Building With Claude Skills

Extend AI with Domain Expertise

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What You'll Leave With

1 **Understanding**
Know when to use Skills vs full agents, and why Skills often win

2 **Hands-On Experience**
Build your own custom skill during the workshop

3 **Immediate Value**
Walk out with skills you can use today - no deployment needed

What Are Claude SKills?

Custom instructions that turn Claude into a specialized tool

Instructions live in markdown file that you can upload to Claude

Persists across conversations

Agents vs Skills

Agents

Autonomous systems that observe, decide, and act in loops

- API keys and authentication
- Deployment infrastructure
- State management
- Error handling and retries
- Monitoring and logging

Skills

Modular instructions that extend Claude's capabilities on-demand

- Just a markdown file
- No deployment
- Works in claude.ai today
- Claude manages execution
- Shareable and composable

Rule of thumb: If you're doing the same type of task repeatedly, make it a skill.

When to Use Which

USE SKILLS

Personal productivity

You are the only user

No external API calls needed

Workflows you repeat often

Document generation with your style

USE AGENTS

Building for others

Need external integrations

Autonomous background tasks

Complex multi-step workflows

Production deployment required

THE INSIGHT
Most people jump to building agents when a skill would solve their problem in 10 minutes. Skills are the simpler, faster sibling - start there.

How Skills Work (Progressive Loading)

LEVEL 1   **Always Loaded**   Metadata (name + description, ~100 tokens)

LEVEL 2   **When Triggered**   Instructions (SKILL.md body, ~5k tokens)

LEVEL 3   **As Needed**   Resources and Scripts (bundled files)

WHY IT MATTERS

Skills don't waste context. Claude only loads what it needs, when it needs it.

Anatomy of a Skill

```
---
name: brand-voice
description: "Apply brand
guidelines to content."
---
# Brand Voice Guidelines
## Tone
Professional but approachable...
## Colors
Primary: #4A6FA5
Accent: #C4654A
## Examples
See examples/ folder
```

YAML Frontmatter

Required. Name (64 chars max) and description (1024 chars max) tell Claude when to trigger the skill.

Markdown Body

Instructions, workflows, best practices. Write like onboarding docs for a new team member.

Bundled Files

Optional. Scripts, templates, reference docs. Claude reads these as needed.

Tips for Building Good Skills

Name + description (triggers when to use it), Core philosophy (how it should think), Clarifying questions (what to ask before acting), Step-by-step workflow, Output format, Red flags / common mistakes, Tone guidelines

Pre-Built Skills

pptx

Create presentations, edit slides, analyze content

xlsx

Spreadsheets, data analysis, charts and reports

docx

Word documents, formatting, tracked changes

pdf

Generate PDFs, fill forms, merge documents

These work automatically in claude.ai - no setup required

Skills I Built for Today

Blockchain SaaS Idea Generator

Generates product ideas based on your knowledge

Blockchain SaaS Evaluator

Validates if the idea is worth building

Tokenomics Starter

Decides if you need a token + simple framework

Mini Hackathon — Your Turn

Use the skills to develop a blockchain SaaS pitch

1 Use Idea Generator → get 2-3 ideas

2 Use Evaluator → pick the best one

3 Use Tokenomics Starter → decide on token (if needed)

Prepare a 5 minute pitch about your SaaS product idea

What's Next

- https://platform.claude.com/docs/en/agents-and-tools/agent-skills/overview

- https://github.com/ashleyscruse/ai-tools-for-founders/tree/main

- https://mcpservers.org/claude-skills

NEED MORE?

Custom agent development for your business.

Full deployment, external integrations,

production-ready systems.

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