

CLAUDE SKILLS FOR CREATORS.

*What they are, why you need them, and how to
build your own — in under five minutes.*

THE BASICS

What are Skills?

Skills are reusable instruction sets that tell Claude how to handle specific tasks. Think of them as saved expertise — instead of re-explaining what you want every time, you install a Skill once and Claude just knows.

Without Skills, you'd paste the same prompts over and over. With Skills, you type a natural request and Claude automatically knows your preferences, your format, your voice.

WHY CREATORS NEED THEM

Every creator has repetitive workflows: writing captions, drafting newsletters, building pitch decks, editing documents. Skills turn these into one-step automations. You stop being the bottleneck.

The creators using Skills right now are shipping content in half the time. The ones who aren't are still copy-pasting prompts from their Notes app.

TRY THIS

"Install the productivity skill and ask Claude to manage your to-do list, then create a content calendar for next week based on your current projects."

STEP BY STEP

Installing Skills.

There are three ways to get Skills into Claude:

From the Marketplace. 1. The Marketplace.

Open Claude Desktop or Cowork. Go to the Plugin Marketplace. Browse by category or search for what you need. Click Install. Done. The Skill is now available in every conversation.

Upload your own. 2. Upload a ZIP.

In Claude.ai, go to Customize, then Skills, click the + button, then Create Skill. Upload a ZIP file containing your Skill folder. It appears in your Skills list immediately. Toggle it on or off whenever you want.

Create from scratch. 3. Build one from scratch.

Use the Skill Creator (pre-installed in Claude Desktop). Describe what you want the Skill to do, give it a few example prompts, and Claude generates the entire Skill for you — including the SKILL.md file, the trigger description, and the instructions.

TRY THIS

"I want to create a Skill that writes Instagram captions in my voice. My tone is [describe]. Here are three example captions I've written that I love: [paste examples]. Build me a Skill from this."

THE STARTER STACK

Skills every creator should install.

Caption Writer

Generates Instagram and TikTok captions in your voice. Feed it examples of your best captions and it matches your tone, length, and style every time. No more staring at a blank caption field.

Presentations (PPTX)

Builds pitch decks and slide presentations from a single prompt. Perfect for brand partnership decks, media kits, and course outlines.

Documents (DOCX)

Creates contracts, proposals, briefs, and templates as polished Word docs. Use it for brand deal agreements, SOWs, and client deliverables.

PDF Creator

Builds branded PDFs like this guide. One-sheets, lead magnets, playbooks — all formatted and ready to share.

Scheduling

Sets up recurring tasks that run automatically. Daily content reminders, weekly analytics reviews, monthly newsletter prep.

Canvas Design

Creates visual assets — posters, one-sheets, social graphics. Not Canva-level design, but fast and on-brand for digital deliverables.

BUILD YOUR OWN

The Caption Skill.

Your voice, automated. Every caption sounds like you wrote it.

This is the Skill I use to write every Instagram caption for Creator Side Hustle. It knows my voice, my format preferences, my CTA style, and my hashtag preferences. I type what the post is about and get a ready-to-post caption in seconds.

Here's how to build yours: How to build yours:

1. Gather 5-10 of your best captions — the ones that got the most engagement or that sound the most like you.
2. Open Claude and use the Skill Creator. Paste your captions as examples.
3. Tell Claude your preferences: short or long captions, emoji style, CTA type (question, save this, link in bio), hashtag style (5 max for Instagram).
4. Claude generates a complete Caption Skill. Install it. Every caption from now on sounds like you.

TRY THIS

"Create a caption Skill for my Instagram @creatorsidehustle. My voice is punchy, insider, generous. I write short declarative sentences. I never hedge. I use 5 hashtags max. My CTA style is a direct question or 'save this.' Here are my 5 best captions: [paste them]."

THE PLAYBOOK

INSTALL ONE. BUILD ONE. SHIP FASTER.

Skills are the gap between creators who use AI and those who actually use AI. Install your first one today.

Send this to a creator who needs it.

FOLLOW @CREATORSIDEHUSTLE FOR MORE AI TIPS FOR CREATORS

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