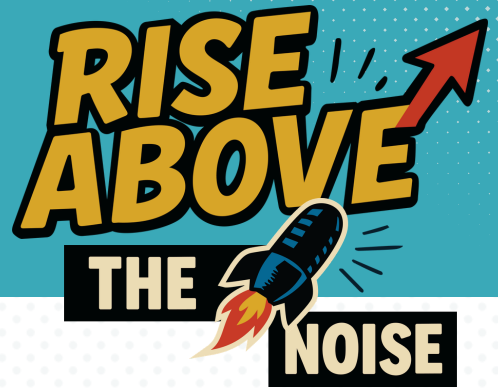


# EP. 013 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST  
INSIGHTS FROM NYLE BAYER, CHIEF MARKETING OFFICER AT  
FUTURE PROOF



## 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 #EventMarketing #VideoStrategy

#### ProudMouth Pro Tip:

If your best thinking stays in private conversations, you're invisible in search.

Turn one conversation into a system that helps the right people find you and choose you.

### Core Insights & Plays Pillar: Business Growth Engine

Nyle Bayer, Chief Marketing Officer at Future Proof, shows how modern attendance is won before the registration page. His team captures real conversations, then distributes a steady stream of video that builds familiarity, shapes the narrative, and helps the right people trust the event early.

1. **Treat content as pre-conversion trust, not promotion:** People decide while they're searching, watching, and listening.
2. **Run a simple motion:** Capture conversations, cut them into short clips, distribute daily, repeat.
3. **Choose the platforms where your community already is:** For Future Proof, it's LinkedIn for reach and YouTube for discoverability.
4. **Keep leadership visible:** If someone is great on camera, put them front and center, and share your journey as it happens.
5. **Use visuals as proof:** Photos and video show the experience better than words, especially for first-time attendees.

### Your 5-Step Sprint:

1. Fix your foundation. Your website should clearly say who you are, who you serve, what you do, and how to get started.
2. Pick a channel you're excited about. Don't choose one just because you feel like you "should."
3. Capture one real conversation. Ship value straight into the feed. Lead with insight first, link second.
4. Repurpose that same conversation into short-form content.
5. Make connection intentional. Choose who you want to meet. Reach out with a clear reason, engineered serendipity on purpose.



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