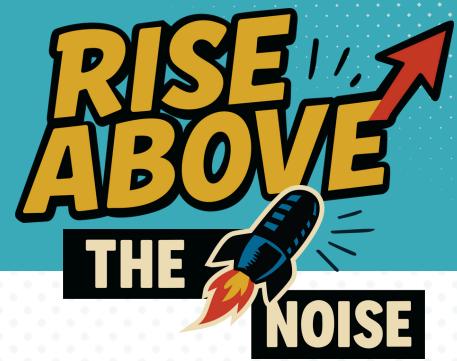


EP. 002 PLAYBOOK

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**

