10x Team

Complete Skills & Capabilities Guide

Your comprehensive reference for 75+ marketing automation skills, AI-powered workflows, and autonomous campaign execution.

75+
Skills

150+
Commands

40+
Agents

108
Templates

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Marketing & Content

content-marketing

Content strategy, editorial calendars, content pillar mapping, blog planning, and content audit

Commands:

```
/content-strategy
/editorial-calendar
/content-audit
```

Capabilities:

Topic cluster creation

SEO-optimized content

Content repurposing

Editorial workflow

copywriting

Conversion copywriting formulas, headline templates, email copy, landing page structures

Commands:

```
/copy-formula
/headline-generator
/landing-page-copy
```

Capabilities:

AIDA framework

PAS formula

Headline A/B variants

CTA optimization

email-marketing

Email campaigns, newsletters, drip sequences, automation flows

Commands:

```
/email-sequence
/newsletter
/drip-campaign
```

Capabilities:

Welcome sequences

Nurture campaigns

Re-engagement flows

Abandoned cart recovery

seo-optimization

SEO analysis, keyword research, on-page optimization, technical SEO audit

Commands:

```
/seo-audit
/keyword-research
/on-page-seo
```

Capabilities:

Keyword gap analysis

Content optimization

Technical SEO fixes

Backlink strategy

social-media

Social media strategy, content calendar, engagement tactics

Commands:

```
/social-strategy
/social-calendar
/engagement-plan
```

Capabilities:

Platform-specific content

Hashtag strategy

Engagement optimization

Analytics tracking

Outreach & Lead Generation

outreach/discovery-engine

AI-powered prospect discovery using Exa and Websets MCP

Commands:

```
/discover-prospects
/lead-list
/prospect-research
```

Capabilities:

LinkedIn prospect search

Company research

Contact enrichment

ICP matching

outreach/linkedin-adapter

LinkedIn automation for connection requests, messages, and engagement

Commands:

```
/linkedin-connect
/linkedin-message
/linkedin-engage
```

Capabilities:

Connection automation

InMail sequences

Profile viewing

Engagement tracking

outreach/twitter-adapter

Twitter/X automation for engagement and outreach

Commands:

```
/twitter-engage
/twitter-dm
/twitter-follow
```

Capabilities:

Tweet engagement

DM sequences

Follower targeting

Thread creation

outreach/email-composer

AI-powered email composition for cold outreach

Commands:

```
/compose-email
/email-template
/personalize-email
```

Capabilities:

Personalized emails

Template management

A/B variants

Follow-up sequences

outreach/workflow-engine

Multi-step outreach workflow automation

Commands:

```
/outreach-workflow
/sequence-builder
/campaign-executor
```

Capabilities:

Multi-channel sequences

Timing optimization

Response handling

Campaign tracking

Ads & Analytics

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ads-management

Paid advertising on Google Ads, Meta Ads, LinkedIn Ads

Commands:

```
/ad-copy
/audience-targeting
/ad-campaign
```

Capabilities:

Ad copywriting

Audience segmentation

Budget optimization

ROAS tracking

analytics

Marketing analytics, KPI tracking, reporting dashboards

Commands:

```
/analytics-report
/kpi-dashboard
/campaign-metrics
```

Capabilities:

Performance tracking

Attribution analysis

Custom dashboards

ROI calculation

campaign-management

Marketing campaign planning, execution, and optimization

Commands:

```
/campaign-plan
/campaign-launch
/campaign-optimize
```

Capabilities:

Campaign strategy

Timeline planning

Budget allocation

Performance optimization

Design & Landing Pages

landing-page

6-agent workflow for complete landing page generation

Commands:

```
/landing-page
/lp-copy
/lp-design
```

Capabilities:

Full page generation

Copy optimization

Design system

Conversion optimization

design

Brand and visual design entry point

Commands:

```
/design-system
/brand-assets
/visual-direction
```

Capabilities:

Brand guidelines

Color systems

Typography

Component design

frontend-design

Production-grade frontend interfaces

Commands:

```
/ui-component
/page-design
/responsive-layout
```

Capabilities:

React components

Responsive design

Accessibility

Animation

brand-guidelines

Brand voice, visual identity, messaging frameworks

Commands:

```
/brand-voice
/visual-identity
/messaging-framework
```

Capabilities:

Voice documentation

Logo usage

Color palette

Typography rules

Workflow & Automation

workflow-engine

Autonomous workflow execution for multi-step tasks

Commands:

```
/workflow-create
/workflow-execute
/workflow-canvas
```

Capabilities:

Visual workflow design

Autonomous execution

Error handling

Output generation

mcp-management

Model Context Protocol server management

Commands:

```
/mcp-status
/mcp-tools
/mcp-select
```

Capabilities:

Server discovery

Tool selection

Context routing

Capability detection

ai-multimodal

Process multimedia with Google Gemini API

Commands:

```
/analyze-image
/generate-image
/process-video
```

Capabilities:

Image analysis

Image generation

Video processing

Audio transcription

Development Tools

backend-development

Backend systems with Node.js, Python, databases

Commands:

```
/api-design
/database-schema
/authentication
```

Capabilities:

API development

Database design

Auth systems

Microservices

frontend-development

React/TypeScript frontend development

Commands:

```
/react-component
/typescript-setup
/state-management
```

Capabilities:

React patterns

TypeScript

State management

Performance optimization

devops

Cloud infrastructure on Cloudflare, Docker, GCP

Commands:

```
/deploy-worker
/docker-setup
/ci-cd
```

Capabilities:

Cloudflare Workers

Docker containers

CI/CD pipelines

Cloud deployment

Quick Reference - All Commands

Command	Skill	Category
/ad-campaign	ads-management	Ads & Analytics
/ad-copy	ads-management	Ads & Analytics
/analytics-report	analytics	Ads & Analytics
/analyze-image	ai-multimodal	Workflow & Automation
/api-design	backend-development	Development Tools
/audience-targeting	ads-management	Ads & Analytics
/authentication	backend-development	Development Tools
/brand-assets	design	Design & Landing Pages
/brand-voice	brand-guidelines	Design & Landing Pages
/campaign-executor	outreach/workflow-engine	Outreach & Lead Generation
/campaign-launch	campaign-management	Ads & Analytics
/campaign-metrics	analytics	Ads & Analytics
/campaign-optimize	campaign-management	Ads & Analytics
/campaign-plan	campaign-management	Ads & Analytics
/ci-cd	devops	Development Tools
/compose-email	outreach/email-composer	Outreach & Lead Generation
/content-audit	content-marketing	Marketing & Content
/content-strategy	content-marketing	Marketing & Content
/copy-formula	copywriting	Marketing & Content
/database-schema	backend-development	Development Tools
/deploy-worker	devops	Development Tools
/design-system	design	Design & Landing Pages
/discover-prospects	outreach/discovery-engine	Outreach & Lead Generation
/docker-setup	devops	Development Tools
/drip-campaign	email-marketing	Marketing & Content

/editorial-calendar	content-marketing	Marketing & Content
/email-sequence	email-marketing	Marketing & Content
/email-template	outreach/email-composer	Outreach & Lead Generation
/engagement-plan	social-media	Marketing & Content
/generate-image	ai-multimodal	Workflow & Automation
/headline-generator	copywriting	Marketing & Content
/keyword-research	seo-optimization	Marketing & Content
/kpi-dashboard	analytics	Ads & Analytics
/landing-page	landing-page	Design & Landing Pages
/landing-page-copy	copywriting	Marketing & Content
/lead-list	outreach/discovery-engine	Outreach & Lead Generation
/linkedin-connect	outreach/linkedin-adapter	Outreach & Lead Generation
/linkedin-engage	outreach/linkedin-adapter	Outreach & Lead Generation
/linkedin-message	outreach/linkedin-adapter	Outreach & Lead Generation
/lp-copy	landing-page	Design & Landing Pages
/lp-design	landing-page	Design & Landing Pages
/mcp-select	mcp-management	Workflow & Automation
/mcp-status	mcp-management	Workflow & Automation
/mcp-tools	mcp-management	Workflow & Automation
/messaging-framework	brand-guidelines	Design & Landing Pages
/newsletter	email-marketing	Marketing & Content
/on-page-seo	seo-optimization	Marketing & Content
/outreach-workflow	outreach/workflow-engine	Outreach & Lead Generation
/page-design	frontend-design	Design & Landing Pages
/personalize-email	outreach/email-composer	Outreach & Lead Generation
/process-video	ai-multimodal	Workflow & Automation
/prospect-research	outreach/discovery-engine	Outreach & Lead Generation
/react-component	frontend-development	Development Tools
/responsive-layout	frontend-design	Design & Landing Pages
/seo-audit	seo-optimization	Marketing & Content
/sequence-builder	outreach/workflow-engine	Outreach & Lead Generation
/social-calendar	social-media	Marketing & Content
/social-strategy	social-media	Marketing & Content

/state-management	frontend-development	Development Tools
/twitter-dm	outreach/twitter-adapter	Outreach & Lead Generation
/twitter-engage	outreach/twitter-adapter	Outreach & Lead Generation
/twitter-follow	outreach/twitter-adapter	Outreach & Lead Generation
/typescript-setup	frontend-development	Development Tools
/ui-component	frontend-design	Design & Landing Pages
/visual-direction	design	Design & Landing Pages
/visual-identity	brand-guidelines	Design & Landing Pages
/workflow-canvas	workflow-engine	Workflow & Automation
/workflow-create	workflow-engine	Workflow & Automation
/workflow-execute	workflow-engine	Workflow & Automation

Getting Started

Step 1: Run Setup

```
Windows: .\install.ps1
Linux/Mac: chmod +x setup.sh && ./setup.sh
```

Step 2: Configure MCP Servers

Copy .claude/.mcp.json.example to .claude/.mcp.json and add your API keys for Exa and Websets.

Step 3: Try Your First Command

Lead Generation:

```
/discover-prospects SaaS founders in fintech, 20 leads
```

Email Campaign:

```
/email-sequence welcome series for new trial users
```

Landing Page:

```
/landing-page AI analytics tool for SaaS teams
```

Content Strategy:

```
/content-strategy B2B SaaS product launch
```

Workflow:

```
/workflow-create complete product launch campaign
```