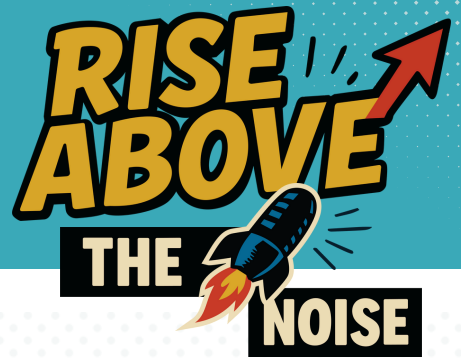


EP. 001 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST
INSIGHTS FROM SAMANTHA RUSSELL,
CHIEF EVANGELIST AT FMG



This Is Not Just a Playbook. It's a Living Strategy.

Your evolving blueprint to make your voice impossible to ignore, build lasting authority, and turn influence into opportunity.

How to Use This Playbook

- 1 **Take Action**
- 2 **Refine as You Grow**
- 3 **Stack Insights**

Hashtags for Search & Sharing

#RiseAboveTheNoise
#BeYourOwnLoud
#ProudMouth
#AuthorityAmplified
#SamanthaRussell
#InfluenceMarketing
#FinancialAdvisorMarketing

ProudMouth Pro Tip:
*Your work needs your voice, and
keep Rising Above the Noise*

Pillar: Authority Amplified

Samantha Russell is the Chief Evangelist at FMG and one of the most influential voices in the financial services marketing industry. In this episode, she breaks down how she rose from an unknown founder to an in-demand keynote speaker by championing her own work, speaking her audience's language, and simplifying the complicated.

1. Your Work Needs Your Voice

Show proof of expertise through blogs, videos, and discussions. Don't wait to be discovered.

2. Speak Your Client's Language

Use their exact words and keep it at a 7th-grade reading level.

3. Make It Simple

Short subject lines and 60–90 second tips beat long, technical explanations.

4. Go Small and Steady

A niche, engaged audience and regular posting outperform a big but inactive following. Faces work better than logos.

5. Use Reviews to Get Found

Detailed client reviews with niche keywords boost ranking in AI and local search.

Samantha's 6-Step Sprint:

1. Rewrite your LinkedIn "About" to a Grade 7 level or lower.
2. Post one 90-second video weekly answering a client question.
3. Collect 10+ reviews with niche keywords and client details.
4. Host a free topical webinar and let attendees invite friends.
5. Use subject lines that name your audience directly.
6. Create a 30-day nurture sequence for new leads.

**BROUGHT TO
YOU BY**



**PROUD
MOUTH**
INFLUENCE ACCELERATOR

