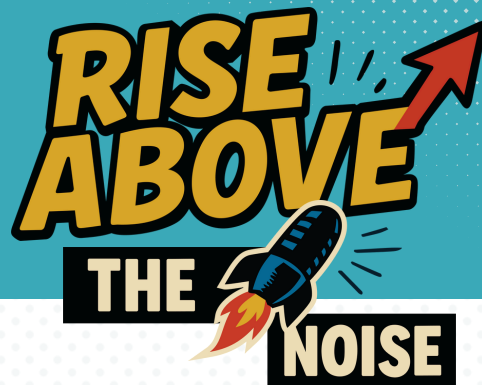


# EP. 005 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST  
INSIGHTS FROM DAN HAYLETT, DIRECTOR OF TFP FINANCIAL  
PLANNING, HOST OF HUMANS VERSUS RETIREMENT 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 #HumansVsRetirement  
#TheRetirementYouDidntSeeComing

#### ProudMouth Pro Tip:

Every podcast episode is a trust builder. Give listeners one simple next step, like Dan's 30-second midroll inviting them to join his newsletter, and nurture from there.

### Core Insights & Plays Pillar: Authenticity in a Noisy World

Dan Haylett built one of the UK's leading retirement podcasts by putting people before spreadsheets and stories before numbers. Through 85+ episodes, he's proven that podcasting isn't just a platform for sharing content, it's a catalyst for building authority, creating client-ready relationships, and amplifying your voice far beyond the meeting room.

- 1. Cut Through With Truth:** Say the things people feel but don't hear enough, like how retirement can be terrifying as well as thrilling.
- 2. Be Unapologetically You:** Dan wears Nike Jordans (no suit) and sprinkles in humor. "Be yourself. Stop trying to look so professional. And stand out by being human."
- 3. Solve the Hidden Problem:** Retirement looks like a math problem, but it's really a human problem. Help people figure out who they are without a job, not just how long their money will last.
- 4. Build the Ecosystem:** Dan's podcast led to a weekly newsletter, a white paper, speaking gigs, and now his book. Each piece feeds the others.

#### TAKE ACTION:

- 1. Name Your Truths:** Write down the uncomfortable truths your audience needs to hear, the ones others avoid addressing in their content.
- 2. Boldly Invite Guests:** Dan says, "Humans love talking about themselves," and most will say yes. Guests not only fuel great content but can also become long-term allies and promoters of your work.
- 3. Build Momentum Through Consistency:** The more episodes you record, the more conversations you create, and the easier it becomes to attract future guests.
- 4. Expand the Ecosystem:** Podcast → Newsletter → White Paper → Book → Speaking → Clients. Keep your marketing ecosystem simple and connected, with a podcast at the center.

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