

UNLOCK CLAUDE

MY TOP 20 CLAUDE SKILLS YOU HAVE TO INSTALL

The Skills That Make Claude 10x More Powerful. Free to Install. Instant Upgrade.

Marketing • Writing • Design • Video • Sales • Development • Productivity

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How to Install Any Skill

Every skill in this guide is free and open source. Here is how to install any of them in about 30 seconds.

1. Open the **Claude desktop app** and go to the **Code** tab.
2. Click the GitHub link for the skill you want (each skill page has one).
3. Download the skill file (usually SKILL.md or the full repo).
4. Drag and drop the file into Claude's Code tab.
5. Type **"Install"** and press Enter.
6. Claude confirms it is installed. You are done.

SKILLS ARE FREE AND STACKABLE

You can install as many skills as you want. They do not conflict with each other. Claude automatically knows when to activate each one based on what you ask. Install all 20 and Claude becomes a completely different tool.

1

MARKETING

Marketing Skills

by Corey Haines

Installs 30+ completely free marketing agents that handle everything from SEO audits to copywriting, email sequences, CRO, analytics, and growth engineering. Each skill reads your product context first so every output is tailored to your brand, audience, and positioning. This is like hiring an entire marketing team that works inside Claude.

What It Does:

- SEO audits that crawl your site and give you a prioritized fix list
- Copywriting for landing pages, ads, emails, and social posts
- Email sequence builder for onboarding, nurture, and sales flows
- CRO analysis that reviews your pages and suggests conversion improvements
- Analytics interpretation that turns raw data into actionable insights
- Growth engineering with experiment frameworks and prioritization

WHEN TO USE THIS

You are a founder, creator, or marketer who needs professional marketing output without hiring a team. Works for any business type. Start with the SEO audit and copywriting skills first.

PRO TIP

Run the SEO audit on your homepage first. It will give you a prioritized list of fixes that often takes an agency \$2,000+ to produce.

DOWNLOAD:

<https://github.com/coreyhaines31/marketingskills>

2

WRITING

Stop-Slop

by Hardik Pandya

Forces Claude to strip out every AI giveaway from your writing. It catches and removes predictable patterns like throat-clearing openers, emphasis crutches, filter phrases, structural cliches, binary contrasts, dramatic fragmentation, and all the little tells that scream "a robot wrote this." Your writing will actually sound like a real human wrote it.

What It Does:

- Detects and removes throat-clearing openers ("In today's world...")
- Kills emphasis crutches and filler phrases
- Eliminates structural cliches like binary contrasts and rule-of-three lists
- Strips dramatic fragmentation and false depth
- Bans AI vocabulary words ("delve," "tapestry," "landscape")
- Removes passive voice and vague attributions

WHEN TO USE THIS

You are writing blog posts, emails, social media content, or any text that needs to sound human. Especially important if you are publishing content under your own name and do not want people to know AI helped.

PRO TIP

Pair this with the Humanizer skill (#9) for a two-layer approach. Stop-Slop catches patterns at the writing stage. Humanizer does a full rewrite pass after.

DOWNLOAD:

<https://github.com/hardikpandya/stop-slop>

3

DESIGN

UI/UX Pro Max

by Next Level Builder

Gives Claude a built-in database of 50+ UI styles, 161 color palettes, 57 font pairings, 99 UX guidelines, and 25 chart types across 10 frameworks (React, Next.js, Vue, Svelte, SwiftUI, React Native, Flutter, Tailwind, shadcn/ui, HTML/CSS). The Design System Generator analyzes your project and builds a complete, tailored design system in seconds.

What It Does:

- Say "fintech dashboard" and it picks style, colors, and typography automatically
- 50+ pre-built UI style templates (glassmorphism, brutalism, corporate, etc.)
- 99 UX guidelines baked in so interfaces are usable, not just pretty
- Works across 10 frameworks including React, Vue, and SwiftUI
- 25 chart types for data-heavy applications
- Generates a full design system document you can share with your team

WHEN TO USE THIS

You are building any user-facing interface and want it to look professional instead of generic. Works for web apps, mobile apps, dashboards, landing pages, and internal tools.

PRO TIP

Start every project by telling Claude the industry ("fintech," "healthcare," "e-commerce") and let the Design System Generator pick the right aesthetic. Then reference that system in all your prompts.

DOWNLOAD:

<https://github.com/nextlevelbuilder/ui-ux-pro-max-skill>

4

VIDEO

Remotion Video

by Remotion Dev (Official)

Lets Claude open its own video editor and build fully animated, production-ready videos from a single text prompt. It uses React under the hood, so Claude can create product demos, social media videos, animated explainers, and motion graphics. This is the official skill from the Remotion team with domain-specific rules for 3D content, animations, audio, captions, charts, and transitions.

What It Does:

- Build full videos from a text prompt (product demos, social clips, explainers)
- 29 domain-specific rules covering 3D, animations, audio, captions, and charts
- Uses React-based rendering for pixel-perfect control
- Export as MP4 with professional transitions and motion graphics
- Claude scaffolds new projects with `npx create-video@latest`
- Supports text overlays, data-driven animations, and audio syncing

WHEN TO USE THIS

You need to create video content without hiring a video editor or learning After Effects. Great for product demos, animated social media posts, course content, and marketing videos.

PRO TIP

Start with simple projects. Ask Claude to create a 10-second animated logo reveal or a text-based social media clip. Once you see how it works, scale up to full product demos.

DOWNLOAD:

<https://github.com/remotion-dev/skills>

5

PRODUCTIVITY

Context Engineering Kit

by NeoLab HQ

Reduces the amount of tokens Claude uses per response so you stop hitting those usage limits and get way more out of Claude every single day. It teaches Claude efficient response patterns with minimal token footprint while maintaining full quality. The skills are hand-crafted to improve agent result quality and predictability at the same time.

What It Does:

- Cuts token usage significantly without losing response quality
- Teaches Claude to load skills on-demand instead of all at once
- Keeps context window under 60% capacity for better performance
- Improves response predictability and consistency
- Compatible with Claude Code, OpenCode, Cursor, Gemini CLI, and more
- Focused on improving results, not just reducing costs

WHEN TO USE THIS

You are a heavy Claude user who keeps hitting usage limits or running out of context. Also useful if you are building complex projects that require long conversations with lots of back-and-forth.

PRO TIP

Install this before any other skills. It optimizes how Claude manages its context window, which makes every other skill work more efficiently.

DOWNLOAD:

<https://github.com/NeolabHQ/context-engineering-kit>

6

ADS

Arcads

by Kruse Media LLC

Create AI marketing videos and images using your Arcads account, powered by AI agents in Claude Code. It supports Sora 2, Veo 3.1, Kling 3.0, and Nano Banana for video generation, and includes skills for generating UGC video ads, YouTube thumbnails, and AI influencer content. Upload product photos and Claude builds complete ad creatives from them.

What It Does:

- Generate UGC video ads with AI avatars for any product
- Create AI influencers with full-body hero images and multiple angles
- Build YouTube thumbnails using 5 proven click-generating formulas
- Uses Sora 2, Veo 3.1, Kling 3.0, and Nano Banana for video
- Product photo style references for consistent brand visuals
- Full prompt library for marketing-specific video generation

WHEN TO USE THIS

You are running ads on social media and need UGC-style video creatives, product demos, or influencer-style content without hiring actors or editors. Pairs perfectly with the Picsart CLI for image generation.

PRO TIP

Start by generating a single UGC ad for your best-selling product. Upload a product photo as a style reference and tell Claude the hook and offer. Once you have one that works, batch out variations for A/B testing.

DOWNLOAD:

<https://github.com/krusemediallc/arcads-claude-code>

7

DEVELOPMENT

Superpowers

by Jesse Vincent (obra)

The biggest community-built skill library in the Claude ecosystem with 40,000+ GitHub stars. A composable framework that structures the full software development lifecycle: brainstorming, git worktree setup, implementation planning, subagent execution, test-driven development, and code review before merging. Turns Claude into a senior engineering team.

What It Does:

- Refines ideas through structured brainstorming questions
- Breaks projects into small, implementable tasks automatically
- Dispatches fresh subagents per task with two-stage review
- Enforces RED-GREEN-REFACTOR test-driven development discipline
- Handles git worktree setup and branch management
- Presents merge options with branch cleanup when done

WHEN TO USE THIS

You are a developer building anything non-trivial. This skill turns Claude from a code assistant into a structured development partner that follows real engineering practices. Essential for any multi-file project.

PRO TIP

Let the skill run its full workflow. Do not skip the brainstorming or planning phases. The structured approach feels slower at first but produces dramatically better code than just asking Claude to write things directly.

DOWNLOAD:

<https://github.com/obra/superpowers>

8

DESIGN

Picsart GenAI CLI

by Picsart

Gives Claude access to 140+ AI models for generating images (Flux, Recraft, Nano Banana), videos (Sora, Kling, Veo, Runway), and audio (ElevenLabs). One install command, pay-per-use credits, no subscription. This turns Claude into a full creative studio where you type what you want and get professional visuals back in seconds.

What It Does:

- 140+ models for images, video, audio, and editing in one tool
- Image models: Flux 2 Pro, Recraft V4, Nano Banana, GPT Image
- Video models: Sora, Kling, Veo, Runway
- Audio models: ElevenLabs for voiceovers and text-to-speech
- Editing tools: background removal, 4x upscaling, object erasure
- Pay-per-use credits with no monthly subscription

WHEN TO USE THIS

You need to generate any visual content (images, videos, audio) directly inside Claude. Works for product photos, social media graphics, ad creatives, voiceovers, and more.

PRO TIP

Install the Headshot Studio skill after this one if you want professional AI headshots. The Picsart CLI is the foundation that all Picsart skills build on.

DOWNLOAD:

<https://picsart.com/gen-ai-cli/>

9

SALES

AI Sales Team

by Zubair Trabzada

An AI-powered sales team for Claude Code with 14 skills and 5 parallel agents. It researches prospects, qualifies leads using BANT and MEDDIC frameworks, finds decision makers, generates personalized outreach sequences, prepares you for meetings, writes proposals, and produces PDF pipeline reports. Like having a full SDR team inside Claude.

What It Does:

- Prospect research with company and contact intelligence
- Lead qualification using BANT and MEDDIC scoring frameworks
- Decision-maker identification and org chart mapping
- Personalized email and LinkedIn outreach sequences
- Meeting prep briefs with talking points and objection handling
- PDF pipeline reports with deal stage tracking

WHEN TO USE THIS

You are in B2B sales, running outreach, or building a pipeline. This is your entire sales operations stack in one skill. Especially powerful for founders doing their own sales without a dedicated SDR.

PRO TIP

Start with the prospect research agent. Feed it a company URL and let it build a complete brief before you reach out. The context it gathers makes the outreach sequences dramatically more personal and effective.

DOWNLOAD:

<https://github.com/zubair-trabzada/ai-sales-team-claude>

10

KNOWLEDGE

Obsidian Second Brain

by *Eugeniu Ghelbur*

Turns your Obsidian vault into a living, AI-powered second brain with 31 commands organized across 4 layers. Claude can operate your vault without you even opening Obsidian. It pulls live web research into your notes, runs scheduled agents that update your vault while you sleep, and synthesizes knowledge across years of notes to surface connections you would never find manually.

What It Does:

- 31 commands for managing your entire knowledge base from Claude
- Scheduled agents that research and update your vault automatically
- Live web research pulled directly into organized vault notes
- Cross-note synthesis that finds hidden connections in your knowledge
- Vault-first research that builds on what you already know
- Works without opening Obsidian, Claude handles everything

WHEN TO USE THIS

You use Obsidian (or want to start) and want Claude to manage, grow, and synthesize your knowledge base. Also great if you want an AI research assistant that remembers everything and builds on it over time.

PRO TIP

Set up a daily scheduled agent that scans industry news related to your work and adds summaries to your vault. Over time, Claude builds a comprehensive knowledge base you can query for instant insights.

DOWNLOAD:

<https://github.com/eugeniuqhelbur/obsidian-second-brain>

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SECURITY

Trail of Bits Security

by Trail of Bits

Professional security expertise from one of the most respected security firms in the world. This skill gives Claude the ability to perform static analysis, variant analysis, and vulnerability detection on your codebase. If you build software, this skill helps Claude find security issues before attackers do.

What It Does:

- Static analysis for common vulnerability patterns
- Variant analysis to find similar bugs across your codebase
- Vulnerability detection with severity classification
- Security-focused code review with remediation suggestions
- Built by real security researchers, not generic AI rules
- Covers web, API, smart contract, and infrastructure security

WHEN TO USE THIS

You are a developer or engineering team that cares about shipping secure code. Install this if you are building anything that handles user data, payments, authentication, or sensitive information.

PRO TIP

Run this skill on your authentication and payment code first. Those are the highest-risk areas where a vulnerability could be catastrophic.

DOWNLOAD

<https://github.com/trailofbits/skills>

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2

PRODUCTIVITY

Caveman Mode

by Julius Brussee

Makes Claude talk in ultra-compressed language, cutting approximately 75% of output tokens while keeping full technical accuracy. If you are constantly hitting Claude's usage limits, this skill dramatically extends how much you can accomplish per session. The responses are terse but everything important is preserved.

What It Does:

- Cuts output tokens by approximately 75%
- Preserves full technical accuracy in compressed format
- Includes cavemem for compressing what Claude remembers, not just what it says
- Works across Claude Code, Cursor, Gemini, and Codex
- Ideal for long coding sessions that eat through context fast
- Toggle it on when you need endurance, off when you need polish

WHEN TO USE THIS

You are a heavy Claude user who hits rate limits or runs out of context in long sessions. This is the fastest way to extend your effective usage by 3-4x without paying more.

PRO TIP

Pair this with the Context Engineering Kit (#5) for maximum efficiency. Context Engineering optimizes the input side. Caveman optimizes the output side. Together they can extend your sessions dramatically.

DOWNLOAD:

<https://github.com/juliusbrussee/caveman>

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3

TESTING

Playwright Skill

by Justin Lackey

Gives Claude the ability to write and execute browser automation on the fly using Playwright. Claude autonomously decides when to use this skill based on your testing needs. It opens a real browser, navigates your app, clicks buttons, fills forms, takes screenshots, and verifies that everything works. Your entire QA process, automated by Claude.

What It Does:

- Claude autonomously writes and runs Playwright tests
- Opens real browsers to test your web application end-to-end
- Navigates pages, clicks elements, fills forms, and verifies output
- Takes screenshots to visually verify UI states
- Handles complex multi-step flows (login, checkout, form submission)
- Model-invoked: Claude decides when to use it without you asking

WHEN TO USE THIS

You build websites or web apps and want automated QA without writing test code yourself. Claude writes the tests, runs them, identifies failures, and reports what broke.

PRO TIP

After building a new feature, just ask Claude to "test the checkout flow" or "verify the login page works." It will write the Playwright script, run it, and tell you if anything failed.

DOWNLOAD:

<https://github.com/lackeyjb/playwright-skill>

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4

SEO

SEO Machine

by Craig Hewitt

A specialized workspace for creating long-form, SEO-optimized blog content for any business. It handles research, writing, analysis, and optimization in one workflow. Describe your topic and target keywords, and Claude produces a full article structured to rank on Google, complete with keyword clustering and content gap analysis.

What It Does:

- Keyword research and clustering for topic authority
- Content gap analysis to find what competitors missed
- Full long-form article writing optimized for search engines
- Internal linking suggestions based on your existing content
- Meta title and description generation with click-through optimization
- Readability scoring and structure recommendations

WHEN TO USE THIS

You are publishing blog content and want it to actually rank on Google instead of just existing. This skill turns Claude into an SEO content strategist who does the keyword research and writing in one shot.

PRO TIP

Feed it your top 3 competitors' blogs first. The content gap analysis will show you exactly which topics they rank for that you do not cover yet.

DOWNLOAD

<https://github.com/TheCraigHewitt/seomachine>

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5

AUTOMATION

Entrepreneur Skills

by Matt Warren

24 production-ready entrepreneurship skills covering marketing, sales, operations, finance, and leadership. Built by a founder, for founders. This is not generic business advice. Each skill is a specific workflow that takes a real entrepreneurial task and breaks it into an executable process that Claude can complete end-to-end.

What It Does:

- Business plan and financial projection generation
- Pitch deck creation with investor-ready formatting
- Cold outreach sequences for sales and partnerships
- Hiring process management with job descriptions and scorecards
- Operations playbooks for SOPs and process documentation
- Leadership frameworks for team management and decision-making

WHEN TO USE THIS

You are a founder or early-stage entrepreneur who wears every hat. Instead of hiring specialists for each function, this skill gives Claude the playbooks to handle marketing, sales, ops, finance, and leadership tasks for you.

PRO TIP

Start with the financial projection skill if you are fundraising. It builds investor-ready models from your actual numbers.

DOWNLOAD

<https://github.com/mfwarren/entrepreneur-claude-skills>

1 6

DATA

D3.js Visualization

by Chris von Csefalvay

Teaches Claude to produce interactive data visualizations using D3.js. If you work with data and need charts, graphs, or interactive dashboards, this skill turns Claude into a data visualization expert. It builds SVG-based graphics that you can embed directly in websites, presentations, or reports.

What It Does:

- Interactive line charts, bar charts, scatter plots, and more
- SVG-based output that scales perfectly at any resolution
- Embeddable visualizations for websites and dashboards
- Data-driven animations and transitions
- Custom color schemes and responsive layouts
- Export-ready graphics for presentations and reports

WHEN TO USE THIS

You have data that needs to be visualized and want more than a basic chart. This skill produces professional, interactive visualizations you can embed anywhere. Great for reports, dashboards, and data storytelling.

PRO TIP

Upload a CSV file and ask Claude to "visualize the trends with an interactive D3 chart." The output is production-ready HTML you can drop into any website.

DOWNLOAD

<https://github.com/chrisvoncsefalvay/claude-d3js-skill>

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MOBILE

iOS Simulator Skill

by Conor Luddy

Optimizes Claude's ability to build, run, and interact with iOS apps through the simulator. It wraps xcodebuild commands to save context and lets Claude navigate your app, take screenshots, and test interactions. If you are building iOS apps with Claude, this skill closes the loop between writing code and seeing it run.

What It Does:

- Build and launch iOS apps in the simulator from Claude
- Navigate screens, tap buttons, and test user flows
- Take screenshots to verify UI matches expectations
- Wraps xcodebuild to save context and reduce token usage
- Test on different device sizes (iPhone, iPad)
- Debug layout and interaction issues visually

WHEN TO USE THIS

You are building an iOS app with Claude and want it to actually run and test the app, not just write code. This skill gives Claude eyes and hands inside your simulator.

PRO TIP

After Claude writes a new screen or feature, ask it to build and screenshot the result in the simulator. This feedback loop catches layout bugs immediately instead of discovering them later.

DOWNLOAD:

<https://github.com/conorluddy/ios-simulator-skill>

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8

DESIGN

Frontend Slides

by Rui Zhang

Creates animation-rich HTML presentations from scratch or converts existing PowerPoint files into beautiful web-based slide decks. The slides include smooth transitions, animations, and responsive layouts that look significantly better than anything you could build in PowerPoint or Google Slides.

What It Does:

- Build full presentations from a topic or outline
- Convert existing .pptx files into animated web slides
- Smooth CSS transitions and animations between slides
- Responsive layouts that work on any screen size
- Code syntax highlighting for technical presentations
- Export as standalone HTML file you can host anywhere

WHEN TO USE THIS

You need to create a presentation that actually looks impressive. Conference talks, investor pitches, client presentations, or internal demos that need to stand out from the typical slide deck.

PRO TIP

Give Claude a detailed outline with your key points and let it design the full deck. The animations and transitions it generates are way beyond what PowerPoint templates offer.

DOWNLOAD:

<https://github.com/zarazhangrui/frontend-slides>

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DESIGN

Algorithmic Art

by Anthropic (Official)

An official skill from the Claude team that creates generative art using p5.js with seeded randomness and particle systems. Describe the visual style you want and Claude builds code-generated art that is unique every time. The output is real code, so you can tweak parameters and regenerate infinite variations.

What It Does:

- Generate unique generative art from text descriptions
- Uses p5.js with seeded randomness for reproducible results
- Particle systems, flow fields, fractals, and geometric patterns
- Infinite variations by changing the random seed
- Export as PNG, SVG, or interactive web page
- Great for social media graphics, backgrounds, and NFTs

WHEN TO USE THIS

You need unique visual content that is not stock photography and not AI-generated images. Algorithmic art creates patterns and compositions that are genuinely original. Great for brand graphics, website backgrounds, and creative projects.

PRO TIP

Ask Claude to create a generative art piece in your brand colors with a specific mood ("organic and flowing" or "geometric and precise"). Then ask for 5 variations with different seeds to pick your favorite.

DOWNLOAD:

<https://github.com/anthropics/skills>

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MOBILE

React Native Agent Skills

by Callstack (Official)

The official React Native skill collection from Callstack, the core contributors to React Native. Gives Claude deep expertise in building mobile apps with React Native, covering JavaScript/React patterns, native iOS and Android integration, bundling, app size optimization, and platform-specific best practices.

What It Does:

- Built by Callstack, core contributors to React Native
- JavaScript and React component best practices
- Native iOS and Android integration patterns
- Bundling optimization and app size reduction
- Platform-specific handling for iOS vs. Android differences
- Performance tuning for smooth 60fps mobile experiences

WHEN TO USE THIS

You are building a mobile app with React Native and want Claude to follow official best practices from the people who actually maintain the framework. This is the authoritative source for React Native development with Claude.

PRO TIP

Combine this with the UI/UX Pro Max skill (#3) for the full mobile development stack. UI/UX Pro Max handles the design system. This skill handles the React Native implementation details.

DOWNLOAD:

<https://github.com/callstackincubator/agent-skills>

Quick Reference

#	Skill	Category	Best For
1	Marketing Skills	Marketing	30+ marketing agents in a box
2	Stop-Slop	Writing	Strip AI tells from your writing
3	UI/UX Pro Max	Design	Professional interface design
4	Remotion Video	Video	Build videos from text prompts
5	Context Engineering	Productivity	Reduce token usage
6	Arcads	Ads	AI video ads and UGC content
7	Superpowers	Development	Full dev lifecycle framework
8	Picsart GenAI CLI	Design	140+ image/video/audio models
9	AI Sales Team	Sales	14-skill B2B sales pipeline
10	Obsidian 2nd Brain	Knowledge	AI-powered knowledge base
11	Trail of Bits	Security	Vulnerability detection
12	Caveman Mode	Productivity	75% token reduction
13	Playwright Skill	Testing	Automated browser QA
14	SEO Machine	SEO	SEO-optimized blog content
15	Entrepreneur Skills	Automation	24 founder playbooks
16	D3.js Visualization	Data	Interactive data charts
17	iOS Simulator	Mobile	Build and test iOS apps
18	Frontend Slides	Design	Animated presentations
19	Algorithmic Art	Design	Generative code art
20	RN Agent Skills	Mobile	React Native mobile apps

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Install the skills. Unlock the power.