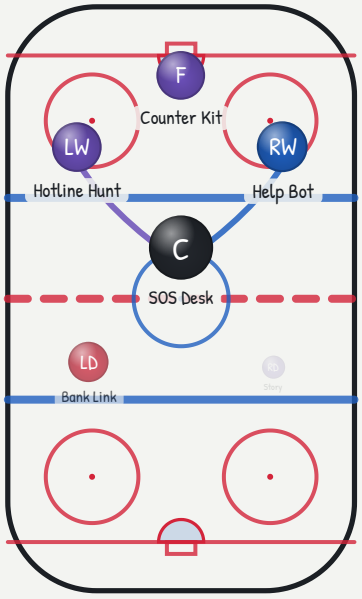
THE NO-AGENCY PLAYBOOK

Coach's call: 3rd line: needs a pro

BCP (Banco de Credito del Peru): SOS POS (Bloqueo de Emergencia)

BCP turned shop card machines into an emergency brake: phone stolen, freeze your bank accounts right at the counter. I can't hand you a bank's security team, and nobody should fake one. I'd run the part you can: a help point in your shop and a WhatsApp keyword (or Zalo in Vietnam) that sends the right bank hotlines to anyone on a borrowed phone, and you check every number and train the counter.

~ COACH LY



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

SOS Desk

AI DRAFTS, YOU APPROVE

Keeps the hotline list current, runs the keyword bot and flags any number that changes.

→ Your call: You approve the hotline list and every message the bot can send.

n8n

LW · LEFT WING · AGENT 1

Hotline Hunt

AI DRAFTS, YOU APPROVE

Gathers each local bank's and phone company's official emergency numbers and lock steps, with sources.

→ Your call: You check every number against the bank's own website.

Perplexity

RW · RIGHT WING · AGENT 2

Help Bot

AI RUNS IT

Replies to the word SOS with the hotline list and the steps to lock a stolen phone. It never asks for ID numbers, PINs or passwords.

WhatsApp Business Platform

Zalo Official Account

F · FORWARD · AGENT 3

Counter Kit

AI DRAFTS, YOU APPROVE

Designs the window sticker and a one-page script for your staff.

→ Your call: You train your team in ten minutes.

Canva Claude

LD · LEFT D · AGENT 4

Bank Link

YOU OR A FREELANCER

Drafts a short pitch in case you want to propose a real partnership to a local bank.

→ Your call: You leave the account freeze to the bank's own engineers. That part is not yours to build.

Claude

RD · RIGHT D · AGENT 5

Story

AI DRAFTS, YOU APPROVE

Makes a short video and posts that explain the help point to your area.

→ Your call: You approve the story. Never use a real victim without their consent.

CapCut Meta Advantage+

G · GOALIE · AGENT 6

Scoreboard

AI RUNS IT

Counts SOS messages and counter visits each week and flags any hotline that stops working.

→ Your call: Read it once a week.

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.

Brief for your AI

BCP (Banco de Credito del Peru): SOS POS (Bloqueo de Emergencia)

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

In Peru, thousands of phones are stolen every day, and thieves can get into a victim's banking apps within minutes. In November 2025, BCP (Banco de Credito del Peru) turned the card machines at its BCP Agents, more than 10,500 small local shops, into emergency stops. You walk in, type your ID number and PIN, and your cards are blocked on the spot, with no phone, app or call needed.

COACH'S CALL: 3RD LINE: NEEDS A PRO

It runs on a bank's card machines and its security systems. That build belongs to the bank's own engineers. AI can help with your sticker and your card, not the freeze.

YOUR VERSION

A neighbourhood pharmacy. You can't freeze anyone's bank account, and you shouldn't try. But you can be the help point. Put a sticker in the window: "Phone stolen? Come in." Keep a printed card with the official emergency numbers for the main local banks and phone carriers, and let people call from your counter phone. Never ask for an ID number or PIN. This week's first step: find each bank's emergency number on its own website and print the card.

THE AI TEAM

Captain, SOS Desk: Keeps the hotline list current, runs the keyword bot and flags any number that changes. **Your call:** You approve the hotline list and every message the bot can send. **Tools:** n8n.

Agent, Hotline Hunt: Gathers each local bank's and phone company's official emergency numbers and lock steps, with sources. **Your call:** You check every number against the bank's own website. **Tools:** Perplexity.

Agent, Help Bot: Replies to the word SOS with the hotline list and the steps to lock a stolen phone. It never asks for ID numbers, PINs or passwords. **Tools:** WhatsApp Business Platform, Zalo Official Account.

Agent, Counter Kit: Designs the window sticker and a one-page script for your staff. **Your call:** You train your team in ten minutes. **Tools:** Canva, Claude.

Agent, Bank Link: Drafts a short pitch in case you want to propose a real partnership to a local bank. **Your call:** You leave the account freeze to the bank's own engineers. That part is not yours to build. **Tools:** Claude.

Agent, Story: Makes a short video and posts that explain the help point to your area. **Your call:** You approve the story. Never use a real victim without their consent. **Tools:** CapCut, Meta Advantage+.

Agent, Scoreboard: Counts SOS messages and counter visits each week and flags any hotline that stops working. **Your call:** Read it once a week. **Tools:** Data Studio.

PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for BCP (Banco de Credito del Peru): SOS POS (Bloqueo de Emergencia). 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.
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Stuck? Email me: letstalk@lyvietvu.com. I read every email myself.