THE NO-AGENCY PLAYBOOK

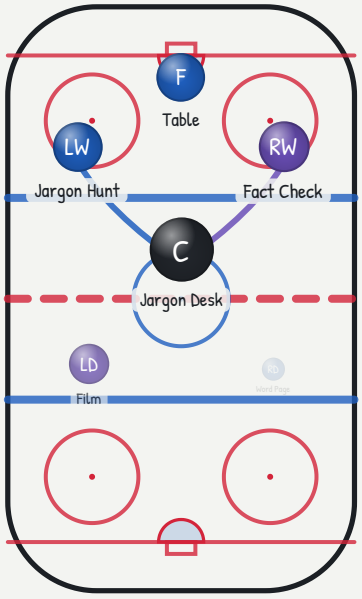
Coach's call: 1st line: AI can run it

The Ordinary: The Periodic Fable

The Ordinary called out its own industry's empty buzzwords with a fake periodic table. I'd have AI collect the jargon in your category, fact-check every word and design your own table in an afternoon, no six-week strategy phase needed. You bring the nerve, and you keep it about words, never about named rivals.

~ COACH LY

QUICK TIP You don't need all these tools to start. Claude finds the buzzwords in your category and writes why each one misleads, and Higgsfield makes the table and the deadpan film. You check every claim and its source, and call out words, never brands.



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

Jargon Desk

AI DRAFTS, YOU APPROVE

Runs the research, the table, the page and the posts as one plan and holds anything public for your sign-off.

→ Your call: You approve the final word list and everything public.

n8n · Claude

LW · LEFT WING · AGENT 1

Jargon Hunt

AI RUNS IT

Collects the buzzwords your category uses on product pages, ads and reviews.

Perplexity · Gemini

RW · RIGHT WING · AGENT 2

Fact Check

AI DRAFTS, YOU APPROVE

Writes a plain reason why each word misleads, with a source for every claim.

→ Your call: You check every claim. Call out words, never named brands.

Claude · Perplexity

F · FORWARD · AGENT 3

Table

AI RUNS IT

Designs the table in your colours, one tile per word.

→ Your call: You give it a final look.

Ideogram · Canva

LD · LEFT D · AGENT 4

Film

AI DRAFTS, YOU APPROVE

Makes a short, deadpan classroom-style film about the words.

→ Your call: You approve the script and the cut.

Higgsfield · Kling AI · ElevenLabs

RD · RIGHT D · AGENT 5

Word Page

AI RUNS IT

Publishes a page with one short entry per word and why it misleads.

Shopify

D · DEFENCE · AGENT 6

Media

AI DRAFTS, YOU APPROVE

Puts the table and the film in front of people who shop your category.

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

Meta Advantage+ · TikTok Smart+

G · GOALIE · AGENT 7

Scoreboard

AI RUNS IT

Tracks shares, page visits and which words people click most.

→ 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.

Brief for your AI

The Ordinary: The Periodic Fable

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

The Ordinary turned 49 beauty marketing buzzwords, like "medical grade" and "eternal youth", into a fake periodic table of elements. A dystopian film shows hypnotised students chanting the words and acting out viral skincare trends like ice rolling, until one student rips off a blindfold. Outdoor ads, influencers in the UK, US and Canada, and a website where you click each word to see why it misleads carried it.

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

AI collects the words, writes why each one misleads and designs the table in an afternoon. You check every claim. The nerve to call out your own industry is the one part it can't do for you.

YOUR VERSION

A neighbourhood bakery. Make a one-page table of five words shoppers see on supermarket loaves, like "artisan" and "all natural", with one plain line on what each really tells you. Pin it by the till and send it to your regulars on WhatsApp (or Zalo in Vietnam). This week's first step: pick the five words and write one honest sentence for each. Keep it about words, never a named rival.

THE AI TEAM

Captain, Jargon Desk: Runs the research, the table, the page and the posts as one plan and holds anything public for your sign-off. **Your call:** You approve the final word list and everything public. **Tools:** n8n, Claude.

Agent, Jargon Hunt: Collects the buzzwords your category uses on product pages, ads and reviews. **Tools:** Perplexity, Gemini.

Agent, Fact Check: Writes a plain reason why each word misleads, with a source for every claim. **Your call:** You check every claim. Call out words, never named brands. **Tools:** Claude, Perplexity.

Agent, Table: Designs the table in your colours, one tile per word. **Your call:** You give it a final look. **Tools:** Ideogram, Canva.

Agent, Film: Makes a short, deadpan classroom-style film about the words. **Your call:** You approve the script and the cut. **Tools:** Higgsfield, Kling AI, ElevenLabs.

Agent, Word Page: Publishes a page with one short entry per word and why it misleads. **Tools:** Shopify.

Agent, Media: Puts the table and the film in front of people who shop your category. **Your call:** You set a daily cap the agent cannot go over. **Tools:** Meta Advantage+, TikTok Smart+.

Agent, Scoreboard: Tracks shares, page visits and which words people click most. **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 finds the buzzwords in your category and writes why each one misleads, and Higgsfield makes the table and the deadpan film. You check every claim and its source, and call out words, never brands.

PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for The Ordinary: The Periodic Fable. 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.