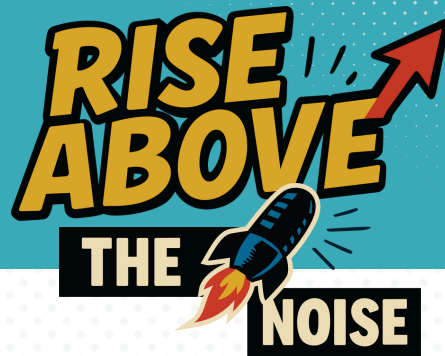


# EP. 002 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST  
INSIGHTS FROM STEVEN JARVIS,  
HOST OF RETIREMENT TAX SERVICES PODCAST



## 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  
#ContentWithImpact #PodcastStrategy  
#AuthenticityWins #InfluenceBlueprint  
#TaxFamous

**ProudMouth Pro Tip:**  
**Authority compounds. Implement, iterate, and keep Rising Above the Noise**

#### Core Insights & Plays

##### Pillar: Authority Amplified

Steven Jarvis, known as the “least boring CPA,” shares how he became “tax famous” by leaning into authenticity, creating consistent action-oriented content, and treating every interaction as a performance. His approach demonstrates that **authority comes from staying real, prepared, and relentlessly consistent.**

**Consistency Builds Authority** – Repeat your core messages until they're impossible to forget.

**Authenticity Stands Out** – Lean into what makes you different, even if it divides opinion.

**Content is a Performance** – Prepare, rehearse, and deliver with energy every time.

**Action Over Vanity** – Share content people can use today, not just admire.

**Engage Honestly** – Build trust and move your audience into spaces you own.

**Practice Wins** – The best keep practicing long after they're good.

#### Take Action This Week:

1. Share one authentic trait or story in your next post.
2. Audit your last five pieces for 2–3 consistent core messages.
3. Rehearse your next podcast or talk; include three takeaways.
4. Launch or refine a lead magnet that solves a key audience problem.
5. Engage with five audience members and create content from their challenges.
6. Review your email strategy for consistent, actionable value.

**BROUGHT TO  
YOU BY**



**PROUD  
MOUTH**  
INFLUENCE ACCELERATOR

