LY'S BRAND BUILDER · PLAYBOOK

Content Planning Playbook

what to post this week, how to make it, and how to know it worked



For personal brands and small business owners who have finished Ly's Brand Builder Playbook and the Content Strategy Playbook. Ly's own brand is the worked example. Mai Coffee, the café from the Brand Builder Playbook example, is the small business example.

One map for every expert. Brand Journey, HEIT, the 4 S's, pond lake ocean, the Eye of Sauron: content experts have a name for everything, and they don't always agree. You don't need to learn the jargon. Each step below is the best of one or two experts, in plain words, with their name on it. Look for the **Fast track** line on every step: whose method it is, and where to go deeper.

You need, from the strategy playbook: your brand statement, your one person, your credibility bank, your hills, your pillars and your primary platform.

Which reader are you? If you sold the business tomorrow, would your audience follow you, or the shop? You: you're a personal brand. The shop: you're a small business. The phases and the six steps are the same for both. Where the two really differ, a step shows two short columns.

THE BRAND BUILDER SYSTEM

1	2	3	★
Brand Builder Playbook	**Content Strategy Playbook**	**Content Planning Playbook**	**The master step: your in-house marketing team**
Who you are: the 8 steps.	What you stand for and who you talk to.	What to post each week, and how to know it worked.	Built from all three.
		YOU ARE HERE	

Finish all three playbooks, then build your in-house marketing team. You don't have to do it all yourself.

YOUR NAME OR BUSINESS

Mai Coffee

DATE

25 Oct 2026

The big picture: three phases

most people either post a lot of average work or polish a few pieces forever. Neither breaks out. Content is a 90 / 10 game: about 10 percent of your posts bring 90 percent of the results. The phases are how you make those hits on purpose, not by luck.

Fast track: Kallaway's three phases: first quantity, then quality, then both. He used them to grow an account to 100,000 followers in under 5 months. Go deeper: instagram.com/kallawaymarketing and youtube.com/@kallawaymarketing

PHASE	YOUR POSTS	PACE	THE GOAL	YOU MOVE ON WHEN
1. Build the skill	1 to 40	As fast as you can, and study every post	Get to a 5 out of 10	About post 40, with a lesson logged for each
2. Raise the quality	40 to 100	Slow down: 3 to 7 a week	Get to a 9 out of 10, next to the best in your category	100 posts, and your quality check says 9
3. Quality and quantity	100 and up	Speed up again: 3, then 5, 7, 10, up to 14 a week	Keep 9 out of 10 as the floor while you add volume	You stay here

Three rules:

1. **A post you don't study doesn't count.** Five posts a day with no lesson is not five reps.
2. **Don't skip Phase 2.** It's the step most people miss, and why their videos are never good enough to break out.
3. **Quality means comparable.** Put your post next to the top person in your category. If they feel close on most things (the idea, the hook, the script, the edit and the cover), you're at a 9.

How the six steps fit: the phases are the season; the six steps are the week. You run all six every week, in every phase. What changes is your pace (Step 1) and what you grade on Monday (Step 6).

The steps at a glance

#	STEP	YOU LEAVE WITH
	The three phases	Which phase you're in, and when you move on
1	Find your phase and pace	Your phase, posts per week, and the post number that moves you on
2	Fill your idea bank	25 checked ideas
3	One idea, many posts	One pillar piece cut into 5 to 10 posts
4	Write the week	A filled week in 30 minutes on Sunday, every post with one job
5	Make it	One short checklist for every post
6	Check on Monday	Your phase's grade, then keep, change or kill
	The 30-day starter plan	Your first month, week by week
	Worked weeks	One week of Ly, one week of Mai Coffee
	Your team's handbook	The detail your in-house team runs for you

01

Step 1. Find your phase and pace

every other step runs on your pace, and the right pace depends on your phase. Your audience learns when to look, and every post you keep gives you data for Monday.

Fast track: Kallaway's three phases set the pace. Three other experts give you one tool for each phase: Gary Vee's volume, Caleb Ralston's "expand, then contract" and Sam Gaudet's pace you never miss. Go deeper: instagram.com/kallawaymarketing, youtube.com/@garyvee, youtube.com/@calebralston and youtube.com/@samgaudet

Find your phase: count the posts you've made on your main platform. Under 40: Phase 1. From 40: Phase 2, and run the quality check in Step 6 every week. You reach Phase 3 only when both are true: you're past 100 posts, and your quality check says 9.

PHASE	PACE	WHAT TO BORROW
1. Build the skill	As many as you can make and still study each one	Gary Vee's volume: one pillar piece cut into many small posts. If a team or AI does the cutting, the reps come fast.
2. Raise the quality	3 to 7 a week, each one better than the last	Caleb Ralston's expand, then contract: your Phase 1 posts were the expand. Now contract to fewer, better pieces.
3. Quality and quantity	Raise it step by step: 3, 5, 7, 10, up to 14 a week	Sam Gaudet's pace you never miss: he posts 1 reel a day (11 months running) and 1 YouTube video a week. Only step up to a pace you can hold.

Phase 1 pace by team size:

YOUR TEAM	PHASE 1 PACE	POST 40 IN ABOUT
Solo, no team	1 short a day, 5 days a week	8 weeks
Solo with an AI team	1 shoot a week, cut into 1 short a day	6 weeks
A small team	1 pillar piece a week, cut into 10 to 20 posts	2 to 4 weeks

Two rules:

1. **Keep the pace you never miss.** Post on the same days and times every week. A missed week costs more than a slow one.
2. **Know the number that moves you on.** Write down the post number (40 or 100) and roughly when you'll reach it. Put that date in your calendar today.

Exercise:

	YOUR ANSWER
My phase now (1, 2 or 3), and posts so far	Phase 1, post 0. Solo: me and my phone at the counter
Short posts per week / long pieces per month	5 short videos a week / no long form until Phase 2.
My fixed days and times	Monday to Friday at 17:30, filmed in one 90-minute shoot on Sunday at 14:00.
The post number that moves me on, and the date I'll reach it	Post 40, in about 8 weeks (end of December)

Worked examples:

- **Ly:** by post count he's past 100, and he posts 3 a day per platform, sometimes 4, plus long form on YouTube. His in-house marketing team, a set of AI agents, builds and schedules the pieces. But his Monday numbers say his quality isn't at a 9 yet, so every post now goes through Phase 2 gates (a 40-point hook score and a story check) before the volume goes up again.
- **Mai Coffee:** Phase 1, post 0. 5 short videos a week (Monday to Friday at 17:30), filmed in one 90-minute shoot on Sunday. Post 40 lands in about 8 weeks. Long form waits until Phase 2.

CHECK: you know your phase, your posts per week, your fixed days and times, and the post number that moves you on.

02

Step 2. Fill your idea bank

no amount of editing saves a bad topic. A bank of checked ideas ends the "what do I post today?" panic and keeps you posting from your own experience, not from copying.

Fast track: Caleb Ralston's idea formula: a painful problem plus your solution plus your proof. Sam Gaudet's rule: idea = topic + angle + format, and the angle decides if it works. Go deeper: youtube.com/@calebralston and youtube.com/@samgaudet

Where ideas come from: your pillars, your hills and the stories in your credibility bank.

The idea formula:

(a painful problem + your own fix) × the right credibility line × a proven format = the post

Fill it in four moves:

1. For each pillar, list the painful problems your one person has, in their words.
2. Dig for the why: what people do, when they do it, and why. Ideas come from the why.
3. Write your own fix, and why they'll believe you: a credibility line from your bank. No fix, cut the problem.
4. Run the **topic check:**
5. **Demand:** a post in your space at 2x to 4x its creator's normal views from the last 6 months, or one of your own at 1.5x your median on the same topic.
6. **Fit:** regulars, casual followers and brand-new viewers all get something from it.
7. **Interest:** you actually care. If not, skip it. It will show.

Stop at 25 ideas that pass. Afraid of giving away what you sell? Teach the problem that comes just before it.

Exercise:

#	PILLAR OR HILL	THEIR PROBLEM, IN THEIR WORDS	MY FIX	WHY THEY'LL BELIEVE YOU	PROOF PEOPLE WANT IT	PASS?
1	Small kind moments	"No time for a real break."	Order on Zalo; the seat is ready.	"Open from 5:30 a.m."	Top posts in the hospital FB group	Yes
2	Regulars' stories	"I forget I'm tired too."	The quiet corner and a family order.	"Mai's mother was a nurse for 30 years."	Top posts in the hospital FB group	Yes

Worked examples:

	THEIR PROBLEM	MY FIX	WHY THEY'LL BELIEVE YOU
Ly	"My brand looks like everyone else's."	Strategy first: the 3 playbooks, then the tools.	"20 years building brands, 141 of them."
Ly	"I pay for marketing every month and own none of it."	Own your team instead of renting one.	"WPP bought our agency in 2012."
Mai Coffee	Night-shift nurse: "No time for a real break."	Order on Zalo before leaving the ward; the seat is ready.	"Open from 5:30 a.m. for the shift change."
Mai Coffee	Waiting family: "I forget I'm tired too."	The quiet corner and a family order.	"Mai's mother was a nurse for 30 years."

Ly's proof people want it: "Find your brand voice in 3 pairs" did 332 YouTube views against a channel median of 15. Mai's: the most-liked posts this month in the hospital neighbourhood's Facebook group.

PERSONAL BRAND	SMALL BUSINESS
Find demand in creators in your space and your own past posts.	Find demand in local groups, nearby shops' pages and your own till: what sells is a topic.

AI tip: give your AI both finished playbooks and ask it to fill the bank. Then edit every line until it sounds like you.

CHECK: 25 ideas, each with a fix and proof people want it.

03

Step 3. One idea, many posts

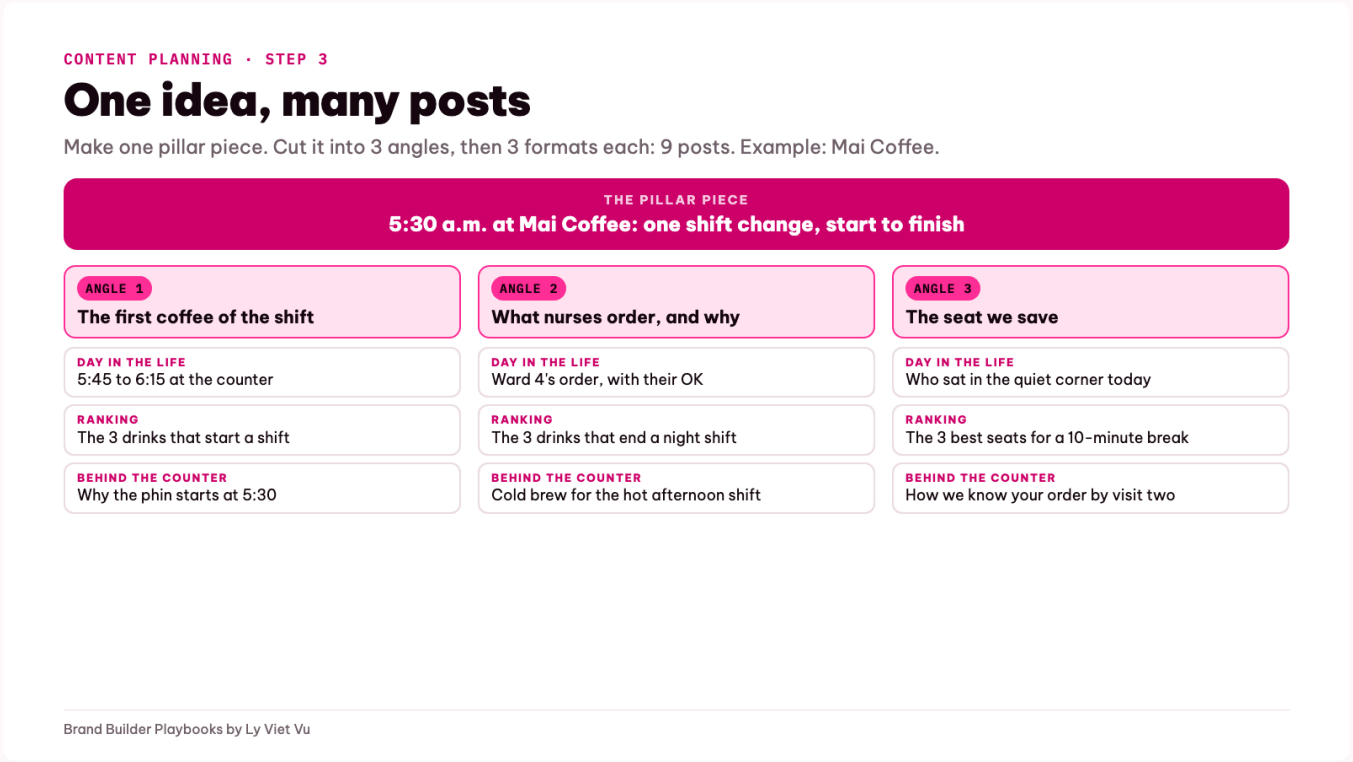
one strong piece, cut many ways, beats many weak pieces made from scratch. A new angle or format makes an old idea feel new, so you never run out.

Fast track: This is Gary Vee's pillar content and Caleb Ralston's waterfall: make one big piece, then cut the best moments into many posts for each platform. Go deeper: youtube.com/@garyvee and youtube.com/@calebralston

The pillar piece is your biggest piece of the week or month: a long video, a newsletter, or one 60-minute shoot. Make it once, then cut it into 5 to 10 posts with **Topic + Angle + Format**:

- **Topic:** what the pillar piece is about.
- **Angle:** your take on it. The wrong angle flops.
- **Format:** the wrapper: list, ranking, this or that, story, myth vs truth, teardown, day in the life.

1 topic × 3 angles × 3 formats = 9 posts. Give each post one feeling: hope, dream, fear or a blocker. Ly's best post on three platforms was a hope line: "Now I'm giving it all away, free."



Exercise: my pillar piece: _____

The monthly 6-minute video "5:30 a.m. at Mai Coffee: one shift change, start to finish" (once I add long form after my first 90 days). A: day in the life. B: ranking. C: behind the counter.

	ANGLE 1	ANGLE 2	ANGLE 3
Format A	5:45 to 6:15 at the counter	Ward 4's order, with their OK	Who sat in the quiet corner today
Format B	The 3 drinks that start a shift	The 3 drinks that end a night shift	The 3 best seats for a 10-minute break
Format C	Why the phin starts at 5:30	Cold brew for the hot afternoon shift	How we know your order by visit two

Worked examples:

Mai Coffee, pillar piece (once she adds long form in Phase 2): the monthly 6-minute video "5:30 a.m. at Mai Coffee: one shift change, start to finish".

	THE FIRST COFFEE OF THE SHIFT	WHAT NURSES ORDER, AND WHY	THE SEAT WE SAVE
Day in the life	5:45 to 6:15 at the counter	Ward 4's order, with their OK	Who sat in the quiet corner today
Ranking	The 3 drinks that start a shift	The 3 drinks that end a night shift	The 3 best seats for a 10-minute break
Behind the counter	Why the phin starts at 5:30	Cold brew for the hot afternoon shift	How we know your order by visit two

Ly, pillar piece: the long video "How to build your brand in 8 steps". Topic: own your marketing. Angles: rent or own; strategy before tools; the method, given away free. Three of the nine cuts: "Rent or own: sort your marketing jobs, in 60 seconds" (Promise-Map), "Inside the pitch room: what you were really paying for" (story), "An agency or 3 playbooks?" (this or that).

PERSONAL BRAND	SMALL BUSINESS
The pillar piece is a long video or newsletter, 10 to 16 minutes.	Until you make long form, the pillar piece is your weekly 60-minute shoot.

CHECK: your next pillar piece has 9 posts written as titles before you make it.

04

Step 4. Write the week

decisions made on Sunday don't get made badly on Wednesday night. Thirty minutes on Sunday fills the week.

Fast track: Sam Gaudet's content buckets keep the week balanced. Nitya Singh's warning: random posting with no goal goes nowhere, so give every post one job. Go deeper: youtube.com/@samgaudet and instagram.com/dnityasingh

Give every post one job before you write it:

JOB	WHAT IT DOES	GRADED ON
Reach	Brings in people who don't know you yet	Plays and follows
Trust	Makes your followers feel understood	Saves, replies, follows per 1,000 plays
A sale	Asks for one easy action: a keyword, a visit, a call	Keyword DMs, emails, visits

Reach is what the strategy playbook calls width; trust is depth. One job per post. People need to feel understood before you sell, so earn trust first and keep sale posts to about 1 in 4.

The 30-minute Sunday: take your phase's pace from Step 1. Pull ideas from your bank and cuts from your pillar piece. Give each post a slot, a pillar, a job and a bucket tag (70, 20 or 10, see Step 6).

CONTENT PLANNING · STEP 4

The weekly calendar

One row per decision. Fill it on Sunday for the week ahead. Example: Mai Coffee in Phase 1, five posts a week.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Post	**Short video**	**Short video**	**Short video**	**Short video**	**Short video**	**Stories only**	**Plan + film**
Pillar	Small kind moments	Behind the counter	Behind the counter	The hospital street	Regulars' stories		
Shape	HEIT	Promise-Map	Promise-Map	HEIT	HEIT		
Bucket	70 proven	70 proven	20 one change	70 proven	10 big swing		
Job	Trust	Reach	Sale: keyword SEAT	Trust	Reach		

HEIT = hook, explain, illustrate, teach. Promise-Map = a promise plus 3 to 5 steps. 70 / 20 / 10 = proven, one change, big swing. Job = reach new people, build trust, or make a sale.

Brand Builder Playbooks by Ly Viet Vu

Template:

	MON	TUE	WED	THU	FRI	SAT	SUN
Post (time)	Short video, 17:30	Short video, 17:30	Short video, 17:30	Short video, 17:30	Short video, 17:30	Stories only	Plan and film, 14:00
Pillar	Small kind moments	Behind the counter	Behind the counter	The hospital street	Regulars' stories	-	-
Idea (topic + angle)	The seat we save	The 3 drinks that start a shift	Why the phin starts at 5:30	Paper cup, or a seat	A nurse's first coffee at 6 a.m.	Quiet-corner hours	Next week
Format	Story	Ranking	Behind the counter	This or that	Day in the life (with her OK)	Stories	90-minute shoot
Job (reach, trust or sale)	Trust	Reach	Sale: comment SEAT	Trust	Reach	-	-
Bucket (70 / 20 / 10)	70 proven	70 proven	20 one change	70 proven	10 big swing	-	-

Worked examples:

- **Ly:** the week of 26 Oct carried 21 Instagram posts across five pillars: 7 reach and 14 trust.
- **Mai Coffee:** Monday trust, Tuesday reach, Wednesday sale (the SEAT keyword), Thursday trust, Friday reach. Both full weeks are at the end.

PERSONAL BRAND	SMALL BUSINESS
Plan and film on one fixed day. Batch your ideas, then film all your short videos in one sitting.	Film around the quiet hour, not the rush. Update Google Maps photos the same day.

AI tip: your AI can fill the week from your idea bank every Sunday. You approve it.

CHECK: next week is filled by Sunday night, and every post has one job and a bucket tag.

05

Step 5. Make it

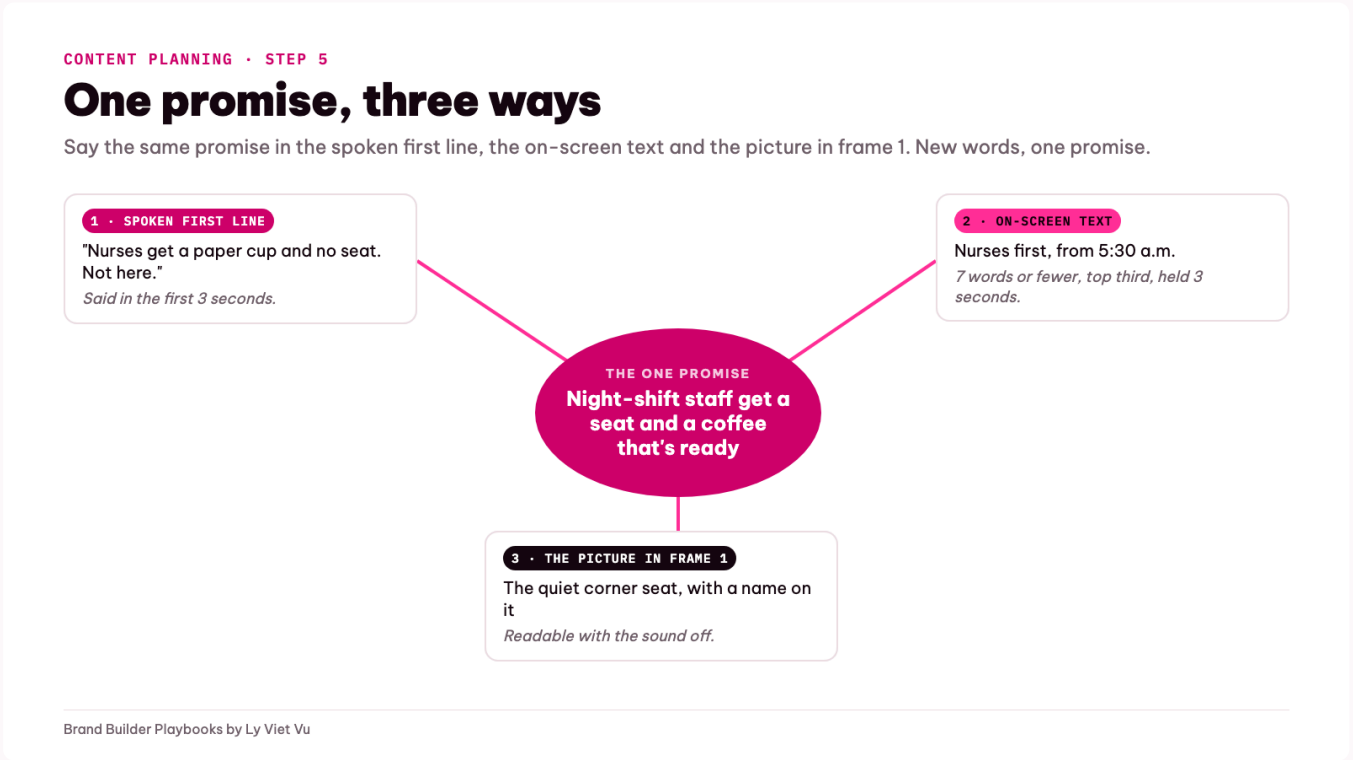
most people decide in under 3 seconds. If the first second, the story and the cover promise different things, people leave.

Fast track: Kallaway's 4 S's for a hook: subject, stakes, speed, super clear. One promise, said the same way in the spoken line, the text and the picture. Sam Gaudet's HEIT for short videos: hook, explain, illustrate, teach. Go deeper: youtube.com/@kallawaymarketing and youtube.com/@samgaudet

The checklist. Every post, before you film:

#	CHECK	DONE
1	**One hook promise, three ways.** Write the promise in one sentence. Say it in the spoken first line, the on-screen text and the visual in frame 1. New words in each, the same promise in all three.	☐
2	**A story with stakes, a question and a twist.** Why it matters to them, a question they want answered, and an answer they didn't expect.	☐
3	**A cover and a title.** Your face plus 2 to 4 words. The cover never repeats the title.	☐
4	**A caption.** Line 1 is the promise, stated as fact. The ask goes in only on a sale post.	☐

Nothing gets filmed until line 1 is a yes. The full rules for each line are in your team's handbook.



Worked examples (example lines, written for this playbook):

	LY	MAI COFFEE
The one promise	Build your own marketing team	Night-shift staff get a seat and a coffee that's ready
Spoken / on screen	"I ran an agency. You don't need one." / I ran an agency. You don't need one.	"Nurses get a paper cup and no seat. Not here." / Nurses first, from 5:30 a.m.
Visual in frame 1	Ly holding the printed playbook up	The quiet corner seat, with a name on it
Stakes	You rent your marketing every month and own none of it.	A 12-hour shift with no real break
Question	So what do you build instead?	Where do you get 10 minutes that are yours?
Twist	Your agency fits on your laptop.	The seat is already saved. Order on Zalo before you leave the ward.
Cover / title	Face + "Build your own" / "Why small businesses don't need an agency anymore"	Mai's face + "Saved for you"
Caption line 1	Don't rent your marketing. Own it.	Night shift? Your seat is ready at 6.

Exercise: fill the same rows for your next post. **Same for both readers.**

AI tip: ask your AI for 5 promises for one post. Pick the strongest, then have it fill the rest of the checklist.

CHECK: read the spoken line, the on-screen text and the caption out loud in a row. They should sound like three people describing the same thing.

06

Step 6. Check on Monday

track a few numbers, and only ones that would change what you do. Fifteen minutes is enough.

Fast track: Kallaway: a post only counts if you study it, and quality means your post holds up next to the best in your category. Sam Gaudet's first number is follows per 1,000 plays, not views. Caleb Ralston's 70 / 20 / 10: mostly what works, some changes, a few big swings. Go deeper: instagram.com/kallawaymarketing, youtube.com/@samgaudet and youtube.com/@calebralston

First, grade what your phase is for:

PHASE	GRADE ON MONDAY
1. Build the skill	The rep log: one line for every post, what you tried and what you learned. No lesson, no rep.
2. Raise the quality	The quality check, on your best post of the week.
3. Quality and quantity	The scorecard, plus your top 10 percent: is the 9 holding as you add volume?

The rep log (Phase 1):

#	POST	WHAT I TRIED	WHAT I LEARNED
1	Mon: the seat we save	Story, my face first	Nurses replied with their ward number. Ask for it
2	Tue: the 3 drinks that start a shift	Ranking, drinks lined up on the counter	Most saves of the week. Lists get kept
3	Wed: why the phin starts at 5:30	Behind the counter, no face	Half left in 3 seconds. Open on my face, not the phin
4	Thu: a paper cup or a seat	This or that, two shots side by side	People picked a side in the comments. Ask them to pick
5	Fri: a nurse's first coffee	Day in the life with Lan	Best follows per 1,000 plays. Real people beat the menu

The quality check (Phase 2): put your best post of the week next to a post from the top person in your category. Score yours from 1 to 10 on each line. A 9 means they feel comparable.

PART	MY SCORE (1 TO 10)	WHAT THE BEST DO THAT I DON'T
The idea	6	One regular's real moment, not the menu
The hook	5	The problem in the first second
The script	5	One point, done in 40 seconds
The edit	4	A cut every 2 to 3 seconds, captions on
The cover and title	4	The same face and seat on every cover

In every phase, watch one number most: follows per 1,000 plays. Plays show demand. Follows per 1,000 plays show trust.

CONTENT PLANNING · STEP 6

The Monday scorecard

Fifteen minutes every Monday. Few numbers, each one able to change what you do next week.

TYPE	METRIC	THIS WEEK	LAST WEEK	4-WEEK AVG	WHAT IT TELLS YOU
INPUT	**Posts published**	3	3	3	Kept the cadence
REACH	**Median plays per post**				A demand signal only
TRUST	**Follows per 1,000 plays**				Column one. Watch it most
TRUST	**Saves per 1,000 plays**				Did they want to keep it?
TRUST	**Replies: comments plus DMs**				Count names they quote back
LEADS	**Keyword DMs, emails, visits**				Ask: which post brought you?
LEARN	**Best post, as a multiple of median**				Repost or remake it

Keep doing: _____

One change for next week: _____

Brand Builder Playbooks by Ly Viet Vu

TYPE	METRIC	THIS WEEK	LAST WEEK	4-WEEK AVG	WHAT IT TELLS YOU
Input	Posts published	5 (Mon to Fri)	5 (Mon to Fri)	5 a week	Did you keep your pace?
Reach	Median plays per post	Facebook page median	Week 1 baseline	From week 4	A demand signal only
Trust	Follows per 1,000 plays	Local follows per 1,000 plays	Week 1 baseline	From week 4	Column one. Watch it most.
Trust	Saves per 1,000 plays	Saves per 1,000 plays	Week 1 baseline	From week 4	Did they want to keep it?
Trust	Replies: comments plus DMs	Comments, DMs, Zalo	Week 1 baseline	From week 4	Count names and hills quoted back
Leads	Keyword DMs, emails, visits	Till ticks, badge orders	Badge orders last week	From week 4	Ask: which post brought you?
Learn	Best post, as a multiple of your 90-day median	Best post vs FB median	Graded at day 11	Top 10% study, monthly	Repost or remake it

How to read it: grade posts at day 11, not day 1 (content often pops around day 7). Use the median, not the average: one huge post makes the average lie. Once a month, study only your top 10 percent and find what they share.

Then decide: keep, change or kill.

	WHAT YOU DO
Keep	A post at 2x your median or more gets another round: **repost** it after 60 days, **re-edit** the middle if people left halfway, **re-record** it with a new angle 8 to 12 weeks later, or **repurpose** it into another format.
Change	One thing a week: the hook, the setting, the delivery or the packaging. Change three and you won't know which one worked.
Kill	At the monthly review, drop the format or hill that keeps landing at the bottom. Use the slot for a new test.

Next week's mix: 70 / 20 / 10. 70 percent proven formats, 20 percent one change, 10 percent big swing. Celebrate a good flop, so nobody plays it safe on the 10.

Worked examples:

- **Ly:** his starting line is the 19 Oct 2026 pull: median plays per post of 219 on Instagram, 113 on Facebook, 115 on TikTok, 15 on YouTube and 15 on LinkedIn. Change: speech at 0:00 on every reel, because his worst Instagram posts lost 66 to 80 percent of viewers in the first 3 seconds. Keep: a re-record of his channel launch post (1,383 Instagram plays), ending on his lead hill.
- **Mai Coffee:** a practice run of the quality check in month 1, to see the gap: idea 6, hook 5, script 5, edit 4, cover 4. She grades it for real from post 40. "Which post brought you?" ticks from the till; badge orders this week vs last. Change: post at 17:30 when the night shift arrives, instead of noon. Keep: turn the 3-drinks ranking into a printed card by the till.

PERSONAL BRAND	SMALL BUSINESS
Leads are DMs, emails and calls.	Leads are visits, Zalo orders, Google Maps direction requests and loyalty cards. A tick sheet by the till counts.

CHECK: 15 minutes, your phase's grade is done, and you end with one keep, one change and, once a month, one kill.

The 30-day starter plan

Your first 30 days are the start of Phase 1. Your first 100 posts are practice: 40 to build the skill, 60 to raise the quality. For most people, the fear of being judged fades after about 4 weeks of posting.

WEEK	DO THIS
1. Set up	Days 1 to 5: finish your strategy outputs. Day 6: find your phase and pace, and fill your idea bank. Day 7: cut your first pillar piece, write the week, make your first posts.
2. Post	Post at your Phase 1 pace and fixed slot, all in the 70 bucket. Every post carries hill 1 and gets a line in the rep log. Reply to comments for 30 minutes. Monday: your first scorecard, your baseline.
3. Test	One post in the 20 bucket. Hill 2. If people already reply to you, add your first sale post. If not, wait.
4. Swing and review	One post in the 10 bucket. Hill 3. Day 30: which hill got quoted back? Which post won on follows per 1,000 plays? Keep, change or kill. Count your posts: how many to 40?

Worked examples:

- **Ly's trial run, 26 Oct to 24 Nov 2026:** his new brand statement approved in week 1; each of his four hills in at least one reel a week from week 2; his named mechanisms ("the rent-or-own test", "the 3 playbooks") in hooks and captions in week 3; the top 10 percent study and the keep-or-kill call on his hills in week 4.
- **Mai Coffee:** week 1, the setup, plus asking 10 regulars where they scroll on a break; week 3, the SEAT keyword, because regulars already chat at the counter; week 4, the big swing: a day in the life with a nurse regular, with her OK.

CHECK: on day 30 you've kept your pace, logged a lesson for every post, filled 3 scorecards and made a keep-or-kill call on each hill.

Worked week 1: Ly Viet Vu, Mon 26 Oct to Sun 1 Nov 2026

Ly's real schedule, from his content plan: 21 Instagram posts, 2 long YouTube videos and The Agency Years, Part 2 on LinkedIn. Read it through the six steps:

- **Step 1, phase and pace:** Ly is past 100 posts but not at a 9 yet, so he grades in Phase 2. He keeps 3 a day per platform only because a team does the cutting, and every post now passes Phase 2 gates first. Start at your own phase's pace.
- **Step 4, jobs and pillars:** 7 reach, 14 trust, a trust-first week. Brand Builder 10 of 21, Chief AI Officer 5, The Agency Years 4, Marketing Champion 1, Peptide Lab 1. Brand Builder is heavy because Ben's Brand runs an episode a day.
- **Step 5, hooks:** "'Everyone' is not a client", "Better is a trap" and "'Cozy' means small" are each a lesson in 3 to 5 words.
- **Step 6, next week:** Marketing Champion is the gap. Tests: a manifesto reel on his lead hill ("I ran an agency for 14 years. You don't need one."), a Promise-Map reel ("The 3 playbooks, in order, in 60 seconds") and a curation reel ("3 ads that taught me advertising").

Worked week 2: Mai Coffee, five posts a week

An example week from week 4 of her first month (still Phase 1), built from her Brand Builder Playbook. Mai posts in Vietnamese; it's shown in English. Facebook first; TikTok gets the same videos the next day; Google Maps gets new photos on Sunday.

	MON	TUE	WED	THU	FRI
Post (time)	Short video, 17:30	Short video, 17:30	Short video, 17:30	Short video, 17:30	Short video, 17:30
Pillar	Small kind moments	Behind the counter	Behind the counter	The hospital street	Regulars' stories
Idea	The seat we save	The 3 drinks that start a shift	Why the phin starts at 5:30	A paper cup, or a seat for 10 minutes	A nurse's first coffee at 6 a.m.
Format	Story	Ranking	Behind the counter	This or that	Day in the life (with her OK)
Job	Trust	Reach	Sale: comment SEAT for the shift-change menu	Trust	Reach
Bucket	70 proven	70 proven	20 one change	70 proven	10 big swing
Spoken hook	"Nurses get a paper cup and no seat. Not here."	"The 3 drinks nurses order before a 12-hour shift."	"Your coffee starts at 5:30, so it's ready at 6."	"Every shift change, nurses pick one: run or sit."	"Lan starts every night shift in that corner."

Saturday is stories only. Sunday at 14:00: plan and film, 90 minutes for all five. Why 17:30: the night shift arrives around then, and nurses scroll on the walk in.

Your team's handbook

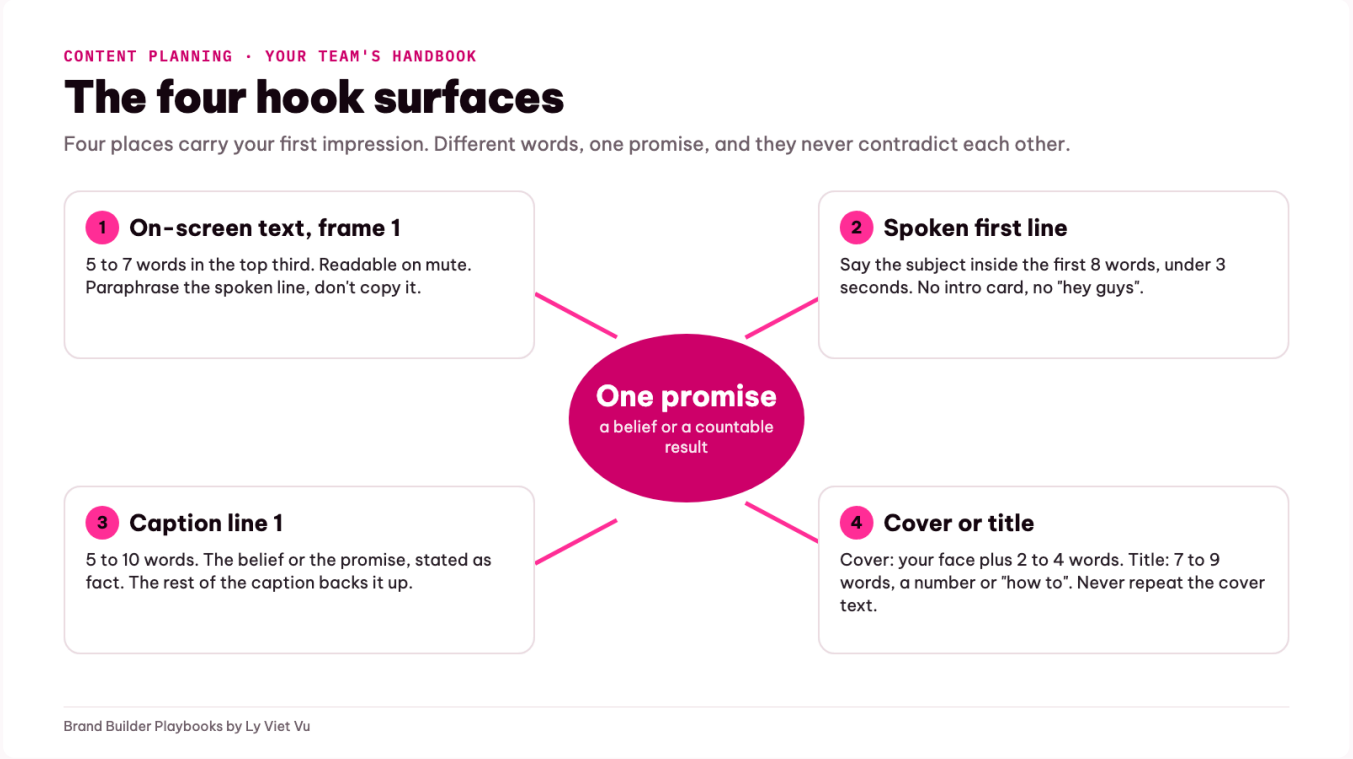
This is the part your in-house team (or your AI team) runs for you. Hand it over, and use it to check their work against Step 5.

Who runs what

Your in-house marketing team is a set of AI agents, each with one job, all briefed on your three playbooks. Start with 3: a brand strategist, a copywriter and a social media manager.

AGENT	RUNS
Brand strategist	The Brand Builder Playbook, with you
Social media strategist	Steps 1 to 4
Copywriter	Hooks, scripts and captions in your voice (A, B, C, E)
Art director	Covers, thumbnails and on-screen text (A, D)
Video editor	Short cuts from your pillar piece (B, C)
Creative director	Both gates, before anything is filmed (F)
Social media manager	Posting at your fixed times, and the Monday scorecard
Community manager	Comments, DMs, "which post brought you?", the keyword's free file (E)

A. Hook surfaces



- **On-screen text, frame 1:** 5 to 7 words in the top third, readable on mute. Paraphrase the spoken line; don't copy it.
- **Spoken first line:** the subject inside the first 8 words, in under 3 seconds.
- **Visual, frame 1:** shows the same promise as the words.
- **Caption line 1:** 5 to 10 words, the promise stated as fact.
- **Cover or title:** face plus 2 to 4 words; a YouTube title is 7 to 9 words with a number or "how to".
- **Banned openers:** a concept name with no stake, "watch till the end", "new video just dropped", a story before the point, a question, "hey guys", an intro card.

B. HEIT and Promise-Map (two shapes for short video)

HEIT	WHAT IT DOES	IN A 45 TO 60 S VIDEO
Hook	Your take, and an open question the video will answer	0 to 3 s
Explain	Why it matters to the viewer	3 to 15 s
Illustrate	One story or comparison that links the idea to something they know	15 to 40 s
Teach	One thing they can do. Not six.	40 to 55 s

Promise-Map: "Here's how to [result] in under 60 seconds." Then 3 to 5 numbered steps on screen, one line and one picture each. Close on the result.

Rules for both: one teach per video. 45 to 90 seconds by default; Shorts and TikTok cuts aim under 60. Open a second question at about 40 percent of the runtime and close both before the end. End on the lesson, then a 3 to 4 second end card.

C. The long-form open

TIME	BEAT	WHAT TO SAY OR SHOW
0:00 to 0:05	Call out + promise	Who it's for, and the title's promise in new words
0:05 to 0:15	Credibility	One proof line matched to this topic
0:15 to 0:30	Compass	The roadmap on screen, later steps blurred
0:30 to 0:60	Core learning	One takeaway they can use even if they leave now

Then: each section is point, why, story, lesson, opened with a short re-hook. Fast early, longer later. Restate the promise every 30 to 60 seconds. Free resource on screen at about 30 percent, again at the end, and as the first link in the description. End card: ONE next video, framed as the next problem. Ly's rule: the ask is on screen and in the caption, never spoken.

D. Packaging

1. Your face in every thumbnail and cover. A small business: the owner's face first, then the cup, the counter or the seat.
2. 2 to 4 words on a thumbnail, one in your accent colour. Never the title's words.
3. The face's emotion matches the title's emotion.
4. YouTube titles: 7 to 9 words, a number or "how to", one emotion.
5. On-screen captions: 1 to 3 words at a time, one keyword in your accent colour.
6. Same uniform, set and colours for 8 weeks at a time.
7. Keep a library of titles and covers that did 2.5x their creator's normal.

Proof from Ly's channel: plain titles like "Episode 1" got 11 to 15 YouTube views. After the 19 Oct rewrite to lesson titles, "5 personalities, zero brand" got 958.

E. Captions and the comment keyword

```
[Line 1: belief or promise, 5 to 10 words]

[2 to 5 short lines, or a numbered list]

[Comment WORD and I'll send you ____.]  (sale posts only)
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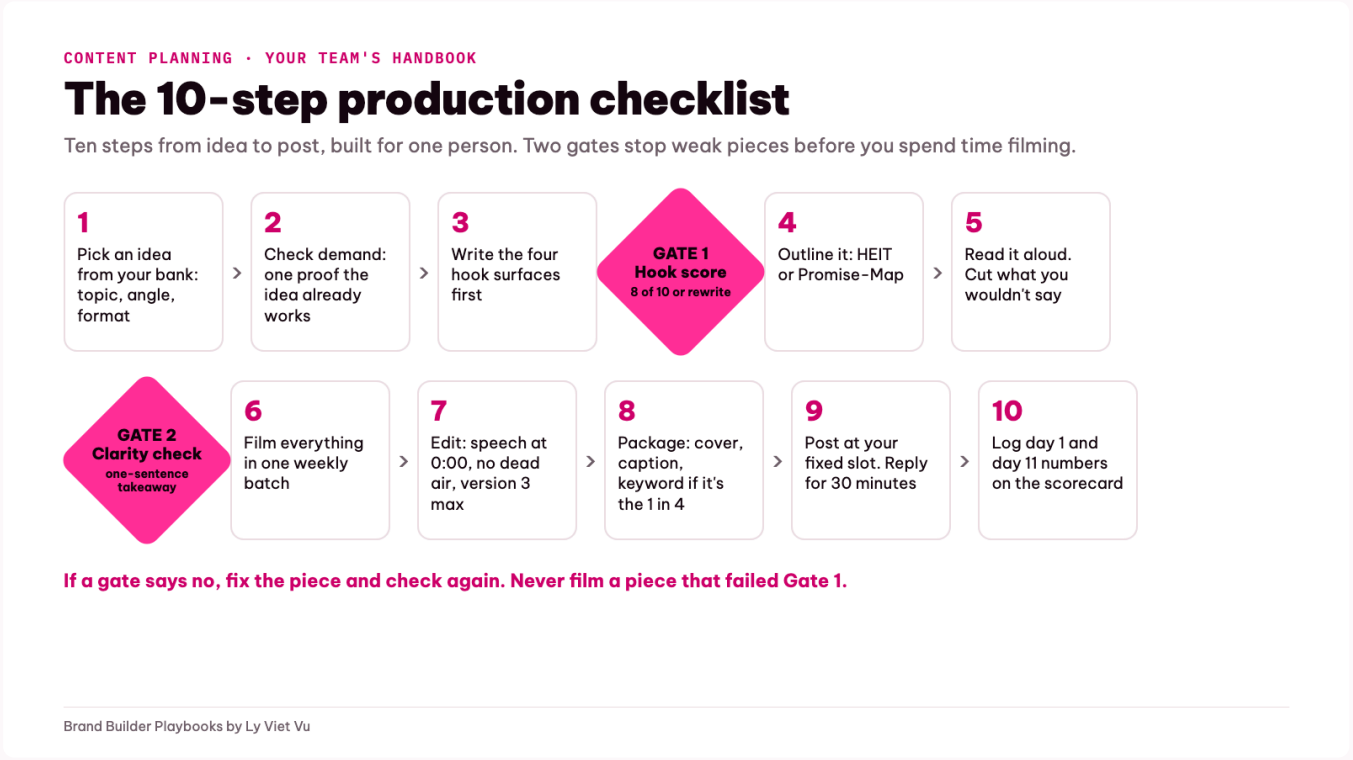
Night shift? Your seat is ready at 6.

Message your order on Zalo before you leave the ward.
Walk in. Sit down. It's waiting.

Comment SEAT and we'll send you the shift-change menu.

About 30 words. No hashtags. The keyword always points to something free: a guide or playbook for a personal brand; a menu, a loyalty card or a "first coffee" offer for a shop. Start it once people already reply to you, and answer every keyword DM within minutes.

F. The production checklist (with two gates)



1. Pick an idea. 2. Check demand. 3. Write the hook surfaces. **Gate 1.** 4. Outline it: HEIT or Promise-Map. 5. Read it aloud; cut what you wouldn't say to a friend. **Gate 2.** 6. Film in one weekly batch, never more than two weeks ahead. 7. Edit: speech at 0:00, no dead air, version 3 at most. 8. Package. 9. Post at the fixed slot; reply for 30 minutes. 10. Log day 1 and day 11 numbers.

Gate 1: hook score. Score each line 0, 1 or 2. Pass at 8 of 10; under 8, write 3 new versions.

CHECK	0	1	2
Subject named in the first 8 spoken words	No	After word 8	Yes
A belief or countable promise, stated as fact	A question or a tease	Vague	Clear
A stranger gets it in 3 seconds	No	Mostly	Yes
Specific: a number, a name or a place	None	One, weak	Yes
All surfaces promise the same thing	They clash	Mostly	Yes

Mai's draft "Have you ever wondered why we open so early?" scores 4. Her rewrite, "Nurses get a paper cup and no seat. Not here.", scores 9.

Gate 2: clarity check. All five yes: one takeaway in one sentence; one teach; every line serves the promise; a 12-year-old understands every word; it ends on the lesson.

Ly's team version adds more gates: an English copy check, a 40-point hook score on every surface (ship at 32), a story check, a retention table, and a Vietnamese language check on every Vietnamese line.

Credits and sources

- Caleb Ralston: the idea formula, the idea bank, Promise-Map, the Four C's open, 70 / 20 / 10, wrapping paper, the multiplier sheet and the top 10 percent study, version 3 at most, and expand, then contract (learn what your audience calls quality, then make fewer, better pieces).
- Sam Gaudet: the pace you never miss, Topic + Angle + Format, demand / fit / interest, the four-word filter, CUB, the four emotions, HEIT, PEIL, fast-early pacing, the sacred timeline, the four R's, the 30 percent resource placement, comment keywords, the reasonability ask ladder, follows per 1,000 plays.
- Gary Vee: volume, one pillar piece cut into many pieces for every platform.
- Kallaway: the three phases (build the skill in your first 40 posts, raise the quality to a 9 out of 10 over posts 40 to 100, then add quantity with 9 as the floor), content as a 90 / 10 game, the story loop (stakes, a question, a twist) and hooks that say one promise three ways: spoken, on screen and in the visual.
- Nitya Singh: make people feel understood before you sell.
- The Ly Video Method, which brings these together.
- Ly's numbers and schedule: his own channels (19 Oct 2026 pull) and his content plan for the week of 26 Oct 2026.
- Mai Coffee: the example Brand Builder Playbook at lyvietvu.com/brandbuilder.

Shapes used from Ly's 20 years of past work with more than 140 brands across 11 industries:

- The digital creative brief formula (data, observation, insight)
- Ly's weekly content schedule (topic and format by day)
- Ly's planning process map (a yes or no check at each step)

YOUR PATH

Playbook 3 of 3, done.

That's all three. Your next step: create your agent team (Step 14). With the three playbooks as its brief, it runs your content every day, without hiring a marketing team or an agency. The In-House Team Playbook, coming soon, walks you through the setup.

THE BRAND BUILDER SYSTEM

1
Brand Builder Playbook
Who you are: the 8 steps.

2
Content Strategy Playbook
What you stand for and who you talk to.

3
Content Planning Playbook
What to post each week, and how to know it worked.
YOU ARE HERE

★
The master step: your in-house marketing team
Built from all three.



Finish all three playbooks, then build your in-house marketing team. You don't have to do it all yourself.

NEXT STEP: CREATE YOUR AGENT TEAM



Brand strategist



Social media strategist



Copywriter



Art director



Creative director



Video editor



Social media manager



Community manager

COMING SOON · THE NEXT BRAND BUILDER PLAYBOOKS

two more playbooks.

Your three playbooks are the brief. These two turn that brief into a team that does the work.

PLAYBOOK 4 · COMING SOON

The In-House Team Playbook

Set up your 8 agents step by step: what each one reads first, what it does for you, and how they hand work to each other. It turns Step 14 into a team that runs every week.



PLAYBOOK 5 · COMING SOON

The Video Production and Design Team Playbook

A team that makes the work itself: scripts, video edits, covers, carousels and brand designs, all from your three playbooks.

Same rule for both: you set the brief, the agents do the work, you keep the final say.

Get them first: follow **@lyvietvu** or visit **lyvietvu.com/brandbuilder**.

YOU HAVE THE BLUEPRINT

want it built and running for you?



I build the implementation with you: your own in-house marketing team, a set of AI agents trained on your three playbooks, planning, writing and reporting your content every week. You make the calls.

1. **We talk first.** 15 minutes on your business or personal brand and where you are stuck.
2. **We set up your in-house marketing team.** Strategist, copywriter, art director, creative director, video editor and social media manager.
3. **You approve, it runs.** Your agents plan, write and report. You keep the final say.

One step: email **letstalk@lyvietvu.com** with the word **BUILD** and one line about your business.

EMAIL
letstalk@lyvietvu.com

INSTAGRAM
@lyvietvu

FACEBOOK
lyvietvu

LINKEDIN
Ly Viet Vu

BRANDS I BUILT WITH

Unilever · PEPSI · Nestlé · SAMSUNG · SONY · HSBC · Vietnam Airlines · Grab
L'ORÉAL · Ford · KFC · VINFAST · TECHCOMBANK · Shell · DIAGEO · vietjetAir.com

AND MORE ACROSS 11 INDUSTRIES, AT SOFRESH, MIRUM, JWT AND WUNDERMAN THOMPSON