THE NO-AGENCY PLAYBOOK

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

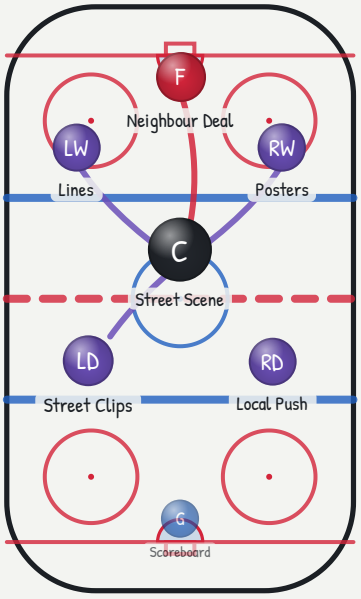
KFC Vietnam: Xin Miếng (Gimme a Bite)

KFC turned a cluster of billboards into one scene of people yelling for a bite. I'd run the same joke on your street: your window holds the product and the shops next door lean in and beg for it. AI writes the lines and designs every poster in an afternoon, and you knock on your neighbours' doors.

~ COACH LY

QUICK TIP

You don't need all these tools to start. Claude writes the lines and the asks to your neighbours, and Higgsfield makes the posters and the short videos. You send the WhatsApp (or Zalo) invites, walk next door yourself and count the codes used in store.



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 · Street Scene

CAPTAIN · ORCHESTRATOR

AI DRAFTS, YOU APPROVE

Keeps the brief, the files and the print dates in one place and chases anything that is late.

→ Your call: You approve the full set of posters before anything is printed.

Make · Claude

LW · Lines

LEFT WING · AGENT 1

AI DRAFTS, YOU APPROVE

Writes short teasing lines in the way people on your street really talk.

→ Your call: You pick the lines that sound like your street.

Claude

RW · Posters

RIGHT WING · AGENT 2

AI DRAFTS, YOU APPROVE

Designs your window and each neighbour's poster so the looks and angles line up across the shopfronts.

→ Your call: You approve the set before printing.

Ideogram · Canva

F · Neighbour Deal

FORWARD · AGENT 3

YOU OR A FREELANCER

Drafts a friendly ask and a small thank-you offer for each shop next door.

→ Your call: You walk over and ask. That part takes a person.

Claude

LD · Street Clips

LEFT D · AGENT 4

AI DRAFTS, YOU APPROVE

Turns photos and phone clips of the finished street into posts and short videos.

→ Your call: You approve every post before it goes out.

CapCut · Canva

RD · Local Push

RIGHT D · AGENT 5

AI DRAFTS, YOU APPROVE

Shows the posts to people who live and work nearby and invites your WhatsApp followers (or Zalo in Vietnam) to come and see it.

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

WhatsApp Business Platform · Meta Advantage+ · Zalo Official Account

G · Scoreboard

GOALIE · AGENT 6

AI RUNS IT

Tracks how many people saw the posts, new followers and codes used in store, by week, and says what to change.

→ 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

KFC Vietnam: Xin Miếng (Gimme a Bite)

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

To launch its Smoky BBQ Chicken in Vietnam, KFC put the chicken on the centre board of a cluster of billboards. The boards around it show people yelling "Xin miếng", which means "gimme a bite", the cheeky line friends in Vietnam use to beg a bite off each other over street food and late-night meals. The angles and sightlines between the boards tell the story.

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

AI writes the lines and designs every poster in an afternoon. Getting the shops next door to say yes takes you, on foot.

YOUR VERSION

A bakery with neighbours. Your window shows the cake. The café and the barber next door each put a poster in their window: someone pointing at your shop, yelling "gimme a bite". Give each neighbour a free box as a thank-you. This week's first step: walk next door and ask.

THE AI TEAM

Captain, Street Scene: Keeps the brief, the files and the print dates in one place and chases anything that is late. **Your call:** You approve the full set of posters before anything is printed. **Tools:** Make, Claude.

Agent, Lines: Writes short teasing lines in the way people on your street really talk. **Your call:** You pick the lines that sound like your street. **Tools:** Claude.

Agent, Posters: Designs your window and each neighbour's poster so the looks and angles line up across the shopfronts. **Your call:** You approve the set before printing. **Tools:** Ideogram, Canva.

Agent, Neighbour Deal: Drafts a friendly ask and a small thank-you offer for each shop next door. **Your call:** You walk over and ask. That part takes a person. **Tools:** Claude.

Agent, Street Clips: Turns photos and phone clips of the finished street into posts and short videos. **Your call:** You approve every post before it goes out. **Tools:** CapCut, Canva.

Agent, Local Push: Shows the posts to people who live and work nearby and invites your WhatsApp followers (or Zalo in Vietnam) to come and see it. **Your call:** You set a daily cap the agent cannot go over. **Tools:** WhatsApp Business Platform, Meta Advantage+, Zalo Official Account.

Agent, Scoreboard: Tracks how many people saw the posts, new followers and codes used in store, by week, and says what to change. **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 lines and the asks to your neighbours, and Higgsfield makes the posters and the short videos. You send the WhatsApp (or Zalo) invites, walk next door yourself and count the codes used in store.

PASTE THIS PROMPT

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You are my marketing team. I've attached the Marketing Champion play card for KFC Vietnam: Xin Miếng (Gimme a Bite). 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.