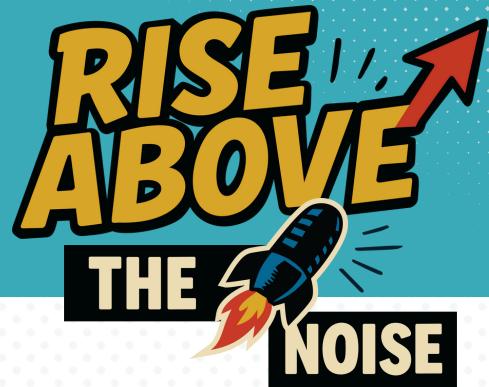


EP. 001 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST
INSIGHTS FROM ERIC RYAN, FOUNDER OF OFFENSIVELY CREATIVE
& HOST OF GOODNIGHT AMERICA



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 #BoldBranding
#AuthenticVoice

ProudMouth Pro Tip:

Be Your Own Loud. Your audience isn't looking for perfection, they're looking to connect with a real and relatable human.

Core Insights & Plays Pillar: Bold Originality

Eric Ryan built his career by leaning into humor, creativity, and risk. From bonsai tree newsletters to audacious branding, he shows that originality; not copycatting, is what makes audiences remember you.

- 1. Claim Your Identity:** Don't wait for someone else to name you. Own your persona and lean into it fully.
- 2. Entertain Before You Sell:** Eric helped grow a bonsai e-commerce site by writing funny and memorable newsletters that made people want to buy.
- 3. Preparation Wins:** Research your guests, know their story, and show up ready. It sets you apart and makes people feel valued.
- 4. Kill Copycat Syndrome:** Standing out means refusing to blend in. Copying others guarantees you'll be forgotten.
- 5. Lean Into Peak Experiences:** Life and business aren't just about survival. Stack memorable, joyful moments that shape your story.

Your 5-Step Sprint:

1. Brainstorm one audacious branding idea with your team, and test it in your next piece of content.
2. Write an entertaining email or post about your product or service that feels genuine and avoids technical jargon or industry clichés.
3. Make sure you're replying to comments and messages from fans on your latest post or episode. As Eric Ryan notes, "people love when you pay attention to them."
4. Research an upcoming guest by listening to another podcast they've appeared on, and prepare at least three questions that show you're genuinely interested in the subject matter.
5. Listen to an interviewer you admire, and borrow one technique to use in your next episode.

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