

M A V E R I C K A I

Go Viral With Claude

BUILD A CONTENT ENGINE TRAINED ON YOUR OWN VOICE

Most people use AI to write generic content that sounds like everyone else. This is the opposite. You'll have Claude reverse-engineer what's actually going viral in your niche, study your own best videos, bottle your exact voice into a reusable skill, and hand you 30 days of scripts that sound like you, not like AI.

The viral playbook for your exact niche, decoded
A deep-dive on what your own winners have in common
A personal skill that writes in your real voice
30 days of scripts with a smart posting schedule
Bonus prompts for hooks, repurposing, and trends
A one-page cheat sheet of all four prompts

2026 Edition

The Idea Behind This

Going viral isn't luck, it's a pattern. The videos blowing up in your niche share hooks, formats, and topics that work, and your own best posts share a voice that your audience already responds to. This workflow has Claude find both patterns, combine them, and turn them into a content engine that runs in your voice.

Four prompts, in order, in one chat. Decode the niche, study your own winners, build a skill that captures your voice, then generate a month of scripts. The magic is the third step, you're not asking AI to sound generic, you're teaching it to sound exactly like you.

4

prompts, in order

1

skill trained on your voice

30

days of scripts out the other end

ONE THING THAT MAKES OR BREAKS THIS

Claude reads text, it can't watch your videos. So for the analysis steps, feed it the material: paste in the transcripts or captions of the top videos in your niche and of your own posts, or paste links with web search on. The more real examples you give it, the sharper every step gets. Junk in, junk out. Real examples in, real playbook out.

Prompt 1: Decode Your Niche

Start by having Claude reverse-engineer what's actually working in your space right now, and, crucially, why.

PROMPT 1

Act as a viral content strategist. Study the top-performing videos in my niche right now and break down the exact hooks, formats, and topics that are blowing up, and explain WHY each one works. My niche is [YOUR NICHE]. Here are examples crushing it right now: [paste titles, hooks, transcripts, or links].

What happens next: Claude hands you the actual playbook for your niche, the hook types that stop the scroll, the formats that hold attention, the topics people can't help clicking, and the psychology underneath each one. That "why" is what lets you reuse the pattern instead of just copying one video.

TIP

Give it 5 to 10 real winners, not one. Paste the hook (first line) and a rough transcript of each. Patterns only show up across examples, and the pattern is the whole point.

Prompt 2: Study Your Own Winners

Now turn the lens on you. This is where Claude figures out what makes your content yours, so the next step can bottle it.

PROMPT 2

Now analyze my most recent videos. Break down my voice, my pacing, and my best hooks, and tell me exactly what my winners have in common versus the ones that flopped. Here are my videos, with how each performed: [paste your transcripts + views/likes].

What happens next: a full deep-dive on your own style, how you talk, how you structure a video, the hooks that land for you, and the thread running through your best performers. Most creators have never seen their own pattern spelled out, and it's usually a lightbulb moment.

INCLUDE THE FLOPS ON PURPOSE

Don't just paste your hits. Give Claude a few that underperformed too, and tell it which was which. Knowing what DOESN'T work for your audience is just as valuable as knowing what does, and it makes the voice skill much sharper.

Prompt 3: Bottle Your Voice Into A Skill

Here's the trick that makes this whole thing repeatable. Use Claude's skill creator to turn everything it just learned into a reusable skill that writes in your voice, forever.

PROMPT 3

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[ type / and choose skill-creator, then say: ]  
Take everything you just learned about my niche and  
my voice, and build me a skill that writes content in  
my exact voice, so everything sounds like me and  
never like generic AI. Base it on my actual videos,  
my winning hooks, and the niche playbook we found.
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What happens next: Claude builds you a personal content skill, trained on your real videos and your patterns. From now on, you can call that skill any time and it writes in your voice by default. You've essentially cloned your own style into a tool.

WHY THIS IS THE REAL UNLOCK

"Sounds like me, not like AI" isn't a trick prompt, it's real, because the skill is built from YOUR actual words and structure. That's the difference between generic AI slop and content your audience recognizes as you. Save the skill and reuse it forever.

Prompt 4: 30 Days Of Scripts

Now put the engine to work. With your voice skill built, have it generate a full month of content, scheduled for when your people are actually watching.

PROMPT 4

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Now, using my voice skill, write me 30 days of
scripts with a posting schedule. Build the schedule
around when my audience is actually online, vary the
hooks and formats so it doesn't get repetitive, and
make every script sound like me, using the niche
playbook we found.
```

What happens next: 30 days of scripts, each in your voice, using the hooks and formats that are working in your niche, laid out on a posting calendar. You go from a blank page to a month of content in one prompt.

TIP

For real posting times, paste in your analytics (your best-performing time slots). Without that, Claude uses solid defaults for your platform, good, but your own data makes it better. Then batch-film a week at a time and stay ahead.

Bonus Prompts To Keep The Engine Running

Same chat, same voice skill. Pull these whenever you need them.

A wall of hooks

50 HOOKS

Using my voice and the niche playbook, give me 50 scroll-stopping hooks I can use, grouped by the hook type that's working right now.

Turn one video into ten posts

REPURPOSE

Take this one video [paste script] and repurpose it into content for my other platforms: a short-form version, a longer version, a written post, and a carousel, all in my voice.

Jump on a trend, as you

TREND-JACK

Here's a trend blowing up right now: [describe it]. Give me 3 ways to put my own spin on it in my voice that fit my niche and don't feel forced.

Build a repeatable series

SERIES IDEAS

Give me 5 repeatable content series I could run in my niche, the kind people follow me for and come back to, each with a format and a sample first episode.

The One-Page Cheat Sheet

All four prompts, in order. Feed it real transcripts as you go.

1. DECODE THE NICHE

Act as a viral content strategist. Break down the hooks, formats, and topics blowing up in my niche right now, and WHY. Niche: [X]. Examples: [paste].

2. STUDY MY WINNERS

Analyze my recent videos [paste + performance]. Break down my voice, pacing, and best hooks, and what my winners have in common vs my flops.

3. BUILD MY VOICE SKILL

(/ skill-creator) Turn all of that into a skill that writes in my exact voice, sounds like me not AI, based on my real videos and the niche playbook.

4. 30 DAYS OF SCRIPTS

Using my voice skill, write 30 days of scripts with a posting schedule around when my audience is online. Vary hooks and formats, all in my voice.

YOUR ACTION PLAN

1. Gather transcripts of your niche's top videos + your own best and worst. 2. Run prompts 1 and 2 to decode the niche and your voice. 3. Build your voice skill with skill-creator, and save it. 4. Generate 30 days of scripts. 5. Batch-film and post consistently, that's the part that actually compounds.

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AI everyone else uses sounds like everyone else. Yours should sound like you.