

# How to Build a Content Plan Skill in Claude Code

Turn any topic into 10 hooks, 5 video scripts, carousel slides, shoot-day PDFs, and a freebie. All from one command.

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## Section 1: Set Up VS Code

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Before you can use Claude Code, you need VS Code installed on your computer. VS Code is a free code editor made by Microsoft. It runs on Mac, Windows, and Linux.

### Download VS Code

1. Open your web browser
2. Go to **code.visualstudio.com**
3. Click the big blue **Download** button (it detects your operating system automatically)
4. Once the file downloads, open it
5. **Mac:** Drag the VS Code icon into your Applications folder. Then open it from Applications.
6. **Windows:** Run the installer. Check "Add to PATH" when it asks. Click through the rest of the prompts and hit Install.

### Open VS Code for the First Time

1. Launch VS Code from your Applications folder (Mac) or Start Menu (Windows)
  2. You will see a Welcome tab. You can close it.
  3. On the left side, you will see a vertical toolbar with icons. This is the Activity Bar. You will use it a lot.
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## Section 2: Install Claude Code

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Claude Code is an extension that runs inside VS Code. It gives you an AI assistant that can read your files, run commands, write code, and execute skills (custom slash commands you build).

### Install the Extension

1. Open VS Code
2. Click the **Extensions icon** on the left sidebar (it looks like four small squares)
3. In the search bar at the top, type **Claude Code**
4. Find the extension published by **Anthropic** (look for the Anthropic logo)
5. Click the blue **Install** button
6. Wait for the installation to finish (takes about 10 seconds)

### Sign In

1. After installing, you will see a Claude Code icon in the left sidebar (the Anthropic logo)
2. Click it to open the Claude Code panel
3. Click **Sign In**
4. Your browser will open to Anthropic's sign-in page
5. Create an account or sign in with your existing account
6. Approve the connection when prompted
7. Switch back to VS Code. You should see the Claude Code chat panel ready to use.

### Verify It Works

1. In the Claude Code panel, type: "**What files are in this directory?**"
  2. Claude should respond by listing the files in your current folder
  3. If it responds, you are set up and ready to go
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## Section 3: Set Up Your Project Folder

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A Claude Code skill lives inside your project. You need a project folder open in VS Code before you can create a skill.

### Create a Project Folder

If you already have a project you want to add this skill to, open it in VS Code (**File > Open Folder**) and skip ahead.

If you are starting fresh:

1. Open your terminal (Mac: **Terminal** app. Windows: **Command Prompt** or **PowerShell**)
2. Run these commands one at a time:

```
mkdir my-content-system  
cd my-content-system
```

3. Open this folder in VS Code: **File > Open Folder**, then navigate to `my-content-system` and click **Open**

### Create the Skills Directory

Every Claude Code skill lives in a specific folder inside your project. The path is:

```
.claude/skills/{skill-name}/SKILL.md
```

The `.claude` folder is a hidden folder at the root of your project. Claude Code reads it automatically.

To create the directory for your content plan skill:

1. Open the Claude Code panel in VS Code
2. Type this prompt:

```
Create the directory .claude/skills/content-plan/
```

3. Claude will create the folder for you. You can also do this manually in the terminal:

```
mkdir -p .claude/skills/content-plan
```

## Section 4: Understand the Skill File Structure

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A skill is a single markdown file called `SKILL.md`. It has three parts:

### Part 1: YAML Frontmatter

This is the header at the top of the file. It tells Claude Code the name of the skill, what it does, and what arguments it accepts.

```
---  
name: content-plan  
description: Generate a full multi-format content strategy plan for any topic.  
argument-hint: [topic] [client-slug?] [--freebie=yes|no] [--keyword=KEYWORD]  
---
```

- **name** is the slash command. `content-plan` means you will type `/content-plan` to run it.
- **description** is a one-sentence summary shown when Claude lists available skills.
- **argument-hint** shows what inputs the skill accepts. Square brackets mean required. A `?` means optional. `--flag=value` means a named option.

## Part 2: Overview and Purpose

After the frontmatter, write a short explanation of what the skill does. This is for you and your team to understand the skill at a glance.

### # Content Plan Skill

#### ## Overview

Generates a complete content strategy plan from a single topic input. The output is a markdown file with 10 hooks, 5 video scripts, a carousel plan, a freebie outline, DM automation setup, and a production checklist.

#### ## Purpose

- Turn any topic idea into an execution-ready content plan in one step
- Generate 10 hook variations for all formats
- Write video scripts for Studio Reel, Cell Phone Reel, and Green Screen Reel
- Build a carousel slide-by-slide content plan
- Output a production checklist and metrics tracking table

## Part 3: Execution Steps

This is the most important part. This is what Claude actually reads and follows when you run the skill. The more specific you are here, the more consistent your output will be.

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## Section 5: Write the Input Requirements

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The input requirements section tells Claude what information it needs from you when you run the skill.

Add this to your `SKILL.md` file after the Overview:

## ## Input Requirements

### ### Required

1. **Topic** – the subject of the content (e.g. "Claude Code setup", "solar tax credits", "email automation")

### ### Optional

2. **Client slug** – defaults to your brand if not provided
3. `--freebie=yes|no`` – whether to include a PDF freebie section (default: yes)
4. `--keyword=WORD`` – the trigger keyword for the DM automation (default: derived from topic)

When you run the skill, it looks like this:

```
/content-plan "How to build a content plan skill" --keyword=SOCIAL
```

Claude reads the topic ("How to build a content plan skill"), the keyword ("SOCIAL"), and uses the defaults for everything else.

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## Section 6: Write the Execution Steps

This section is where you define exactly what Claude should do when the skill runs. You are writing instructions that Claude follows step by step.

### Step 1: Research Context

Tell Claude what to look up before writing anything. This makes the output smarter because Claude gathers context first.

## ## Execution Steps

### ### Step 1: Research Context

Before writing anything, gather:

1. Check for any existing content plans on similar topics to avoid duplication
2. Review what content formats are performing best right now
3. Identify trending angles on the topic

If you have a database, API, or content tracker, you can tell Claude to query those here. For example:

1. **Client context** – pull from DB using ``GET /api/clients/{slug}`` to get brand voice and audience
2. **Content performance** – query recent analytics to identify what hook styles are working

The more specific you are about where to find context, the better Claude's output will be. But even without a database, Claude will use its general knowledge to research the topic.

## Step 2: Define the Plan Structure

This is where you tell Claude exactly what sections to include in the output. For the content plan skill, we define 13 sections. Here is how to write each one.

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## Section 7: Build the Hooks Section

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The hooks section generates 10 different opening lines for your content. Each hook uses a different psychological trigger so you have options for every format.

Add this to your Execution Steps:

### ### Section 2: Hooks (10 Options)

Generate 10 hooks using these 10 types (one each):

#	Hook Type	Description
1	Trend Ride	Validate awareness of a current trend
2	Simplicity Promise	Remove the biggest barrier + time promise
3	Curiosity Gap	Make them feel like they're missing something
4	Bold Claim	Lead with the outcome, promise to show how
5	Direct Question	Call out the exact audience + empathize
6	Contrarian	Break the assumption holding the audience back
7	FOMO / Urgency	Social pressure + helpful rescue
8	Before-After	Relatable pain + clear upgrade path
9	Demo Tease	Promise a demo, create anticipation
10	Authority	Credibility-first, establish trust

For each hook include:

- The hook line (spoken or as cover text)
- Type label
- Why it works (1 sentence)
- Best format (which of the 5 formats it suits best)
- Carousel cover version (adapted as a headline)

When the skill runs, Claude generates 10 unique hooks. You pick the best one for each format on shoot day. No more staring at a blank page trying to figure out how to start your video.

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## Section 8: Build the Video Script Sections

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The content plan skill generates scripts for three different video formats. Each one has a different style, length, and shooting setup.

### Studio Reel (60 seconds)

This is your most polished format. Camera on a tripod, screen recordings cut in, text overlays, edited in Remotion.

Add this to your skill:

### ### Section 3: Format 1 – Studio Reel (60s)

Include all of:

- Specs table (aspect ratio, duration, tone, editing tool)
- Framework: Hook > Problem > Solution > Proof > CTA
- Full voiceover script with section labels and timing (target ~172 words at energetic pace)
- Production table: Time | Visual | Audio | On-Screen Text
- B-Roll / Screen Recording Shot List (numbered table of every required shot)
- Instagram caption (ready to paste, with hashtags)

## Cell Phone Reel (30-45 seconds)

Raw, one-take, shot on your phone. No editing beyond captions. This format gets the most reach because it feels native to the platform.

### ### Section 4: Format 2 – Cell Phone Reel (30-45s)

Include:

- Specs (shot on phone, no b-roll, no music)
- Shooting instructions table (camera, framing, lighting, audio, takes)
- Full one-take conversational script (~110 words)
- On-screen text (max 3 overlays: opening, key moment, CTA)
- Instagram caption

## Green Screen Reel (45-60 seconds)

You stand in front of a green screen with a visual background behind you (a flowchart, diagram, or tutorial). Higher authority than a cell phone reel, faster to produce than a studio reel.

### ### Section 5: Format 3 – Green Screen Reel (45–60s)

Include:

- Specs (shot against green screen, edited in CapCut)
- Shooting instructions (green screen setup, framing, audio)
- Full walkthrough script (~130 words) with gesture cues
- Editing notes (chroma key settings, background placement)
- Instagram caption

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## Section 9: Build the Carousel Section

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Carousels are the highest-save-rate format on Instagram. The skill generates a slide-by-slide plan that you can render into actual PNG images.

### ### Section 6: Format 4 – Carousel (5–10 slides)

Include:

- Specs (1080x1350, slide count, style)
- Slide-by-slide content. Every slide must include:
  - Headline
  - Body text or checklist items
  - Visual description
  - Purpose (why this slide exists)

Structure:

1. Cover slide – hook headline
  2. Context slide – the "what" and "why" (1 slide)
  3. Step-by-step instruction slides – the core tutorial (checklist format, 3–5 items per slide)
  4. Proof/result slide – outcome stat
  5. CTA slide – keyword prompt
- Instagram caption

The checklist slides are the most important part. Each item should be a direct instruction the viewer can follow: "Go to [code.visualstudio.com](https://code.visualstudio.com)", "Click the Extensions icon", "Search for Claude Code". Not vague directions like "Install the tool".

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## Section 10: Build the Freebie and Automation Sections

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The freebie is a PDF guide that viewers get by commenting a keyword on your post. A DM automation delivers it.

### Freebie Section

#### ### Section 7: Freebie (if --freebie=yes)

Include:

- File details (source path, PDF output path, page count)
- Table of Contents – what each section covers
  - Section 1 must always be "Set Up Claude Code" (VS Code install, extension install, sign in)
  - Remaining sections cover the actual topic step by step
- Hosting options (Google Drive vs website vs DM attachment)

Skip this section if --freebie=no.

### Tips and Next Steps

Now that you have the skill file structure down, here are practical ways to get the most out of skill building.

**Start with a simple skill before building complex ones.** Your first skill should do one thing well. A skill that generates 3 hook variations for a topic is a better starting point than one that generates an entire content strategy with 13 sections. Get the pattern down, then scale up.

**Use the `/audit` skill to check your skills for gaps.** After writing a skill, run `/audit` on it. Claude will read the SKILL.md file and flag missing sections, vague instructions, or inconsistencies between the execution steps and the quality standards. This catches problems before you run the skill on real content.

**Combine skills into workflows.** Skills become powerful when they call each other. For example, `/content-plan` can generate a carousel outline, then you run `/create-carousel` with that outline as input. Design your skills to produce output that other skills can consume.

**Keep skill files under 200 lines for maintainability.** If your SKILL.md is getting long, split it into a main skill and helper skills. A 500-line skill file is hard to debug when output quality drops. Shorter files are easier to iterate on and test.

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## Section 11: Build the Remaining Sections

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These sections round out the plan with strategy, tracking, and a production checklist.

### Posting Strategy

#### ### Section 9: Posting Strategy

Include:

- Posting sequence table: Day 1 (cell phone), Day 3 (green screen), Day 5 (tutorial walkthrough), Day 7 (studio), Day 9 (carousel)
- 10 platform-relevant hashtags
- Best time to post
- Accounts to tag (1-2 max)

### Content Format Comparison

#### ### Section 10: Content Format Comparison

Table comparing all 5 formats across: effort, reach, save rate, authority, completion rate, shelf life, repurpose options.

## Repurposing Matrix

### ### Section 11: Repurposing Matrix

Table: Platform | Source Format | Adaptation needed  
Cover: TikTok, YouTube Shorts, LinkedIn, Twitter/X, Pinterest, Email, Blog for each source format.

## Production Checklist

### ### Section 12: Production Checklist

Checkbox lists for all phases:

- Pre-Production (PDF, hosting, DM automation, screen recordings, setup)
- Production (film each format)
- Post-Production (edit each format)
- Publishing (post each day, cross-post)
- Post-Launch Monitoring (DM delivery, metrics)

## Metrics

### ### Section 13: Metrics to Track

Table: Metric | Where to Find | What It Tells You  
Include: views, completion rate, saves, shares, keyword comments, DMs sent, PDF link clicks, new followers.

Success benchmarks table: Metric | Good | Great | Exceptional

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## Section 12: Define the Output and Quality Standards

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The output section tells Claude where to save the file and what to confirm when done. The quality standards section is a checklist Claude uses to verify the output before saving.

### Output

#### ## Output

##### ### Save the file

Save to: `content-creation/clients/{client-slug}/{topic-slug}-content-plan.md`

##### ### Confirm to user

1. File path of the saved plan
2. Number of hooks generated
3. The keyword (or "N/A")
4. Number of carousel slides
5. Number of production todos created

### Quality Standards

#### ## Quality Standards

Every plan must meet these standards before saving:

- [ ] All 10 hooks are distinct (no two use the same trigger)
- [ ] Studio Reel script hits ~60s at energetic pace (~172 words)
- [ ] Cell Phone Reel script reads like speech, not copy
- [ ] Carousel slide count justified (every slide earns its spot)
- [ ] Production checklist is exhaustive
- [ ] All captions are ready to paste (no placeholders)

The quality standards are powerful. Claude checks its own work against this list before saving. If something is missing, Claude fixes it before presenting the output. This is how you get consistent quality every time.

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## Section 13: Add Auto-Generated Assets (Advanced)

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This is what makes a skill more than a fancy prompt. You can tell Claude to generate real files as part of the skill execution.

Here are the asset generation steps you can add to your skill:

### Carousel Rendering

If you use Remotion (a React-based video framework), you can auto-render carousel slides as PNGs:

#### ### Generate carousel slides

1. Map slide content to JSON format
2. Save JSON to `clients/{slug}/assets/{topic-slug}-carousel.json`
3. Render: `node scripts/render-carousel.mjs <json-path> --output <folder>`

### PDF Generation

If you have a PDF generation tool, you can auto-create shoot scripts and freebie guides:

#### ### Generate PDFs

1. Write markdown content to a file
2. Convert: `node tools/create-pdf.cjs input.md output.pdf`

### Cloud Upload

If you have Google Drive or S3 integration, you can auto-upload the freebie:

#### ### Upload to Google Drive

1. Run: `node tools/upload-to-drive.cjs file.pdf "Display Name.pdf"`
2. Parse the shareable link from output

## Email Notification

You can have the skill email you a summary with captions and automation status:

```
### Send action email
1. Run: node tools/send-plan-email.cjs plan-file.md
```

These integrations are optional. The skill works without them. But each one you add removes a manual step from your workflow.

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## Section 14: Put It All Together

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Here is the complete `SKILL.md` file with everything from Sections 4-12 assembled into a single, working skill. Copy this entire block and paste it into `.claude/skills/content-plan/SKILL.md`.

---  
**description:** "Generate a full multi-format content strategy plan for any topic. Produces hooks, video scripts, carousel slides, freebie outline, DM automation, and production checklist."  
---

## # /content-plan

Generate a complete content plan for a given topic across 5 formats: Studio Reel, Cell Phone Reel, Green Screen Reel, Carousel, and optionally a PDF freebie with DM automation.

### ## Input Requirements

#### ### Required

1. **\*\*Topic\*\*** -- the subject of the content (e.g. "Claude Code setup", "solar tax credits", "email automation")

#### ### Optional

2. **\*\*Client slug\*\*** -- defaults to your brand if not provided
3. `--freebie=yes|no`` -- whether to include a PDF freebie section (default: yes)
4. `--keyword=WORD`` -- the trigger keyword for the DM automation (default: derived from topic)

### ## Execution Steps

#### ### Step 1: Research Context

Before writing anything, gather:

1. Check for any existing content plans on similar topics to avoid duplication
2. Review what content formats are performing best right now
3. Identify trending angles on the topic

#### ### Step 2: Generate the Plan

Write the following 13 sections in a single markdown document:

##### **\*\*Section 1: Topic Overview\*\***

- Topic title
- Target audience
- Core message (1 sentence)
- Content angle (what makes this take unique)

##### **\*\*Section 2: Hooks (10 Options)\*\***

Generate 10 hooks using these 10 types (one each):

#	Hook Type	Description
1	Trend Ride	Validate awareness of a current trend
2	Simplicity Promise	Remove the biggest barrier + time promise

- | 3 | Curiosity Gap | Make them feel like they are missing something |
- | 4 | Bold Claim | Lead with the outcome, promise to show how |
- | 5 | Direct Question | Call out the exact audience + empathize |
- | 6 | Contrarian | Break the assumption holding the audience back |
- | 7 | FOMO / Urgency | Social pressure + helpful rescue |
- | 8 | Before-After | Relatable pain + clear upgrade path |
- | 9 | Demo Tease | Promise a demo, create anticipation |
- | 10 | Authority | Credibility-first, establish trust |

For each hook include:

- The hook line (spoken or as cover text)
- Type label
- Why it works (1 sentence)
- Best format (which of the 5 formats it suits best)
- Carousel cover version (adapted as a headline)

### **\*\*Section 3: Format 1 -- Studio Reel (60s)\*\***

Include all of:

- Specs table (aspect ratio: 9:16, duration: 60s, tone: energetic, editing tool: Remotion or CapCut)
- Framework: Hook > Problem > Solution > Proof > CTA
- Full voiceover script with section labels and timing (target ~172 words at energetic pace)
- Production table: Time | Visual | Audio | On-Screen Text
- B-Roll / Screen Recording Shot List (numbered table of every required shot)
- Instagram caption (ready to paste, with hashtags)

### **\*\*Section 4: Format 2 -- Cell Phone Reel (30-45s)\*\***

Include:

- Specs (shot on phone, no b-roll, no music)
- Shooting instructions table (camera: front-facing, framing: head and shoulders, lighting: natural, audio: phone mic, takes: 2-3)
- Full one-take conversational script (~110 words)
- On-screen text (max 3 overlays: opening, key moment, CTA)
- Instagram caption

### **\*\*Section 5: Format 3 -- Green Screen Reel (45-60s)\*\***

Include:

- Specs (shot against green screen, edited in CapCut or Remotion)
- Shooting instructions (green screen setup, framing, audio)
- Full walkthrough script (~130 words) with gesture cues
- Editing notes (chroma key settings, background placement)
- Instagram caption

### **\*\*Section 6: Format 4 -- Carousel (5-10 slides)\*\***

Include:

- Specs (1080x1350, slide count, style)
- Slide-by-slide content. Every slide must include:

- Headline
- Body text or checklist items
- Visual description
- Purpose (why this slide exists)

Structure:

1. Cover slide -- hook headline
2. Context slide -- the "what" and "why" (1 slide)
3. Step-by-step instruction slides -- checklist format, 3-5 items per slide
4. Proof/result slide -- outcome stat
5. CTA slide -- keyword prompt

- Instagram caption

### **\*\*Section 7: Freebie (if --freebie=yes)\*\***

Include:

- File details (source markdown path, PDF output path, estimated page count)
- Table of Contents -- what each section covers
  - Section 1 must always be "Set Up Claude Code" (VS Code install, extension install, sign in)
  - Remaining sections cover the actual topic step by step
- Hosting options (Google Drive link, website download page, or DM attachment)

Skip this section if --freebie=no.

### **\*\*Section 8: DM Automation\*\***

Include:

- Trigger keyword (ALL CAPS, single word, from --keyword argument)
- 3-message DM sequence:
  1. Opening DM: "Here's the guide. It walks you through [1-sentence description]."
  2. Follow gate: "One quick thing. Hit that follow button so I can DM you the link (Instagram only lets me send it to followers). Once you're following, I'll send the link."
  3. Link delivery: "Awesome, here you go. [FREEBIE\_LINK]"

### **\*\*Section 9: Posting Strategy\*\***

Include:

- Posting sequence table: Day 1 (cell phone), Day 3 (green screen), Day 5 (tutorial walkthrough), Day 7 (studio), Day 9 (carousel)
- 10 platform-relevant hashtags
- Best time to post
- Accounts to tag (1-2 max)

### **\*\*Section 10: Content Format Comparison\*\***

Table comparing all 5 formats across: effort, reach potential, save rate, authority, completion rate, shelf life, repurpose options.

### **\*\*Section 11: Repurposing Matrix\*\***

Table: Platform | Source Format | Adaptation needed

Cover: TikTok, YouTube Shorts, LinkedIn, Twitter/X, Pinterest, Email, Blog for each source format.

## **\*\*Section 12: Production Checklist\*\***

Checkbox lists for all phases:

- Pre-Production (PDF created, hosting ready, DM automation configured, screen recordings planned, setup verified)
- Production (film each format)
- Post-Production (edit each format, add captions, render)
- Publishing (post each day per schedule, cross-post)
- Post-Launch Monitoring (DM delivery working, track metrics)

## **\*\*Section 13: Metrics to Track\*\***

Table: Metric | Where to Find | What It Tells You

Include: views, completion rate, saves, shares, keyword comments, DMs sent, PDF link clicks, new followers.

Success benchmarks table: Metric | Good | Great | Exceptional

## Output

### Save the file

Save to: `content-plans/{topic-slug}-content-plan.md`

### Confirm to user

1. File path of the saved plan
2. Number of hooks generated
3. The keyword (or "N/A")
4. Number of carousel slides
5. Number of production checklist items

## Quality Standards

Every plan must meet these standards before saving:

- [ ] All 10 hooks are distinct (no two use the same trigger type)
- [ ] Studio Reel script hits ~60s at energetic pace (~172 words)
- [ ] Cell Phone Reel script reads like natural speech, not marketing copy
- [ ] Carousel slide count is justified (every slide earns its spot)
- [ ] Production checklist is exhaustive (nothing missing)
- [ ] All captions are ready to paste (no placeholders, no brackets)
- [ ] DM sequence is complete with all 3 messages
- [ ] Freebie TOC starts with "Set Up Claude Code"

## Rules

- Present the full plan in chat for review before saving to file
- Never skip the review step

- One idea per carousel slide, 5-7 lines max
- Write all scripts at a 6th grade reading level
- No jargon unless defined in the content

## Test Your Skill

1. Open Claude Code in VS Code
2. Type: `/content-plan "Your first topic" --keyword=TEST`
3. Watch Claude run through every section
4. Review the output markdown file
5. If anything is missing or inconsistent, go back to the Execution Steps and make them more specific

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## Section 15: Customize and Iterate

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The content plan skill is a starting point. Here is how to make it your own:

### Change the Formats

You do not have to use all 5 formats. If you only post carousels and cell phone reels, remove the Studio Reel and Green Screen sections from the Execution Steps. Claude will only generate what you tell it to.

### Change the Hook Count

10 hooks might be too many. Change the hooks section to generate 5 instead. Or add new hook types that work for your audience.

### Add Your Brand Rules

If your brand has specific rules (no emojis, always use a specific CTA phrase, never reference competitors), add a section at the top of the skill file:

### ## Brand Rules

- Never use emojis in captions
- CTA always ends with "Link in bio"
- Tone: conversational, not corporate

Claude will follow these rules every time the skill runs.

## Add New Asset Types

As your workflow grows, add new asset generation steps. Examples:

- Auto-generate thumbnail concepts
- Create HTML flowcharts or dashboards
- Screenshot HTML files for green screen backgrounds
- Insert records into a content database
- Create production todo items in your project management tool

Each integration is a few lines added to the Execution Steps. The skill file grows as your system grows.

## Quick Reference

Task	What to Do
Create a new skill	<code>mkdir -p .claude/skills/{name}</code> then create <code>SKILL.md</code>
Run a skill	Type <code>/{skill-name}</code> in Claude Code
Pass arguments	<code>/{skill-name} "arg1" --flag=value</code>
Edit a skill	Open <code>SKILL.md</code> in VS Code, save. Changes take effect immediately.
Share with your team	Commit <code>.claude/skills/</code> to git. It is just markdown.
Add asset generation	Add shell commands to the Execution Steps section

# What to Build Next

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Once you have the content plan skill working, here are five more skills that follow the same pattern:

Skill	Command	What It Does
<b>Video scripting</b>	<code>/video-script</code>	Writes a video script with voiceover + production table
<b>Ad copy</b>	<code>/ad-copy</code>	Generates Google and Meta ad copy variations
<b>Weekly report</b>	<code>/weekly-report</code>	Pulls data and formats a performance summary
<b>Competitor brief</b>	<code>/competitor-brief</code>	Researches a competitor and outputs a positioning brief
<b>Client onboarding</b>	<code>/onboarding-doc</code>	Generates a branded onboarding document from a template

Each one follows the same structure: YAML header, overview, input requirements, execution steps, output, quality standards. The content plan skill you just built is the hardest one because it has the most sections. Every other skill is simpler.

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*Built with Claude Code · [nustimulus.com](https://nustimulus.com)*

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Send an email to [kyle@nustimulus.com](mailto:kyle@nustimulus.com) for inquiries.  
**nustimulus.com**