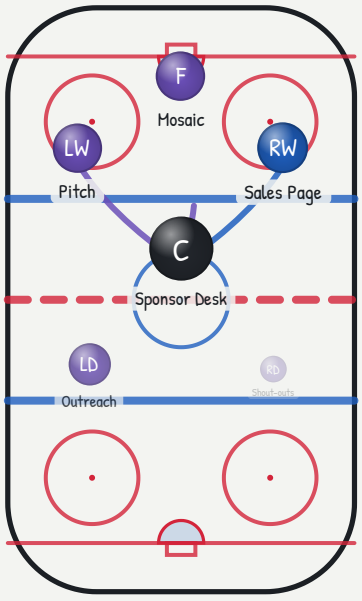
THE NO-AGENCY PLAYBOOK

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

# Club Deportivo Municipal: The Thousand Sponsors of Muni

A relegated club lost its big sponsor and put 1,000 small logo spots on its shirt for local shops and fans. I'd run that with a sales page, a payment link and an AI that drops every logo into the design as spots sell. You set the price and call the first ten local names yourself.

~ 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

## Sponsor Desk

AI DRAFTS, YOU APPROVE

Connects the page, the payments, the logo uploads and the design, and keeps the spot count live.

→ Your call: You approve the price, the rules and the final design.

Zapier

LW · LEFT WING · AGENT 1

## Pitch

AI DRAFTS, YOU APPROVE

Writes the sales page and short pitches for local shops, small businesses and fans.

→ Your call: You set the price and what each sponsor gets.

Claude

RW · RIGHT WING · AGENT 2

## Sales Page

AI RUNS IT

Runs the page with a payment link and a logo upload for each spot.

Shopify

F · FORWARD · AGENT 3

## Mosaic

AI DRAFTS, YOU APPROVE

Places every logo in its spot and updates the preview as spots sell.

→ Your call: You check the final file before it goes to print.

Canva

LD · LEFT D · AGENT 4

## Outreach

AI DRAFTS, YOU APPROVE

Messages local shops and fans on WhatsApp (or Zalo in Vietnam) and tracks who said yes.

→ Your call: You call the biggest local names yourself.

WhatsApp Business Platform

Zalo Official Account

HubSpot

RD · RIGHT D · AGENT 5

## Shout-outs

AI DRAFTS, YOU APPROVE

Posts sponsor thank-yous and a running count of spots left.

→ Your call: You approve the posts.

CapCut

Meta Advantage+

G · GOALIE · AGENT 6

## Scoreboard

AI RUNS IT

Tracks spots sold, money in and days left until sell-out.

→ Your call: Check it every Monday.

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 · 24 OCT 2026

# Brief for your AI

Club Deportivo Municipal: The Thousand Sponsors of Muni

## 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

Club Deportivo Municipal, a football club from Lima, Peru, was relegated and lost its main sponsor. So the club turned the little black and white squares on its shirt into 1,000 ad spaces, laid out like newspaper classifieds, and sold them to local shops, small businesses and fans with businesses. Six sizes, from 1.5 x 1.5 cm up to 4.5 x 3 cm, so every buyer picked a spot to fit the budget.

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

A sales page, a payment link and a logo upload run the sale. AI drops each logo into the design as spots sell. You set the price and ask the first ten local names yourself.

## YOUR VERSION

A café that needs a new espresso machine. Put a wall of 100 small squares by the counter. Each square is USD 20 for a regular's name or a local shop's logo, and every dollar goes to the machine. This week's first step: draw the grid, set the price and send it to your regulars on WhatsApp (or Zalo in Vietnam).

## THE AI TEAM

**Captain, Sponsor Desk:** Connects the page, the payments, the logo uploads and the design, and keeps the spot count live. **Your call:** You approve the price, the rules and the final design. **Tools:** Zapier.

**Agent, Pitch:** Writes the sales page and short pitches for local shops, small businesses and fans. **Your call:** You set the price and what each sponsor gets. **Tools:** Claude.

**Agent, Sales Page:** Runs the page with a payment link and a logo upload for each spot. **Tools:** Shopify.

**Agent, Mosaic:** Places every logo in its spot and updates the preview as spots sell. **Your call:** You check the final file before it goes to print. **Tools:** Canva.

**Agent, Outreach:** Messages local shops and fans on WhatsApp (or Zalo in Vietnam) and tracks who said yes. **Your call:** You call the biggest local names yourself. **Tools:** WhatsApp Business Platform, Zalo Official Account, HubSpot.

**Agent, Shout-outs:** Posts sponsor thank-yous and a running count of spots left. **Your call:** You approve the posts. **Tools:** CapCut, Meta Advantage+.

**Agent, Scoreboard:** Tracks spots sold, money in and days left until sell-out. **Your call:** Check it every Monday. **Tools:** Data Studio.

## PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for Club Deportivo Municipal: The Thousand Sponsors of Muni. 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.**