Turn a Claude Skill into a client offer

Free guide by CalleAI · @calleai · calleai.pages.dev · As of 10.11.2026 · Example guide
A Skill is a folder of instructions and scripts that Claude loads when a task needs it. This guide shows how to package one repeatable task as a Skill and sell the result as a small service.

1. What a Skill is

A Skill tells Claude how to do one job the same way every time: the steps, the rules and any helper scripts.

Good first Skills:

- A weekly report from a spreadsheet
- Product descriptions in one brand voice
- A checklist review of contracts or offers

Good to know: A Skill does not replace your judgement. Check the first results by hand before you sell them.

2. Build your first Skill

Step by step

1. Pick one task you already do for others.
2. Write down the steps exactly as you do them.
3. Ask Claude to turn these steps into a Skill.
4. Test it on three real examples and fix what goes wrong.

3. Prompts to copy

Create the Skill:
Here are the steps I use for <task>. Turn them into a Claude Skill with clear rules and an example.

Test it:
Run the Skill on this example and list every place where you were unsure.

4. Turn it into an offer

- Sell the result, not the Skill: a finished report, not a prompt.
- Start with one fixed package and one price.
- Ask your first clients what they would pay for next.

My tip: Keep one Skill per job. Small Skills are easier to test and to explain.