LY'S BRAND BUILDER · PLAYBOOK

Content Planning Playbook

what to post this week, how to make it, and how to know it worked



For personal brands and small business owners who have finished Ly's Brand Builder Playbook and the Content Strategy Playbook.

Written 24 Oct 2026 for Ly Viet Vu's Brand Builder. The strategy playbook tells you what to stand for and who to talk to. This one tells you what to post this week, how to make it, and how to know if it worked. It draws on proven creator methods for planning, hooks, ideas and measurement (named in the credits at the end), and on Ly's own content calendars, briefs and planning process. Ly's own brand is the worked example and the first trial run. Mai Coffee, the café from the Brand Builder Playbook example, is the small business example.

Before you start you need, from the strategy playbook: your brand statement, your one person, your credibility bank, 3 hills, your pillars and your primary platform.

THE BRAND BUILDER SYSTEM

1	2	3	★
Brand Builder Playbook	**Content Strategy Playbook**	**Content Planning Playbook**	**The master step: your in-house marketing team**
Who you are: the 8 steps.	What you stand for and who you talk to.	What to post each week, and how to know it worked.	Built from all three.
		YOU ARE HERE	

Finish all three playbooks, then build your in-house marketing team. You don't have to do it all yourself.

YOUR NAME OR BUSINESS

Mai Coffee

DATE

25 Oct 2026

The steps at a glance

#	STEP	YOU LEAVE WITH
0	Which reader are you?	Personal brand or small business
1	The idea formula and topic validation	A way to tell a good idea from a guess
2	The idea bank	25 to 50 ideas you've already checked
3	Topic + Angle + Format	9 posts from every topic
4	The weekly calendar	A filled week, every Sunday
5	The four hook surfaces	One promise, said four ways
6	HEIT and Promise-Map	Two shapes for every short video
7	The long-form open	The first 60 seconds of every long video
8	Packaging rules	Covers, thumbnails and titles
9	Captions and the comment keyword	A caption template and when to ask
10	The 10-step production checklist	From idea to post, with two gates
11	The four R's on winners	More from what already worked
12	The Monday scorecard	15 minutes, few numbers
13	The 30-day starter plan	Day by day for your first month
14	Your in-house marketing team	A team that runs the plan with you
	Worked weeks	One week of Ly, one week of Mai Coffee

Step 0. Which reader are you?

the planning steps are the same for both readers, but the cadence, the face on camera and the ask are not.

Quick test: if you sold the business tomorrow, would your audience follow you, or the shop? If they'd follow you, you're a personal brand. If they'd follow the shop, you're a small business.

BOTH PLAYBOOKS · WHICH READER ARE YOU?

Personal brand or small business?

Quick test: if you sold the business tomorrow, would your audience follow you, or the shop?

WHERE IT DIFFERS	PERSONAL BRAND · e.g. LY	SMALL BUSINESS · e.g. MAI COFFEE
Face on camera	You. Your name is the brand.	The owner first. People trust a face more than a logo.
Staff on camera	Rarely. Guests and clients, with their OK.	Yes, once trained. Pick 1 or 2 regular faces, with their OK.
Proof that counts	Your results, your story, your credibility bank.	Customers, the place, reviews, before and after.
Pillars	What you teach and believe.	What you sell, how you make it, the people, the place.
Ask ladder	Follow, free asset, email, call.	Follow, visit, loyalty, repeat, bring a friend.
Platforms	1 primary where your person learns, 1 repost.	1 primary where locals look, plus Google Maps.
Cadence	Your choice. A common start: 3 short videos a week, 1 long piece a month.	Your choice. A common start: 3 posts a week from a 60-minute weekly shoot.

The same for both: the Brand Journey, one person to talk to, the trust loop, the hook surfaces, the 75 / 20 / 5 mix and the Monday scorecard.

Brand Builder Playbooks by Ly Viet Vu

	PERSONAL BRAND	SMALL BUSINESS
Starter cadence	Your choice. A common start: 3 short videos a week, 1 long piece a month	Your choice. A common start: 3 posts a week, filmed in one 60-minute shoot
Who films	You, on a phone, one take	The owner first; trained staff once they're comfortable
Long form	YouTube video or newsletter, 10 to 16 minutes	A monthly 5 to 8 minute "behind the counter" video, or none for the first 90 days
The ask	Free asset, then email, then a call	Come in, loyalty card, bring a friend

Cadence is a personal choice. Some people post less, some post more, for many reasons: time, team, season, what the business needs. The plan works at any cadence you keep. One fact to weigh: the more you post on a plan, the more data you get, and the faster you can make the right decisions. Ly posts 3 times a day per platform, sometimes 4, because his in-house marketing team builds the pieces.

The same for both: the idea formula, the hook surfaces, HEIT and Promise-Map, the gates, the four R's and the scorecard.

CHECK: you know your cadence before you plan a single post. Pick a cadence you will never miss, and start below what you think you can do.

01

Step 1. The idea formula and topic validation

no amount of editing saves a bad topic. The idea decides most of the result before you film anything.

The idea formula:

(a painful problem + your own fix) × the right credibility line × a proven format = the post

Validate before you script. Run every idea through three checks:

1. **Demand:** is there proof people already want this? You need one of these:
2. a post by someone in your space at 2x to 4x their normal views, from the last 6 months; or
3. one of your own posts that did 1.5x your median on the same topic.
4. **Fit:** would your regulars, casual followers and brand-new viewers all get something from it?
5. **Interest:** do you actually care? If not, skip it. It will show.

Then the **four-word filter**: is the idea net new, non-obvious, nuanced and observable (can people see it)? And the **CUB check** on the words: not confusing, not unbelievable, not boring.

Exercise:

IDEA	PROBLEM	MY FIX	CREDIBILITY LINE	DEMAND PROOF (LINK OR MY OWN POST)	FIT: ALL THREE VIEWERS?	I CARE?	PASS?
3 drinks	No real break	Order on Zalo	Open 5:30 a.m.	FB group, 2x	Yes, all 3	Yes	Yes

Worked examples:

- **Ly:** "3 ads that taught me advertising" for Marketing Champion. Demand: a content creator's curation reel (five videos to study to get better at content) did 342,000 plays, 17.6x that creator's median. Fit: owners, marketers and students all get three ads to study. Own data also counts: Ly's "Find your brand voice in 3 pairs" did 332 YouTube views against a channel median of 15, so the voice topic has proven demand on his own channel.
- **Mai Coffee:** "The 3 drinks nurses order at the 6 a.m. shift change." Demand: Mai checks the most-liked posts this month in the hospital neighbourhood's Facebook group and in two nearby cafés' pages, and looks for 2x posts on the same theme. Fit: nurses (core), families (casual) and passers-by (new) all understand a drinks list.

PERSONAL BRAND	SMALL BUSINESS
Look for demand in creators in your space and your own past posts.	Look for demand in local groups, nearby shops' pages and your own till: what sells is a topic.

PRO TIP most people can't fill Steps 1 and 2 alone, because this is a creative's job. If you have finished the Brand Builder Playbook and the Content Strategy Playbook, give both to your AI and ask it to fill Steps 1 and 2 for you. Then edit.

CHECK: no idea goes into your calendar without a demand proof written next to it.

02

Step 2. The idea bank

a bank of checked ideas ends the "what do I post today?" panic and keeps you posting from your own experience, not from copying.

Build it once, add to it weekly:

1. List 10 to 15 painful problems your one person has: what they fear, what makes them angry, what they get wrong, what it costs them in time, money or stress.
2. Next to each, write your own fix. If you can't write the fix, cut the problem.
3. Add 2 or 3 credibility lines per problem, so you can come back to it for years.
4. Each problem gives 4 to 10 angles. 3 to 5 problems give you 25 to 50 posts.
5. Dig for the why with the three layers from Ly's own brief template: **data** (what people do), **observation** (when and how they do it), **insight** (why). The template's own example: you feed your pet twice a day (data), at lunch and dinner (observation), because you feel guilty eating in front of it (insight). Ideas come from the why.
6. If you're afraid of giving away what you sell, teach the problem that comes just before it.

Template:

#	PROBLEM (IN THEIR WORDS)	DATA	OBSERVATION	INSIGHT (WHY)	MY FIX	CREDIBILITY LINES	ANGLES (4 TO 10)
1	No real break	40,000 VND/day	6 a.m. shift	Not cared for	Order on Zalo	Open 5:30 a.m.	Seat, 1st cup
2	I'm tired too	60,000 VND/day	Waiting rooms	Stays strong	Quiet corner	Nurse's daughter	Family order
3	Nobody asks	3 mornings/wk	Close to home	Feels unseen	Ask how she is	Order by visit 2	Good hour out

Worked example, Ly:

PROBLEM	INSIGHT	LY'S FIX	CREDIBILITY LINE	ANGLES
"My brand looks like everyone else's."	People copy rivals because they never wrote down why they exist.	Strategy first: the 3 playbooks, then the tools.	"20 years building brands, 141 of them."	Every realtor looks the same; a tool without a strategy; why "better" is a trap; more like / not like
"I don't have time to post."	Owners post at night, after the real work, with nobody to brief.	An in-house marketing team, briefed by your three playbooks.	"I ran an agency for 14 years."	Meet my team; my team's day; the tools we really use
"I pay for marketing every month and own none of it."	Renting means it all walks out when the contract ends.	Own your team instead of renting one.	"WPP bought our agency in 2012."	What you were really paying for; rent or own; inside the pitch room

Worked example, Mai Coffee (her three profiles from the Brand Builder Playbook):

PROBLEM	INSIGHT	MAI'S FIX	CREDIBILITY LINE	ANGLES
Night-shift nurse: "No time for a real break."	"I am always looking after other people, and nobody looks after me."	Order on Zalo before leaving the ward; the seat is ready.	"Open from 5:30 a.m. for the shift change."	The first coffee of the shift; the seat we save; 10 minutes that are yours
Waiting family: "I forget I'm tired too."	"I am so busy being strong for my family that I forget I am tired too."	The quiet corner and a family order.	"Mai's mother was a nurse for 30 years."	What families order; the quiet corner hours; a note on the cup
Home carer: "Some days I need someone to ask how I am."	She loves caring for her mother but feels unseen.	Three mornings a week, we ask how you are.	"We know your order by the second visit."	One good hour out of the house; regulars' stories; the second-visit promise

PRO TIP this step is creative work too. Give your AI the finished Brand Builder Playbook and your Content Strategy Playbook, and ask it to fill the idea bank for you. Then edit every line until it sounds like you.

CHECK: you have at least 15 problems and 25 angles, and every one has a fix you could explain.

Step 3. Topic + Angle + Format

03

the same topic with a new angle or a new format feels like a new post. This is how you never run out.

- **Topic:** the subject.
- **Angle:** your take on it. The same topic with the wrong angle flops.
- **Format:** the wrapper: list, ranking, tier list, this or that, story, myth vs truth, teardown, day in the life, curation ("N things that taught me X").

The sum: 1 topic × 3 angles × 3 formats = 9 posts. Change one of the three and an old idea feels new.

Pick one **emotion** per post: **hope** (what they want in 90 days), **dream** (in 5 to 10 years), **fear**, or **blocker** (the belief holding them back). On Dan Martell's channel, hope and dream beat fear and blocker. Ly's best post on three platforms was a hope line: "Now I'm giving it all away, free."

Exercise:

TOPIC	ANGLE 1	ANGLE 2	ANGLE 3
Format A	5:45 to 6:15 at the counter	Ward 4's order, with their OK	Who sat in the quiet corner
Format B	3 drinks that start a shift	3 drinks to end a night shift	3 best seats, 10-minute break
Format C	Why the phin starts at 5:30	Cold brew, hot afternoon shift	Knowing your order by visit 2

Ly, topic "own your marketing":

	ANGLE: RENT OR OWN	ANGLE: STRATEGY BEFORE TOOLS	ANGLE: THE METHOD, GIVEN AWAY FREE
Promise-Map	Rent or own: sort your marketing jobs, in 60 seconds	Strategy before tools, in 3 steps	The 3 playbooks, in order, in 60 seconds
Story	Inside the pitch room: what you were really paying for	I built brands for 20 years before I wrote a prompt	Why I'm giving the method away, free
This or that	Rent or own?	Tool first or brief first?	An agency or 3 playbooks?

Mai Coffee, topic "the 6 a.m. shift change":

	ANGLE: THE FIRST COFFEE OF THE SHIFT	ANGLE: WHAT NURSES ORDER, AND WHY	ANGLE: THE SEAT WE SAVE
Day in the life	5:45 to 6:15 at the counter	Ward 4's order, with their OK	Who sat in the quiet corner today
Ranking	The 3 drinks that start a shift	The 3 drinks that end a night shift	The 3 best seats for a 10-minute break
Behind the counter	Why the phin starts at 5:30	Cold brew for the hot afternoon shift	How we know your order by visit two

PRO TIP if you run out of topics, angles or formats, ask your AI for 10 of each from your pillars. Keep the 3 you would watch.

CHECK: your best topic has 9 posts written as titles before you film one.

Step 4. The weekly calendar

04

decisions made on Sunday don't get made badly on Wednesday night.

Ly's own content calendars used this grid: one column per day, a row for the topic and a row for the format. This version adds the decisions that matter most: the shape, the 70 / 20 / 10 bucket, width or depth, and the ask.

- **70 / 20 / 10:** 70 percent proven (formats that already beat your median), 20 percent one change (same format, change one thing: hook, setting, delivery or packaging), 10 percent big swing (something new). Tag every post before it goes out, so you know which bucket your winners came from. Celebrate a good flop, so nobody plays it safe on the 10.
- **Fixed slot:** post at the same days and times every week. Your audience learns when to look.
- **How many slots:** your choice (Step 0). The grid shows one post a day; if you post more, list each time in the Post row. More posts on a plan give you more data, so you learn faster.

CONTENT PLANNING · STEP 4

The weekly calendar

One row per decision. Fill it on Sunday for the week ahead. Example: Mai Coffee, three posts a week.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Post	**Short video**		**Short video**		**Short video**	**Stories only**	**Plan + film**
Pillar	Small kind moments		Behind the counter		The neighbourhood		
Shape	HEIT		Promise-Map		HEIT		
Bucket	70 proven		20 one change		10 big swing		
Width or depth	Depth		Depth		Width		
Ask	None		Keyword SEAT		None		

HEIT = hook, explain, illustrate, teach. Promise-Map = a promise plus 3 to 5 steps. 70 / 20 / 10 = proven, one change, big swing. Width = reach new people. Depth = deepen trust.

Brand Builder Playbooks by Ly Viet Vu

Template:

	MON	TUE	WED	THU	FRI	SAT	SUN
Post (time)	Video, 17:30	No post	Video, 17:30	No post	Video, 17:30	Stories only	Film, 14:00
Pillar	Kind moments	-	Behind counter	-	Neighbourhood	Quiet corner	-
Topic + angle	Seat we save	-	Phin at 5:30	-	First coffee	Corner hours	Plan next week
Format	Story	-	Behind counter	-	Day in life	Stories	60-min shoot
Shape (HEIT or Promise-Map)	HEIT	-	Promise-Map	-	HEIT	-	-
Bucket (70 / 20 / 10)	70 proven	-	20 one change	-	10 big swing	-	-
Width or depth	Depth	-	Depth	-	Width	-	-
Ask (none or keyword)	None	None	Comment SEAT	None	None	None	None

PERSONAL BRAND	SMALL BUSINESS
Plan and film on one fixed day. Batch your ideas first, then film all your short videos in one sitting.	Film around the quiet hour, not the rush. Sunday or a slow afternoon works. Update Google Maps photos the same day.

The two filled weeks are at the end of this playbook.

PRO TIP your AI can fill the weekly calendar from your idea bank every Sunday. You approve it.

CHECK: next week is filled in by Sunday night, and every post has a bucket tag.

05

Step 5. The four hook surfaces

most people decide in under 3 seconds. Four places make that first impression, and if they promise different things, people leave. A mismatch between the packaging and the hook is the biggest cause of people dropping off.

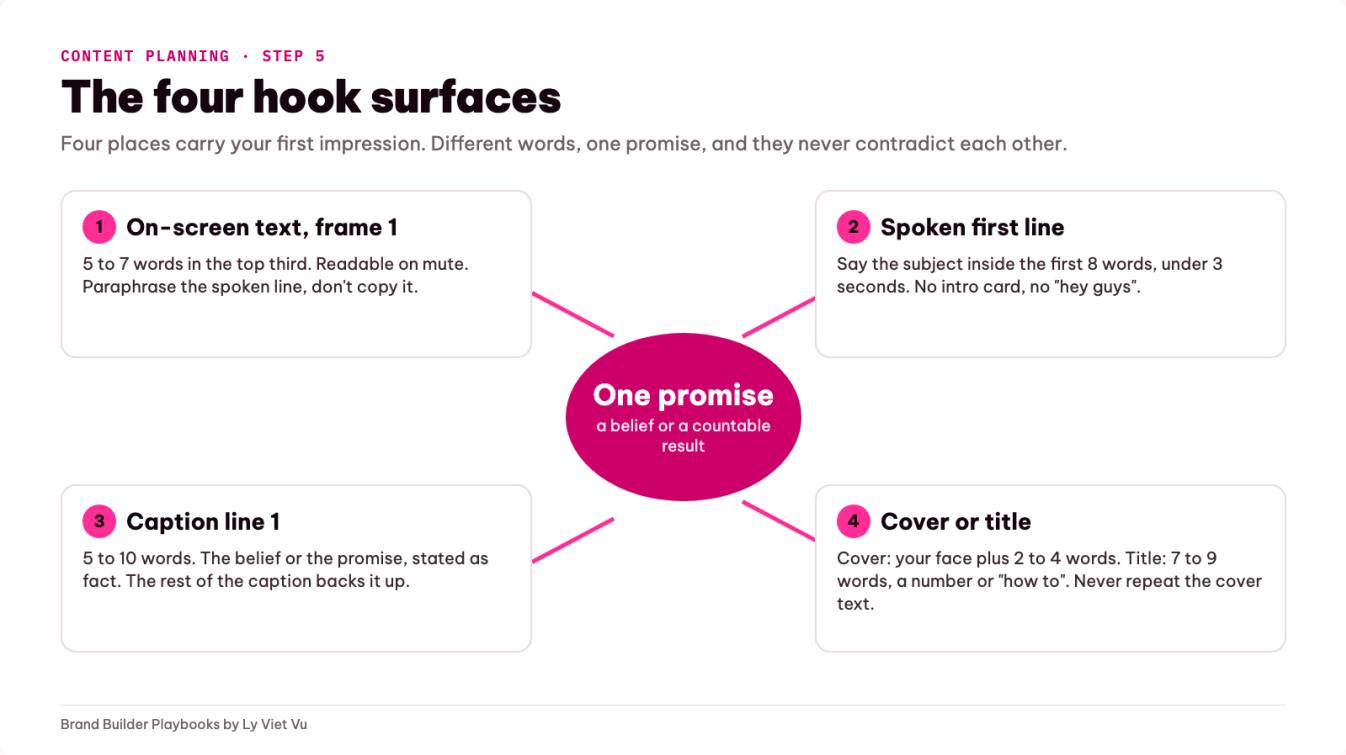
What it is and how it works: every post makes one promise: what the viewer gets if they stay. You write that promise once, in one plain sentence. Then you say it four ways, in the four places people see first. The words change in each place, but the promise stays the same, so every surface agrees and nobody feels tricked.

The four surfaces:

1. **On-screen text, frame 1:** 5 to 7 words in the top third, readable with the sound off. Paraphrase the spoken line; don't copy it.
2. **Spoken first line:** name the subject inside the first 8 words, in under 3 seconds. No intro card, no "hey guys".
3. **Caption line 1:** 5 to 10 words. The belief or the promise, stated as fact.
4. **Cover or title:** cover is your face plus 2 to 4 words; a YouTube title is 7 to 9 words with a number or "how to". The cover never repeats the title.

Different words, one promise, never contradicting each other.

Banned openers (they show up again and again in the weakest posts): a concept name with no stake ("This is what I call..."), "watch till the end", "new video just dropped", a story or comparison before the point, a question, "hey guys".



Exercise:

SURFACE	YOUR WORDS	WORDS	SAYS THE SAME PROMISE?
The one promise	Your seat and coffee are ready	6 words	Yes, this is the anchor
1. On-screen text	Nurses first, from 5:30 a.m.	5 to 7	Yes, 5 words, top third
2. Spoken first line	Nurses get no seat. Not here.	subject in first 8	Yes, subject is word 1
3. Caption line 1	Night shift? Seat ready at 6.	5 to 10	Yes, 6 words
4. Cover text / title	Mai's face + "Saved for you"	2 to 4 / 7 to 9	Yes, face + 3 words

Worked examples (example lines, written for this playbook):

SURFACE	LY: "BUILD YOUR OWN"	MAI COFFEE: "WE SAVED YOU A SEAT"
The one promise	Build your own marketing team	Night-shift staff get a seat and a coffee that's ready
1. On-screen text	I ran an agency. You don't need one.	Nurses first, from 5:30 a.m.
2. Spoken first line	"I ran an agency. You don't need one."	"Nurses get a paper cup and no seat. Not here."
3. Caption line 1	Don't rent your marketing. Own it.	Night shift? Your seat is ready at 6.
4. Cover / title	Face + "Build your own" / "Why small businesses don't need an agency anymore"	Mai's face + "Saved for you"

Same for both readers.

PRO TIP let your AI do it. Ask for 5 different promises for one post and pick the strongest. Then ask it to write the other four surfaces from that one promise.

CHECK: read the four surfaces out loud in a row. They should sound like four people describing the same thing.

06

Step 6. HEIT and Promise-Map (the two shapes for short video)

a fixed shape makes writing fast and keeps viewers to the end. Pick one shape per video and teach one thing.

HEIT (hook, explain, illustrate, teach). A shape you can use for most of your short videos.

BEAT	WHAT IT DOES	TIME IN A 45 TO 60 SECOND VIDEO
Hook	Context, your contrarian take, and an open question the video will answer	0 to 3 s
Explain	Why it matters to the viewer	3 to 15 s
Illustrate	One story, example or comparison that links the new idea to something they know	15 to 40 s
Teach	One thing they can do. Not six.	40 to 55 s

Promise-Map: "Here's how to [result] in under [time]", then 3 to 5 numbered steps.

BEAT	WHAT IT DOES
Promise + time box	"Here's how to [result] in under 60 seconds."
Map	"Three steps." Show the numbers on screen.
Step 1, 2, 3	One line and one picture each
Close	The result, in one line

Rules for both shapes:

- One teach per video. A list of things (3 ads, 5 tools) is fine; a list of 6 to 10 steps to do is the trap.
- Length: 45 to 90 seconds by default, up to 120 if the map needs it. Shorts and TikTok cuts aim under 60 seconds, and shorter often does better.
- Open a second question at about 40 percent of the runtime, and close both before the end.
- End on the lesson, then a 3 to 4 second end card.

Exercise: write one of each.

HEIT	YOUR LINES
Hook	Nurses get a paper cup and no seat. Not here.
Explain	After 12 hours looking after others, you need 10 minutes for you.
Illustrate	Lan finishes at 6 a.m. Her seat in the quiet corner is already saved.
Teach	Message your order on Zalo before you leave the ward. We save the seat.

PROMISE-MAP	YOUR LINES
Promise + time box	Here's how to get a real 10-minute break on a 12-hour shift, in 45 seconds.
Step 1	Message your order on Zalo before you leave the ward.
Step 2	Walk to the quiet corner. Your seat has your name on it.
Step 3	Phone face down. Ten minutes. We'll tell you when it's time.
Close	Ten minutes that are just yours. Nurses first, from 5:30 a.m.

Ly, HEIT, "Rent or own?":

- Hook: "I ran an agency for 14 years. You don't need one. Here's what to build instead."
- Explain: "You rent your marketing every month. When it ends, you own none of it."
- Illustrate: "It's like renting a flat for years. You pay every month, and no brick is yours."
- Teach: "List your marketing jobs. Mark each one rent or own. Own one this week."

Mai Coffee, Promise-Map, "a real break on a 12-hour shift":

- Promise: "Here's how to get a real 10-minute break on a 12-hour shift, in 45 seconds."
- Step 1: "Message your order on Zalo before you leave the ward."
- Step 2: "Walk to the quiet corner. Your seat has your name on it."
- Step 3: "Phone face down. Ten minutes. We'll tell you when it's time."
- Close: "Ten minutes that are just yours. Nurses first, from 5:30 a.m."

Same for both readers.

CHECK: you can name the shape of every video before you film it, and each one teaches one thing.

07

Step 7. The long-form open

the first 60 seconds decide whether anyone sees the rest. Viewers have plenty of attention; what they're short on is patience.

The first 60 seconds (the Four C's: call out, credibility, compass, core learning):

TIME	BEAT	WHAT TO SAY OR SHOW
0:00 to 0:05	Call out + promise	Who this is for, and the promise from the title, in new words
0:05 to 0:15	Credibility	One proof line matched to this topic
0:15 to 0:30	Compass	The roadmap on screen, later steps blurred so people want to reach them
0:30 to 0:60	Core learning	One real takeaway they can use even if they leave now

The body:

- Each section is **PEIL**: point, explain why it matters, illustrate with a story, lesson (the step). Start each section with a short re-hook, because people come back days later.
- **Fast early, longer later:** section 1 about 1 minute, section 2 about 1.5 to 2, section 3 about 2 to 3, section 4 about 3 to 4. Being at point four by minute three makes people feel progress.
- Restate the promise every 30 to 60 seconds and cut anything that doesn't serve it. Treat the timeline as sacred.
- Put your free resource on screen at about the 30 percent mark, and again at the end, and as the first link in the description. Most viewers have left by the end, but far more are still watching at 30 percent, so more of them see the offer.
- End card: point to ONE next video, framed as the next problem.

Exercise:

BEAT	YOUR WORDS
Call out + promise	If you work nights at the hospital, this is how we get ready for you.
Credibility line	My mother was a nurse for 30 years. That's why we open at 5:30.
Roadmap (3 to 5 steps)	5:15 seats. 5:30 doors and phin. 6:00 shift change. 6:15 nurses walk in.
Core learning in the first 60 s	Message your order on Zalo when you leave the ward. It'll be ready.
Free resource at 30 percent	On screen: comment SEAT for the shift-change menu.
The ONE next video	Next: the 3 drinks nurses order most.

Ly, long form "How to build your brand in 8 steps" (example open):

- 0:00: "Small business, no agency? 8 answers give you a whole brand on one page."
- 0:05: "I ran an agency for 14 years. You don't need one. You need these 8 steps." (On screen: "14 years running an agency. 141 brands.")
- 0:15: Roadmap on screen: 1. Brand strategy, 8 steps. 2. Content strategy. 3. Content plan. 4. Your in-house marketing team. (Steps 2 to 4 blurred.)
- 0:30: "Start with why you exist. Not your logo, not your colours."
- At 30 percent: on screen, lyvietvu.com/brandbuilder (email first, then the playbook). Ly's rule: the ask is on screen and in the caption, never spoken.
- End card: "Next: your café isn't selling coffee."

Mai Coffee, a monthly 6-minute video "5:30 a.m. at Mai Coffee: one shift change, start to finish":

- 0:00: "If you work nights at the hospital, this is the 30 minutes we spend getting ready for you."
- 0:05: "My mother was a nurse for 30 years. That's why we open at 5:30."
- 0:15: On screen: 5:15 the seats, 5:30 the doors and the phin, 6:00 the shift change, 6:15 the night shift walks in.
- 0:30: "Message your order on Zalo when you leave the ward. It'll be ready."
- End card: "Next: the 3 drinks nurses order most."

PERSONAL BRAND	SMALL BUSINESS
Long form is where trust turns into clients. Aim for 10 to 16 minutes as your stories allow.	Long form is optional for the first 90 days. One 5 to 8 minute video a month is plenty.

PRO TIP give your AI the beats table and your topic. It writes the first 60 seconds for you to read aloud and adjust.

CHECK: a stranger who leaves at 60 seconds still learned one thing.

08

Step 8. Packaging rules

the cover, the thumbnail and the title are the only things people see before they decide to watch. Think of it as the wrapping paper. It's the third lever, after your belief and your delivery, and it wears out fastest.

Rules:

1. Your face in every thumbnail and cover. No exceptions.
2. 2 to 4 words on a thumbnail (3 is a good default). One word in your accent colour.
3. Thumbnail text never repeats the title. The title is the promise; the thumbnail is the attitude.
4. The face's emotion matches the title's emotion. No smile on a "you're doing it wrong" title.
5. YouTube titles: 7 to 9 words, a number or "how to", one emotion. Four shapes that work: "How to [result]", a number ("3 ads that..."), a lowercase "watch this" line, "[X] has changed, THIS no longer works".
6. Reel covers: face in frame 1 every time. Add a 4 to 8 word label in the top third only on how-to, formula and list videos. Belief and story videos open on your face with live captions.
7. Captions on screen: 1 to 3 words at a time, white, one keyword in your accent colour.
8. Same uniform, same set, same colours, for 8 weeks at a time (strategy step 12).
9. Keep a **wrapping-paper library:** one hour a week, save only posts that did 2.5x their creator's normal, from any field, not just yours. Never look for a title on the day you need one.

Proof from Ly's own channel: Brand Builder episodes with plain episode-name titles (like "Episode 1") got 11 to 15 YouTube views. After the 19 Oct rewrite to lesson titles, "5 personalities, zero brand" got 958 views, "Find your brand voice in 3 pairs" 332 and "Why 'better' is a trap" 334.

Exercise: for your next long video.

	YOUR ANSWER
Title (7 to 9 words)	5:30 a.m. at Mai Coffee: one shift change, start to finish
Thumbnail text (2 to 4 words, not in the title)	Nurses first
Accent word	"first", in the accent colour
Face emotion (matches the title?)	Warm smile at the counter. Yes, it matches a welcome.
Second thumbnail to test	Mai at the quiet corner seat + "Saved for you"

Worked examples:

- **Ly:** title "How to build your brand in 8 steps"; thumbnail "Skip the agency" with "agency" in amber; calm, certain face, holding the printed playbook up; test against "I ran agencies".
- **Mai Coffee:** title "5:30 a.m. at Mai Coffee: one shift change, start to finish"; thumbnail "Nurses first" over Mai at the counter; warm smile.

PERSONAL BRAND	SMALL BUSINESS
Your face is the brand.	Mai's face first, then the cup, the counter or the seat. A product shot alone underperforms a face.

PRO TIP give your AI these rules and it checks every title, thumbnail text and cover before you post.

CHECK: your cover makes sense at the size of a thumbnail, with no sound.

09

Step 9. Captions and the comment keyword

the caption is your second hook and the safest place to ask for something.

The caption shape (keep it short; about 30 words is plenty):

1. Line 1: the belief or promise, 5 to 10 words.
2. A blank line.
3. 2 to 5 short lines, or a numbered list for frameworks.
4. The ask line, if this is one of the 1 in 4.
5. No hashtags. No emojis needed.

The comment keyword: "Comment WORD and I'll send you X", on about 1 post in 4, always pointing to something free. The video stays pure value; the ask is only in the caption and on the end card.

- A keyword gives people an easy reason to comment, and every comment is a chance to start a conversation.
- Give value for months before you ask. Start the keyword only once people already reply to you.

Template:

```
[Line 1: belief or promise, 5 to 10 words]

[Line 2]
[Line 3]
[Line 4]

[Ask: Comment WORD and I'll send you ____.]  (1 post in 4 only)
```

Night shift? Your seat is ready at 6.

Message your order on Zalo when you leave the ward.
Walk in. Sit down. It's waiting.
Nurses get 10% off with a staff badge.

Comment SEAT and we'll send you the shift-change menu.

Ly (example; Ly's captions are bilingual, English first, then a divider, then Vietnamese):

```
I ran an agency for 14 years. You don't need one.

Small businesses rented pieces of that team and owned none of it.
Brand strategy. Content strategy. Content plan. Follow the method yourself.

Comment BRAND for my free Brand Builder Playbook, step 1 of 3.
Finished your playbooks? That's the brief your in-house marketing team runs on. Want
help building it? letstalk@lyvietvu.com
. . .
[Vietnamese half]
```

Mai Coffee (Mai posts in Vietnamese; shown in English here):

```
Night shift? Your seat is ready at 6.

Message your order on Zalo when you leave the ward.
Walk in. Sit down. It's waiting.
Nurses get 10% off with a staff badge.

Comment SEAT and we'll send you the shift-change menu.
```

PERSONAL BRAND	SMALL BUSINESS
Keyword points to a guide, playbook or checklist.	Keyword points to a menu, a loyalty card or a "first coffee" offer. Reply by DM within minutes, the way a good shop greets you at the door.

CHECK: line 1 works on its own, and you can count your asks: no more than 1 in 4 posts.

Step 10. The 10-step production checklist (with two gates)

decide the packaging before you film. Checking early means you never waste a filming day on a weak idea.

Ly's own planning process ran every proposal through a flow with a yes or no check at each hand-off, and nothing moved on until the check said yes. This checklist keeps that habit with two gates a solo creator can run alone in five minutes.

CONTENT PLANNING · STEP 10

The 10-step production checklist

Ten steps from idea to post, built for one person. Two gates stop weak pieces before you spend time filming.

1 Pick an idea from your bank: topic, angle, format

2 Check demand: one proof the idea already works

3 Write the four hook surfaces first

GATE 1 Hook score — 8 of 10 or rewrite

4 Outline it: HEIT or Promise-Map

5 Read it aloud. Cut what you wouldn't say

GATE 2 Clarity check — one-sentence takeaway

6 Film everything in one weekly batch

7 Edit: speech at 0:00, no dead air, version 3 max

8 Package: cover, caption, keyword if it's the 1 in 4

9 Post at your fixed slot. Reply for 30 minutes

10 Log day 1 and day 11 numbers on the scorecard

If a gate says no, fix the piece and check again. Never film a piece that failed Gate 1.

Brand Builder Playbooks by Ly Viet Vu

#	STEP	DONE
1	Pick an idea from your bank: topic, angle, format	☐
2	Check demand: one proof the idea already works	☐
3	Write the four hook surfaces first	☐
Gate 1	**Hook score: 8 of 10 or rewrite**	☐
4	Outline it: HEIT or Promise-Map	☐
5	Read it aloud. Cut what you wouldn't say to a friend	☐
Gate 2	**Clarity check: all five yes**	☐
6	Film everything in one weekly batch (never more than two weeks ahead, because batching also batches your mistakes)	☐
7	Edit: speech at 0:00, no dead air, version 3 at most	☐
8	Package: cover, caption, keyword if it's the 1 in 4	☐
9	Post at your fixed slot. Reply to comments for 30 minutes	☐
10	Log day 1 and day 11 numbers on the scorecard	☐

Gate 1: the hook score. Score each line 0, 1 or 2. Pass at 8 out of 10. Under 8: write 3 new versions and score again.

CHECK	0	1	2
The subject is named in the first 8 spoken words	No	After word 8	Yes
It states a belief or a countable promise as fact	A question or a tease	Vague	Clear
A stranger gets it in 3 seconds	No	Mostly	Yes
It's specific: a number, a name or a place	None	One, weak	Yes
All four surfaces promise the same thing	They clash	Mostly	Yes

Gate 2: the clarity check. All five must be yes.

1. Can you say the one takeaway in one sentence?
2. Is there only one teach?
3. Does every line serve the promise?
4. Would a 12-year-old understand every word, or is each big word explained?
5. Does it end on the lesson, before the end card?

Worked examples:

- **Ly's hook "I ran an agency for 14 years. You don't need one.":** subject in 4 words (2), belief as fact (2), stranger gets it (2), specific (2, a number: 14 years), surfaces match (2) = 10. Pass.
- **Mai's first draft "Have you ever wondered why we open so early?":** subject late (1), a question (0), stranger gets it (1), specific (1), surfaces match (1) = 4. Fail. Rewrite: "Nurses get a paper cup and no seat. Not here." = 9. Pass.

Ly's team version adds more gates: an English copy check, a Hormozi hook score of 22 or more on every surface, a script check, a retention table, and a Vietnamese language check on every Vietnamese line. The two gates here are the solo version of the same idea.

PRO TIP the secret sauce: hand this 10-step checklist to your in-house marketing team (Step 14). You don't need to hire anyone for this.

PRO TIP you can plug any mentor's or coach's formulas, frameworks or checklists into this checklist, the way Ly plugs Alex Hormozi's hooks playbook into Gate 1.

CHECK: nothing gets filmed until Gate 1 says yes.

Step 11. The four R's on winners

11

your best post already proved its demand. Getting more from it is cheaper than finding a new winner.

The four R's:

R	WHAT YOU DO	WHEN
Repost	Put it back on your main feed exactly as it was	Older than 60 days and at least 2x your median. A repost can beat the first run.
Re-edit	Keep the hook, change the middle	When the hook held people but they left halfway
Re-record	Same topic, new angle or new setting	8 to 12 weeks later
Repurpose	Turn it into another format	Reel to carousel, long video to newsletter, top post to a long video

Also: within 30 days of a winner, make 2 more posts on the same topic with a new angle or format (step 3).

Exercise:

WINNER	MULTIPLE OF MEDIAN	WHICH R	NEW DATE
Shift-change	At least 2x (graded day 11)	Repost, Monday morning	60 days on, a Monday morning

Worked examples:

- **Ly:** winners due for the four R's: the channel launch post (1,383 Instagram plays), the coder confession (1,108 Instagram plays, 5x median), the story of the client he turned down (1,066 YouTube views, 2.7x median) and the "You can't out-inject a broken foundation" teaser (1,188 YouTube views). Ly starts with a re-record of the launch post that ends on his lead hill, "I ran an agency for 14 years. You don't need one."
- **Mai Coffee:** after 60 days, repost the best shift-change video on a Monday morning; re-record "the seat we save" with a different regular; turn the 3-drinks ranking into a printed card by the till.

PERSONAL BRAND	SMALL BUSINESS
Re-record in a new setting: a car, outdoors, a new room.	Re-record with a new staff member or regular, or in a new season (the rainy-season version).

PRO TIP your AI can report your winners weekly and monthly, and tell you which R to use next.

CHECK: every post that beat 2x your median has a date for its next R.

Step 12. The Monday scorecard

12

track 2 to 4 numbers, and only ones that would change what you do. Fifteen minutes on Monday is enough.

CONTENT PLANNING · STEP 12

The Monday scorecard

Fifteen minutes every Monday. Few numbers, each one able to change what you do next week.

TYPE	METRIC	THIS WEEK	LAST WEEK	4-WEEK AVG	WHAT IT TELLS YOU
INPUT	**Posts published**	3	3	3	Kept the cadence
REACH	**Median plays per post**				A demand signal only
TRUST	**Follows per 1,000 plays**				Column one. Watch it most
TRUST	**Saves per 1,000 plays**				Did they want to keep it?
TRUST	**Replies: comments plus DMs**				Count names they quote back
LEADS	**Keyword DMs, emails, visits**				Ask: which post brought you?
LEARN	**Best post, as a multiple of median**				Repost or remake it

Keep doing: _____

One change for next week: _____

The scorecard:

TYPE	METRIC	THIS WEEK	LAST WEEK	4-WEEK AVG	WHAT IT TELLS YOU
Input	Posts published	3 (Mon, Wed, Fri)	3 (Mon, Wed, Fri)	3 a week	Did you keep the cadence?
Reach	Median plays per post	Facebook page median	Week 1 baseline	From week 4	A demand signal only
Trust	Follows per 1,000 plays	Follows, hospital street	Week 1 baseline	From week 4	Column one. Watch it most.
Trust	Saves per 1,000 plays	Saves per 1,000 plays	Week 1 baseline	From week 4	Did they want to keep it?
Trust	Replies: comments plus DMs	Comments, DMs, Zalo	Week 1 baseline	From week 4	Count names and hills quoted back
Leads	Keyword DMs, emails, visits	Till ticks, badge orders	Badge orders last week	From week 4	Ask: which post brought you?
Learn	Best post, as a multiple of your 90-day median	Best post vs FB median	Graded at day 11	Top 10% study, monthly	Repost or remake it

Keep doing: _____ One change for next week: _____

Keep doing: Mon, Wed, Fri at 17:30, when the night shift arrives (moved from noon).
One change: ask every walk-in "which post brought you?" and tick it by the till.

How to read it:

- Grade posts at day 11, not day 1 (content often pops around day 7).
- Use the median, not the average. One huge post makes the average lie.
- Once a month, look only at your top 10 percent and find the one or two things they all share. Never learn from your bottom 20 percent, except on hooks.
- Change one thing a week. If you change three, you won't know which one worked.

Worked examples:

- **Ly:** the 19 Oct 2026 pull is his starting line: median plays per post of 219 on Instagram, 113 on Facebook, 115 on TikTok, 15 on YouTube and 15 on LinkedIn. Follows per 1,000 plays becomes column one of his Monday report from this week. His one change for the first week: speech at 0:00 on every reel, because his worst Instagram posts lost 66 to 80 percent of viewers in the first 3 seconds, all with a title card or a slow open. His one change for the next week: say the hill in the first 8 words of every reel, with the proof right after.
- **Mai Coffee:** posts 3; median plays from the Facebook page; follows from the hospital street; "which post brought you?" ticks from the till; badge orders this week vs last. One change: post at 17:30 when the night shift arrives, instead of noon.

PERSONAL BRAND	SMALL BUSINESS
Leads are DMs, emails and calls.	Leads are visits, Zalo orders, Google Maps direction requests and loyalty cards. A tick sheet by the till counts.

PRO TIP your AI fills the Monday scorecard every week. You read it and make the one change.

CHECK: you can fill the scorecard in 15 minutes and end it with one change.

13

Step 13. The 30-day starter plan

your first 100 videos are practice. For most people, the fear of being judged fades after about 4 weeks of posting. This plan gets you through the first 4 weeks without guessing.

Week 1: set up (no posting pressure)

DAY	DO THIS	FROM
1	Write your brand statement and answer the Brand Journey	Strategy steps 1 and 2
2	Write your one person and the GET / TO / BY / AT line	Strategy step 3
3	Write 5 credibility bank entries and 10 proof lines	Strategy step 4
4	Do the two columns. Pick 3 test hills and your enemy	Strategy steps 5 and 6
5	Pick your pond, your primary platform and 3 pillars	Strategy steps 7 and 9
6	Build the idea bank: 15 problems, 25 angles, a demand proof for the first 9	Planning steps 1 to 3
7	Fill next week's calendar. Write hook surfaces for 3 posts. Run Gate 1. Film all 3	Planning steps 4, 5, 10

Week 2: post 3, learn the routine

- Post Monday, Wednesday, Friday at the same time. All three in the 70 bucket (proven formats).
- Every post carries test hill 1.
- Reply to every comment for 30 minutes after posting.
- Sunday: plan and film week 3.
- Monday: your first scorecard. This is your baseline.

Week 3: post 3, test

- One HEIT, one Promise-Map, one post in the 20 bucket (change one thing from week 2's best).
- Every post carries test hill 2.
- If people already reply to you, add your first comment keyword on 1 post. If not, wait.

Week 4: post 3, swing, review

- One post in the 10 bucket: a new format you've never tried.
- Test hill 3.
- Day 30 review: which hill got quoted back? Which shape held people? Which post had the most follows per 1,000 plays? Keep what worked, drop what didn't, and plan month 2.

To run this plan without hiring anyone, set up your in-house marketing team in Step 14.

Worked examples:

- **Ly's trial run, 26 Oct to 24 Nov 2026:** week 1, the new brand statement ("build their own in-house marketing team, not rent an agency") passes a copy check and Ly approves it (he updates his bios by hand); week 2, the four hills ("I ran an agency for 14 years. You don't need one."; "Don't rent your marketing. Own it."; "Your agency fits on your laptop."; "The agency is dying. Build your own.") each carried by at least one reel a week, and follows per 1,000 plays added to the Monday report; week 3, the named mechanisms ("the rent-or-own test", "the 3 playbooks", "the master step") used in spoken lines, captions and covers; week 4, the top 10 percent study and the decision on which hills to keep.
- **Mai Coffee, first 30 days:** week 1, the setup above, plus asking 10 regulars where they scroll on a break; week 2, Monday, Wednesday and Friday at 17:30; week 3, the SEAT keyword on the Wednesday post, because regulars already chat at the counter; week 4, the big swing: a day-in-the-life with a nurse regular, with her OK.

CHECK: on day 30 you've posted at least 9 times, filled 3 scorecards and made one keep-or-drop decision on each hill.

14

THE MASTER STEP

Step 14. Your in-house marketing team

you don't have to do this all yourself, and you don't have to rent an agency. Your three files are the foundation that makes your in-house marketing team as strong as it can be.

Your in-house marketing team is a set of AI agents, each with one job, all briefed on your three playbooks. The Brand Builder Playbook, the Content Strategy Playbook and this playbook are the brief. Each agent reads them before it does anything.



Brand strategist

I work through the 8 steps with you, then turn your 8 answers into one clear brand.

READS FIRST: THE BRAND BUILDER PLAYBOOK, EVERY STEP



Social media strategist

I turn your brand into a content strategy and a weekly plan you can keep.

READS FIRST: THE BRAND BUILDER PLAYBOOK, THE CONTENT STRATEGY PLAYBOOK (ALL STEPS) AND THIS PLAYBOOK, STEPS 1 TO 4



Copywriter

I write your hooks, scripts and captions in your voice, so every line sounds like you.

READS FIRST: THE BRAND BUILDER PLAYBOOK; STRATEGY STEPS 1, 4, 6 AND 10; THIS PLAYBOOK, STEPS 5, 6, 7 AND 9



Art director

I design your covers, thumbnails and on-screen text, so people know it's you in one second.

READS FIRST: STRATEGY STEP 12; THIS PLAYBOOK, STEPS 5 AND 8



Creative director

I check every post against your brand and the two gates, so nothing weak goes out.

READS FIRST: ALL THREE FILES, THEN THIS PLAYBOOK, STEP 10



Video editor

I cut your footage into short videos that start fast, teach one thing and keep people watching.

READS FIRST: STRATEGY STEP 12; THIS PLAYBOOK, STEPS 6, 7 AND 10



Social media manager

I post at your fixed times, track the trust numbers, and hand you the Monday scorecard.

READS FIRST: STRATEGY STEPS 13 AND 14; THIS PLAYBOOK, STEPS 4, 11 AND 12



Community manager

I answer comments and DMs, ask every lead "which post brought you?", and send the keyword's free file.

READS FIRST: STRATEGY STEPS 3, 6 AND 13; THIS PLAYBOOK, STEPS 9 AND 12

Exercise:

AGENT	YOUR FIRST JOB FOR THIS AGENT
Brand strategist	Keep my 8 answers up to date as the café grows
Social media strategist	Plan my 3 posts a week from the idea bank
Copywriter	Write my captions in my warm, simple voice
Art director	Keep the handwritten sign style on every post
Creative director	Check every post sounds like the café
Video editor	Cut Sunday's 60-minute shoot into 3 posts
Social media manager	Post Mon, Wed, Fri at 17:30 and count badge orders
Community manager	Answer every comment and send SEAT menus on Zalo

PRO TIP start with 3 agents: a brand strategist, a copywriter and a social media manager. Add the rest as the work grows.

CHECK: every agent on your team has a first job and knows which of your three files to read first.

Worked week 1: Ly Viet Vu, Instagram, Mon 26 Oct to Sun 1 Nov 2026

This is Ly's real Instagram schedule for the week (from his content plan). Ly posts 3 times a day per platform, sometimes 4, and his in-house marketing team builds and schedules the pieces. That's his choice, not a rule: pick the cadence you never miss (Step 0). The more you post on a plan, the more data you get, and the faster you can make the right decisions. The pillar and width or depth tags are added here to show how to read a week.

DAY	TIME	PILLAR	PIECE	WIDTH OR DEPTH
Mon 26	09:00	Brand Builder	"Every realtor looks the same." Season 2 trailer	Width
	12:00	The Agency Years	"Never discount. Do this instead."	Depth
	20:00	Chief AI Officer	"The music in my videos has no composer"	Width
Tue 27	07:00	Brand Builder	"My biggest money mistake after selling our agency"	Depth
	10:00	Brand Builder	"You're not selling homes." Ben's Brand, Episode 1	Depth
	17:00	Marketing Champion	"Columbia's impossible dare." Coach's Take EP 04	Width
Wed 28	07:00	Chief AI Officer	"4 things that make ChatGPT quote you"	Depth
	10:00	Brand Builder	"'Everyone' is not a client." Ben's Brand, Episode 2	Depth
	17:00	Peptide Lab	"BPC-157 and TB-500: what the research actually says"	Width
Thu 29	07:00	Chief AI Officer	"I haven't typed a long email in weeks"	Width
	10:00	Brand Builder	"Buyers don't want a salesman." Ben's Brand, Episode 3	Depth
	20:00	The Agency Years	"The worst advice I got before a pitch"	Depth
Fri 30	07:00	Chief AI Officer	"Google's AI named my business 2nd"	Depth
	10:00	Brand Builder	"'Cozy' means small." Ben's Brand, Episode 4	Depth
	20:00	Brand Builder	"What I'd tell my 25-year-old self"	Width
Sat 31	08:00	Brand Builder	"Less champagne. More hard hat." Ben's Brand, Episode 5	Depth
	12:00	The Agency Years	"How to know your agency is healthy"	Depth
	18:00	Brand Builder	Casting Call: Nike got the lead (Ly as casting director)	Width
Sun 1	08:00	Brand Builder	"Better is a trap." Ben's Brand, Episode 6	Depth
	12:00	The Agency Years	"I came to Vietnam to build software, not ads"	Depth
	20:00	Chief AI Officer	"Does ChatGPT name your business first?"	Depth

Long form the same week, on YouTube: Chief AI Officer Masterclass 01, "Get named first when customers ask ChatGPT" (Tue 27, 07:00), and Peptide Lab EP 08, "The biological toolkit" (Tue 27, 17:00). The Agency Years, Part 2 goes to LinkedIn on Fri 30.

What this week teaches (read it like a scorecard):

- Mix by pillar: Brand Builder 10 of 21, Chief AI Officer 5, The Agency Years 4, Marketing Champion 1, Peptide Lab 1. Brand Builder is heavy because Ben's Brand runs an episode a day. Marketing Champion is short this week: that's the gap to fix next.
- Width vs depth: 7 width, 14 depth. That's close to the 75 / 20 / 5 shape for a trust-first week.
- Named mechanisms are already doing the work: "'Everyone' is not a client", "Better is a trap" and "'Cozy' means small" are each a lesson in 3 to 5 words.
- What to test next: one manifesto reel on his lead hill ("I ran an agency for 14 years. You don't need one."), one Promise-Map reel ("The 3 playbooks, in order, in 60 seconds") and one curation reel ("3 ads that taught me advertising") for Marketing Champion.

Worked week 2: Mai Coffee, three posts a week

An example week for Mai, built from her Brand Builder Playbook. Mai posts in Vietnamese; it's shown in English here. Facebook is her primary platform; TikTok gets the same videos the next day; Google Maps gets new photos on Sunday.

	MON	TUE	WED	THU	FRI	SAT	SUN
Post (time)	Short video, 17:30		Short video, 17:30		Short video, 17:30	Stories only	Plan and film (60 min, 14:00)
Pillar	Small kind moments		Behind the counter		The neighbourhood	The quiet corner hours	
Topic + angle	The seat we save		Why the phin starts at 5:30		A nurse's first coffee at 6 a.m.		
Format	Story		Behind the counter		Day in the life (with her OK)		
Shape	HEIT		Promise-Map		HEIT		
Bucket	70 proven		20 one change		10 big swing		
Width or depth	Depth		Depth		Width		
Ask	None		Comment SEAT for the shift-change menu		None		
Four hook surfaces	On screen "Saved for you"; spoken "Nurses get a paper cup and no seat. Not here."		On screen "Ready before your shift"; spoken "Your coffee starts at 5:30, so it's ready at 6."		On screen "Her first 10 minutes"; spoken "Lan starts every night shift in that corner."		

Why 17:30: the night shift arrives around then, and nurses scroll on the walk in. Mai checks this against her scorecard after 2 weeks and moves the slot if the numbers say so.

Credits and sources

- Caleb Ralston: the idea formula, the idea bank, Promise-Map, the Four C's open, 70 / 20 / 10, wrapping paper, the multiplier sheet and the top 10 percent study, version 3 at most.
- Sam Gaudet: Topic + Angle + Format, demand / fit / interest, the four-word filter, CUB, the four emotions, HEIT, PEIL, fast-early pacing, the sacred timeline, the four R's, the 30 percent resource placement, comment keywords, the reasonability ask ladder, follows per 1,000 plays.
- The Ly Video Method, which merges both.
- Alex Hormozi: the hooks playbook Ly plugs into Gate 1 (a hook score of 22 or more on every surface, in Ly's team version).
- Ly's numbers and schedule: his own channels (19 Oct 2026 pull) and his content plan for the week of 26 Oct 2026.
- Mai Coffee: the example Brand Builder Playbook at lyvietvu.com/brandbuilder.

Shapes used from Ly's 20 years of past work with more than 140 brands across 11 industries:

- The digital creative brief formula (data, observation, insight)
- Ly's weekly content schedule (topic and format by day)
- Ly's planning process map (a yes or no check at each step)

YOUR PATH

Playbook 3 of 3, done.

That's all three. Your next step: create your agent team (Step 14). With the three playbooks as its brief, it runs your content every day, without hiring a marketing team or an agency. The In-House Team Playbook, coming soon, walks you through the setup.

THE BRAND BUILDER SYSTEM

1
Brand Builder Playbook
Who you are: the 8 steps.

2
Content Strategy Playbook
What you stand for and who you talk to.

3
Content Planning Playbook
What to post each week, and how to know it worked.
YOU ARE HERE

★
The master step: your in-house marketing team
Built from all three.



Finish all three playbooks, then build your in-house marketing team. You don't have to do it all yourself.

NEXT STEP: CREATE YOUR AGENT TEAM



Brand strategist



Social media strategist



Copywriter



Art director



Creative director



Video editor



Social media manager



Community manager

COMING SOON · THE NEXT BRAND BUILDER PLAYBOOKS

two more playbooks.

Your three playbooks are the brief. These two turn that brief into a team that does the work.

PLAYBOOK 4 · COMING SOON

The In-House Team Playbook

Set up your 8 agents step by step: what each one reads first, what it does for you, and how they hand work to each other. It turns Step 14 into a team that runs every week.



PLAYBOOK 5 · COMING SOON

The Video Production and Design Team Playbook

A team that makes the work itself: scripts, video edits, covers, carousels and brand designs, all from your three playbooks.

Same rule for both: you set the brief, the agents do the work, you keep the final say.

Get them first: follow **@lyvietvu** or visit **lyvietvu.com/brandbuilder**.

YOU HAVE THE BLUEPRINT

want it built and running for you?



I build the implementation with you: your own in-house marketing team, a set of AI agents trained on your three playbooks, planning, writing and reporting your content every week. You make the calls.

1. **We talk first.** 15 minutes on your business or personal brand and where you are stuck.
2. **We set up your in-house marketing team.** Strategist, copywriter, art director, creative director, video editor and social media manager.
3. **You approve, it runs.** Your agents plan, write and report. You keep the final say.

One step: email **letstalk@lyvietvu.com** with the word **BUILD** and one line about your business.

EMAIL
letstalk@lyvietvu.com

INSTAGRAM
@lyvietvu

FACEBOOK
lyvietvu

LINKEDIN
Ly Viet Vu

BRANDS I BUILT WITH

Unilever · PEPSI · Nestlé · SAMSUNG · SONY · HSBC · Vietnam Airlines · Grab
L'ORÉAL · Ford · KFC · VINFAST · TECHCOMBANK · Shell · DIAGEO · vietjetAir.com

AND MORE ACROSS 11 INDUSTRIES, AT SOFRESH, MIRUM, JWT AND WUNDERMAN THOMPSON