

Clued In.

Three clues.
One profession.
Your move.

You know your business. Let them guess it.

A fun, guided spotlight that helps people remember the person behind the profession.

Guest edition · A Sunlux original series



A little mystery. A real introduction.

No script to memorize. No pressure to perform. Just you, a host, and some good questions.

First, the clues

You answer playful questions about your working world. Your host helps you keep your job title and business name hidden for the guessing part. The full episode and spotlight include three of your best clues.

Then, the reveal

The mystery gives way to you: your name, your business, the people you help, and a useful reason to connect. Viewers meet you in a 3-5-minute full episode or a 1-2-minute spotlight. A short teaser invites people into the story.

The simple challenge

Your host chooses three giveaway words with you before recording. Keep them off camera and out of your answers until the reveal.

Keep the clues truthful. A short answer in everyday language is perfect.

You set the comfort level

You can pass on any question. If you say a giveaway word, we reset and keep going. There are no penalties, rankings, or embarrassing gotchas.

The host's job is to make the experience easy and enjoyable.

The game in one line: Three clues. Three forbidden words. One professional to figure out.

One recording. Three ways in.

More room for your story, with the same simple 15-minute recording limit.

3–5 min

Full episode

The clues, the reveal, and more of the person behind the business. Up to 8 minutes when the story earns it.

1–2 min

Spotlight short

A complete, fast-paced introduction: three clues, a reveal, and a useful reason to connect.

~1 min

Teaser

A taste of the personality. A clue or two. Follow the mystery into a spotlight or full episode.

The team confirms the edits and planned use with you. We choose the strongest material: full episodes target 3-5 minutes and only extend to 8 minutes when the story warrants it.

What might a clue sound like?

An illustrative example, not a real guest episode.

- 01 “A quiet finish can be a very good sign.”
- 02 “A small leak can turn into a big reason to call me.”
- 03 “I help sinks and showers get back to doing their jobs.”

The reveal: a plumber.

The off-limits words were “plumber,” “pipe,” and “drain.” The clues stay honest and get more helpful. Then the real professional introduces their business and who they help.

Your answers will come from your actual work. We will choose a word card that fits your profession.

Fifteen minutes. Three easy rounds.

Setup and the briefing happen before the recording clock. Your full appointment details will be confirmed.

01 The warm-up · 5 minutes

Five playful prompts about your working world. Comparisons, tiny wins, and everyday habits help your personality come through.

02 The clues · 5 minutes

Five more revealing prompts about what you notice, how you work, and the ordinary problems you help solve.

03 The reveal · 5 minutes

Introduce yourself and your business. Tell us who you help, when someone should send you a referral, and how to connect.

Bring four things: who you help, one everyday problem with a brief example, a useful referral cue, and the public link you want people to use. No memorization needed.

Clear expectations. An easy next step.

Expressing interest starts a conversation; it does not reserve a slot or commit you to participate.

What to prepare

Wear something comfortable on camera. For the mystery portion, avoid visible job titles or large business logos. Bring one or two simple examples of your work without private client details. Let the team know any topic you would rather skip.

What we will confirm

The team will discuss availability, location, full appointment length, participation terms, and any applicable costs before you commit. Planned distribution and permission to record and edit are confirmed separately before filming.

Where the spotlight is headed

The series is intended for the Clued In episode hub, YouTube, and networking-group social channels. Your public profile will use agreed business details and your chosen contact link. Your application email and production notes stay out of the public profile.

Ready to be the mystery?

Tell Sunlux about your business and the people you help.

[Open the Clued In guest interest form ↗](#)

Questions? Sunlux@Sunluxmedia.com

Be yourself. Keep it simple. Give them a reason to remember you.