

M A V E R I C K A I

# TURN CLAUDE INTO A MILLION-DOLLAR MARKETING TEAM

**46 FREE PRO MARKETING SKILLS, INSTALLED IN MINUTES**

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*There's a free library of real marketing playbooks you can drop straight into Claude. Once they're in, Claude stops giving generic advice and starts working from professional frameworks for copy, ads, SEO, email, and more.*

Get the free library here:

[github.com/coreyhaines31/marketingskills](https://github.com/coreyhaines31/marketingskills)

The direct link to all 46 free marketing skills

How to browse the library and pick what you need

The exact way to install a skill into Claude (that works)

Prompts that put your new skills to work

How to stack skills into a full marketing team

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2026 Edition

# What This Actually Is

A marketer named Corey Haines (he runs Swipe Files and Conversion Factory) put a big library of marketing "skills" online, completely free. A skill is a set of professional frameworks and step-by-step playbooks packaged so an AI can follow them. You install one into Claude, and from then on Claude uses that real marketing framework instead of winging it.

So instead of "write me some ad copy" and getting something generic, Claude pulls from an actual ad-creative framework and gives you the kind of work a seasoned marketer would produce. Stack a few of these and Claude covers copywriting, ads, SEO, email, pricing, and more.

Here is the free library. Click it and follow along:

[github.com/coreyhaines31/marketing\\_skills](https://github.com/coreyhaines31/marketing_skills)

46

free skills (and growing)

\$0

to use all of them

~2min

to install one

## IT WORKS ON THE FREE PLAN

You do not need a paid Claude account to use skills. Free, Pro, and Max all support them. The only requirement is turning on one setting (code execution), which we cover in the install step. The skills themselves are free and open-source.

# Step 1: Browse The Library

Open the link and get familiar with what is in there.

## STEP 1: Open the repo

Go to [github.com/coreyhaines31/marketingskills](https://github.com/coreyhaines31/marketingskills). This is GitHub, where the free skills live. Do not let the code-looking layout scare you, you are only here to grab files.

## STEP 2: Find the list of skills

At the top you will see a few folders. Click the folder named **skills** to see all the individual skill folders. Or just scroll down the main page, and the README lists every skill with a short description of what it does. Either way, that is the full menu.

## A taste of what is in there

| Category           | Skills you'll find                                                     |
|--------------------|------------------------------------------------------------------------|
| Copy & content     | copywriting, copy-editing, emails, cold-email, social, sms, video      |
| Conversion (CRO)   | cro, signup, onboarding, popups, paywalls                              |
| SEO & discovery    | seo-audit, ai-seo, programmatic-seo, schema, site-architecture         |
| Paid & creative    | ads, ad-creative                                                       |
| Growth & retention | referrals, churn-prevention, free-tools, co-marketing, community       |
| Strategy & money   | marketing-plan, marketing-ideas, pricing, offers, marketing-psychology |
| Sales & research   | sales-enablement, revops, prospecting, customer-research, competitors  |

### TIP

Do not try to install all 46 at once. Pick the 2 or 3 that match what you need this week, copywriting and ad-creative are a great starting pair, and add more later.

## Step 2: Get The Skill Onto Your Computer

Claude needs a skill as a zipped folder, so the cleanest move is to grab the whole free library once, then you have all 46 ready to upload whenever you want.

### STEP 1: Download the whole library

On the repo page, click the green **Code** button near the top, then **Download ZIP**. That downloads every skill in one file. Find it in your Downloads and unzip it (double-click on Mac, or right-click then Extract on Windows).

### STEP 2: Zip up the one skill you want

Open the unzipped folder, then open the **skills** folder inside it. Each skill is its own folder (like **copywriting**). Zip that single folder on its own:

**Mac:** right-click the skill folder, choose "Compress." You'll get a .zip.

**Windows:** right-click the skill folder, choose "Compress to ZIP file" (or Send to, then Compressed folder).

#### WHY ZIP THE FOLDER AND NOT JUST THE SKILL.md

Each skill is a folder that holds a SKILL.md plus supporting files. Claude's uploader needs the whole folder as a single .zip, so uploading just the SKILL.md file on its own will get rejected. Zip the folder, upload the zip, and it works.

#### TIP

Downloading the whole library once means you never have to come back. All 46 skills are sitting on your computer, and you just zip and upload whichever one you need, whenever.

## Step 3: Install It Into Claude

Now put the skill inside Claude. This is a one-time thing per skill.

### STEP 1: Turn on code execution

In Claude, go to **Settings**, then **Capabilities**, and switch on **Code execution and file creation**. Skills need this to run, and the Skills menu will not even show up until it is on.

### STEP 2: Open your Skills page

Click **Customize** in the bottom-left, then **Skills**. This is where your installed skills live.

### STEP 3: Upload the skill

Click the **+** button, then choose **Upload a skill**. Select the .zip you made in the last step. Claude reads it and adds it to your list.

### STEP 4: Toggle it on

Find the new skill in your list and flip its toggle on. That is it, the skill is now live and Claude will use it automatically when the task fits.

## If it is not installing

**You don't see a Skills menu.** Code execution is off. Turn it on in Settings, then Capabilities, and it appears.

**Upload failed or "missing skill.md."** You probably zipped the wrong thing. Zip the skill's folder itself (the one with SKILL.md inside), not the whole library and not the lone SKILL.md file.

## Step 4: Put It To Work

Installed and toggled on, Claude now reaches for the skill on its own when your request matches. You can also name it to be sure. Here is what to actually type.

### CONTENT STRATEGY

Build me a full content strategy for my business.  
Here's what I do: [one line on your product and  
who it's for]. Use my content-strategy skill.

### AD CREATIVE

Write me 10 ad variations for [product] aimed at  
[audience], with different angles and hooks. Use  
my ad-creative skill.

### EMAIL SEQUENCE

Write a 5-email welcome sequence for someone who  
just signed up for [product]. Use my emails  
skill.

### LANDING PAGE COPY

Rewrite my homepage to convert better. Here's the  
current copy: [paste]. Use my copywriting and cro  
skills.

### TIP

If Claude answers without using the skill, just name it: "use my ad-creative skill for this." Once it grabs the right one, the quality jump is obvious, it starts working from the framework instead of guessing.

# Step 5: Build The Whole Team

One skill is a specialist. A few stacked together is a marketing department. The skills are built to work with each other, so installing several lets Claude hand its own work from one to the next.

## A starter stack that covers most of it

Install these five and you have a surprisingly complete team: **product-marketing** (the foundation the others read first), **copywriting**, **ad-creative**, **emails**, and **seo-audit**. Add **pricing**, **cro**, or **social** as you need them.

### PUT THE STACK TO WORK

```
Using my marketing skills, build me a full
go-to-market plan for [product]: positioning, the
core copy, 3 ad concepts, a welcome email
sequence, and the top SEO pages to create.
```

### START WITH PRODUCT-MARKETING

The product-marketing skill is the base the others build on. It captures your product, audience, and positioning once, so every other skill works from the same context. Install it first and everything downstream gets sharper.

### TIP

New skills get added to the library over time. Every so often, pop back to the repo, download the latest ZIP, and grab anything new. The list started at 29 and is already past 45.

# The One-Page Cheat Sheet

The whole thing, top to bottom. Screenshot this.

The library: [github.com/coreyhaines31/marketingskills](https://github.com/coreyhaines31/marketingskills)

| Step                      | What you do                                                          |
|---------------------------|----------------------------------------------------------------------|
| 1. Browse                 | Open the repo, click the skills folder or scroll to the list         |
| 2. Download               | Green Code button, then Download ZIP; unzip it                       |
| 3. Zip one skill          | Inside skills/, zip the single folder you want (e.g. copywriting)    |
| 4. Turn on code execution | Claude: Settings, then Capabilities, enable it                       |
| 5. Upload                 | Claude: Customize, then Skills, +, then Upload a skill; pick the zip |
| 6. Toggle on              | Flip the skill on, then just ask Claude to use it                    |

## The rules that make it work

Zip the skill FOLDER, not the lone SKILL.md. Turn on code execution or the Skills menu hides. Start with product-marketing, then stack. Name the skill in your prompt if Claude does not grab it. Works on the free plan.

### YOUR ACTION PLAN

1. Open the repo and download the ZIP. 2. Zip up 2 skills to start (try copywriting + ad-creative). 3. Turn on code execution in Claude. 4. Customize, Skills, +, Upload a skill, for each one. 5. Ask Claude to build something and watch the quality jump.

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*Free frameworks in, professional marketing out. That's the whole trick.*