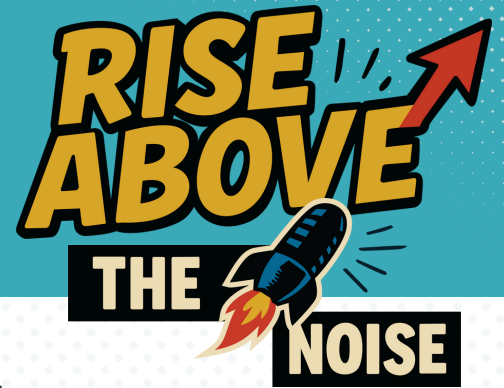


# EP. 011 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST  
INSIGHTS FROM ANDRE YOUNG, PROFESSIONAL SPEAKER,  
AUTHOR, AND FOUNDER OF YOU EVOLVING NOW



## 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 #LeadershipInAction  
#InfluenceBlueprint

#### ProudMouth Pro Tip:

**Authority grows faster when you stop trying to impress and start trying to connect. Lead with curiosity and offer valuable content helps your audience feel seen and understood.**

### Core Insights & Plays Pillar: Influence Blueprint

Andre Young, founder of You Evolving Now, teaches leaders how to grow influence by focusing on consistency, personal evolution, and asking questions that reveal true human needs. His approach shows that influence isn't about competing with others. It's created through clarity, presence, and discipline.

- 1. Marry Your Dream, Not The Path:** Stay focused on your vision and be consistent, even when the timeline shifts.
- 2. Ask The Question That Reveals Real Needs:** "What do you want to get out of bringing in someone like me?" moves conversations from selling to understanding.
- 3. Lead Through The Four Phases:** Necessity, excitement, exhaustion, and planning will repeat. Use them to guide your next move.
- 4. Use The Five Words Of Leadership:** Influence, impact, protect, decide, expectations. Let these shape how you show up.
- 5. Give Value Freely:** Treat content as service, not sales. Consistent generosity builds influence over time.

### Your 5-Step Sprint:

1. Write down your long-term vision and three actions to support it.
2. Add Andre's question to new prospect conversations: "What do you want to get out of bringing in someone like me?"
3. Identify which of the four phases you're in right now and plan the next small step.
4. Rate yourself in your key roles for the month, choose one relationship to improve, and take one small action to show up better.
5. Pick one win to celebrate alone and one to celebrate with someone important, then block time for both.

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