THE NO-AGENCY PLAYBOOK

Coach's call: 1st line: AI can run it

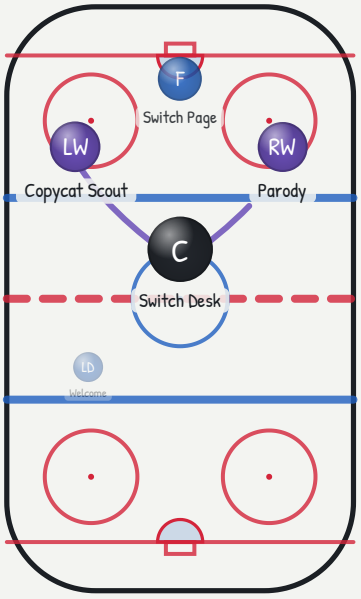
Clash Royale (Supercell): Copycats Welcome

Clash Royale got copied and said: come on over, bring your progress. I'd run that offer against your own copycats: a cheeky film that names nobody, a switch page and a reward that matches what people earned elsewhere. You decide what proof counts and how big the welcome gift is.

~ COACH LY

QUICK TIP

You don't need all these tools to start. Claude writes the welcome and the rules of the offer, and Higgsfield makes the friendly parody film. You check the proof people send and hand over each credit yourself.



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

Switch Desk

AI DRAFTS, YOU APPROVE

Connects the page, the rewards and the ads, and flags anyone trying to cheat the offer.

→ Your call: You approve the offer rules and the reward budget.

Zapier · Claude

LW · LEFT WING · AGENT 1

Copycat Scout

AI DRAFTS, YOU APPROVE

Finds where copies of your product are sold and where their customers hang out.

→ Your call: You decide who counts as a copycat. Keep it about products, never people.

Perplexity

RW · RIGHT WING · AGENT 2

Parody

AI DRAFTS, YOU APPROVE

Writes and makes a short, friendly film about copies, with no rival names or logos.

→ Your call: You approve the film and keep it kind.

Claude · Higgsfield · Kling AI

F · FORWARD · AGENT 3

Switch Page

AI RUNS IT

Runs the page where people send the receipt for the copy they bought.

→ Your call: You set what proof counts and the biggest reward allowed.

Shopify · Zapier

LD · LEFT D · AGENT 4

Welcome

AI RUNS IT

Sends the matching credit and a welcome message, and logs every switcher.

WhatsApp Business Platform · Zalo Official Account · HubSpot

RD · RIGHT D · AGENT 5

Media

AI DRAFTS, YOU APPROVE

Shows the film to people with the same interests as the copycats' customers.

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

Meta Advantage+ · TikTok Smart+

G · GOALIE · AGENT 6

Scoreboard

AI RUNS IT

Tracks switches, rewards paid and who is still buying after 30 days.

→ 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 · 25 OCT 2026

Brief for your AI

Clash Royale (Supercell): Copycats Welcome

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

Clash Royale, the mobile game from Supercell, has plenty of knock-offs. Instead of a long legal fight, it offered their players an amnesty: on an official page, you fill in a short form about the rival games you played, how long you played and how much in-game money you hold there, and the real game credits you gold and Wild Card Credits (in-game rewards). A brand film went with it.

COACH'S CALL: 1ST LINE: AI CAN RUN IT

A form, a landing page and a reward. AI can write the page, run the form and send the credit. You decide what proof counts and the biggest reward allowed.

YOUR VERSION

A candle shop whose best scent got copied. Post the offer: "Bought a copy? Send me the receipt on WhatsApp (or Zalo in Vietnam) and get USD 15 off the real one." Three rules. Cap it: USD 15, one per customer. The receipt is the proof: no receipt, no discount. Never name the copycat, not in the post, not out loud. This week's first step: write your three rules and post the offer.

THE AI TEAM

Captain, Switch Desk: Connects the page, the rewards and the ads, and flags anyone trying to cheat the offer. **Your call:** You approve the offer rules and the reward budget. **Tools:** Zapier, Claude.

Agent, Copycat Scout: Finds where copies of your product are sold and where their customers hang out. **Your call:** You decide who counts as a copycat. Keep it about products, never people. **Tools:** Perplexity.

Agent, Parody: Writes and makes a short, friendly film about copies, with no rival names or logos. **Your call:** You approve the film and keep it kind. **Tools:** Claude, Higgsfield, Kling AI.

Agent, Switch Page: Runs the page where people send the receipt for the copy they bought. **Your call:** You set what proof counts and the biggest reward allowed. **Tools:** Shopify, Zapier.

Agent, Welcome: Sends the matching credit and a welcome message, and logs every switcher. **Tools:** WhatsApp Business Platform, Zalo Official Account, HubSpot.

Agent, Media: Shows the film to people with the same interests as the copycats' customers. **Your call:** You set a daily cap the agent cannot go over. **Tools:** Meta Advantage+, TikTok Smart+.

Agent, Scoreboard: Tracks switches, rewards paid and who is still buying after 30 days. **Your call:** Read it Monday with your coffee. **Tools:** Google Analytics 4, Data Studio.

QUICK TIP

You don't need all these tools to start. Claude writes the welcome and the rules of the offer, and Higgsfield makes the friendly parody film. You check the proof people send and hand over each credit yourself.

PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for Clash Royale (Supercell): Copycats Welcome. 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.