THE NO-AGENCY PLAYBOOK

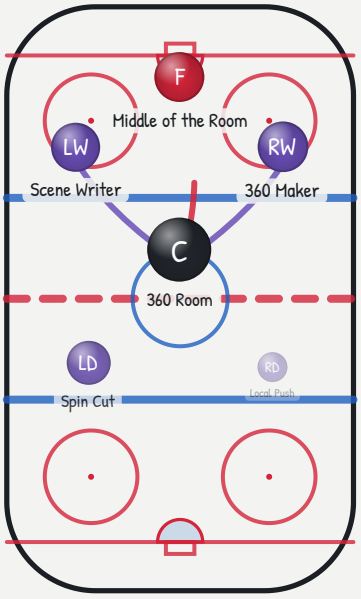
Coach's call: 2nd line: AI plus you

Apple: HVL 360 album trailer (Shot on iPhone)

Apple's trailer took eight synced iPhones, a crew and nearly six months. My rough math to hire a crew like that is over USD 30,000, before the artist. I made a 5-second 360 scene of my own in one morning with two prompts and 68 credits, under USD 5. I'd run it for your next launch: you in the middle of your own 360 room, your team frozen round you, then everybody moves at once.

~ COACH LY

QUICK TIP You can do most of this with just Higgsfield and Claude. Claude writes the scene and the two prompts, and Higgsfield makes the 360 picture and the moving clip.



You on the bench: the owner, or your one-person marketing team. You make the calls.

- AI runs it
- AI drafts, you approve
- You or a freelancer

C · CAPTAIN · ORCHESTRATOR

360 Room

AI DRAFTS, YOU APPROVE

Keeps the scene, the prompts, the clips and the launch date in one place.

→ Your call: You approve the scene before anything is made.

Claude

LW · LEFT WING · AGENT 1

Scene Writer

AI DRAFTS, YOU APPROVE

Writes the scene in one sentence, then the two prompts: the 360 picture and the movement.

→ Your call: You pick the idea. It should only make sense for your business.

Claude

RW · RIGHT WING · AGENT 2

360 Maker

AI DRAFTS, YOU APPROVE

Makes the 360 picture and turns it into a short moving clip.

→ Your call: You check every face, hand and stray letter before it goes out.

Higgsfield

F · FORWARD · AGENT 3

Middle of the Room

YOU OR A FREELANCER

Puts you, your team and your new product in the centre of the scene.

→ Your call: Use real photos of you and your team, with their OK. If customers will visit the place, film the real room with a real 360 camera.

Higgsfield

LD · LEFT D · AGENT 4

Spin Cut

AI DRAFTS, YOU APPROVE

Cuts a vertical version where the view spins round the room, and gets the full 360 file ready for YouTube so people can drag it.

→ Your call: You post it. Check YouTube shows it as 360 before you share the link.

Higgsfield

RD · RIGHT D · AGENT 5

Local Push

AI DRAFTS, YOU APPROVE

Shows the clip to people nearby and invites your WhatsApp followers (or Zalo in Vietnam) to come and see the real thing.

→ Your call: You set a daily cap the agent cannot go over.

WhatsApp Business Platform · Meta Advantage+ · Zalo Official Account

G · GOALIE · AGENT 6

Scoreboard

AI RUNS IT

Tracks views, how long people watch and bookings from the clip, by week, and says what to change.

→ Your call: Read it Monday with your coffee.

Google Analytics 4 · Data Studio

A draft of how I'd run a small-business version of this play today. It describes an approach, not results.

Tools checked on their official sites. Names and logos belong to their owners. I am not paid to recommend any of them. A free agent is a tool whose logo I am still asking permission to show. Tap any player for the scouting report.

COACH'S STAMP

I MADE THE REEL ON THIS ONE

COACH LY · 18 OCT 2026

Brief for your AI

Apple: HVL 360 album trailer (Shot on iPhone)

HOW TO USE THIS CARD

1. Upload this PDF to your AI (ChatGPT, Claude, Gemini or Grok).
2. Paste the prompt at the bottom of this page.
3. Answer its questions. Approve every draft before anything goes out.

THE PLAY

Rapper MCK came back after a two-year break with HVL, an album trailer shot in 360 degrees on iPhone 17 Pro: eight iPhones synced together, seven round the set and one above, over three days in an old church in Ninh Bình, nearly six months from idea to finished film. On YouTube you can pan all the way around it. Hidden links unlock snippets of new tracks, and a distorted sound at the end, played at 2.3 times speed, gives you a phone number with a voice note from MCK. Instagram and a digital billboard on Nguyen Hue Walking Street in Vietnam pushed the launch.

COACH'S CALL: 2ND LINE: AI PLUS YOU

My rough math to hire a crew like Apple's is over USD 30,000 before the artist (8 new iPhones about USD 8,800, plus a director, camera team, dancers, a choreographer, a location, art, lights and the edit). My 5-second 360 test cost 68 credits, under USD 5, and a full trailer would be about USD 200 in credits. Mine is softer, and I'll say so. AI builds the room. The idea is yours.

YOUR VERSION

A salon launching a new colour. Make a 360 room: you calm in the middle, your stylists frozen round you with the new colours, then they all flip their hair at once. Two prompts for the picture and the movement, a few dollars of credits. Post the vertical spin on Reels and TikTok and the full 360 on YouTube, then invite your WhatsApp followers (or Zalo in Vietnam) to book the colour. This week's first step: write the scene in one sentence.

THE AI TEAM

Captain, 360 Room: Keeps the scene, the prompts, the clips and the launch date in one place. **Your call:** You approve the scene before anything is made. **Tools:** Claude.

Agent, Scene Writer: Writes the scene in one sentence, then the two prompts: the 360 picture and the movement. **Your call:** You pick the idea. It should only make sense for your business. **Tools:** Claude.

Agent, 360 Maker: Makes the 360 picture and turns it into a short moving clip. **Your call:** You check every face, hand and stray letter before it goes out. **Tools:** Higgsfield.

Agent, Middle of the Room: Puts you, your team and your new product in the centre of the scene. **Your call:** Use real photos of you and your team, with their OK. If customers will visit the place, film the real room with a real 360 camera. **Tools:** Higgsfield.

Agent, Spin Cut: Cuts a vertical version where the view spins round the room, and gets the full 360 file ready for YouTube so people can drag it. **Your call:** You post it. Check YouTube shows it as 360 before you share the link. **Tools:** Higgsfield.

Agent, Local Push: Shows the clip to people nearby and invites your WhatsApp followers (or Zalo in Vietnam) to come and see the real thing. **Your call:** You set a daily cap the agent cannot go over. **Tools:** WhatsApp Business Platform, Meta Advantage+, Zalo Official Account.

Agent, Scoreboard: Tracks views, how long people watch and bookings from the clip, by week, and says what to change. **Your call:** Read it Monday with your coffee. **Tools:** Google Analytics 4, Data Studio.

QUICK TIP

You can do most of this with just Higgsfield and Claude. Claude writes the scene and the two prompts, and Higgsfield makes the 360 picture and the moving clip.

PASTE THIS PROMPT

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You are my marketing team. I've attached the Marketing Champion play card for Apple: HVL 360 album trailer (Shot on iPhone). First, ask me 5 short questions about my business, my customers, my budget and my timing. Then turn this play into a 2-week plan for my business, with every post, message and asset drafted, in order. Follow the AI team on the card. Mark clearly what I must decide, approve or do myself, and anything that needs a professional. Draft only: do not post, send or spend anything. Never make up reviews, quotes or results.
```

Stuck? Email me: letstalk@lyvietvu.com. I read every email myself.