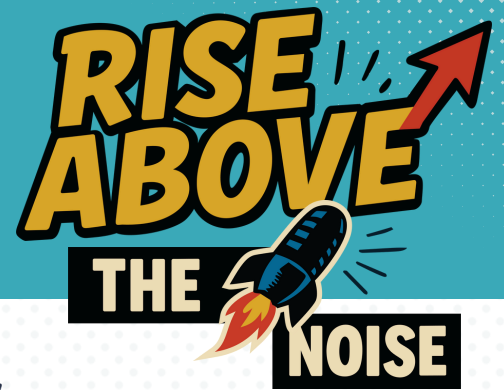


EP. 008 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST
INSIGHTS FROM CARL RICHARDS, AUTHOR, SPEAKER, AND
CREATOR OF THE BEHAVIOR GAP



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 #CarlRichards
#AdvisorBranding

ProudMouth Pro Tip:

Stop trying to sound like everyone else. The best way to build authority is to create content that sounds like you on your best day: clear, human, and unafraid to show personality.

Core Insights & Plays Pillar: Authenticity in a Noisy World

Carl Richards, creator of *The Behavior Gap*, shows how true influence begins with permission: the courage to be different and deeply human. Known for transforming complex ideas into simple sketches, Carl reminds us that success is about showing up authentically, inviting conversation, and sharing generously.

- 1. Grant Permission, Starting with Yourself:** Confidence follows action. Stop waiting for approval and start moving toward the work that feels meaningful.
- 2. Embrace Fear as a Signal, Not a Stop Sign:** Imposter syndrome means you're pushing the edge of growth. Instead of avoiding it, welcome it.
- 3. Trade Gatekeeping for Generosity:** Challenge the "collect every email" mindset. When you freely share value, the right people will find you.
- 4. Make Money Conversations Human:** Financial clarity is not a math problem. It begins with empathy.
- 5. Lead with Humanity in a Digital World:** Technology can scale your voice, but human connection sustains your influence.

Your 5-Step Sprint:

1. Stop waiting for confidence. Choose one bold idea and take a small step toward it this week.
2. Simplify your message with Seth Godin's questions: "Who is this for, and what does it do?"
3. Give away one valuable insight, download, or story without requiring an email in return.
4. Replace technical talk with genuine dialogue that uncovers how clients actually feel about money.
5. Humanize your connections. Schedule one client or peer meeting outside the office. Take a walk or get a coffee to strengthen trust.

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