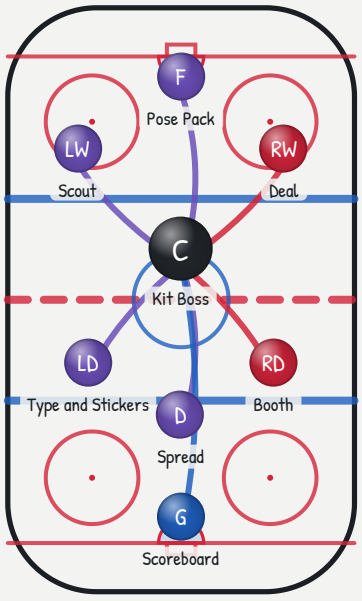
THE NO-AGENCY PLAYBOOK

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

Canva: Kween Yasmin, the All-Purpose Kween

Canva turned a well-known creator into a photo pack, a font and an emoji set for small businesses. I'd build the same kit around a local creator your customers already love and give it away to your customers and the shops nearby. AI cuts the photos and draws the letters overnight, and you sign the creator and run the booth, because a handshake is not a prompt.

~ 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

CAPTAIN · ORCHESTRATOR

C Kit Boss

AI DRAFTS, YOU APPROVE

Plans the kit, briefs every agent and keeps the creator's approvals and deadlines in one place.

→ Your call: You approve the creator, the kit and the launch plan.

Claude Agent SDK · n8n

LEFT WING · AGENT 1

LW Scout

AI DRAFTS, YOU APPROVE

Finds local creators your customers already follow and checks how people talk about them.

→ Your call: You pick the creator.

Perplexity · SocialHeat

RIGHT WING · AGENT 2

RW Deal

YOU OR A FREELANCER

Drafts plain-language terms for how the kit can be used and for how long.

→ Your call: You sign the creator. Have a lawyer read the usage terms.

Claude

FORWARD · AGENT 3

F Pose Pack

AI DRAFTS, YOU APPROVE

Cuts the creator's photo shoot into a clean, free-to-use photo pack with backgrounds removed.

→ Your call: You and the creator approve every photo.

Canva

LEFT D · AGENT 4

LD Type and Stickers

AI DRAFTS, YOU APPROVE

Sketches a playful display font and a sticker set from the creator's poses.

→ Your call: You approve every letter and sticker with the creator.

Ideogram · Canva

RIGHT D · AGENT 5

RD Booth

YOU OR A FREELANCER

Runs a stand at a local market or trade fair where people make a post with the kit in minutes.

→ Your call: You or a staffer run the booth. Ready-made templates do the rest.

Canva

DEFENCE · AGENT 6

D Spread

AI DRAFTS, YOU APPROVE

Shares the kit and reposts the best things owners make with it.

→ Your call: You approve every repost.

WhatsApp Business Platform · Zalo Official Account · Meta Advantage+

GOALIE · AGENT 7

G Scoreboard

AI RUNS IT

Counts downloads, posts made with the kit and sign-ups, and says where the kit is spreading.

→ 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 · 27 OCT 2026

Brief for your AI

Canva: Kween Yasmin, the All-Purpose Kween

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

Canva turned Kween Yasmin, a popular Filipino influencer, into an all-purpose endorser for Canva Pro users: a photo library of her, a font called Kween Sans built from her full-body poses, and her own emoji set. Banks, malls and an airline used the font in their own posts. At the Philippine SME Business Expo, owners built ads with her photos on the spot, and she made up jingles for them live.

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

AI cuts the photos, sketches the font and builds the stickers overnight. Signing the creator and running the booth is people work.

YOUR VERSION

A math tutor. Pose as the numbers 0 to 9, take one photo per number against a plain wall, cut out the backgrounds and turn them into a sticker pack for your class chat on WhatsApp (or Zalo in Vietnam). Your students answer math problems with your poses. This week's first step: take the ten photos.

THE AI TEAM

Captain, Kit Boss: Plans the kit, briefs every agent and keeps the creator's approvals and deadlines in one place. **Your call:** You approve the creator, the kit and the launch plan. **Tools:** Claude Agent SDK, n8n.

Agent, Scout: Finds local creators your customers already follow and checks how people talk about them. **Your call:** You pick the creator. **Tools:** Perplexity, SocialHeat.

Agent, Deal: Drafts plain-language terms for how the kit can be used and for how long. **Your call:** You sign the creator. Have a lawyer read the usage terms. **Tools:** Claude.

Agent, Pose Pack: Cuts the creator's photo shoot into a clean, free-to-use photo pack with backgrounds removed. **Your call:** You and the creator approve every photo. **Tools:** Canva.

Agent, Type and Stickers: Sketches a playful display font and a sticker set from the creator's poses. **Your call:** You approve every letter and sticker with the creator. **Tools:** Ideogram, Canva.

Agent, Booth: Runs a stand at a local market or trade fair where people make a post with the kit in minutes. **Your call:** You or a staffer run the booth. Ready-made templates do the rest. **Tools:** Canva.

Agent, Spread: Shares the kit and reposts the best things owners make with it. **Your call:** You approve every repost. **Tools:** WhatsApp Business Platform, Zalo Official Account, Meta Advantage+.

Agent, Scoreboard: Counts downloads, posts made with the kit and sign-ups, and says where the kit is spreading. **Your call:** Read it Monday with your coffee. **Tools:** Google Analytics 4, Data Studio.

PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for Canva: Kween Yasmin, the All-Purpose Kween. 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.