

CLAUDE SKILLS

Encoded expertise, in *a markdown file.*

WHAT IT IS

WHAT'S INSIDE

TWO PATHS IN

WHY IT WORKS

For the marketer who clicked the GitHub link and froze.

A short read · ~3 min

• skill.md

Not code. Not a plugin. A document Claude follows.

A skill is plain English with a little structure — the same things an expert would tell a junior on day one. When Claude reads it, it stops sounding generic and starts behaving like someone who knows the domain.

page-cro.md

184 lines

How I think about conversion on a landing page.

Context — who the page is for, what stage of the funnel.

Frameworks — the lenses I use, in the order I use them.

Questions to ask — before recommending a single change.

Anti-patterns — the mistakes I keep catching.

Output expectations — what "good" looks like when I'm done.

encoded
judgment

v1 · open
source

Same destination. The only difference is how the file gets in front of Claude.

TWO PATHS IN

1 THE CONVERSATION
PATH

*Paste the repo link into
Claude.ai.*

For marketers, writers, operators — anyone who has never cloned a repo.

```
# in the chat
> github.com/coreyhaines31/marketing_skills
> Find the skills and walk me through them.
```

- Claude fetches and reads the files for you.
- You ask it to interview you, one question at a time.
- Save the personalized version as a markdown file.

2 THE TERMINAL
PATH

Clone the repo into your project.

For developers already living inside Claude Code.

```
# in the terminal
$ git clone https://github.com/coreyhaines31/marketing_skills.git
$ claude - "read the skills you just installed"
```

- Claude Code discovers skills in the project directory automatically.
- Same interview — you can answer in more technical detail.
- The revised skill is written straight back to disk.

THE POINT

The skill isn't the point. *The interview is.*

Writing your expertise from a blank page is brutal. Reacting to someone else's version of good is easy — you immediately know where you agree, where you don't, and where your situation is different. The skill file is the interview guide.

CLAUDE > This skill prioritizes above-the-fold clarity over social proof. Do you weight those the same way?

YOU Not for our market. Trust is the bottleneck — proof comes first, clarity second.

CLAUDE > Got it. When you say "proof," do you mean named-customer logos, quantified outcomes, or third-party press?

YOU Outcomes, with a logo bar underneath. Press almost never moves us.