THE NO-AGENCY PLAYBOOK

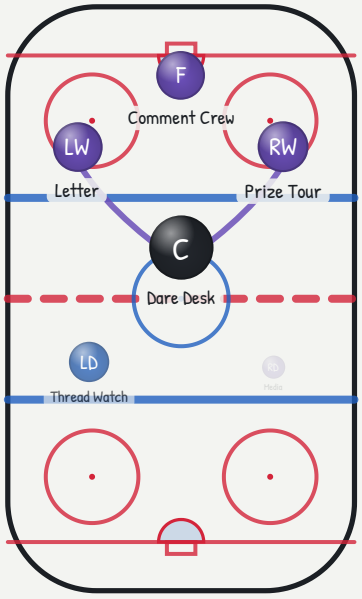
Coach's call: 1st line: AI can run it

Columbia Sportswear: Expedition Impossible

Columbia's CEO dared anyone to find the edge of the Earth in a newspaper letter. I'd skip the newspaper ad and post the same kind of playful dare on your own feed, then keep the debate going in the comments. You sign the letter as yourself and approve every reply.

~ COACH LY

QUICK TIP You don't need all these tools to start. Claude writes the letter and the funny replies, and Higgsfield makes the prize-tour film. You sign the letter, check your contest rules and approve every reply 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 · Dare Desk

CAPTAIN · ORCHESTRATOR

AI DRAFTS, YOU APPROVE

Runs the letter, the film and the comment replies as one plan, and keeps the debate moving for weeks.

→ Your call: You approve the dare and can pause everything at any time.

Make · Claude

LW · Letter

LEFT WING · AGENT 1

AI DRAFTS, YOU APPROVE

Writes an open dare in your voice: impossible, harmless and fun, showing how far your product can go.

→ Your call: You sign it and post it as yourself. Check your local contest rules first.

Claude

RW · Prize Tour

RIGHT WING · AGENT 2

AI DRAFTS, YOU APPROVE

Makes a short film touring the silly prize on offer.

→ Your call: You approve the final cut.

Higgsfield · Kling AI

F · Comment Crew

FORWARD · AGENT 3

AI DRAFTS, YOU APPROVE

Drafts quick, funny replies to keep the debate going in your comments.

→ Your call: You approve replies in a batch twice a day.

Claude

LD · Thread Watch

LEFT D · AGENT 4

AI RUNS IT

Finds forums and threads where people argue about the dare and flags the best ones.

Perplexity

RD · Media

RIGHT D · AGENT 5

AI DRAFTS, YOU APPROVE

Pushes the letter and the film to people likely to join the argument.

→ Your call: You set a small daily cap.

Meta Advantage+ · TikTok Smart+

G · Scoreboard

GOALIE · AGENT 6

AI RUNS IT

Tracks comments, shares and new followers, and says when the debate is cooling down.

→ 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 · 17 OCT 2026

Brief for your AI

Columbia Sportswear: Expedition Impossible

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

Columbia's CEO, Tim Boyle, wrote an open letter to Flat Earthers in The New York Times and on the brand's social channels: find the edge of the Earth and the company is yours. A film starring Boyle explained the challenge.

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

AI writes the letter, cuts the short film and drafts the comment replies. You sign it as yourself, post it and approve every reply before it goes out.

YOUR VERSION

A neighbourhood gym. The owner posts an open letter to everyone who says they have no time: "Find me a 25-hour day and the gym is yours. Until then, our 30-minute class fits in the 24 you've got." Add funny, honest small print, like "the gym" meaning the lost-property box. Sign it with your own name, post it on Instagram and Facebook, then answer every comment. This week's first step: write the 150-word letter, check your local contest rules, and plan five funny replies before you post.

THE AI TEAM

Captain, Dare Desk: Runs the letter, the film and the comment replies as one plan, and keeps the debate moving for weeks. **Your call:** You approve the dare and can pause everything at any time. **Tools:** Make, Claude.

Agent, Letter: Writes an open dare in your voice: impossible, harmless and fun, showing how far your product can go. **Your call:** You sign it and post it as yourself. Check your local contest rules first. **Tools:** Claude.

Agent, Prize Tour: Makes a short film touring the silly prize on offer. **Your call:** You approve the final cut. **Tools:** Higgsfield, Kling AI.

Agent, Comment Crew: Drafts quick, funny replies to keep the debate going in your comments. **Your call:** You approve replies in a batch twice a day. **Tools:** Claude.

Agent, Thread Watch: Finds forums and threads where people argue about the dare and flags the best ones. **Tools:** Perplexity.

Agent, Media: Pushes the letter and the film to people likely to join the argument. **Your call:** You set a small daily cap. **Tools:** Meta Advantage+, TikTok Smart+.

Agent, Scoreboard: Tracks comments, shares and new followers, and says when the debate is cooling down. **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 letter and the funny replies, and Higgsfield makes the prize-tour film. You sign the letter, check your contest rules and approve every reply yourself.

PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for Columbia Sportswear: Expedition Impossible. 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.