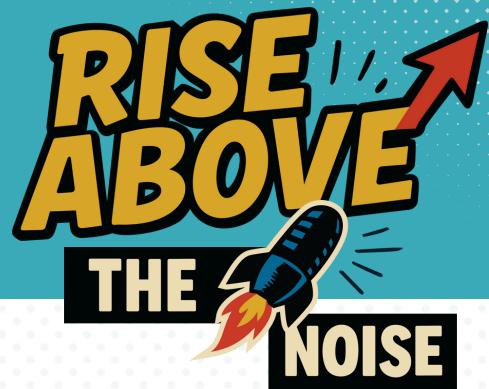


EP. 006 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST
INSIGHTS FROM CHRISTOPHER HENSLEY, FINANCIAL ADVISOR
AND HOST OF THE MONEY MATTERS 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 #MoneyMattersPodcast
#AuthorityAmplified

ProudMouth Pro Tip:

Podcasting works when it's more than a marketing tactic. Make it part of your lifestyle so showing up becomes second nature, and your authority grows with every episode.

Core Insights & Plays Pillar: Mastering the Craft

Christopher Hensley, a veteran podcaster with over 10 years behind the mic, has grown *Money Matters* into a global platform. By landing high-profile guests, treating every episode like a professional show, and weaving podcasting into his lifestyle, Chris has created a platform that drives trust, visibility, and long-term growth.

- 1. Ask Above Your Weight:** Chris booked bestselling authors early on. "Don't be afraid to reach out to that person you think won't talk to you...Nine out of ten times they'll say yes."
- 2. Accelerate Credibility Through Guests:** High-profile interviews create instant social proof and position you as a trusted authority.
- 3. Make It a Show:** Chris preps questions, studies hosting, and delivers every episode with the seriousness of live radio.
- 4. Build Podcasting Into Your Lifestyle:** From vocal warmups to nightly read-aloud practice, Chris integrates podcasting into his daily rhythm.
- 5. Connect Business and Podcast:** Don't keep your creative work separate. Merge it with your business early so opportunities flow.

Your 5-Step Sprint:

1. Outline a list of bold guest invitations and send them, even if they feel out of reach.
2. Prepare a handful of go-to questions for each guest, but stay open to letting conversations flow naturally.
3. Practice one performance habit before recording (like a vocal warmup or tighter intro) to lift your presence.
4. Update your LinkedIn, website, or YouTube channel so your business and podcast reinforce each other.
5. Repurpose a past episode into short video clips to expand reach through YouTube and social media.

BROUGHT TO
YOU BY

