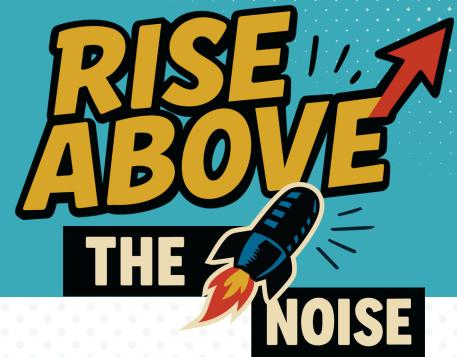


# EP. 004 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST

INSIGHTS FROM MITCH SLATER, DIRECTOR, NATIONAL SALES DIGITAL  
COMMUNICATION, UBS



## 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 #AuthorityAmplified  
#InfluenceBlueprint

#### ProudMouth Pro Tip:

**Influence is a continuum. You move from Apprentice to Expert, to Authority, to niche Celebrity over time by being persistent and patient. There's no switch.**

#### Core Insights & Plays

##### Pillar: Authority Amplified

Mitch Slater shares how his decade-spanning career in broadcasting, financial advising, and storytelling helped him become a trusted voice in financial services, proving that true authority is built by combining passion, preparation, and consistency.

- 1. Lead with Enthusiasm** – If you want to stand out in a noisy world, you need to believe in what you're doing.
- 2. Be the Best Listener You Can Be** – Talk less, smile more.
- 3. Educate Yourself Before You Sell** – Prioritize education so you can become the teacher your clients need.
- 4. Build Your Circle of Influence** – Seek mentors and role models to guide your growth. Mitch's relationships with industry icons like Larry King and Gary Vaynerchuk helped accelerate his career.
- 5. Be Patient. Influence Takes Time** – Mitch's career wasn't built overnight. Embrace the long game and keep showing up.

- 1. Define Your Persona** – Clarify how you want to show up professionally and lean into it consistently. **Audit Your Message** – Review your last five pieces for core themes.
- 2. Identify a Mentor or Hero** – Who do you look up to in your industry? Who do you want to emulate, while still being yourself? Reach out and ask for a 15-minute insight conversation.
- 3. Lead With Curiosity in Your Client Conversations** – Focus on following up with thoughtful questions. Authority grows when people feel heard and understood.
- 4. Use Content to Move Through the Influence Continuum** – Share value-driven content that blends your personal passion with professional expertise (e.g., Bruce Springsteen fandom).

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YOU BY



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MOUTH**  
INFLUENCE ACCELERATOR

