Self-Improving Systems in Claude Code

Video Overview

What: Tutorial on building AI systems that improve themselves automatically using Claude Code.

Demos: (1) Chatbot that evaluates responses & updates its own prompt, (2) App that monitors user behavior & proposes new features.

Why it matters: NOVEL concept - AI that improves ITSELF without human intervention. Slightly scary, very compelling.

Psychological Angles

- **Awe:** "Mind-blowing" - infinite loop, systems that evolve
- **Fear:** "Terrifying" - AI improving itself, Skynet vibes
- **Efficiency:** "Set it and forget it" - never manually update
- **Insider:** "What top 1% are building" - exclusive knowledge
- **Future:** "The future of software" - be ahead of everyone
- **Technical:** "Exact architecture" - appeals to engineers

Recommended Titles

1. **How to Build Self-Improving Systems in Claude Code**
2. **Claude Code Can Now Improve ITSELF (Here's How)**
3. **I Made Claude Code Rewrite Its Own Prompts**
4. **The TERRIFYING Claude Code Feature Nobody Talks About**
5. **Stop Updating Prompts - Let Claude Code Do It ITSELF**

A/B Testing Strategy

- **Round 1:** V1 (Awe) vs V2 (Fear) - emotional extremes
- **Round 2:** Winner vs V4 (Insider) - test FOMO
- **Round 3:** Winner vs V3 or V6 based on audience

Hypothesis: V1 or V2 will win - emotional hooks beat practical for novel content.

Launch Strategy

- **Launch:** "How to Build Self-Improving Systems in Claude Code"
- **24hr Backup:** "Claude Code Can Now Improve ITSELF (Here's How)"
- **48hr Viral:** "The TERRIFYING Claude Code Feature Nobody Talks About"

V1: The Infinite Loop

Psychology: Awe / Wonder
Concept: Glowing infinite loop with Claude Code at center. Mind-blowing, futuristic.
Text: "IT IMPROVES ITSELF"
Colors: Space blue/purple (#0A0A1A-#1A0A2E), Claude Orange (#E07A4F), Blue glow (#4A9EFF)

V2: The Warning

Psychology: Fear / Caution
Concept: Recursive Claude logos spiraling inward. Ominous, Skynet vibes.
Text: "AI THAT IMPROVES ITSELF"
Colors: Dark red to black (#2A0A0A-#0A0A0A), Warning red (#D32F2F)

V3: The Automation Dream

Psychology: Efficiency
Concept: Clean cycle visualization, graphs trending up automatically.
Text: "NEVER UPDATE MANUALLY AGAIN"
Colors: Blue to teal (#0A2E4A-#0A4A4A), Cyan (#00B4A0)

V4: The Insider Secret

Psychology: Exclusivity / FOMO
Concept: Dramatic spotlight revealing Claude Code like pulling back a curtain.
Text: "THE SECRET TOP BUILDERS USE"
Colors: Dark spotlight (#0A0A0A), Gold (#FFB800)

V5: The Evolution

Psychology: Future / Visionary
Concept: Evolution staircase: basic code > AI-assisted > self-improving (Claude at peak).
Text: "THE FUTURE OF SOFTWARE"
Colors: Dark to bright gradient, Electric Blue (#00D4FF)

V6: The Blueprint

Psychology: Technical / Builder
Concept: Clean system diagram: Database > Evaluate > Update Prompt > Deploy loop.
Text: "THE SELF-IMPROVING ARCHITECTURE"
Colors: Dark blue-gray (#1A1A2E), White lines, Orange nodes