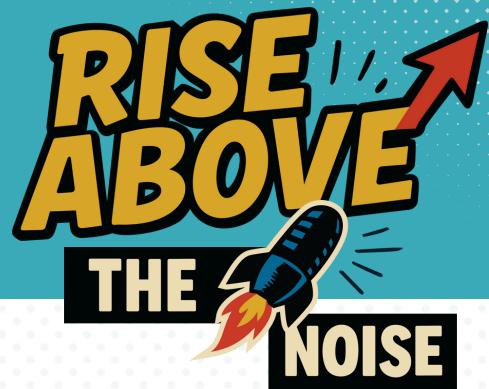


EP. 010 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST
INSIGHTS FROM CHRIS PANAGIOTU, FINANCIAL PLANNER,
AUTHOR, PODCASTER



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 #PodcastStrategy
#FinancialPhilosophy #BecomeYourOwnAdjective
#CapitalizeYourFinances

ProudMouth Pro Tip:

Don't be afraid to go against the grain. Challenging the status quo with honesty and experience is how true authority stands out.

Core Insights & Plays Pillar: Authority Amplified

Chris Panagiotu, founder of Capitalize Your Finances and host of its podcast, built authority by questioning industry norms, translating complexity into relatable insights, and leading with authenticity. His journey shows that real influence is earned through clarity, truth, and lived experience.

- Multiply Patience x10:** Growth takes far longer than expected, but compounding trust pays off.
- Gift Value, Don't Chase Sales:** A podcast isn't a funnel; it's a platform to demonstrate generosity.
- Redefine Referrals:** Ask, "Who do you know that would benefit from the relationship we have?" instead of vague requests.
- Become Your Own Adjective:** Let your unique voice, story, and philosophy define your brand.
- Stay You, Everywhere:** Build exclusivity through consistency. Be so unmistakably you that people either love it or self-select out. Both outcomes grow authority.

Your 5-Step Sprint:

- Define your core framework: what's the "touchdown" your audience is driving toward?
- Ensure your latest content supports that framework.
- Reach out to one peer using Chris's open-ended referral question.
- Create one piece of content that gives away some of your best thinking for free.
- Write your own version of "be your own adjective," the phrase that defines your brand voice.



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