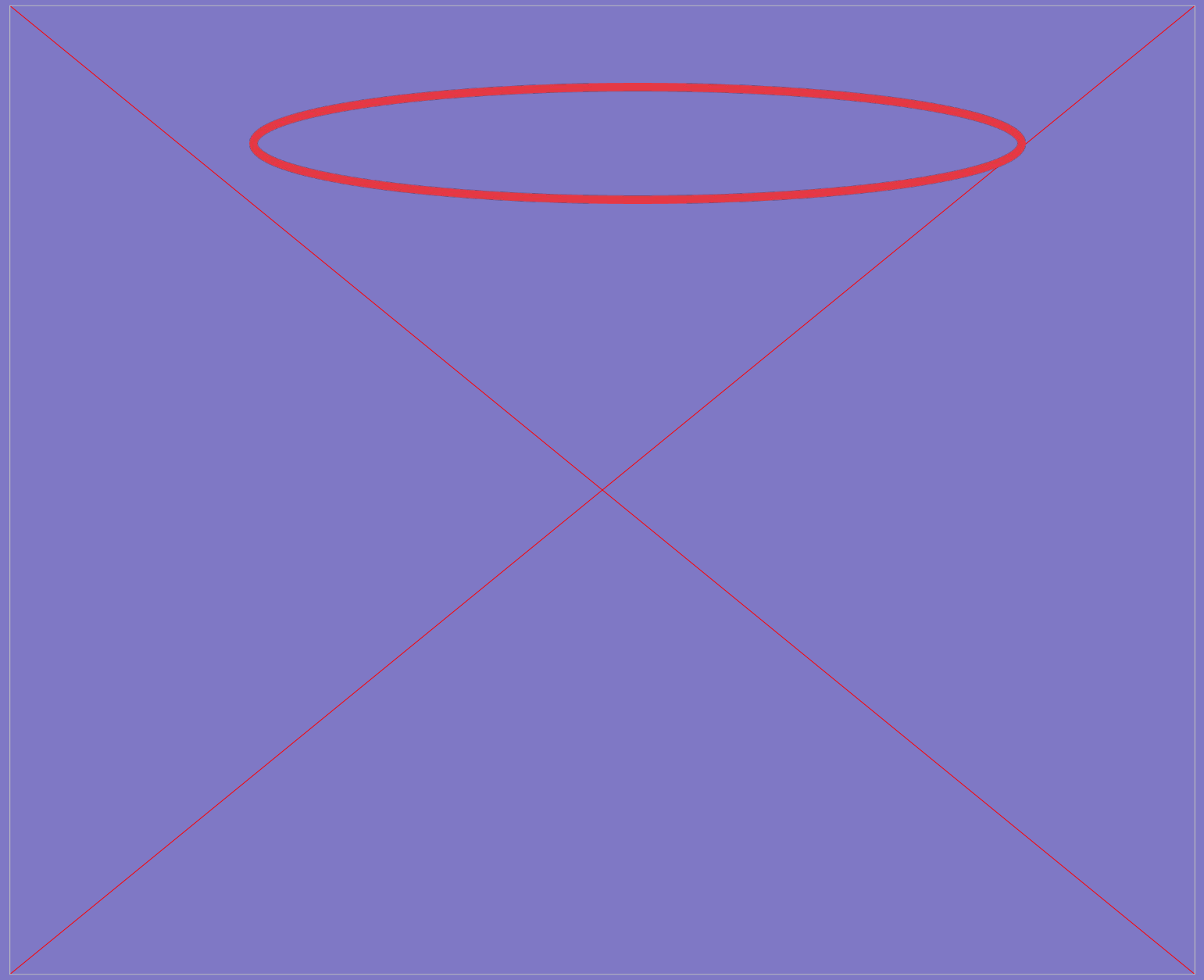
Parker

The Rise of the One-Person Creative Team

Alex Cooper · co-founder @ Parker

Smart Marketer Live, 2026





Inevitable.

A LOT has changed over the last 12 months



Let me tell you about my friend Matt

- Runs a supplement brand
- Lost people off his creative team in March, chose not to replace them
- Started running creative himself with agents.
- He was making **more ads with fewer resources, and his brand started to grow**

This is when I started to realise the one-person creative team was possible.

One person, connected into every tool the team already uses.



OPERATED OUT OF

But more volume = slop, right?



16 Ads

[redacted] - VID - DR - ADCR -...

Text Hook: [redacted]

Spend	$153,413.40
CPA	$47.13
Hook Rate	45.92%
Hold Rate	18.83%

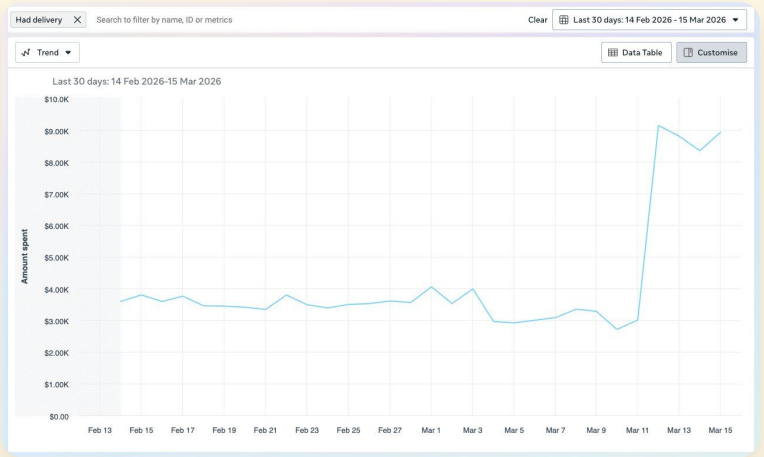
Authority Figure | Comparison | Educational | Solution Aware | +6 more

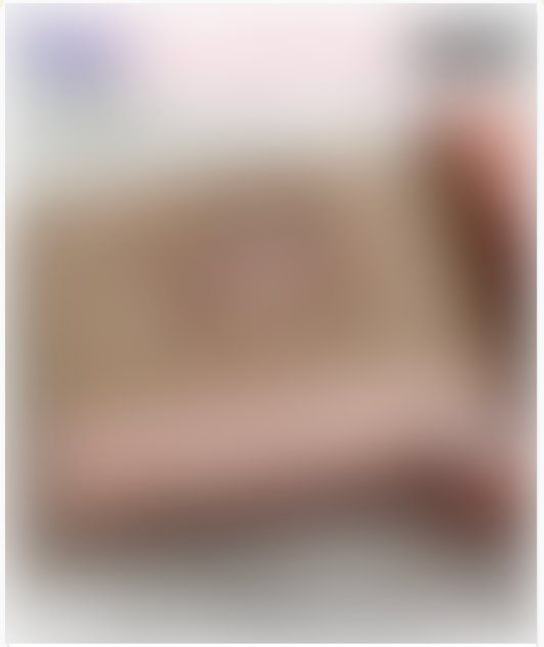
Spend	$152,045.33
Hook Rate	67.0%
Hold Rate	13.6%

[redacted]

Spend	$141,877.82
CPA	$88.56

Faceless | Solution Aware | Freedom from fear, pain, and danger | Hope | +4 more





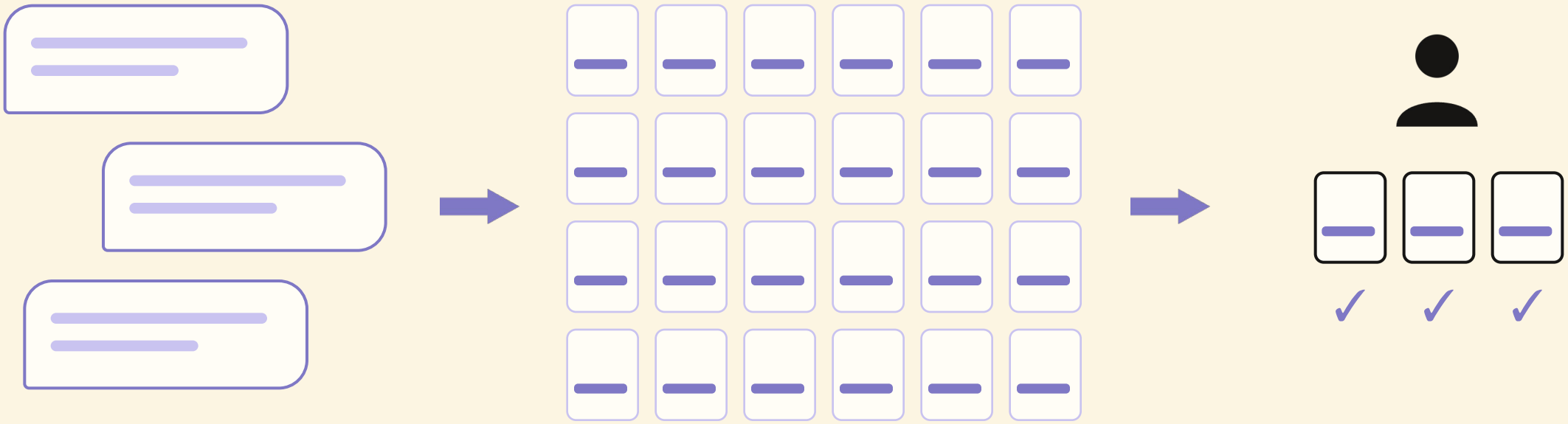
[redacted]

Spend	$107,859.63
CPA	$58.61

B-roll mashup + Voiceover | Demo | Solution Aware | Comfortable living conditions | +4 more

Intentional volume

More executions of a message you found in your customers' own words. Made by agents. Judged by a person.



YOUR CUSTOMERS' WORDS

MADE BY AGENTS

JUDGED BY A PERSON

Intentional volume is how one person can do work of an entire creative team.

Three things every one-person creative team understands.

1

2

3

LESSON ONE

The message is everything.

Where the intention in intentional volume comes from. The best use of these tools is finding what to say, not making the ad.

Has anyone seen ads like this?

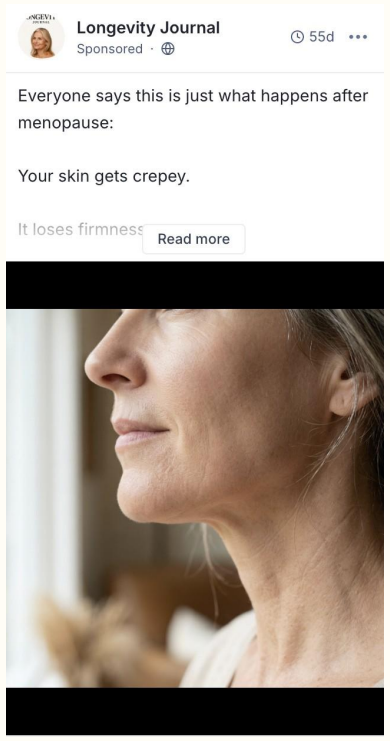
The animation didn't make it work. The story did.

AI animation



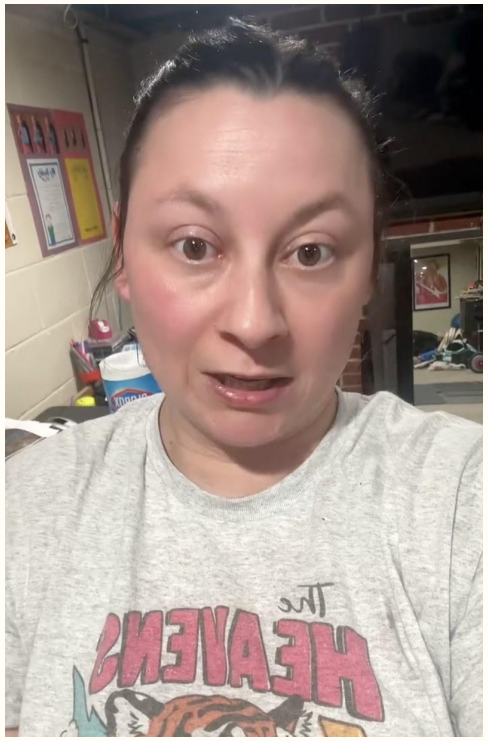
=

Native ad



=

Yapper

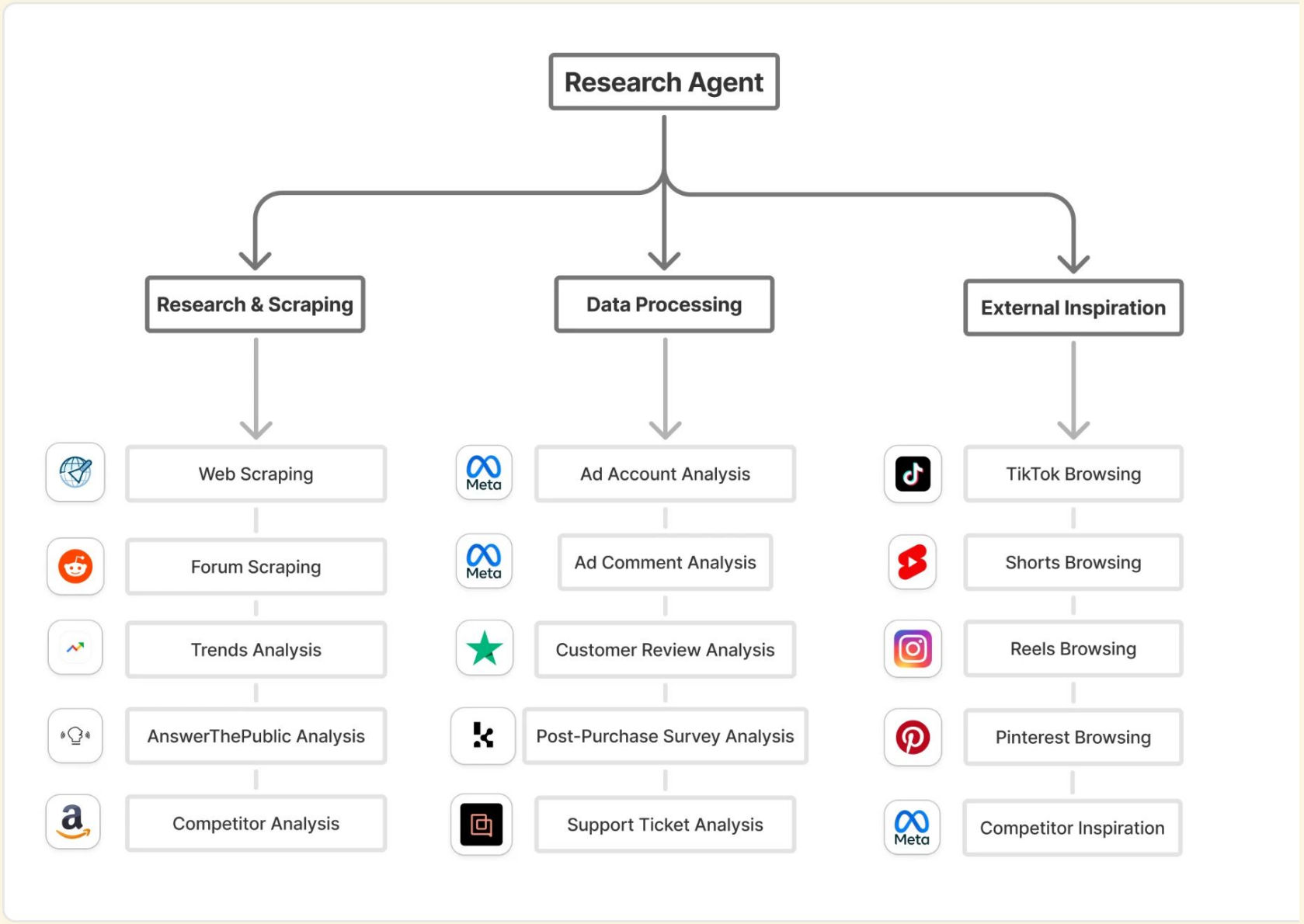


Same story in all three. Built on trigger events from customer reviews.

Volume without message is how you get slop.



So what does it mean to focus on the message?


Research Agent
Research & Scraping
Data Processing
External Inspiration
Web Scraping
Forum Scraping
Trends Analysis
AnswerThePublic Analysis
Competitor Analysis
Ad Account Analysis
Ad Comment Analysis
Customer Review Analysis
Post-Purchase Survey Analysis
Support Ticket Analysis
TikTok Browsing
Shorts Browsing
Reels Browsing
Pinterest Browsing
Competitor Inspiration
Meta
Meta
Meta

Ask questions that go deeper

What do customers use it for that we've never made an ad about?

What are the most emotionally loaded phrases customers use about the problem?

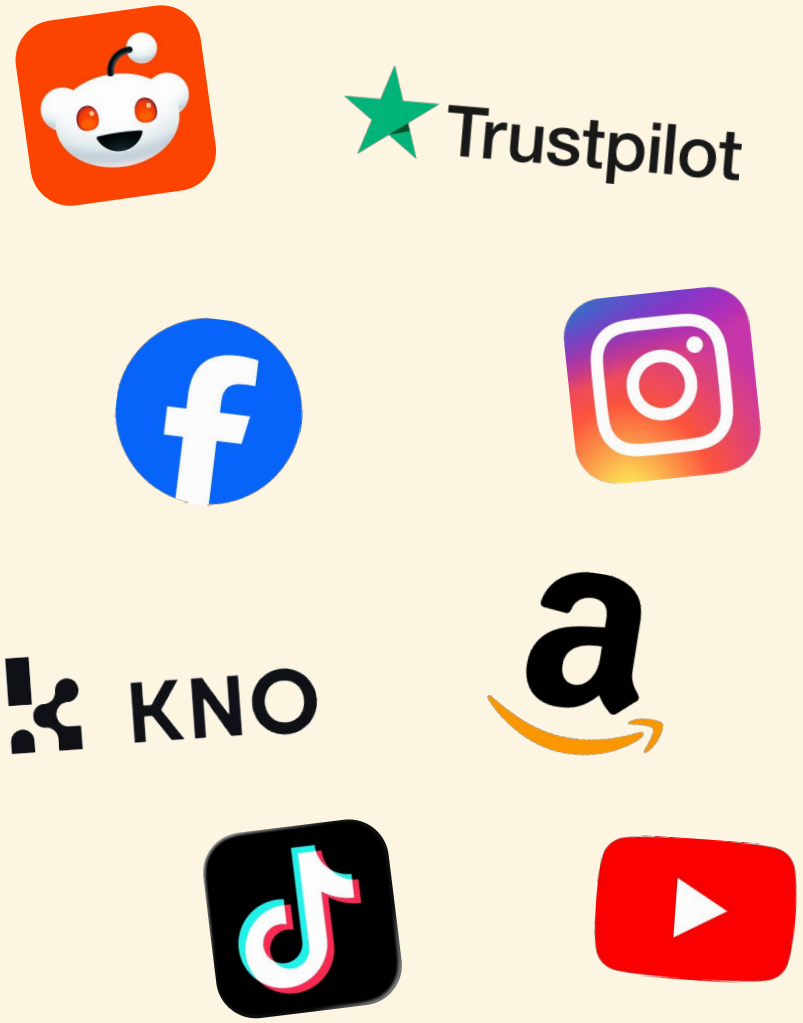
Which objections keep coming up that we haven't addressed in our ads?

What specific trigger events prompted them to buy?

What failed solutions did they try before us, and why didn't they work?

What words or phrases do our customers use that an outsider never would?

What analogies, similes or metaphors do customers use when they talk about the problem or the product?



Use your voice-of-customer (VoC) to look for new use cases

1 · THE BRAND

A shapewear brand making shapewear for women.

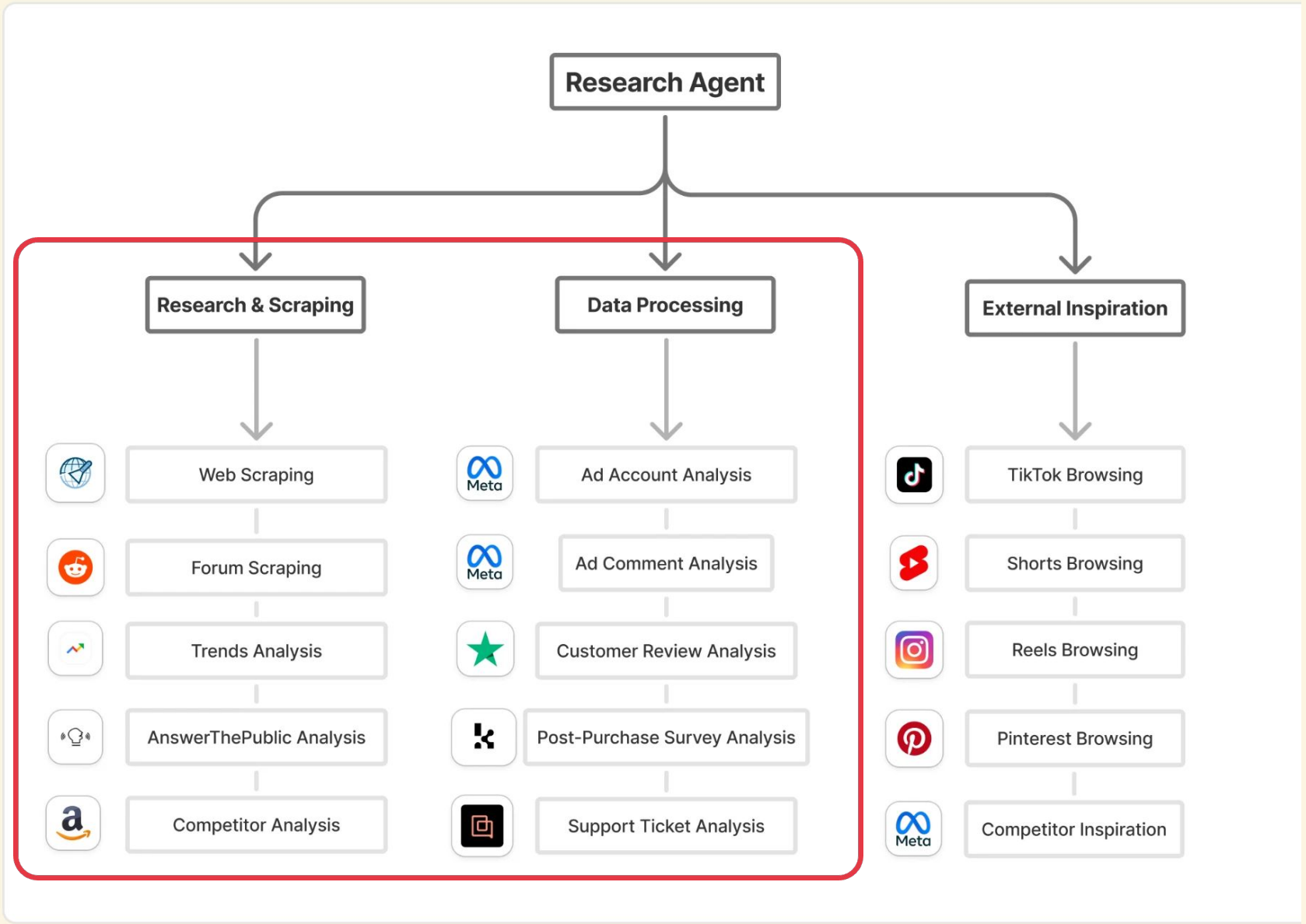
2 · THE DISCOVERY

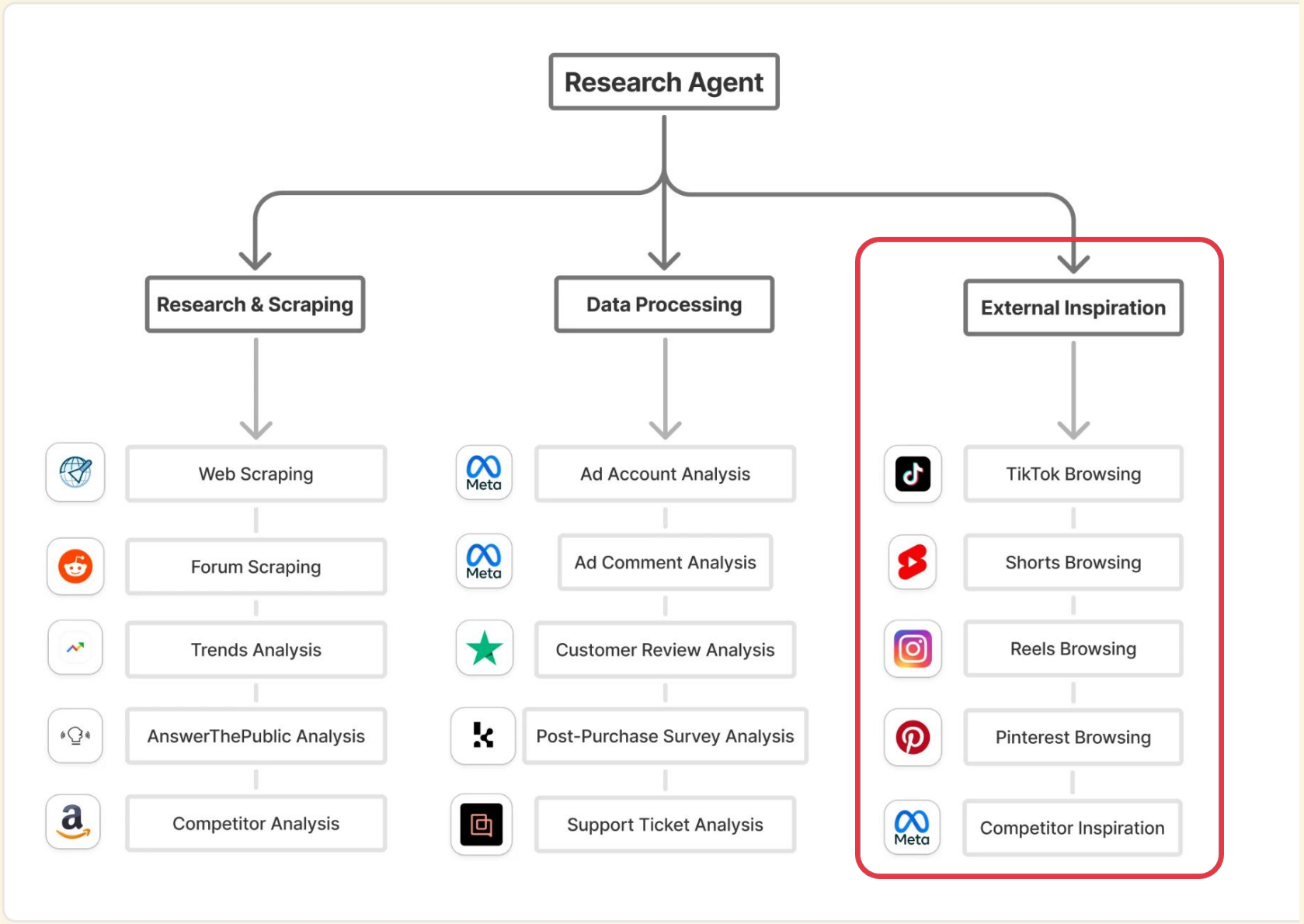
Post-purchase surveys say moms love it. So they make ads for the 'mommy tummy'.

3 · THE RESULT

$500K+ spent. A new top angle for the brand.

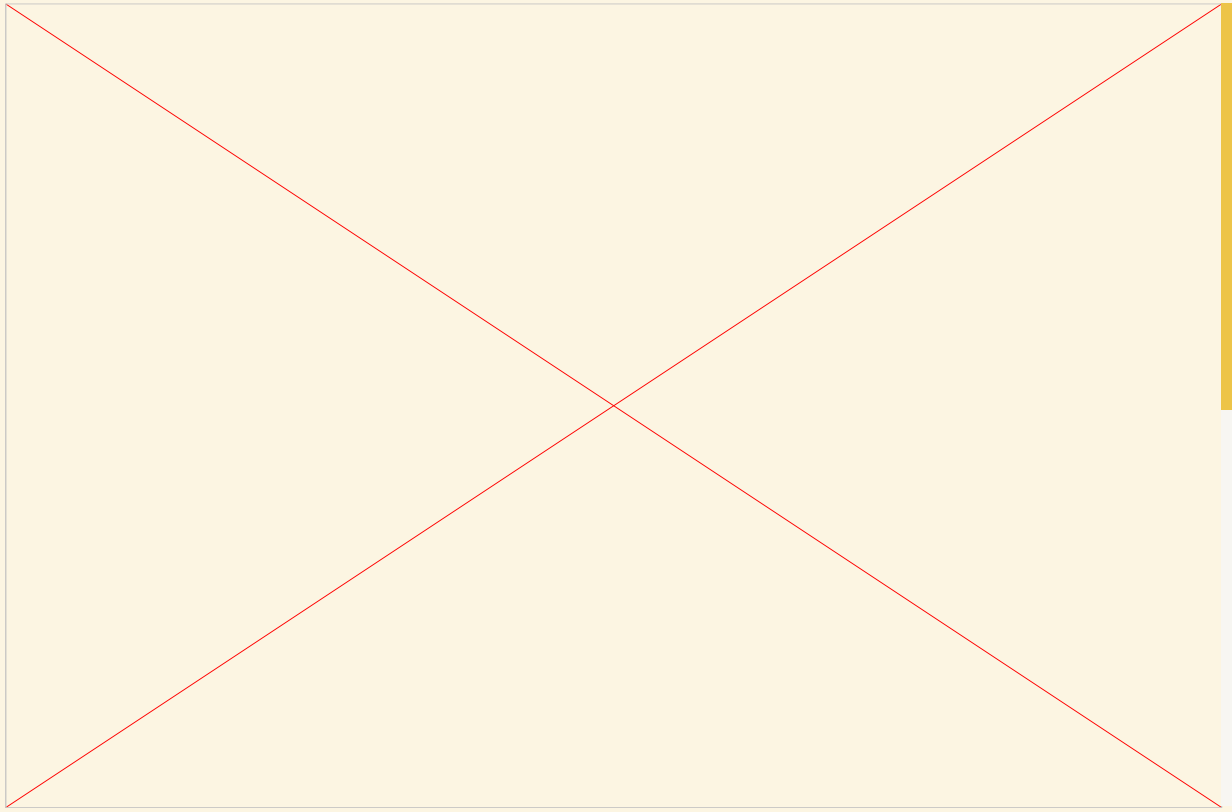
This will be **far more impactful** for your brand than any new format you can try


Research Agent
Research & Scraping
Data Processing
External Inspiration
Web Scraping
Forum Scraping
Trends Analysis
AnswerThePublic Analysis
Competitor Analysis
Ad Account Analysis
Ad Comment Analysis
Customer Review Analysis
Post-Purchase Survey Analysis
Support Ticket Analysis
TikTok Browsing
Shorts Browsing
Reels Browsing
Pinterest Browsing
Competitor Inspiration
Meta
Meta
Meta


Research Agent
Research & Scraping
Data Processing
External Inspiration
Web Scraping
Forum Scraping
Trends Analysis
AnswerThePublic Analysis
Competitor Analysis
Ad Account Analysis
Ad Comment Analysis
Customer Review Analysis
Post-Purchase Survey Analysis
Support Ticket Analysis
TikTok Browsing
Shorts Browsing
Reels Browsing
Pinterest Browsing
Competitor Inspiration
Meta
Meta
Meta

Organic research

Build a weekly report with what's going on on TikTok and find some ad inspiration based on viral videos in our niche for us.



Five things pulling views on snack TikTok

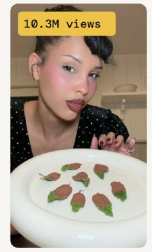
1. **The late-night snack is the biggest moment**
   Three of the library's ten most-viewed videos are one creator's late-night snacks.
2. **First-time taste tests**
   Trying something new on camera, with an honest verdict, drives shares and comments.
3. **Popcorn hacks still travel**
   Popcorn on the cob hit 4.2M views within ten days of posting.
4. **Sound is the hook**
   Crunch, taps and pours open the videos, before anyone speaks.
5. **Short skits with a snack punchline**
   The library's top video is a five-second date-night joke: 26.7M views.

PATTERN 1 OF 5

The late-night snack is the biggest moment

Three of the library's ten most-viewed videos are Nara Smith's late-night treats. Her latest, filmed at 11pm with whispered voiceover and plate taps, drew 136K shares.

For Opopop: own 10pm. Film the popper as a quiet solo ritual, not a party snack.



@naraazizasmith
136K shares
Posted 2026-09-24



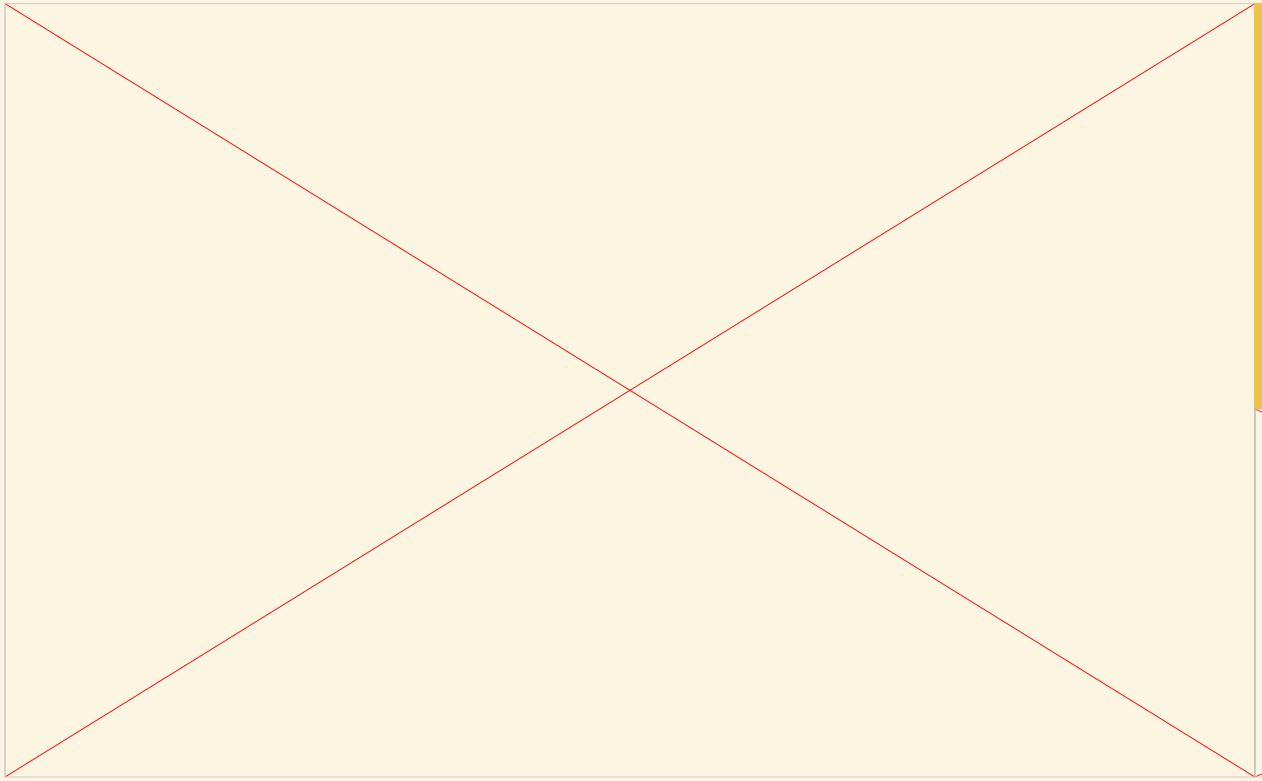
@glaskar3
15.9K shares
Posted 2026-10-08



@the.sign.guy
996K likes
Posted 2024-07-09

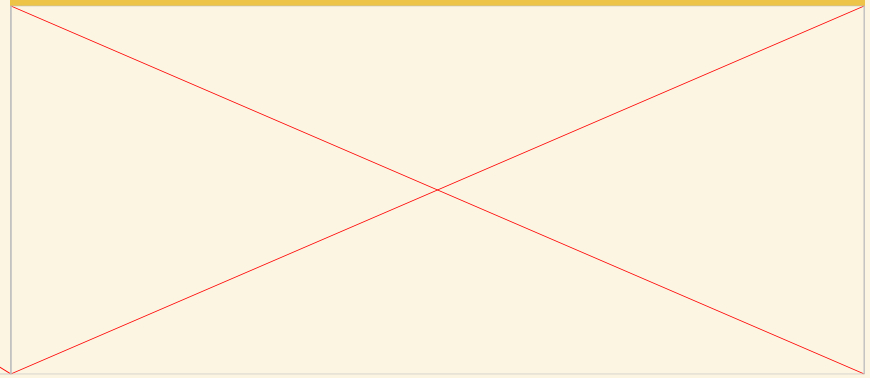
Competitor research

Produce a competitor report for me that shows what's working right now for our competitors. Use impressions as a proxy for performance



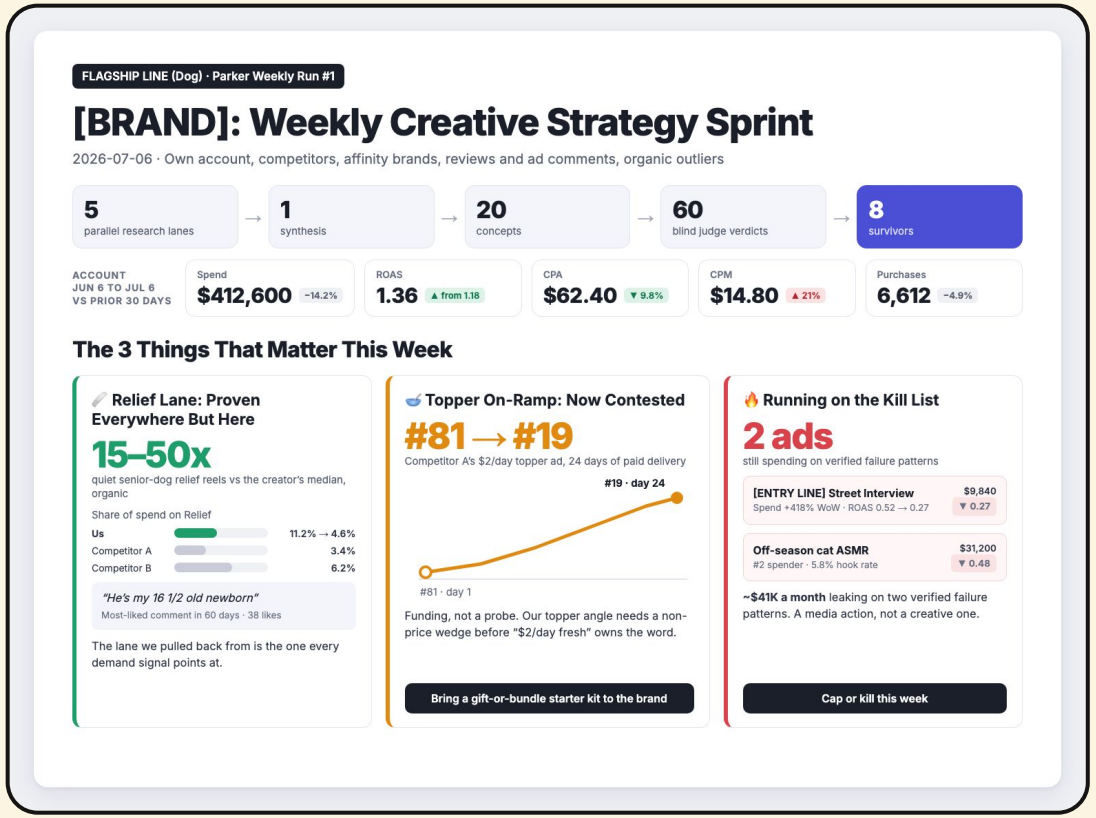
Five patterns across nine brands

1. **Sampler packs sold by a person**
   Licorice.com and Caramels.com push a "start here" sampler, which is the Discovery Kit play.
2. **Sceptic and swap hooks**
   Top ads open by agreeing with the doubt, or chart a swap from a named rival.
3. **Availability is the news**
   "Now at Wegmans", "now in grocery" and "landed in the UK" ads are all climbing.
4. **Tentpoles carry the legacy brand**
   Pop Secret is running only its Avengers sweepstakes. Black Friday is six weeks out.
5. **SkinnyPop holds the cheap-reach shelf**
   6-second packshots selling "3 simple ingredients". Opopop wins on flavor, not there.



The weekly research pack

- Performance metrics
- What's working and what's not
- Customer voice roundup
  (ad comments, customer reviews, post-purchase surveys)
- Competitor deep dive
- Organic deep dive
- Slack roundup
- Next actions, ranked



Claude Parker Notion

The output: ad ideas that move into my ideas bank

Top Survivors: The Guarantee Answer & The Two-Week Diary

#1 The Guarantee Answer — 24/30 · Passed All Three Judges

Format: Comment Response video · Product Aware · A 8 / B 9 / C 7

Hook: On-screen comment "What if I spend $100 and my dog won't touch it?" — "Then you get your money back. That's the whole point of the 30-day guarantee."

Judge A: A purchase objection that self-selects buyers — the exact inverse of the engagement bait that burned $520K+.

Judge B: Almost written from a memo quote; refusal fear is ~44% of recent negatives.

The Assassin, passing: "I tried to kill this and mostly couldn't... the claim is a concrete, verifiable standing offer."

Pre-production: Confirm current guarantee terms. Ends on the dogs-line-up proof shot grammar.

#2 The Two-Week Diary — 22/30

Format: Time-Based video · Solution Aware · A 8 / B 9 / C 5

Hook: "Day 1: he sniffed it and walked away. I almost returned the bag."

Judge A: Same species as the account's best flagship-line video ever — the top UGC testimonial ($187K @ 2.04) — with a stronger day-stamped spine.

Judge B: A verified reviewer's "He quickly began to refuse to eat it" is the Day-1 beat verbatim.

Assassin's note to build against: Earn the predictable ending with honest wobbles (the Day-4 half-eaten bowl). Timeline must come from a real pet parent — no invented outcomes.

Ideas Library

All | Iterations | Concepts | Tested | My Dashboard | Active

1440 54

Idea	Brand(s)	Type	Status	Priority
Flowchart Static	1440	New Concept	Suggestion	High
Why did XXXX stop watching news?	1440	New Concept	Suggestion	Low
If X is the norm, I wanna do it differently	1440	New Concept	Suggestion	Low
FTF185.3_A - Performance Iteration	1440	Iteration	Submitted	High
FTF188_D - Performance Iteration	1440	Iteration	Submitted	High
FTF181_A - Performance Iteration	1440	Iteration	Submitted	High
FTF94.2_B - Performance Iteration	1440	Iteration	Submitted	High

Use AI as a research assistant.

Not to outsource your critical thinking.

That's why we built **Parker** as your research assistant

READS

Every review, ad comment, Reddit thread and survey answer, in your customers' own words.

WATCHES

Every ad in your ad account, 5M+ ads from ad library and the organic TikTok feed.

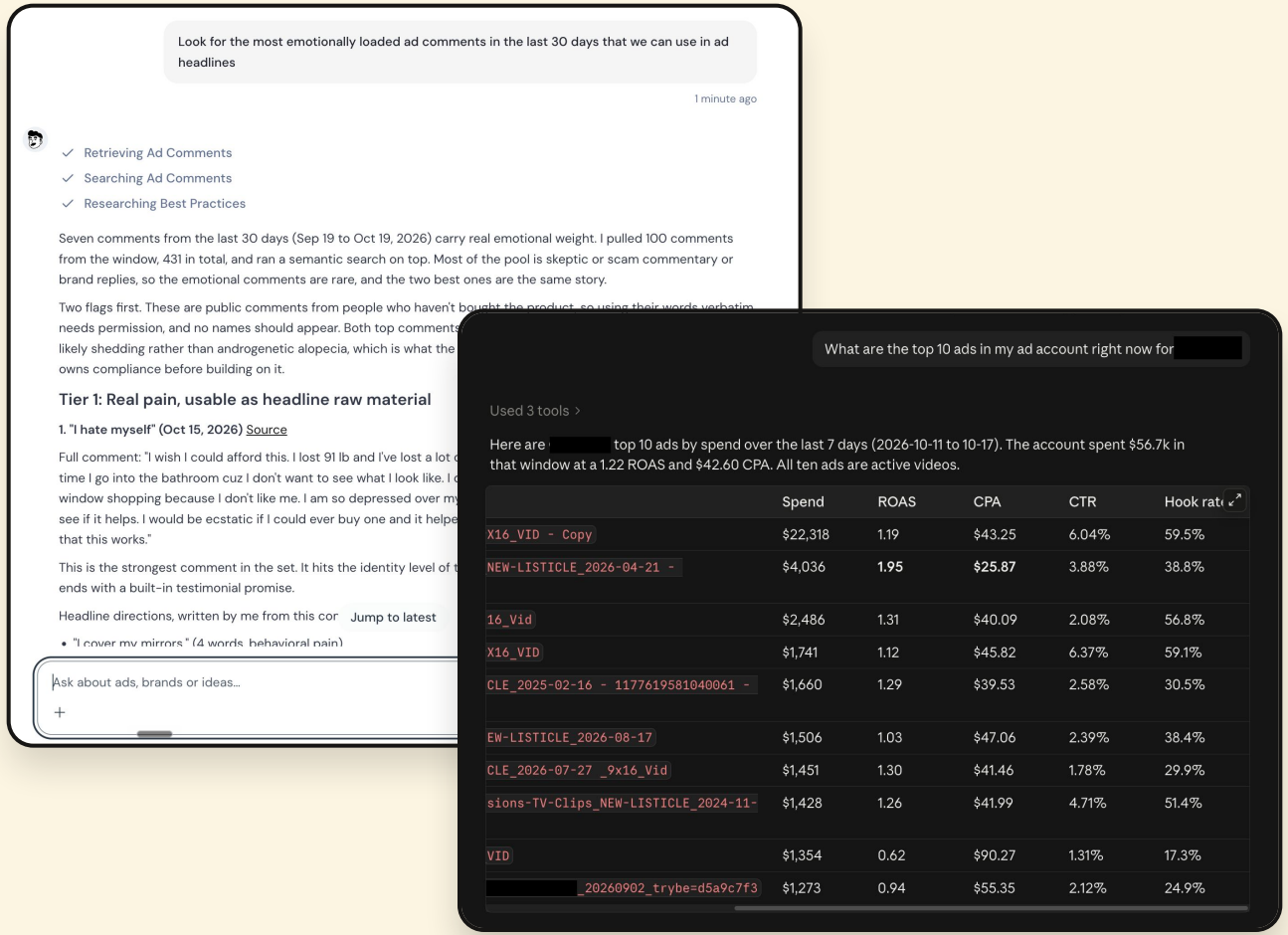
TAGS

Every piece of content by format, awareness level, desire, emotion and more.

PLUGS IN

Use it in the Parker chat, or in Claude Code and Codex through the MCP.

→ **heyparker.ai**



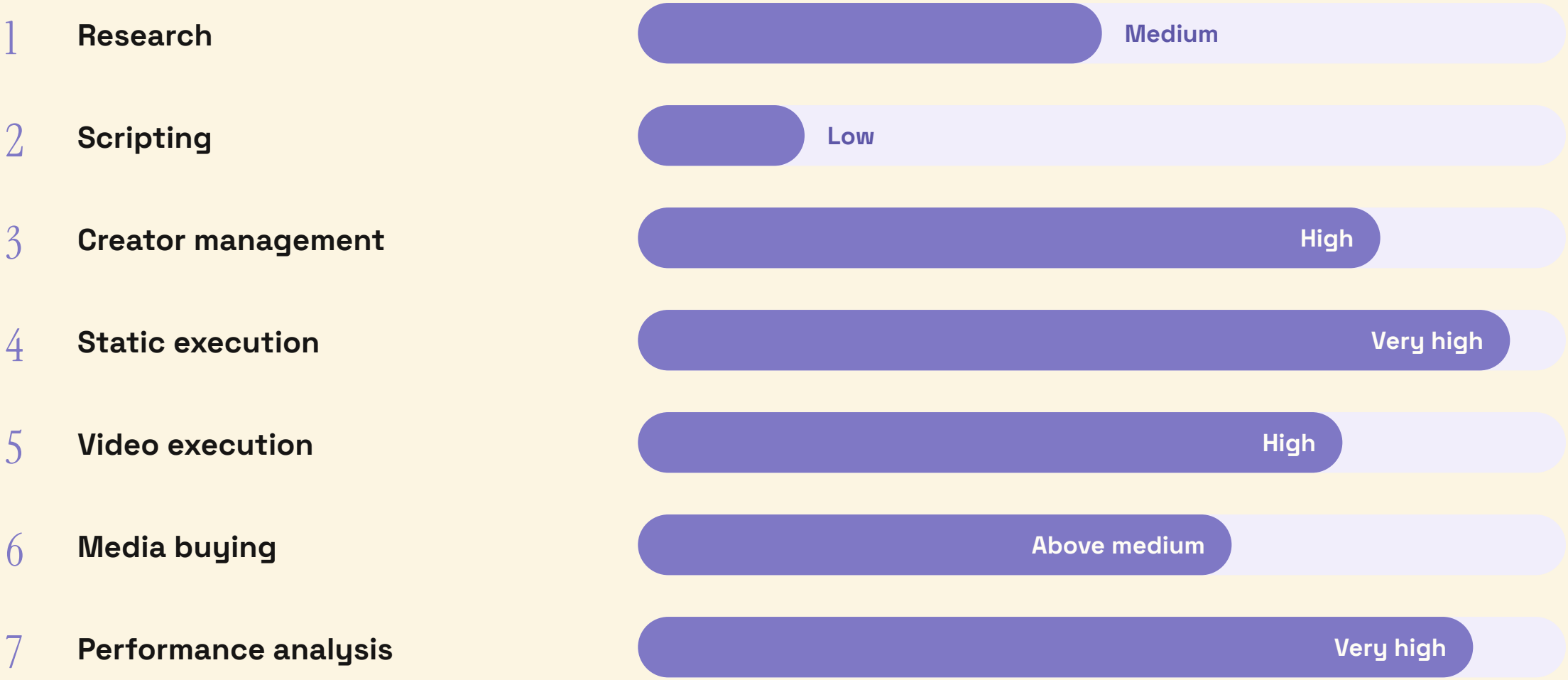
LESSON TWO

Know what to hand over.

The whole skill is knowing when to use it and when not to. Where we hand the work to an agent, where we still don’t, and the gates that never move.

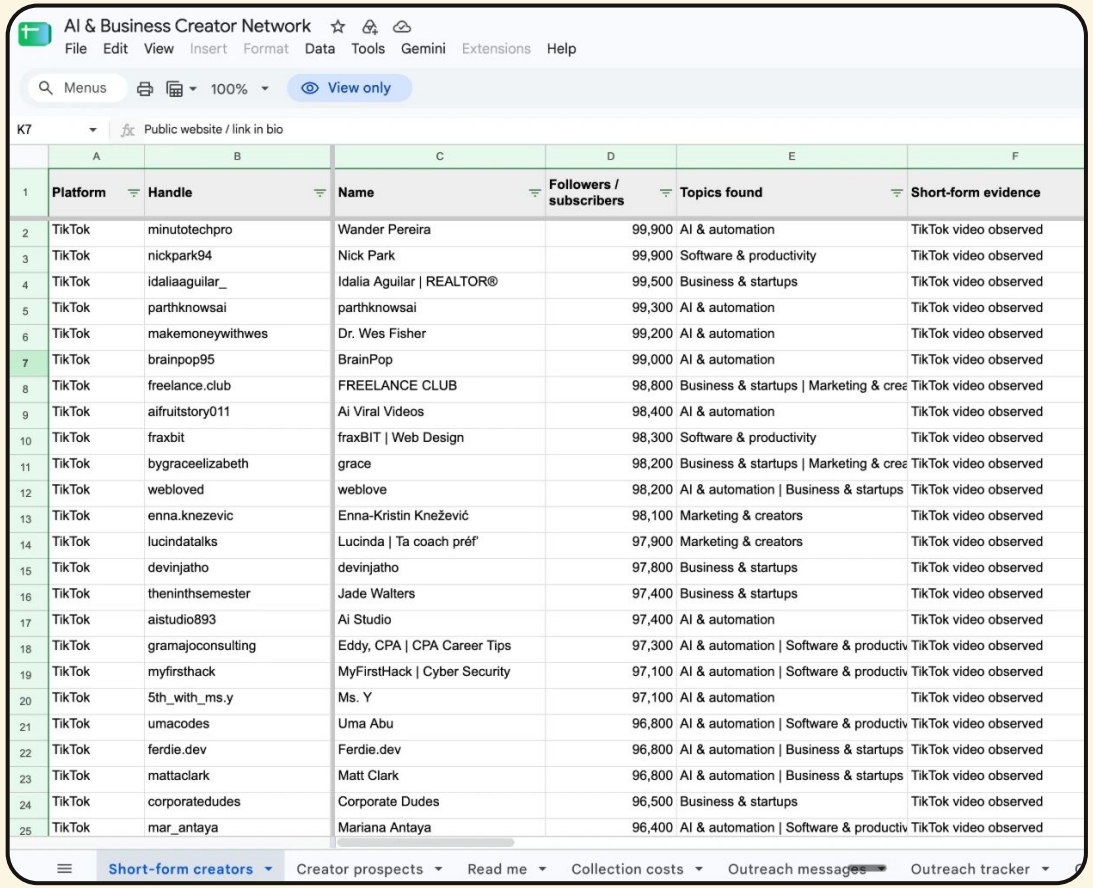
AI is exceptional at some things.
And mediocre at others.

How much of each job I trust an agent to carry today



Creator sourcing

1. **One brief, one budget.** “UGC creators, 10k to 100k followers, AI marketing and software.” A $1,000 ceiling.
2. **The agent hires the scrapers.** Apify actors for TikTok, Instagram, X and YouTube. $1.70 per thousand results.
3. **Two hours later: ~20,000 creators**, filtered to short-form, in a sheet it designed itself, for about $540 of the $1,000.
4. **Then it keeps going.** Drafts the outreach, sends it, and checks for replies on a loop every two or three hours. Took over the browser to set up a Trybe program and invite creators.
5. **It all lives in the brain.** Anyone on the team can ask “where are we with creators?” without a single login.



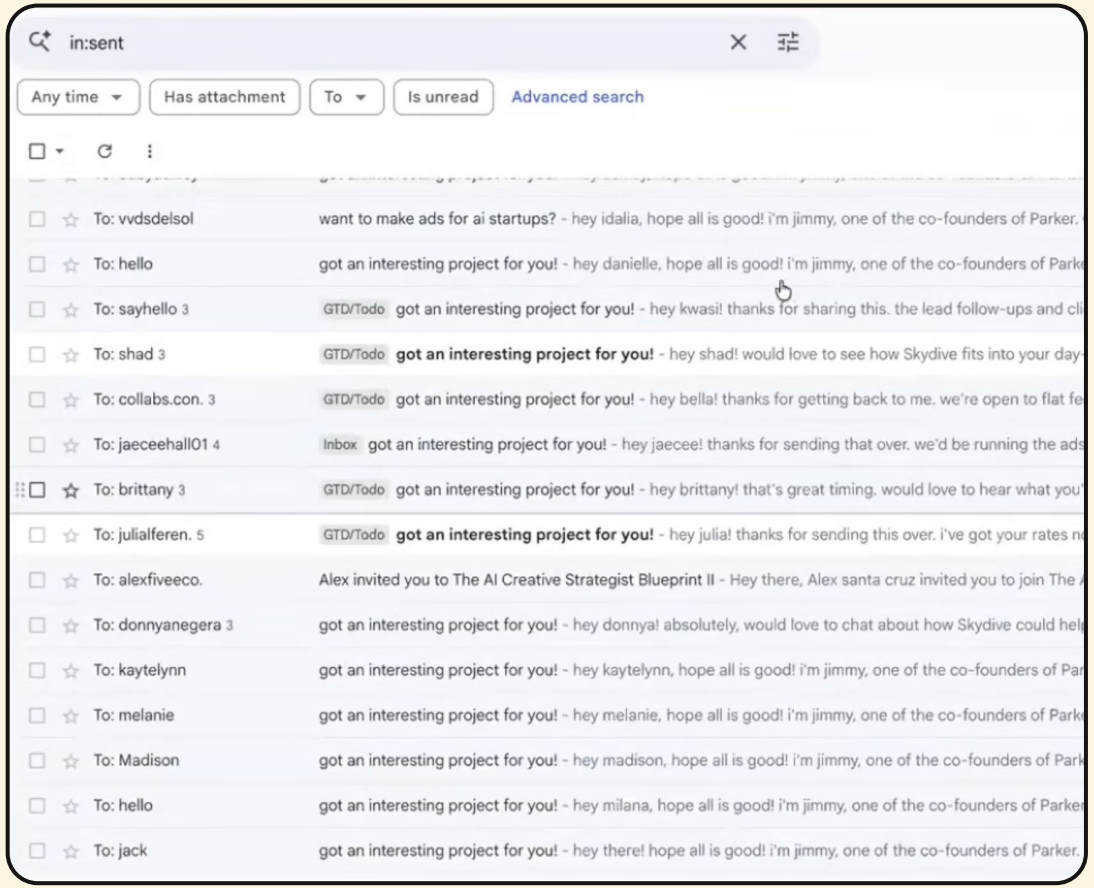
	A	B	C	D	E	F
1	Platform	Handle	Name	Followers / subscribers	Topics found	Short-form evidence
2	TikTok	minutotechpro	Wander Pereira	99,900	AI & automation	TikTok video observed
3	TikTok	nickpark94	Nick Park	99,900	Software & productivity	TikTok video observed
4	TikTok	idaliaaguilar_	Idalia Aguilar | REALTOR®	99,500	Business & startups	TikTok video observed
5	TikTok	parthknowsai	parthknowsai	99,300	AI & automation	TikTok video observed
6	TikTok	makemoneywithwes	Dr. Wes Fisher	99,200	AI & automation	TikTok video observed
7	TikTok	brainpop95	BrainPop	99,000	AI & automation	TikTok video observed
8	TikTok	freelance.club	FREELANCE CLUB	98,800	Business & startups | Marketing & crea	TikTok video observed
9	TikTok	aifruitstory011	Ai Viral Videos	98,400	AI & automation	TikTok video observed
10	TikTok	fraxbit	fraxBIT | Web Design	98,300	Software & productivity	TikTok video observed
11	TikTok	bygraceelizabeth	grace	98,200	Business & startups | Marketing & crea	TikTok video observed
12	TikTok	webloved	weblove	98,200	AI & automation | Business & startups	TikTok video observed
13	TikTok	enna.knezevic	Enna-Kristin Knežević	98,100	Marketing & creators	TikTok video observed
14	TikTok	lucindatalks	Lucinda | Ta coach préf'	97,900	Marketing & creators	TikTok video observed
15	TikTok	devinjatho	devinjatho	97,800	Business & startups	TikTok video observed
16	TikTok	theninthsemester	Jade Walters	97,400	Business & startups	TikTok video observed
17	TikTok	aistudio893	Ai Studio	97,400	AI & automation	TikTok video observed
18	TikTok	gramajoconsulting	Eddy, CPA | CPA Career Tips	97,300	AI & automation | Software & productiv	TikTok video observed
19	TikTok	myfirsthack	MyFirstHack | Cyber Security	97,100	AI & automation | Software & productiv	TikTok video observed
20	TikTok	5th_with_ms.y	Ms. Y	97,100	AI & automation	TikTok video observed
21	TikTok	umacodes	Uma Abu	96,800	AI & automation | Software & productiv	TikTok video observed
22	TikTok	ferdie.dev	Ferdie.dev	96,800	AI & automation | Business & startups	TikTok video observed
23	TikTok	mattaclark	Matt Clark	96,800	AI & automation | Business & startups	TikTok video observed
24	TikTok	corporatedudes	Corporate Dudes	96,500	Business & startups	TikTok video observed
25	TikTok	mar_antaya	Mariana Antaya	96,400	AI & automation | Software & productiv	TikTok video observed

Claude Trybe Apify

Creator negotiating

"I have not sent emails. I have not created spreadsheets."

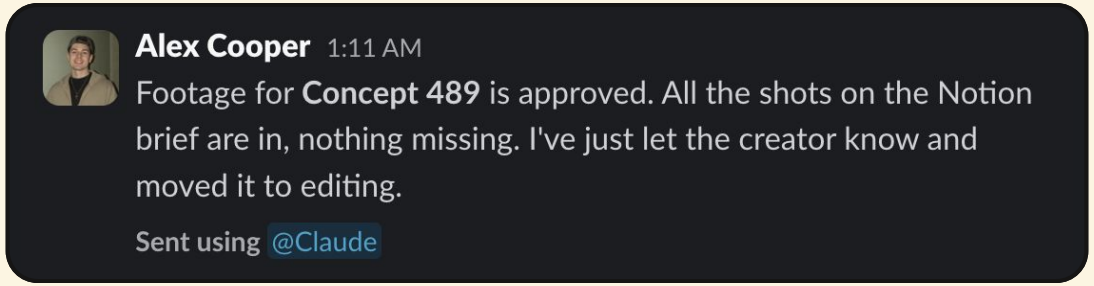
1. **The outreach goes out.** The agent sends the messages, by email and inside Trybe.
2. **Every two or three hours, it checks.** New replies, new submissions, anything that moved.
3. **It updates the tracker.** Nobody sends the emails or builds the spreadsheet. It's all kept current on its own.
4. **It tells you what it needs.** The rule: "I never want to be the blocker."
5. **It all lives in the brain.** Anyone can ask "what's the status of all of the creators?"



Claude Trybe Gmail

Footage review

1. **The creator uploads to Drive.** The raw footage lands in the concept's folder.
2. **The agent checks it against the brief.** Every shot the Notion brief asked for: there, or not.
3. **Something missing? It asks the creator.** "These clips from the brief haven't been added yet."
4. **Everything there? It moves the concept on.** From filming to editing in Notion.
5. **And hands it to an editor with room.** Anyone on fewer than two videos.

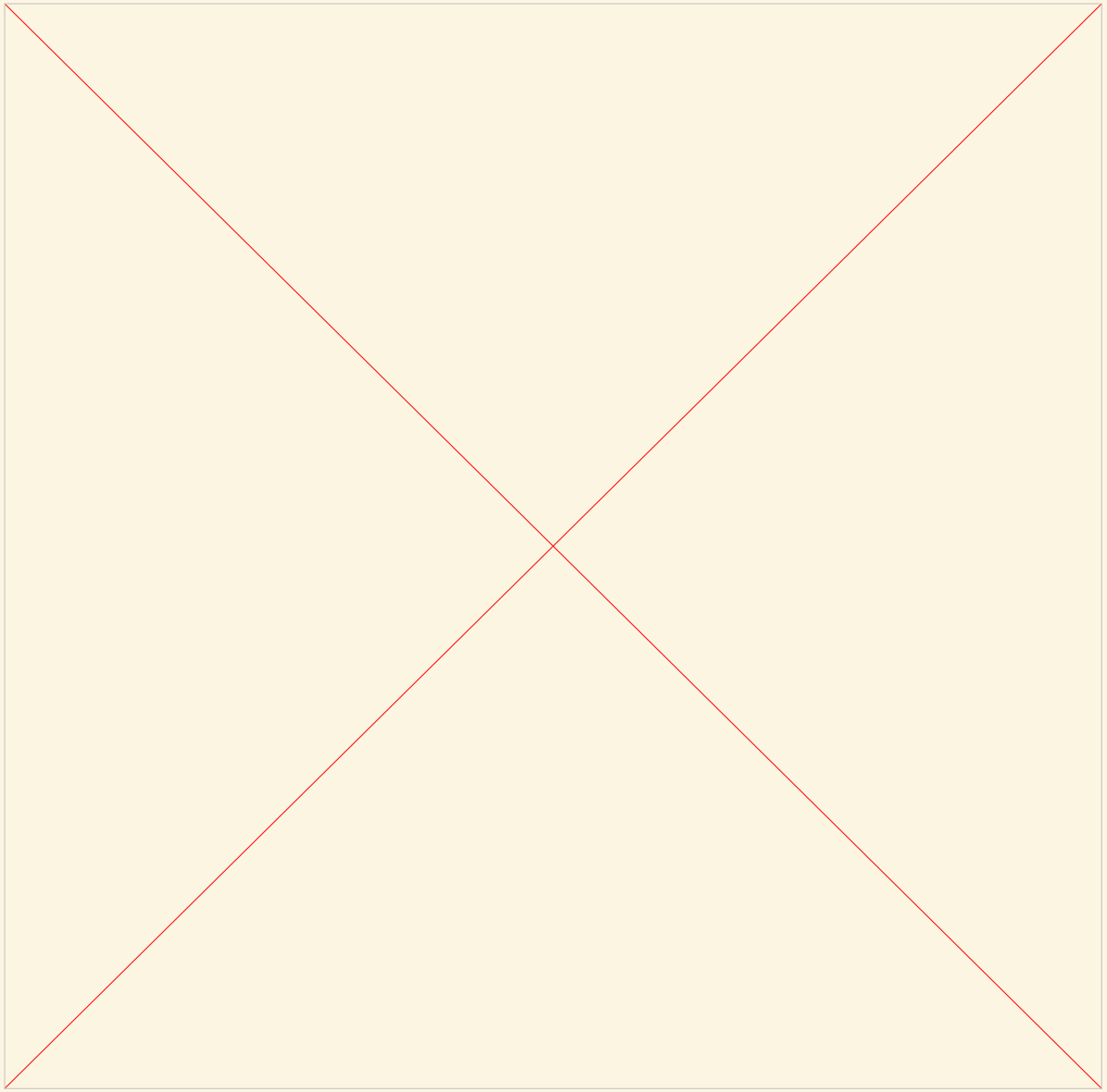


Claude · Google Drive · Notion · Slack

Static ads

1. **A swipe file you'd actually run.** Proven templates. Weak templates make weak ads, so this sets the ceiling.
2. **Research, then copy.** Customer language from reviews, comments and Reddit, written into each template.
3. **You approve the words.** Before a single image gets made.
4. **Generate in batches.** About ten cents an image, so misses are cheap. You want a hit rate, not a perfect one-shot.
5. **Pick, note, repeat.** Keep the winners, leave notes, run variations. Every note rides back into the skill.

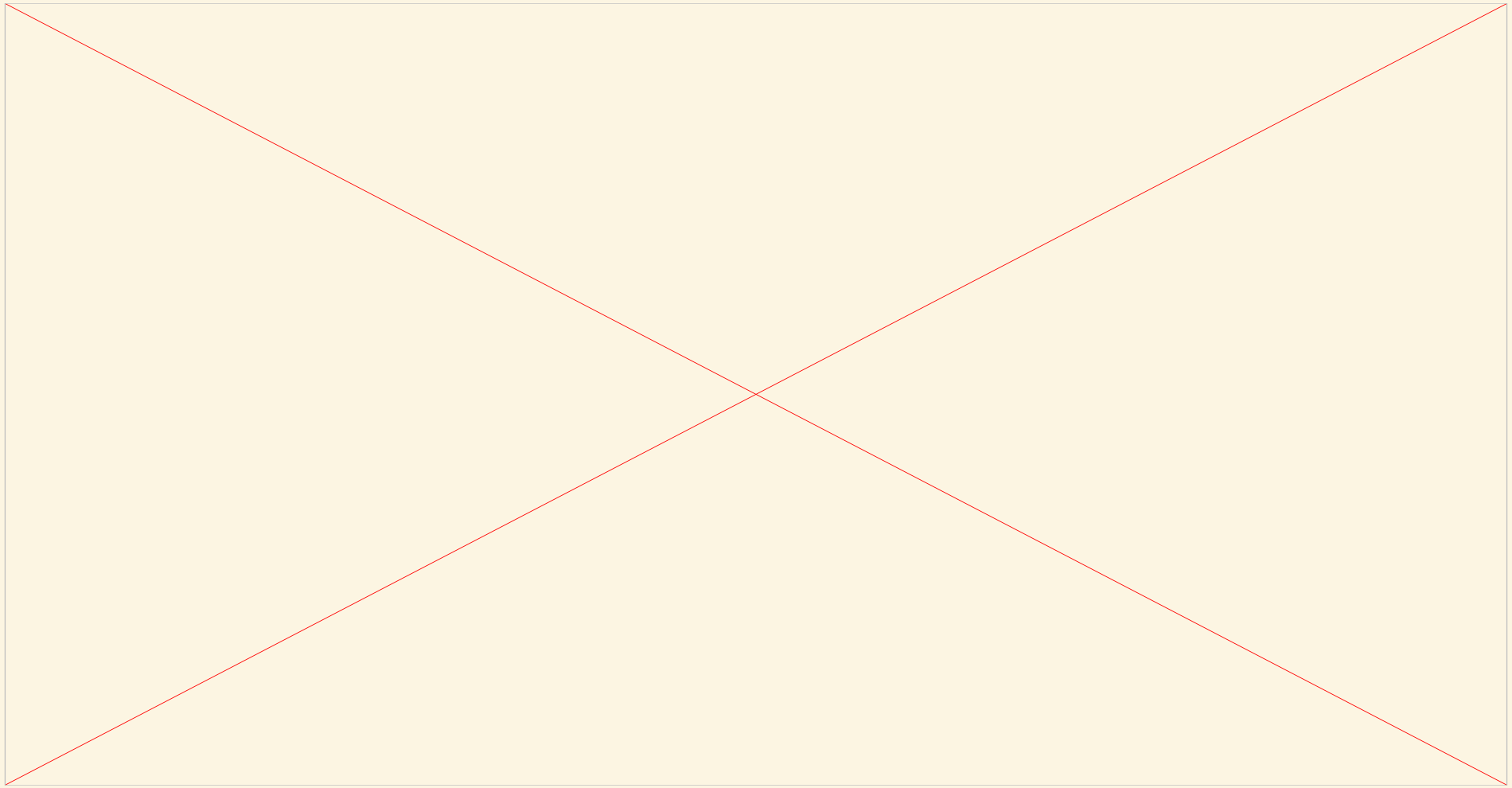
Parker Claude



The workflow that builds our statics



/bfcm-statics



The full static ads workflow is on YouTube

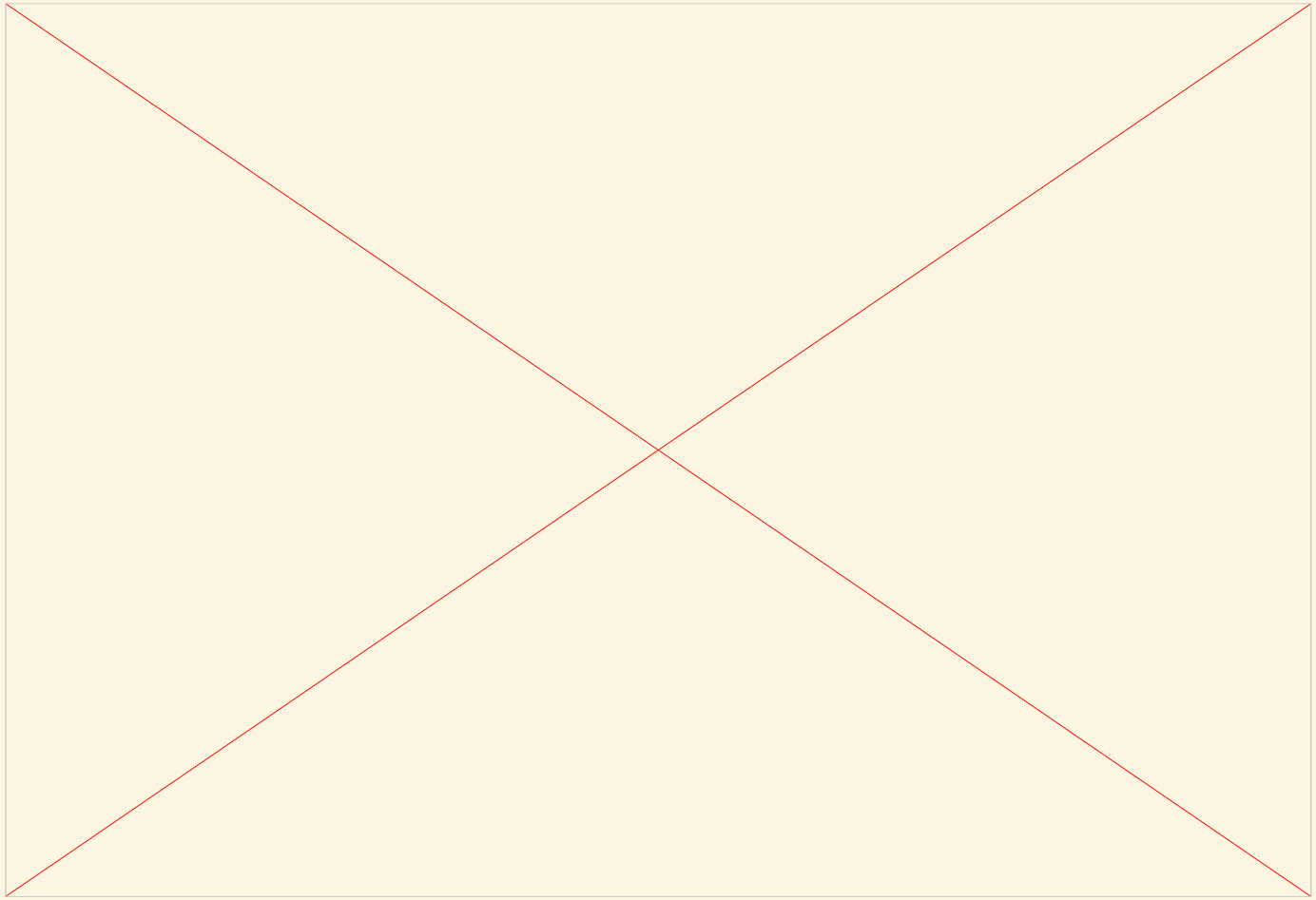


How to Make 100 Static Ads/Day in Claude Code (Full Step-by-Step Walkthrough)

Landing pages

1. **Brand assets first.** One folder of every image, ad and page the brand has. Every build reads from it.
2. **A swipe file you'd actually copy.** Listicles, founder stories, advertorials, offer pages. It sets the ceiling.
3. **Pick a template and a persona.** The copy comes from your customers' own words. You approve it before anything gets built.
4. **Build, then QA.** A review agent checks mobile and desktop before you see it.
5. **Notes go back into the template.** Five good templates. Ten pages from each.

Parker Claude



The workflow that builds our landing pages

1 · YOU

Pick from a swipe file

14 landing pages that already work. The agent suggests one, you pick it.

2 · AGENT

Write the copy

Same sections as the page you picked, written from what customers say in reviews and ad comments.

3 · YOU, THEN AGENT

Approve and build

You approve the words. Then it rebuilds the page with your photos, logo and colors.

4 · YOU

Review and push it live

Notes on the draft until it's right. It only goes live when you say "push it live."

Every note goes back into step one for the next page

Video editing

The timeline is a pre-agentic concept

No editor. No Premiere. No timeline.

It's not a video tool. It's an agent writing the edit.

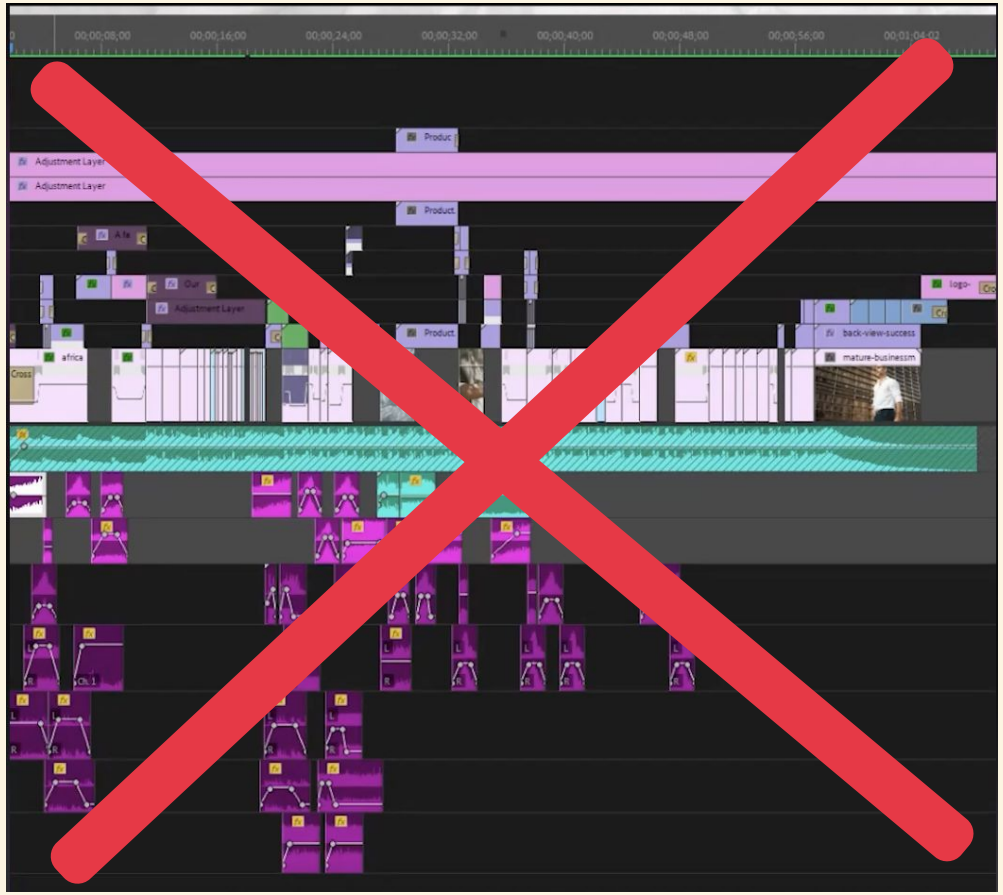
Opus 5.5 transcribes the takes, picks the best take of each line, decides where the cuts and B-roll go, then writes and runs the edit itself. The "editor" is code it wrote for that one ad.

5
edits running at once, between calls

15–25 min
a cut, with nobody touching it

Editors move to taste and QA. Not assembly.

Claude

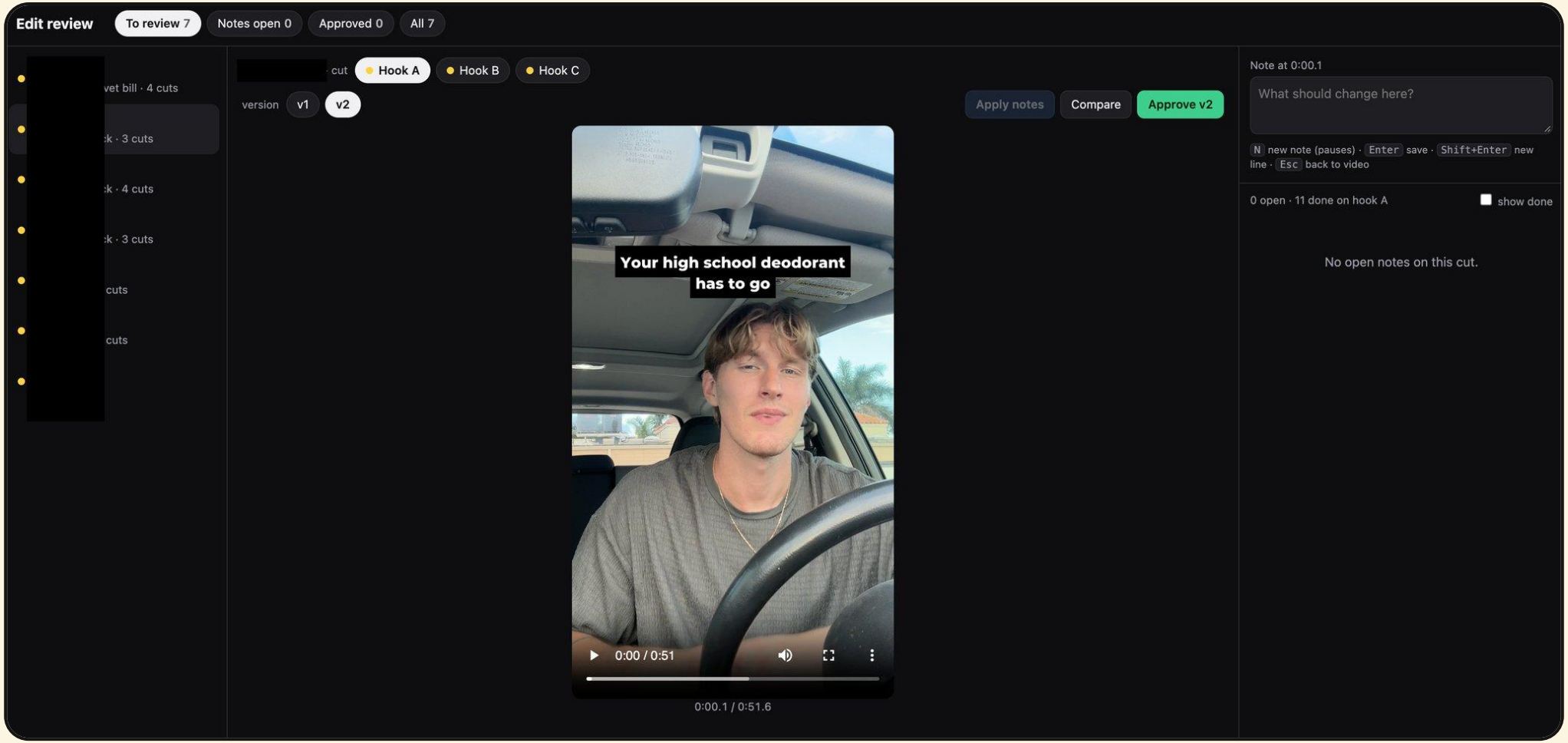


My full video editing workflow is on YouTube



Emergency Office Hours: AI Video Editing Workflow

Feedback and QA



Where the human stays in the loop

1

Idea prioritisation

2

Copywriting

3

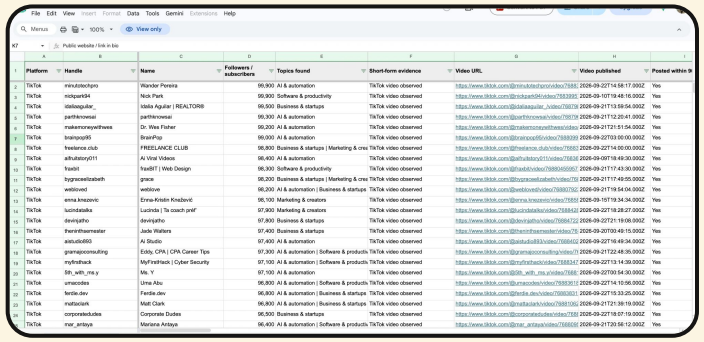
Taste

LESSON THREE

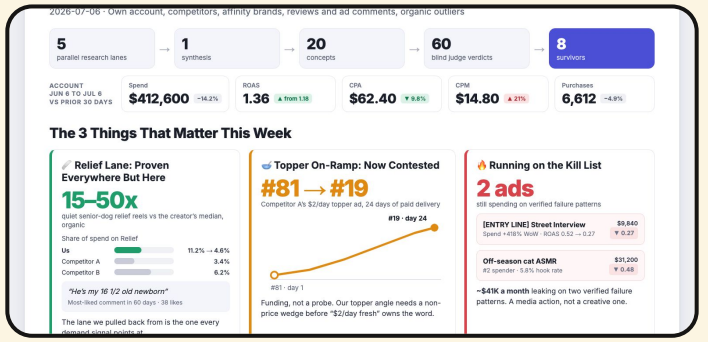
Turn your processes into skills

How one person actually runs it: teach the machine how you work, share it with everyone, and put it all in one brain.

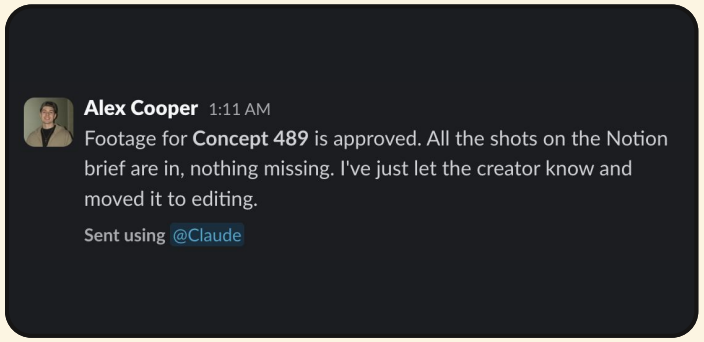
Every workflow I just showed you is a skill.



/creator-sourcing



/weekly-performance-report



/ad-delivery-qa

/bfcm-statics

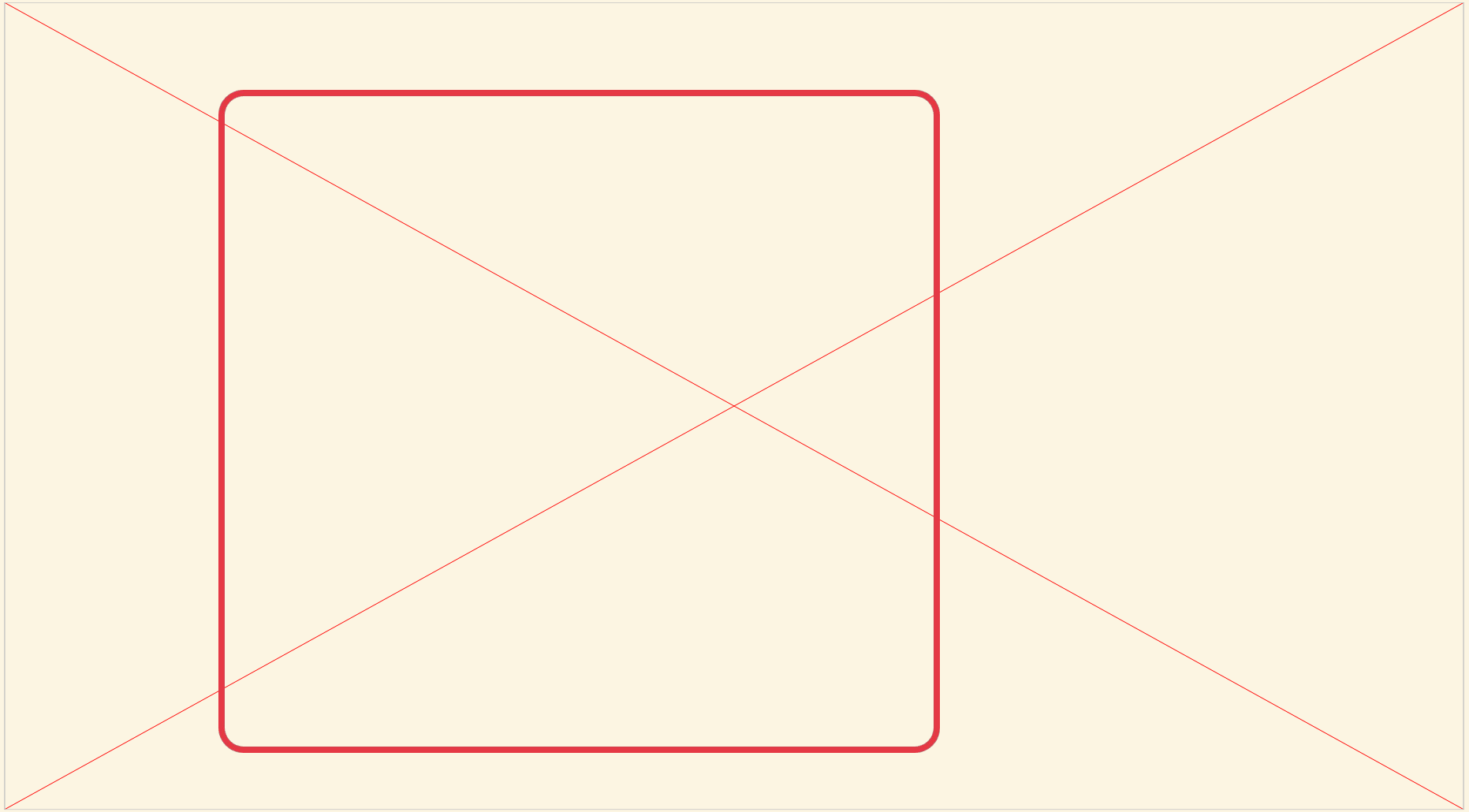
/new-landing-page



/ve-ugc-editor

Build the workflow once, then turn it into a skill.

Build skills for every part of the process



Have everyone document how they work

STRATEGISTS

Record yourself writing copy and finding ideas.

EDITORS

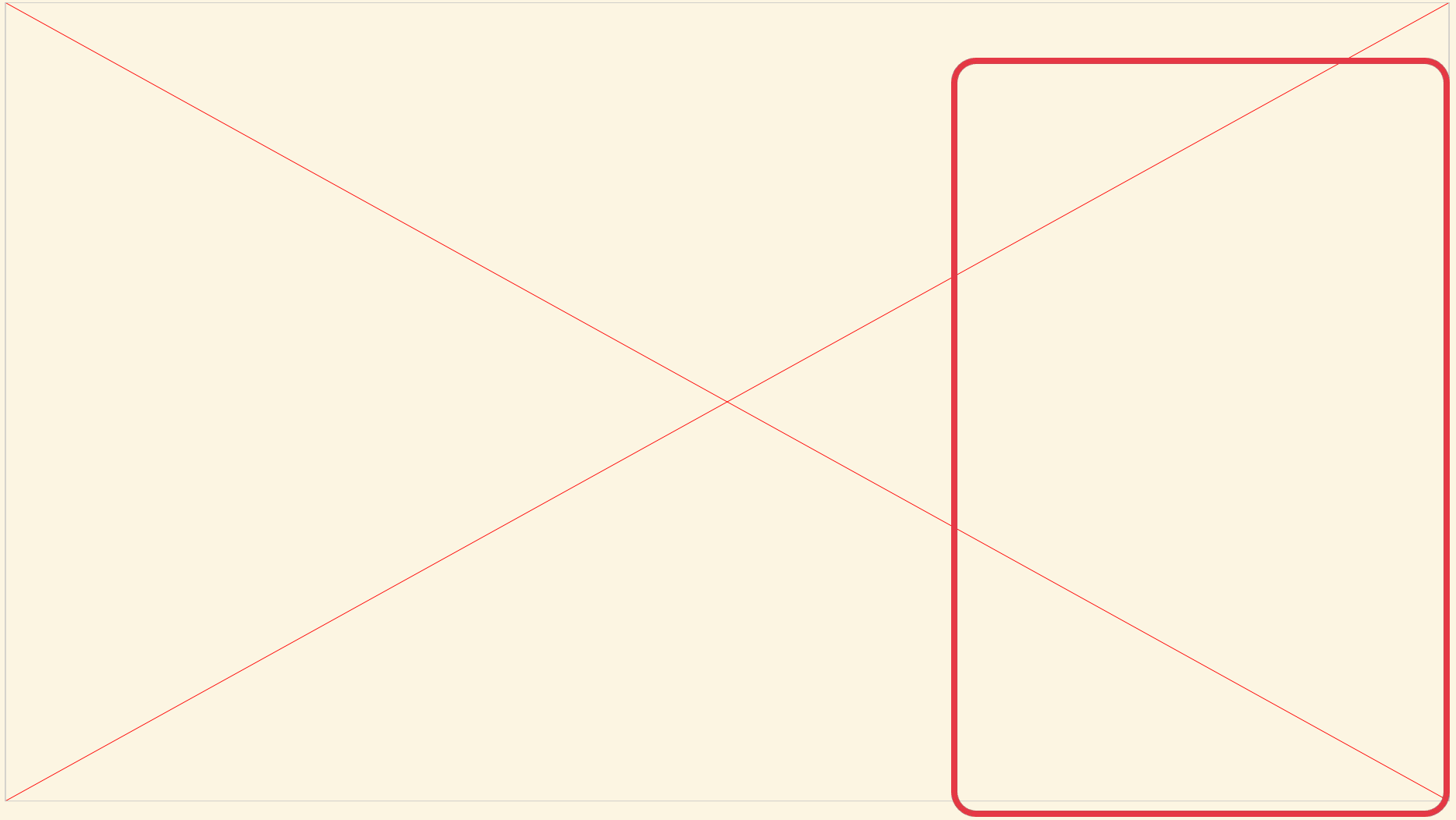
Record yourself editing: cuts, clip selection etc.

CREATOR SOURCERS

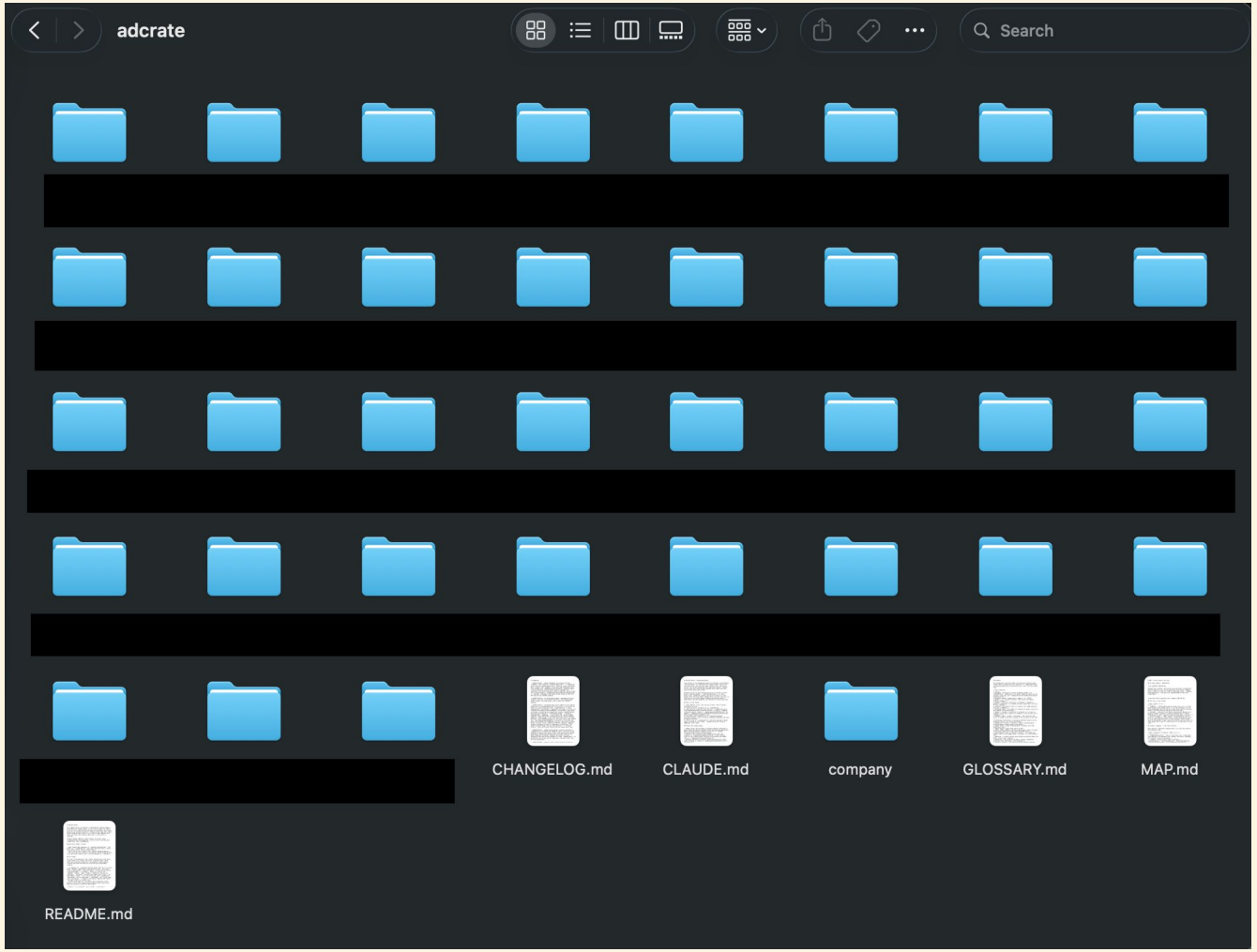
Record yourself finding and vetting creators.

Do the task. Talk through why. Then turn it into skills.

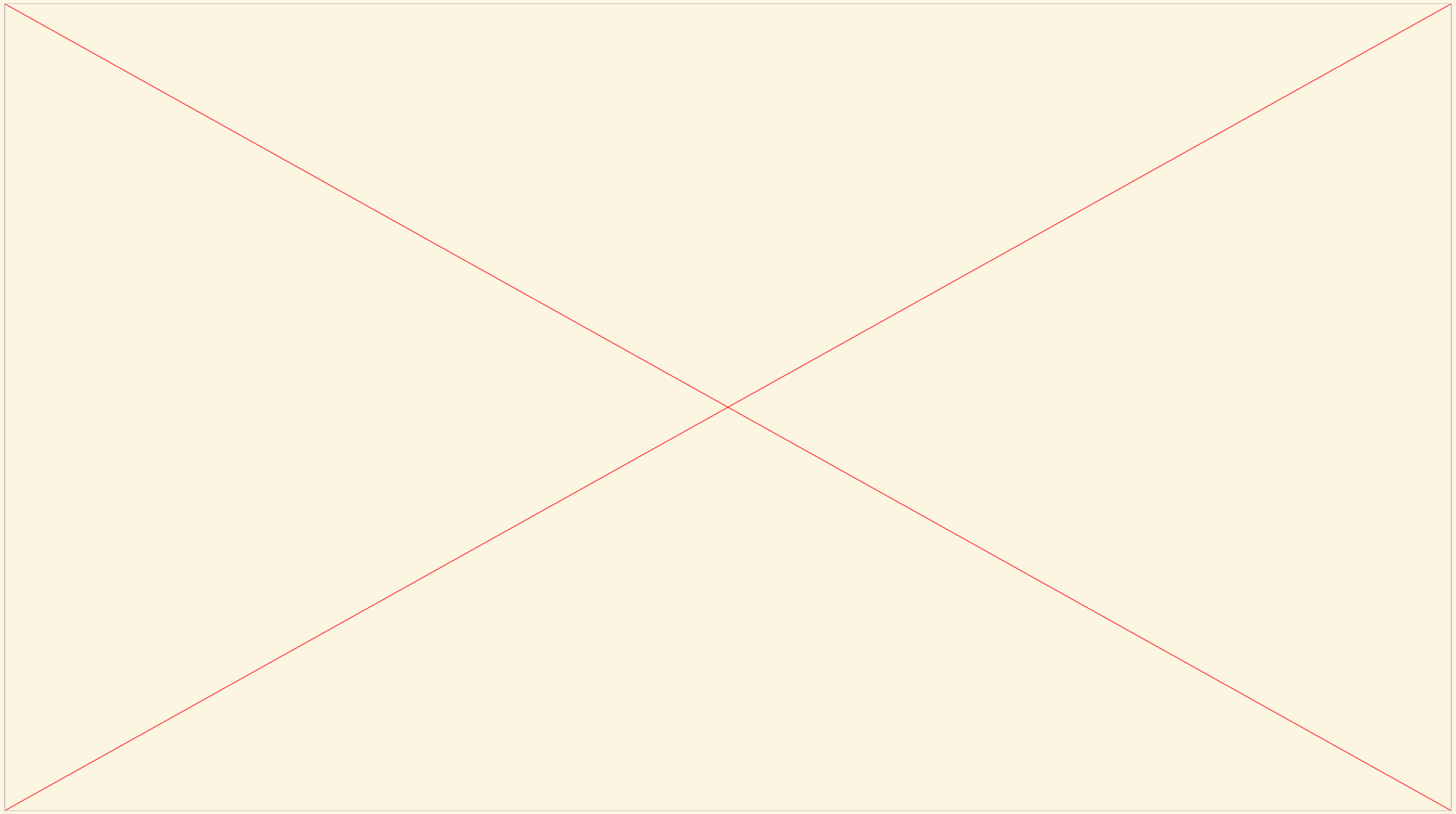
Share them across your team



Our company brain sits on our local devices, syncs in real-time



It's loaded with creative strategy context



So that you, your team and your agents can work from one shared marketing brain



Your action plan today

1

Choose your AI champions

The 10 out of 10 marketers who are curious about the tools. They go deep so nobody else has to.

2

Have everyone document how they work

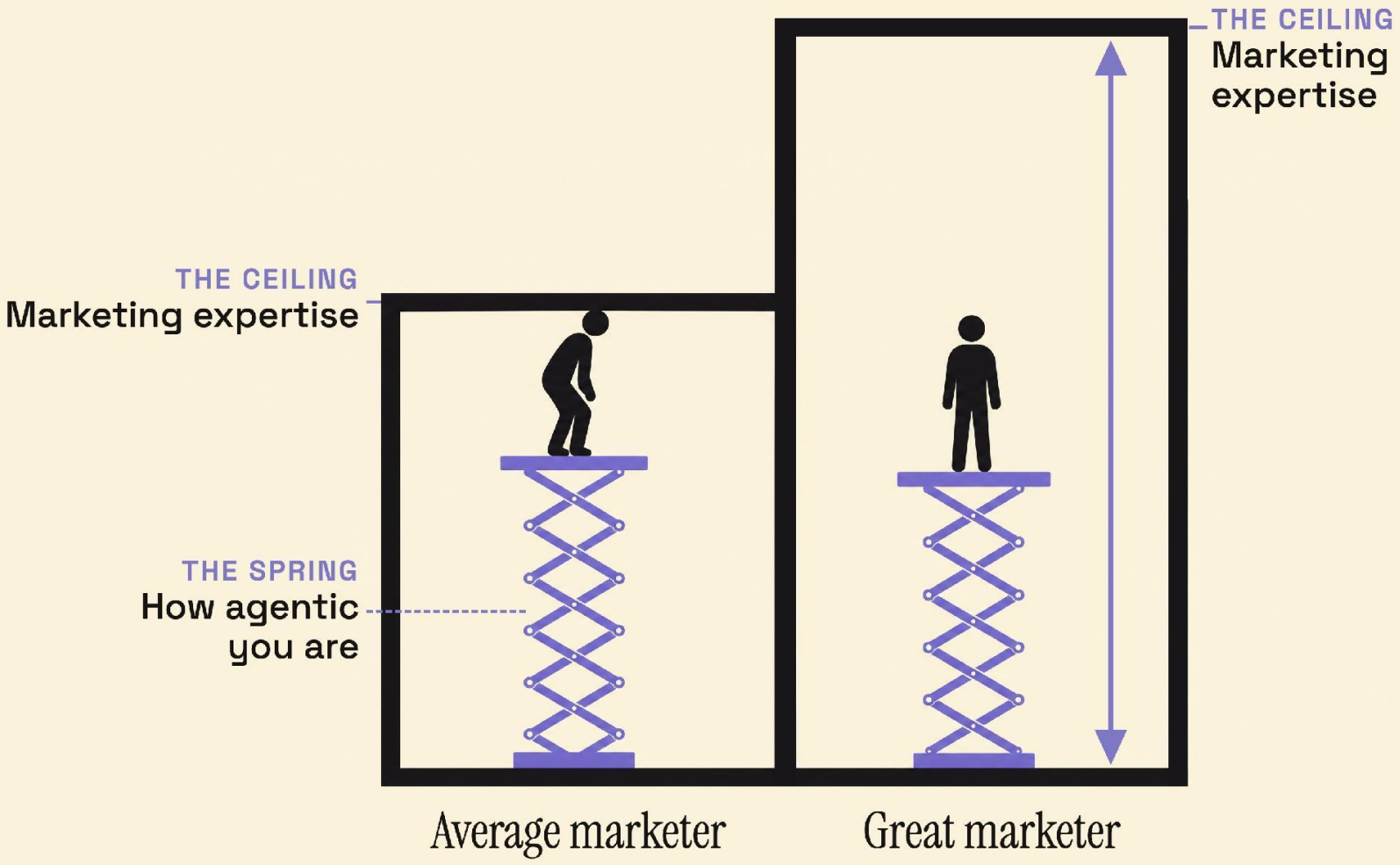
Not the process doc. The decisions. Why this cut, why that hook, why not.

3

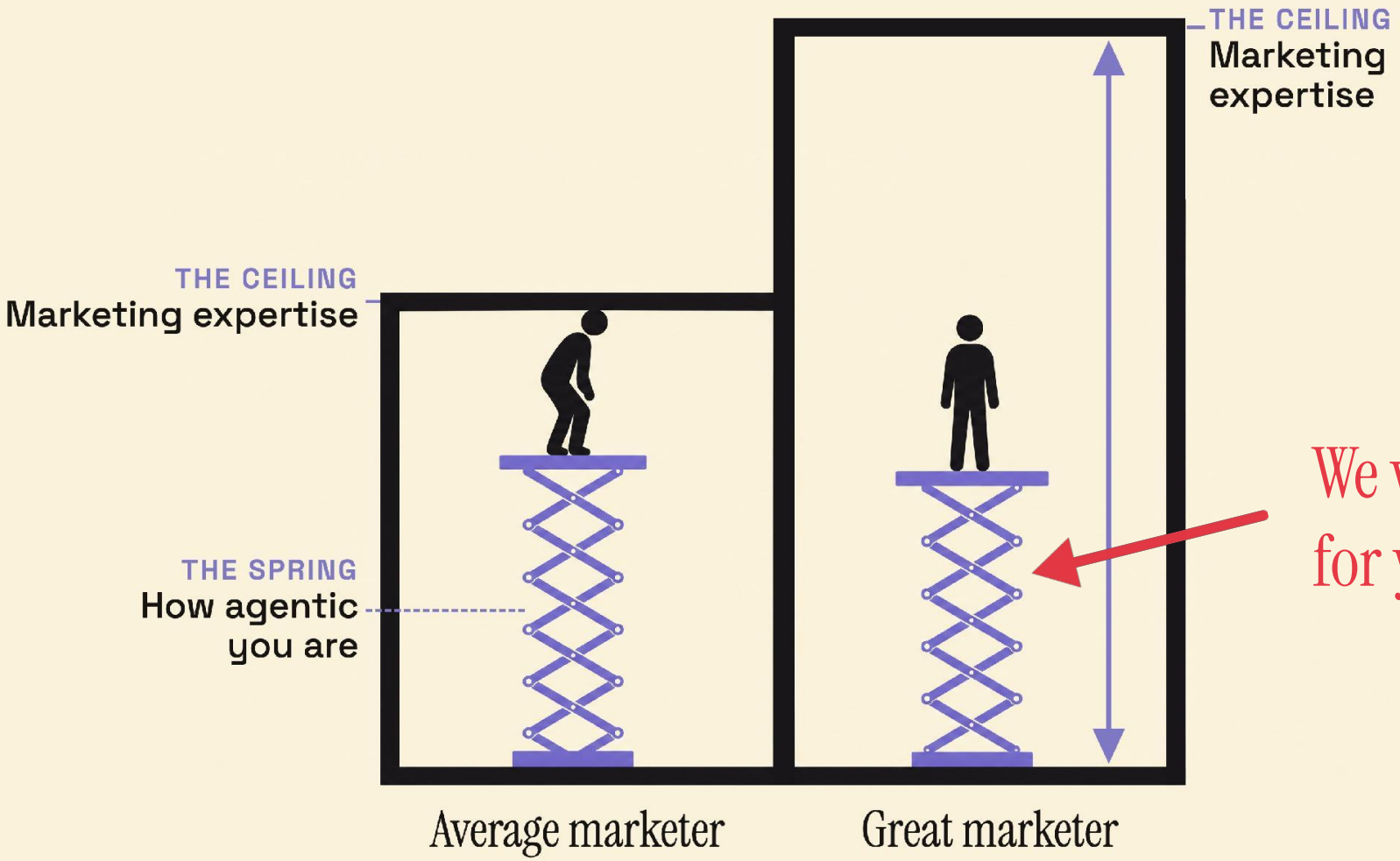
Build skills. Share them across the organization

One person turns the documentation into a skill. Everyone gets it the next morning.

It's the best time in history to be a great marketer



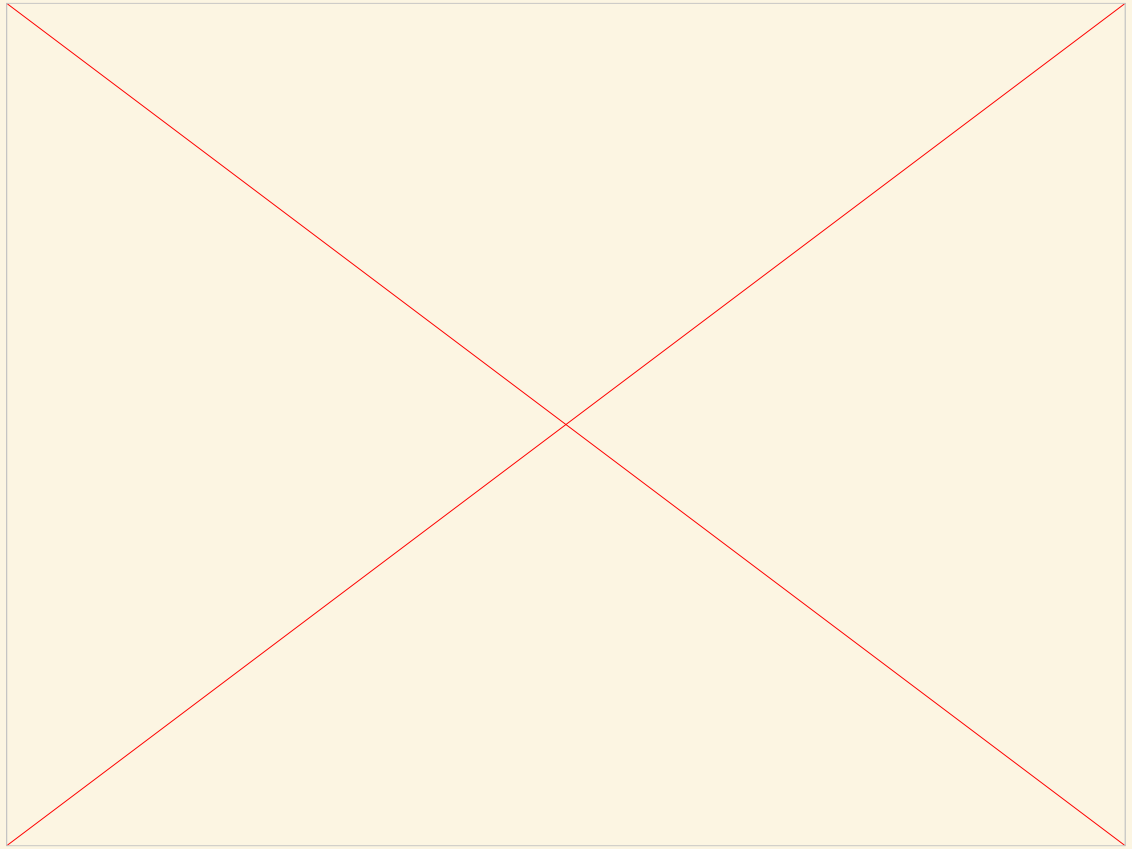
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We want to be this for you.

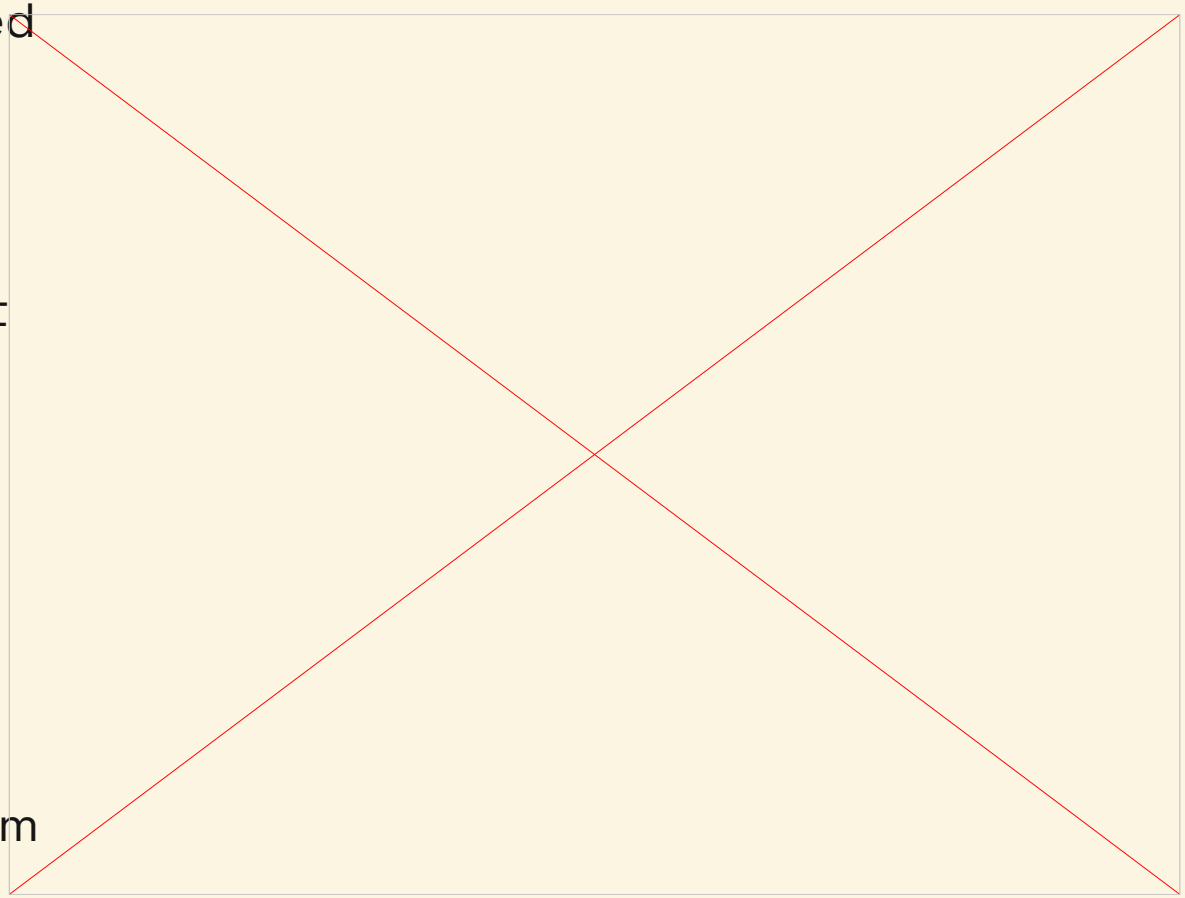
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- MCP access in Claude Code and Codex
- A marketing brain for your team with 100+ creative strategy skills, ready to run
- Context syncing so that your team all work from the same living, self-improving brain



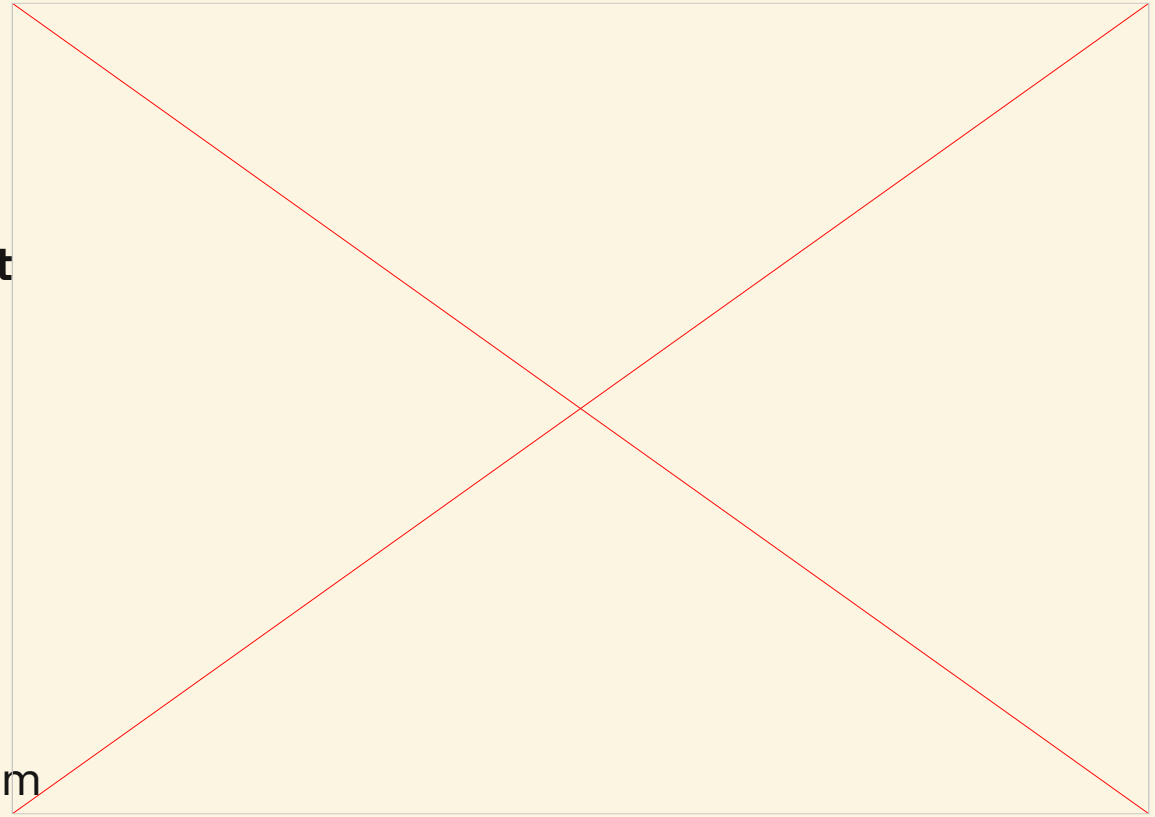
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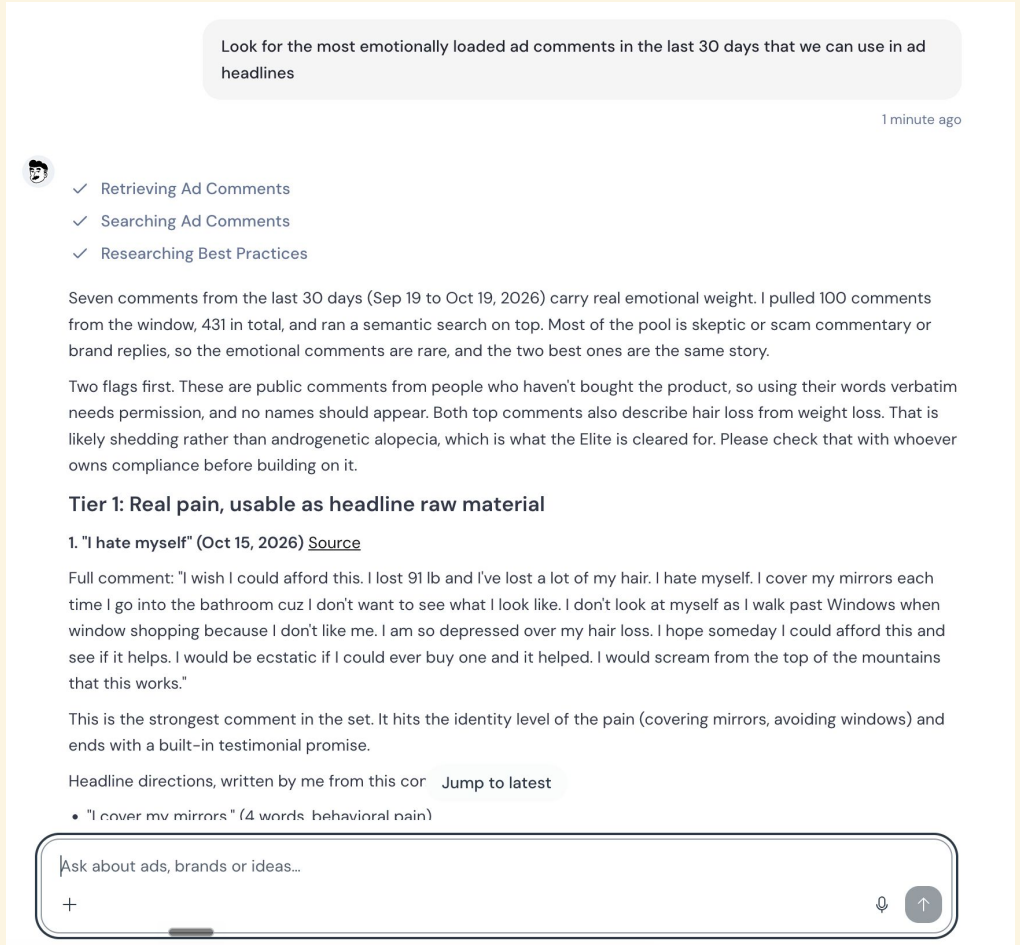
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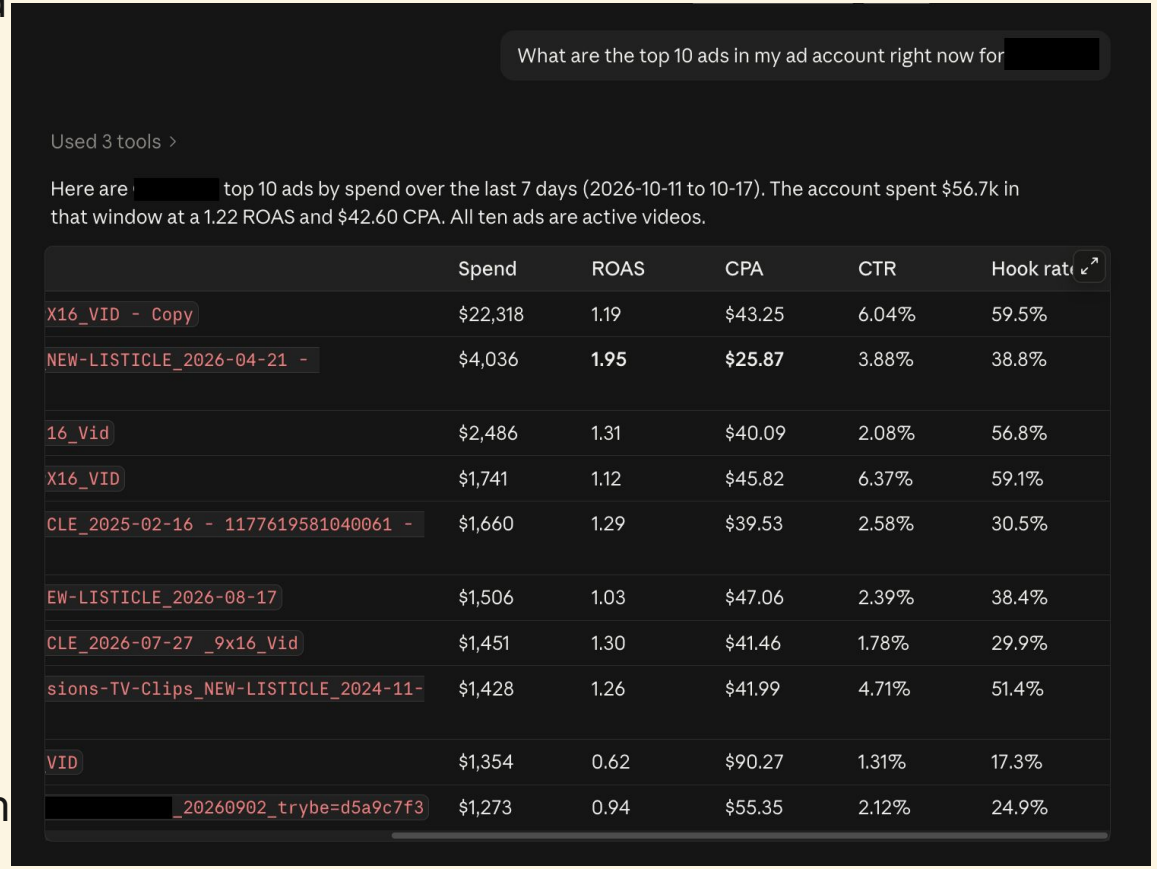
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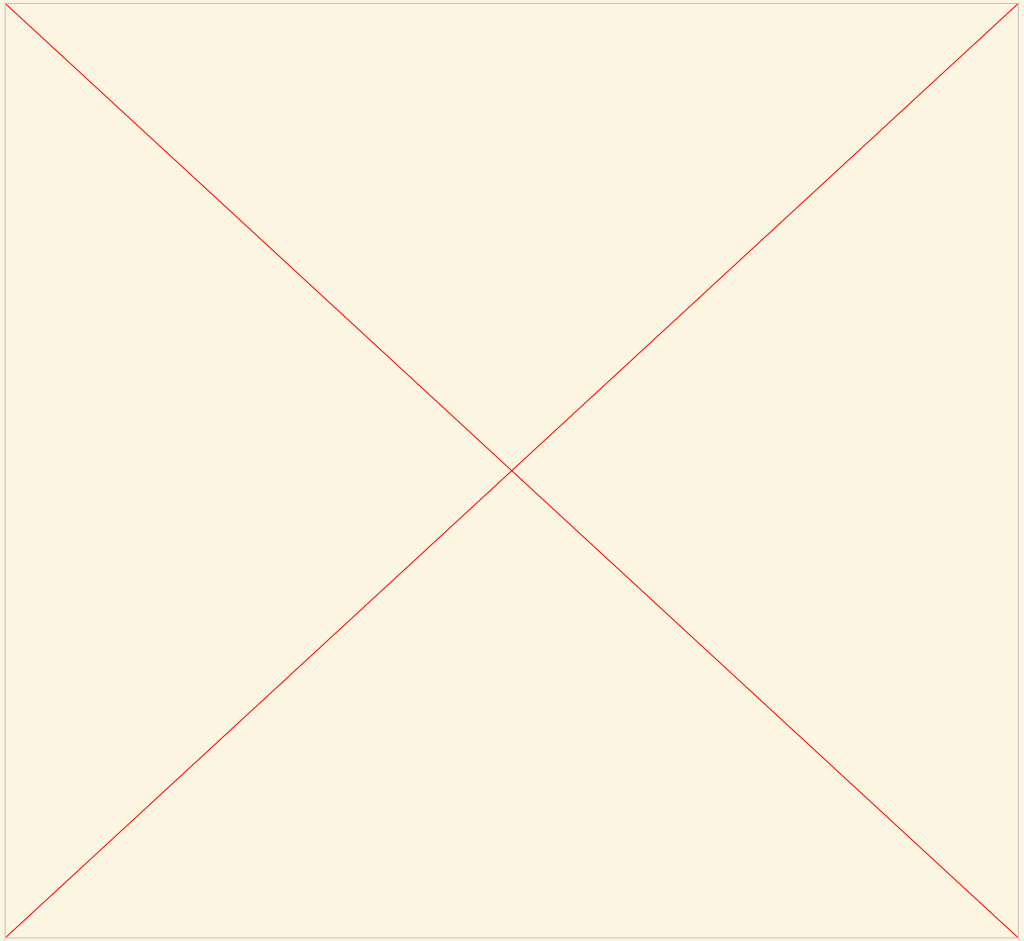
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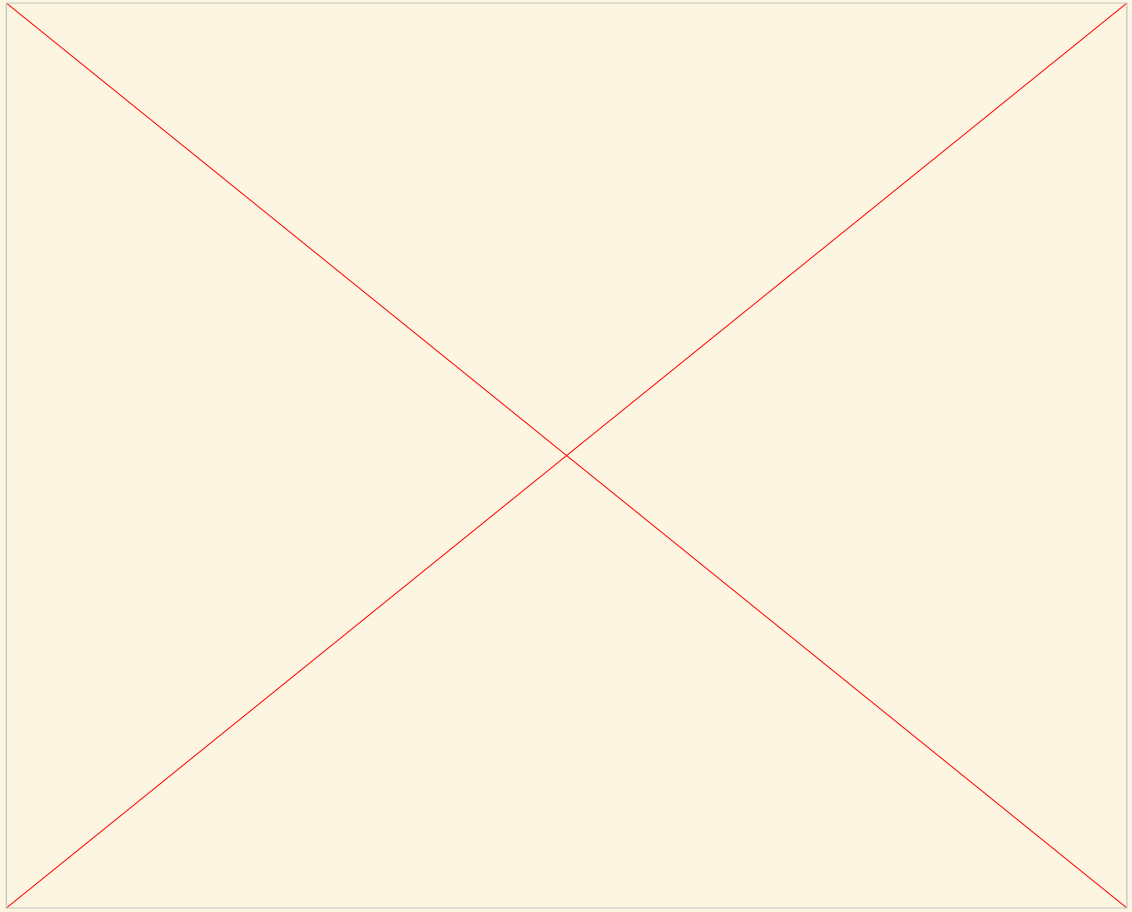
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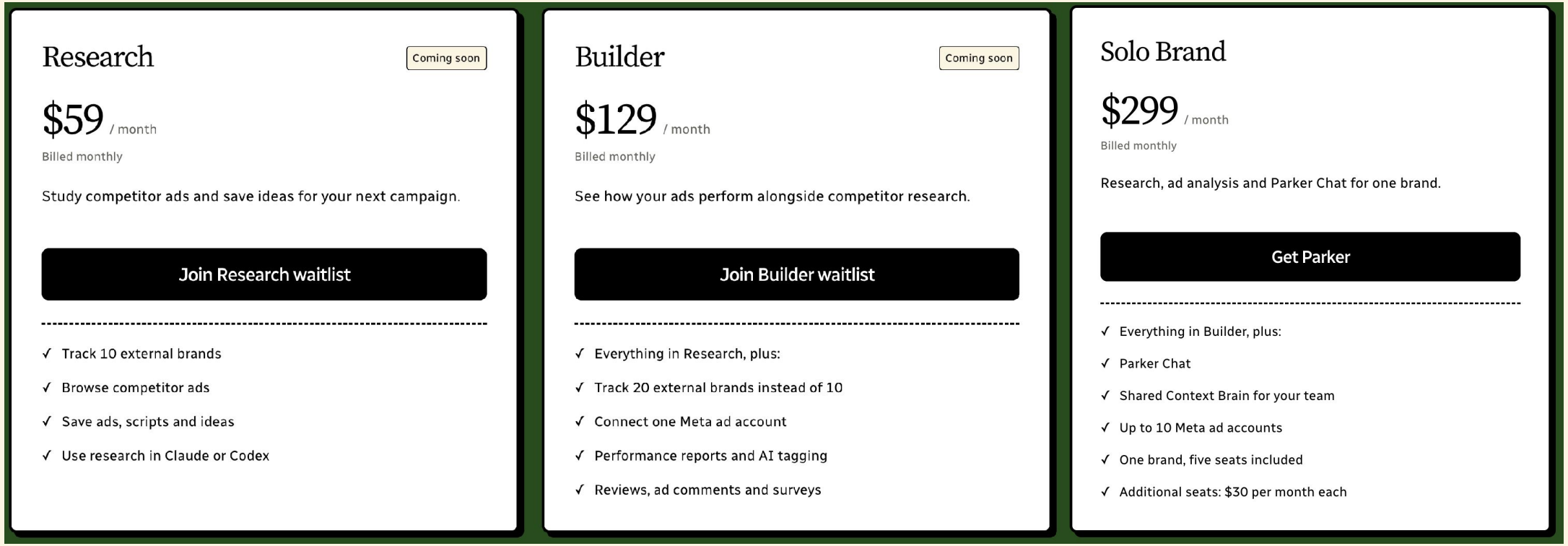


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