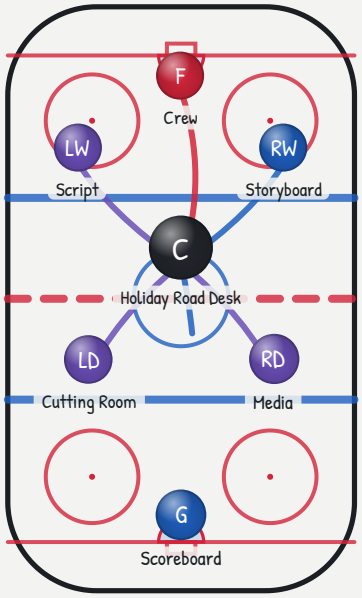
THE NO-AGENCY PLAYBOOK

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

Viettel 5G: Uncle Badass

Viettel sent one uncle on a road trip to his scattered family for one Tet film (Tet is the Lunar New Year). I'd keep the heart and shrink the map: one holiday ride across your own town (Tet in Vietnam, Thanksgiving or Christmas in North America), with your shop quietly keeping the family connected. AI writes it, storyboards it, builds the streets and cuts it. You film your real people on a green screen in one afternoon, and approve every cut.

~ 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

CAPTAIN · ORCHESTRATOR

C Holiday Road Desk

AI DRAFTS, YOU APPROVE

Holds the story, the shot list and the release plan, and lines up every script, cut and post for you to approve.

→ Your call: You approve the story, the cast and the release dates.

Claude Agent SDK · n8n

LEFT WING · AGENT 1

LW Script

AI DRAFTS, YOU APPROVE

Writes a short holiday road-trip story in episodes, set in your town, with your product in the background, not the spotlight.

→ Your call: You pick the story and the real people in it.

Claude

RIGHT WING · AGENT 2

RW Storyboard

AI RUNS IT

Turns each scene into frames and a phone-friendly shot list, and builds the backgrounds: the road, the streets and the doorsteps.

Higgsfield · Canva

FORWARD · AGENT 3

F Crew

YOU OR A FREELANCER

Films the owner and the regulars on a green screen in one afternoon, following the shot list.

→ Your call: You film it (a phone on a tripod is enough with good light), or rent a green-screen room. This is the part AI cannot do.

CapCut

LEFT D · AGENT 4

LD Cutting Room

AI DRAFTS, YOU APPROVE

Cuts the episodes and short trailers, keys the green-screen takes onto the AI-built scenes, and adds captions, a voiceover and a holiday song.

→ Your call: You approve the song and every cut before it goes out.

Magnific · CapCut · ElevenLabs

RIGHT D · AGENT 5

RD Media

AI DRAFTS, YOU APPROVE

Releases the episodes in the weeks before the holiday and pushes the best one to people near your shop.

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

WhatsApp Business Platform · Meta Advantage+ · TikTok Smart+ · Zalo Official Account

GOALIE · AGENT 6

G Scoreboard

AI RUNS IT

Tracks views, shares and shop visits for each episode and says which one to push harder.

→ 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 · 27 OCT 2026

Brief for your AI

Viettel 5G: Uncle Badass

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

A Tet film for Viettel 5G. An uncle from northern Vietnam can't get his scattered family home for the holiday, so he hits the road to see them, and calls them along the way. On the trip he plays games with middle-schoolers, climbs Vietnam's highest mountain by accident and rides part of it in outfits borrowed from drag performers.

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

AI writes it, builds every stop and cuts the trailers. Real people still need a camera: film them on a green screen in one afternoon and let AI put them on the road.

YOUR VERSION

A family restaurant. Before a big family holiday (Tet in Vietnam, Thanksgiving or Christmas in North America), make one short film: you drive across town dropping holiday meals at the doors of regulars who can't get home this year, and help each one video-call their family from the doorstep. AI writes the script and the shot list. You film yourself and a few regulars (with their OK) on a green screen in one afternoon; AI builds the streets and the doorsteps. This week's first step: message your regulars on WhatsApp (or Zalo in Vietnam) and ask who's stuck in town for the holiday.

THE AI TEAM

Captain, Holiday Road Desk: Holds the story, the shot list and the release plan, and lines up every script, cut and post for you to approve. **Your call:** You approve the story, the cast and the release dates. **Tools:** Claude Agent SDK, n8n.

Agent, Script: Writes a short holiday road-trip story in episodes, set in your town, with your product in the background, not the spotlight. **Your call:** You pick the story and the real people in it. **Tools:** Claude.

Agent, Storyboard: Turns each scene into frames and a phone-friendly shot list, and builds the backgrounds: the road, the streets and the doorsteps. **Tools:** Higgsfield, Canva.

Agent, Crew: Films the owner and the regulars on a green screen in one afternoon, following the shot list. **Your call:** You film it (a phone on a tripod is enough with good light), or rent a green-screen room. This is the part AI cannot do. **Tools:** CapCut.

Agent, Cutting Room: Cuts the episodes and short trailers, keys the green-screen takes onto the AI-built scenes, and adds captions, a voiceover and a holiday song. **Your call:** You approve the song and every cut before it goes out. **Tools:** Magnific, CapCut, ElevenLabs.

Agent, Media: Releases the episodes in the weeks before the holiday and pushes the best one to people near your shop. **Your call:** You set a daily cap the agent cannot go over. **Tools:** WhatsApp Business Platform, Meta Advantage+, TikTok Smart+, Zalo Official Account.

Agent, Scoreboard: Tracks views, shares and shop visits for each episode and says which one to push harder. **Your call:** Read it Monday with your coffee. **Tools:** Google Analytics 4, Data Studio.

PASTE THIS PROMPT

```
You are my marketing team. I've attached the Marketing Champion play card for Viettel 5G: Uncle Badass. 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.