

● THE PLAYBOOK SHOW

GUEST MEDIA KIT



INSIDER™ SESSIONS.

THE PLAYBOOK SHOW.

GUEST INFORMATION
SHOW OVERVIEW
INSIDERSSESSIONS.COM

THE SHOW

STEP-BY-STEP PLAYBOOKS FROM THE FOUNDERS WHO BUILT THEM.

Insider Sessions™ is the playbook show for founders and operators building eight and nine-figure businesses. Every episode breaks down the exact step-by-step systems, strategies, and decisions behind real businesses operating at scale, delivered straight from the founders who built them.

Whether it's how they engineered their content engine, structured their offer, built their sales process, or scaled their team, listeners leave with a clear, actionable playbook they can apply to their own business. Hosted by Logan Forsyth, Co-Founder of Media Scaling, the show pulls back the curtain on what's actually working right now.

AT A GLANCE

FORMAT

In-person, long-form

RUNTIME

90 - 120 minutes

CADENCE

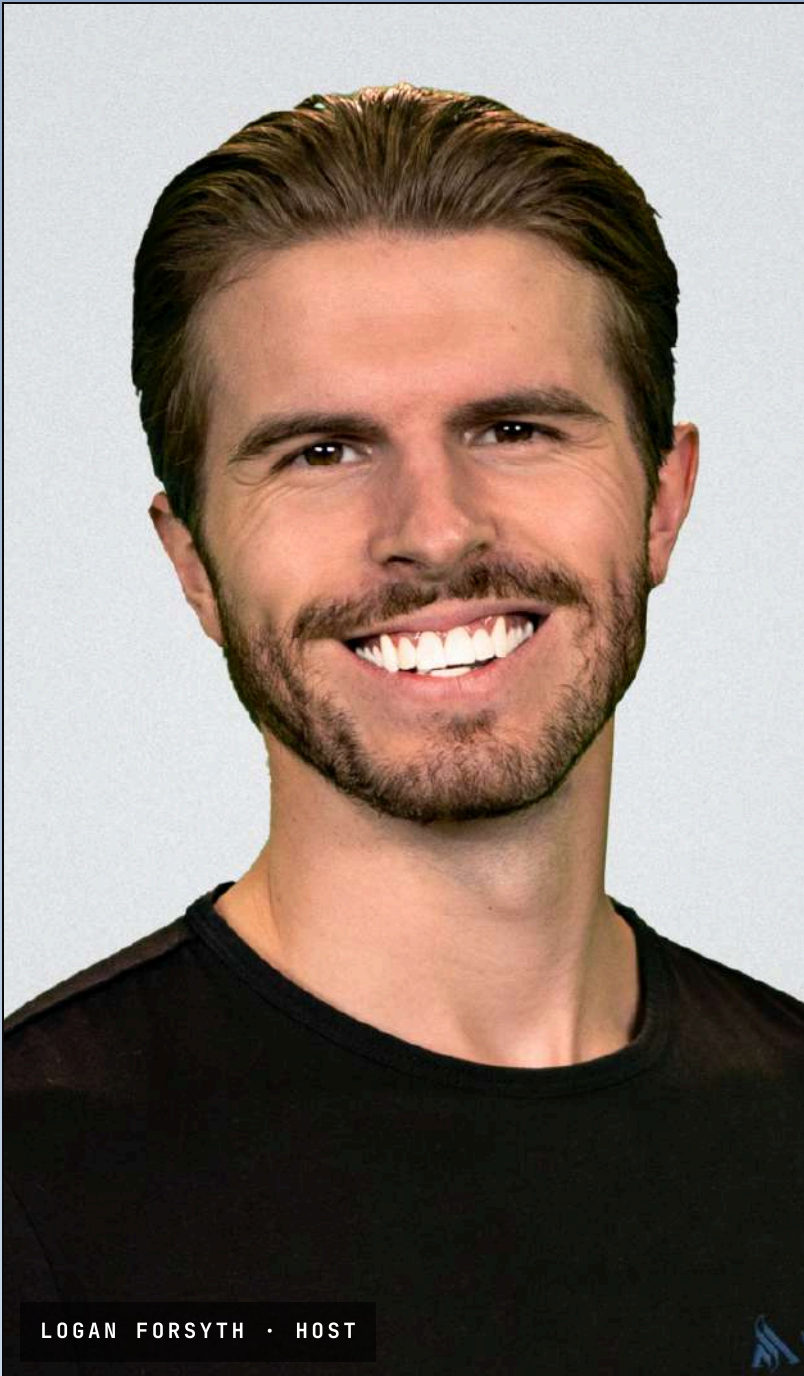
Weekly

PODCAST DISTRIBUTION

YouTube, Spotify, Apple Podcasts and all major podcast platforms

SHORT-FORM DISTRIBUTION

High-volume clips across Instagram, Facebook, YouTube, Threads, TikTok, LinkedIn, and X



LOGAN FORSYTH · HOST

YOUR HOST

LOGAN FORSYTH

CO-FOUNDER, MEDIA SCALING

Logan is the Co-Founder of Media Scaling, a content agency with a team of 145+ social media experts working with top thought leaders and brands. Media Scaling has generated over 10 billion organic views and 24 million followers and subscribers for its clients.

He built Insider Sessions™ to bring the same operator-grade depth he sees inside high-performing businesses to the conversation, and to give founders the exact playbooks they need to keep growing.

145+

SOCIAL MEDIA
EXPERTS

10B+

ORGANIC
VIEWS

24M

GAINED FOLLOWERS
FOR BRANDS

PRODUCTION & STUDIO

CINEMATIC BY DESIGN.

Built to the production standard of the best long-form interviews in the world. Shot in-person, in-studio, with the equipment, lighting, and post that match the caliber of guests on the show.

PRODUCTION SPECS

- 01 Multi-camera 4K capture
- 02 Broadcast-grade audio chain
- 03 Cinematic studio lighting
- 04 Full post-production team
- 05 Custom motion graphics package

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LONG-FORM EPISODE

8-15

SHORT-FORM CLIPS



THE STUDIO



MULTI-CAM • 4K

FEATURED GUESTS

SOME OF THE FOUNDERS SITTING DOWN WITH US.



RYAN BLAIR

FOUNDER & CEO, ALTERCALL

500k+ AUDIENCE

Serial entrepreneur and NYT bestselling author, with \$2B in revenue and \$1B in exits.



DR. DANIEL POMPA

FOUNDER, POMPA PROGRAM

3.7M+ AUDIENCE

Cellular health pioneer running a \$130M per year business.

NEXT SEASON

MORE FOUNDERS BEING ANNOUNCED.

We're booking eight and nine-figure operators now. The chair is open.



IN THE CHAIR

THE EXPERIENCE

WHAT TO EXPECT WHEN YOU SIT DOWN WITH US.

01 BEFORE THE SESSION

We run deep research on your business and the stages where you had the biggest impact. You'll receive a guest brief 48 hours before recording, so you know exactly what we'll cover. No surprises, no gotcha questions.

02 THE RECORDING

90 to 120 minutes, in-person, in-studio. We start with the business as it stands today, then walk chronologically through each stage of growth, \$0 to \$1M, \$1M to \$10M, \$10M to \$30M, \$30M to \$100M+, drilling into the decisions that moved the needle. Built for tactical depth, not your morning routine.

03 AFTER THE SESSION

We handle everything post-recording. Your full asset package will arrive with the long-form interview, cinematic production, graphic animations, clips, and photography assets ready to publish across your channels.

WHAT YOU GET

A COMPLETE CONTENT ASSET PACKAGE.

DELIVERABLES What you take home

- 01 **One full long-form episode**, broadcast-quality video and audio, fully edited and color-graded.
 - 02 **8 - 15 short-form clips**, formatted for every major platform, vertical and horizontal.
 - 03 **Full episode transcript**, timestamped and ready for SEO and repurposing.
 - 04 **Quote graphics and audiograms** designed in the show's brand system.
 - 05 **Behind-the-scenes photography** from your session.
 - 06 **Branded thumbnails** and chapter art.
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Coming on Insider Sessions™ gives you a complete content asset package built to the highest production standard, plus distribution across our network.

AMPLIFICATION How it travels

- 01 **Owned channel distribution** across YouTube, Spotify, Apple Podcasts, and all major podcast platforms.
 - 02 **Promotion** across the host's personal channels and Media Scaling's network.
 - 03 **Cross-promotion** with future guests on the show.
 - 04 **Newsletter feature** to the Insider Sessions™ subscriber list.
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READY TO RECORD?

If you're interested in coming on the show, we'd love to hear from you.

NEXT STEPS

- 01 Reply to this email or reach out to our team directly.
- 02 Lock in your recording date.
- 03 Receive your guest brief 48 hours before the session.

CONTACT

BOOKINGS

bookings@insidersessions.com

ONLINE

insidersessions.com

STUDIO

Los Angeles

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