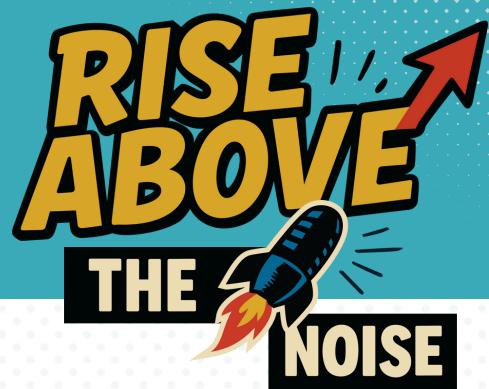


# EP. 008 PLAYBOOK

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.

#### 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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