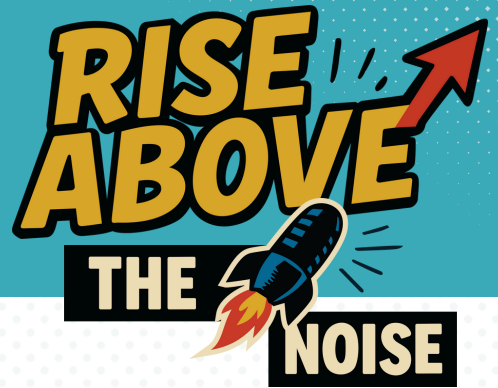


# EP. 012 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST  
INSIGHTS FROM DREW BOYER, FINANCIAL PLANNER AND  
AUTHOR OF HIP HOP X FINANCE



## 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 #AuthenticAuthority  
#StoryDrivenContent

#### ProudMouth Pro Tip:

**High-trust professionals win when they stop sounding like everyone else and lean into their authentic voice.**

### Core Insights & Plays Pillar: Authenticity in a Noisy World

Drew Boyer, financial planner and author of *Hip Hop x Finance*, shares how leaning into personal passion transformed his ability to educate, connect, and stand out. His approach proves that authority grows faster when you simplify complex ideas, tell familiar stories, and give yourself permission to be fully seen.

1. **Use familiar stories to explain complex ideas:** Music, artists, and cultural moments lower defenses and make learning feel approachable.
2. **Build influence through small, repeatable content:** Short, actionable insights create momentum without overwhelming your audience.
3. **Let your background become your differentiator:** Personal history builds trust faster than polished credentials alone.
4. **Focus on clarity over cleverness:** People engage when they understand, not when they feel impressed.
5. **Treat growth like compound interest:** Consistency over time creates outsized results.

### Your 5-Step Sprint:

1. Write down three relatable personal interests or experiences you usually keep separate from your professional brand.
2. Choose one story from that list and connect it to a lesson your audience needs to learn.
3. Create one short piece of content explaining that lesson in plain language, no acronyms.
4. Share that content once and repeat the core message in a second format within the same week.
5. Ask your audience a simple question that invites conversation, not conversion.

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YOU BY

