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Case Study: Automating the Podcast Guest Experience

Client: **Glow Up**

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

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Case Study: Strengthening Brand Clarity & Guest Experience for Glow Up, Gyrl

Client: **Glow Up;**

Challenge

Glow Up, Gyrl is a podcast and community designed to empower women through storytelling and growth. As the show expanded, managing guest logistics manually (across Google Forms, Gmail, Canva, and Dropbox) drained creative energy and left little time to focus on brand positioning, messaging, and audience connection. The challenge was twofold: scale operations and ensure the guest journey aligned with the brand's mission.

The Solution

Studio Wonderwell developed a personalized strategy that combined brand clarity with smart systems.

- Clarified messaging pillars around dreams, growth, and community, ensuring all guest touchpoints reinforced the Glow Up, Gyrl mission.
- Designed a seamless guest journey that reflected the podcast's empowering identity.
- Implemented an automation system to streamline guest intake, asset management, and communication, freeing up time for storytelling and audience engagement.

Results

- **70% less manual admin work**, allowing the host to focus on storytelling and brand growth.
- **Clear brand messaging pillars** guided guest selection, content themes, and promotions.
- **Smoother, aligned guest experience** reinforced the Glow Up, Gyrl identity as a brand that uplifts and empowers women.
- **Fully replicable system** now serves as a client offering through Studio Wonderwell.

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, and it reflects the heart of my brand."
— Kyra Mitchell Lewis, Host of Glow Up, Gyrl