

## Case Study: Automating the Podcast Guest Experience

Client: **Glow Up,**<sup>GYRL</sup>

### Challenge

Before automation, Glow Up, Gyrl was managing podcast guest logistics manually across Google Forms, Gmail, Canva, and Dropbox—creating bottlenecks and draining creative energy. The process worked, but it wasn't scalable or sustainable.

### The Solution

Studio Wonderwell implemented a personalized automation system that now runs quietly behind the scenes, freeing Kyra to focus on her guests and her brand.

### Key Automations

- Guest Form → Google Sheet → Gmail
- Automatically logs responses and sends custom welcome emails
- Dropbox Folder Creation
- Auto-generates a dedicated guest folder when a form is submitted
- Canva to Dropbox Sync
- Final promo assets are sent directly from Canva to the guest's folder
- Calendly Integration
- Syncs guest bookings with Google Calendar and triggers setup workflows
- Notion Guest Hub
- Centralized guest page featuring a custom discussion guide, prep checklist, asset links, and launch info

### Results

- **10+** hours saved monthly
- **70%** less manual email follow-up
- **Smoother** guest experience from booking to promotion
- **Fully** replicable system now offered as a client service

### Tools Used

• Google Forms • Google Sheets • Gmail • Canva • Dropbox • Calendly • Notion • Zapier

“Studio Wonderwell gave me time back to focus on storytelling, not spreadsheets.

Everything just flows now.”

— Kyra Mitchell Lewis, Host of Glow Up, Gyrl