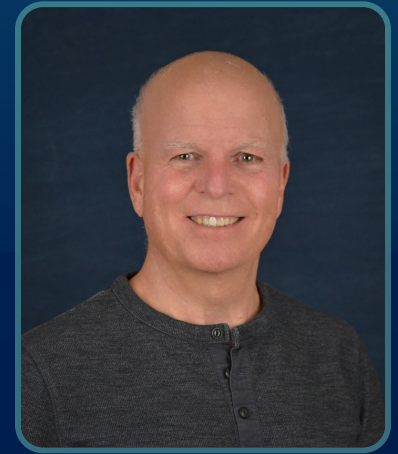


PODCAST GUEST KIT

Bill Foss

Founder of the Performance Identity System.
Creator of SHIFT I.O.S.™ and the Identity Range Method™

A guest who goes one layer under the doing, where the real conversation is.



WHY BILL MAKES A GOOD EPISODE

Your audience has the lists already.

Your listeners are building, selling, leading. They want a guest who brings real stories, real frameworks, and direct answers, not a media-trained version of someone with a book to push.

I go one layer under the doing, to the part that decides whether any of it sticks: the idea that the ceiling they keep hitting is an identity problem, not a strategy problem. I show up prepared, and I do not waste your audience's time.

Pick the angle that fits your show.

Why top producers hit ceilings that are not skill problems

The agent or salesperson who already knows what to do and still does not do it, and why discipline and accountability never close the gap.

What success actually feels like

The flatness, the boredom, the quiet wondering, and why nobody talked about that part. The conversation successful people have privately and almost never on a microphone.

The gap between knowing what to do and doing it

Why the distance between the plan and the action is not a willpower problem, and what actually closes it.

Building a business that does not depend on your overwork

How to build something that holds together without running on the owner's exhaustion to keep it standing.

How to grow without losing your life

Building the business bigger without spending the relationships, the health, and the self it was supposed to protect.

QUESTIONS YOU CAN ASK

Read these straight, or riff off them.

- 1 You say performance ceilings are identity problems, not strategy problems. What does that mean for someone who has already tried the strategy?

- 2 What is the difference between someone who struggles to succeed and someone who succeeds and then struggles?

- 3 You built a brokerage across 23 cities, sold it, and still felt like something was missing. What happened there?

- 4 What does success actually feel like once you get it, and why does nobody warn people about that part?

- 5 What is the first sign that the version of someone running their business is out of date?

- 6 A lot of my audience has hit a plateau. Where do you tell them to look first?

- 7 You talk about what it costs outside of work. What does that bill actually look like?

- 8 What does Be, Do, Have mean, and why do most people run it backwards?

- 9 For the owners listening who feel the friction but are still producing, what is the move?

- 10 If someone wanted to start today, with no program and no purchase, what is the one thing you would have them do?

SOUNDBITES

Pull-quotes for your show notes.

"Identity first. Then everything finally works."

"You can't outperform the version of you running the show."

"Some struggle to succeed. Others succeed, then struggle."

"Mindset is like an app. Identity is like the operating system."

"That's not a strategy problem. That's an identity you haven't met yet."

ON-AIR INTRO

My guest today built a real estate brokerage across 23 cities to national recognition, sold it, wrote a best-selling book on identity and performance, and spends his time on one idea: that the ceiling you keep hitting is not a strategy problem. He is the founder of the Performance Identity System and creator of SHIFT I.O.S. Please welcome Bill Foss.

WHAT HOSTS GET

Prepared and on time

Clear, broadcast-quality audio and full studio video. Prepared for your show. On time.

The real stories

Stories from 40+ years in business, including the parts most guests will not tell.

Same-day value

Direct insight your listeners can use the same day they hear it.

He shares it

I promote the episode to my audience within 7 days of air, with a link from billfoss.com.

LISTEN TO BILL

Deeper Than Dough

Episode 121 · July 2025

A long-form conversation on why success cannot outrun identity. Building a nationally recognized real estate business, hitting bottom anyway, and the alignment work nobody talks about. [Listen on Apple Podcasts](#)

The NO W.H.I.N.E. Tour

Co-host · Laconia, NH · Jan 7 to 9, 2026

An invitation-only retreat for top producers, co-hosted with Christine Beckwith and Kris Radermacher. Three days on what actually moves people who are already at the top.

BIO (COPY AND PASTE)

SHORT

Bill Foss spent 40+ years building and leading businesses. He built an award-winning brokerage across 23 cities to national recognition and sold it, and served as a regional franchisor. He is the founder of the Performance Identity System, creator of SHIFT I.O.S. and the Identity Range Method, and author of the best-selling *The Identity Advantage*. He works with sales professionals, real estate and mortgage producers, and brokerage owners.

LONG

Bill Foss has spent more than 40 years building, leading, and selling businesses. He built an award-winning brokerage across 23 cities to national recognition, served as a regional franchisor, sold the brokerage, and then worked out why he had hit every number he set and still felt like something was missing. That question became the Performance Identity System. His point is direct: performance ceilings are not strategy problems, they are identity problems, and you can't outperform the version of you running the show. He is the author of the best-selling *The Identity Advantage*.

THE BOOK FOR YOUR LISTENERS

BEST-SELLING AUTHOR

The Identity Advantage

The systematized version of what Bill talks about. For your show's listeners, copies can be made available at cost, and Bill is glad to offer a code or link for your audience. Hardcover, paperback, and Kindle.

[View on Amazon](#)

ASSETS

- **Headshot and SHIFT I.O.S. logo:** use the images in this kit, or ask and I will send high-res files.
- **Show-notes bio:** the short and long bios above are ready to copy and paste.
- **Links:** billfoss.com, and the Apple Podcasts episode above.



Let's book it.

I read every inquiry myself. Tell me about your show and your audience, and we will find a date. Bring the angle that fits, or I will help you pick one.

[Email Bill](#)

Email bill@billfoss.com with "podcast" in the subject line.

billfoss.com

Identity first. Then everything finally works.