truthfully building relationships and trust around them. I learnt a few things from this show. One: was that you cant do business alone. I guess that applies to life too, its much harder to do things on your own. Grant relied heavily on new relationships around him to help him make it to his final 90 days. Two: It takes real hard work and hustle, but you can hit your goals no matter how ambitious. Just like we are grinding right now to hit our Sept 15 deadline, this show made me realize that not everyone can make it through the grind. You will cry, get angry, break down, and lash out along the way. But you will push through because you know you are SO CLOSE to that goal. Thats what Grant did. And that's what I know we will do as a team! Just a few weeks left guys! Lets get it!

# ACCOUNTING

BY Nicholas Doulaveris



- We have successfully completed our underwriting and negotiation process to significantly reduce merchant fees with Stripe. If we achieve \$100MM in annual revenue we can see a potential savings of over \$1MM annually. This will allow us to significantly reduce wasteful spending and improve our ability to invest in operations
- Began underwriting for increased credit card limit. This will allow us to increase our cash back on all operational spending.
- Significantly improved data flow and integrations into HubSpot. Big shout out to Jordan for his work on synchronizing the data and ensuring clean flows of information
- Implementation of a new ACH Checkout option. This will allow the organization to collect, track and verify payments more efficiently. It also potentially helps customers who dont have enough credit on their CC to process payment.

# PRODUCT

BY RASMUS MIKKELSEN



- New dashboard for PA is 95% done as I write this and should be 100% done when you're reading this. We will make it live to the students in PA asap
- PA student success journey document is done, along with a 18min video for student explaining how to use it
- Mel is working hard to create an EPIC new addition to AIA - The Official AIA Guidebook! It will be a physical book that students will receive when they join AIA that goes hand in hand with the course lessons
- New course lessons in the works from special guest experts - Amazon ads lessons by Brian and Book description lesson by Ollie
- Transcriptions and closed captions have been added to most lessons in AIA now - Product brainstorming sessions was a big hit as we had about 15 members from the team join and share ideas on how to improve different elements of AIA and PA
- Live webinar collab with Prime Corporate Services was a big success - Huge value for students to learn about business entity setup and taxes from an expert
- Student testimonial giveaway is in full force and going really well! By the end of the month we'll have collected over 100 video testimonials from students.
- Starting September 1st, the Q&A calls are getting a big revamp as we are bringing back special segments like student of the month and adding a lot of cool stuff like coach interviews, student interview, live topic specific training, quizzes and more.
- The AIA is getting revamped for the new webinar launch in September with new and updates bonuses. They are currently a work in progress.

# STUDENT SUPPORT

BY CHURCHILL ADOGA



- The Team is getting set to switch to intercom on September 13th. Actions items toward this effort are getting checked off with; All our Macros moved over to Intercom, Intercom Training for reps completed, and our help centre page being developed.
- Sierra Complete her first 30 days with Publishing Life and is actively delivering great support to our customers. We're excited for the awesome Support she will bring to our students. -
- We recorded our all time best Average First Response time (64.9 minutes) and CSAT score (88.1%) this month and look forward to building on this going forward.
- Thanks to every member of the team for the awesome work! We're also wishing Kayla a speedy recovery and cant wait to have her back on and crushing it.



# COACHING

BY AARON BUCHANAN



## Coaching Team Growth and Role Development

After adding 8 coaches in the month of July, we've added 5 more in August - so far! We are seeking out many more talented coaches to join our team, all so we can better serve the student body with increased availability and dedicated service. With the help of Becky and Katie, we plan to add at least 10 more coaches in September alone.

Please welcome Felicia Gammons, Yasmin Akhtar, Jill Stevens, Shelby Luzius, and Naser Mahmood to the coaching team!

Please also give a round of applause for Tony Scott, who is officially our first PA Coaching Supervisor. He will be leading the first, pioneering PA coaching team and paving the way for more teams to come. We expect to form 3 or 4 of these by the end of November!

Another important change is the shift of Cody Smith to the position of Coaching Trainer. He will be directly in charge of trainee coaches, and the entire training process from beginning to graduation into a junior coaching role. We are excited for how he will continue to develop and improve our training program, both for new coaches, and to help veterans further develop their skills and positive coaching habits.

Lastly, by the time you read this there may already be an internal posting for an AIA Coaching Supervisor. This is a key role that will assist Cody with the training and development of new students, while leading the AIA team and setting the bar for coaching excellence. Interested team members are strongly encouraged to apply, no matter how long you have been with us.

## Early Access: Publishing Accelerator

We're getting lots of positive feedback on the new model for PA! 200+ early access students are enjoying the dedicated mentorship and faster communication.

The next step is bringing a batch of new students into the early access program, as a final test to help us gear up for the September 15th webinar launch. This rolls out in the first week of September, and will help us refine our processes and staffing projections for the rest of the year.

We are simultaneously testing out Rasmus' brainchild, the PA Success Journey. This is a detailed, step-by-step guide that leads students through the entire process of creating and publishing a book. From the coaching side we will be basing our call structure around the key milestones of the Success Journey. We will also be providing students with visual aids, goal worksheets, and other materials to help them know *what to do* - and then to lock in *when* they are going to do it!

The ultimate goal behind all of these improvements is to help more students reach the end of the Journey, and step out on their own as a publishing success story. Let's go!

# CUSTOMER SUCCESS

BY MARK BANGERTER



- Things are awesome on the Customer Success side. We are improving our communication with different teams across the company to ensure that we are all aware of everything that is going on. A lot of times we move so fast that we forget to update everyone who needs the update.
- We have some pretty aggressive MITs for this quarter as well that we are working on. One of the biggest projects is getting all of our data streamlined and into dashboards in HubSpot. This will allow us to see how all of our teams are performing as well as see how successful our students are.
- Another big project is making sure that we have SOPs and systems in place to ensure that we are able to grow as scale as needed.

# STUDENT EXPERIENCE

BY HANNAH COLEY



- Rose started hosting Orientation calls for PA meaning we have extended to a Saturday call and a 6pm EST Monday call. Thank you Rose!
- Hannah is hosting virtual meet-ups 2-3 times a week and the students are loving them! It's great to see so many connections being made and the support between them.
- Samaria has been busy reaching out to students to leave testimonials for the Giveaway so we can't wait to see who wins!

# TALENT ACQUISITION

BY KATIE LUTZ-GARCIA



In 2019, I decided to leave my Global Director role in corporate America to pursue my own interests in consulting. For the last 3 years, I have enjoyed helping organizations experiencing rapid growth and scale logically and mindfully. Carving out a niche of high-growth software and technology clientele allowed me to sharpen my talent acquisition abilities to a deft point. As life would have it, I missed being able to see the long-term maturity of an organization that only happens from the inside. Raised by entrepreneurs (and one myself) means I am drawn to early-stage companies and leaders who have great vision and intent to help others. PublishingLife quickly became my number one interest with a pathway to return to the corporate space. I am fraught with anticipation at what can be created at PublishingLife and how we can change the lives of hundreds of thousands of everyday entrepreneurs.



# HUMAN RESOURCES

BY BECKY SYLVERA



This month, the following people joined the Publishing Life team!



Katie Lutz-Garcia  
Head of Talent Acquisition



Felecia Gammon  
Trainee Coach



Yasmin Akhtar  
Trainee Coach



Shelby Luzius  
Trainee Coach



Jill Stevens  
Trainee Coach



## MARKETING & SALES

BY ARMIN MIRZAKHANLOU



**August was in many ways a super exciting month!**

- First, we have focused on implementing more transparent compliance guidelines within the sales team. Our focus continues to be providing the best possible experience to those who want to become AIA students.
- Second, we're finally restarting our Facebook marketing efforts! As you may know, we've always focused on driving ads on Youtube...and as much as we love Youtube, it's just as important to be present on other platforms as well. Hopefully, we'll be able to attract a boatload of new students through Facebook!
- We've also started running ads on Bing, which many consider an underrated advertising platform. Though our current marketing efforts on Bing are very small in comparison to Youtube, it's great to see us finally diversifying!
- Last but not least, new members will be joining the marketing team soon. Stay tuned!



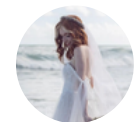
# IT OPERATIONS

BY SHAHMIR NASIR



- Backdated Student Contact Profiles to include if they purchased AIA/PA & Coaching Call Count details (used / remaining calls)
- Re-configured dozens of HubSpot workflows to fix many longstanding issues including: 7DPC access, automatic lead dispositioning for AIA buyers in abandoned cart pipeline, feedback forms and more.
- New Sales Team Pipeline (Going Live August 30th) Includes Show Rate Tracking, Automatic Dispositioning & Compliance Tracking w/ Easy To Use Playbooks!
- Commission Tracking (Alpha) We rolled out the new "Pay-Me" form that feeds directly into HubSpot. These Commission submissions will soon be auto-verified and linked to deals. This will allow sales reps to see the status of their commissions in real time.
- Payment Tracking (Alpha) We've setup a custom solution for syncing HubSpot with Chargedesk. This will soon allow us to have full control over revenue reporting inside HubSpot, give way for product access control & payment plan accounting.
- ClickUp / Slack Tech Feed Form with Task Tracker For those of us that don't use ClickUp, we needed a way to make requests to other teams and be able to track those requests in Slack. Team leads now have access to "tech-feed" where they can make a tech request and track it's progress. Soon to be rolled out to other departments.
- Publishing.com Rebranding We acquired the new domain, its setup now and already redirecting to our existing public domain. Rebranding from PublishingLife.com to Publishing.com is in progress. And our goal is to launch new Website, Funnel, Webinar everything with new name by September 15th.
- New public phone number is (737) 727-2100 for the company. This will replace existing public number (908) 955-0566 on public pages such as Website, Help site, Software and Services, Billing or any public document.
- Rolling out Intercom for Support Work in progress for rolling out Intercom for Support. Launch date is September 13, 2022.

## GET TO KNOW ROSE UNIVERSE BRINKER



I've done theatre for most of my life and love both acting and directing. I love scary movies, and Halloween is my favorite holiday. I also love DND, and spend a lot of time playing and painting.

### **A few words from Mel's Manager, Hannah:**

Rose has a unique and magical soul! She is one of a kind and has the most inquisitive mind. Always willing to help and do more for the team and her love of spreadsheets makes her a very valuable organizer! Thank you Rose for your dedication, ambition and out of this world devotion for the students you talk to.



# NEW MISSION FOR Q3

To help normal everyday people create meaningful streams of income with books. We are the one-stop shop for publishing books online.



**STUDENT**  
*obsessed*

Doing whatever it takes to help students achieve their goals because student success is our success.

**PublishingLife**



**HAPPY**  
*but never*  
**SATISFIED**

Never settling and always looking for ways to improve, including ourselves.

**PublishingLife**



**GREAT**  
*freakin'*  
**ATTITUDE**

Having a positive attitude that lifts and inspires people around you.

**PublishingLife**