

Your First AI Skill

Teach it once. Use it forever.

Quick Start Guide
Friday AI Workshop | Skills Series, Week 1 of 4

Jay the AI Guy

What a Skill Is

You have explained your business to an AI more times than you can count. Your brand voice. What you sell. Who your customers are. What you would never say.

Every new chat, from scratch, again.

That is not the AI being limited. That is you being the memory. And that is a job you should not have.

A skill is an SOP your AI can read and follow.

You write your process down once. From then on, the AI does the job your way, every time, without being reminded.

What is inside a skill

- **A name.** Short and specific.
- **A description.** Tells the AI when to use it.
- **The steps.** Written the way you would explain them to a new hire.
- **The rules.** What it should never do.
- **An example.** What the work looks like done right.

That is the whole thing. It is a text file in plain English. No coding required.

Skill vs Prompt vs Project vs Gem

These four get confused constantly. Here is the difference.

What it is	How it works
Prompt	One request, typed once. Lives nowhere. Best for one-off asks.
Project	A folder that holds context for ongoing work. Lives inside one AI tool. Best for one big thing you keep coming back to.
Gem	A saved set of instructions inside the Gemini app. Lives only in Google. Best for repeat tasks if Google is where you work.
Skill	A portable instruction file. Works across multiple tools. Best for the same job, done your way, forever.

The short version: a prompt is a text message. A skill is the employee handbook chapter.

Where Skills Work Right Now

Claude	Available on the Free, Pro, Max, Team, and Enterprise plans. Requires code execution turned on in settings. This is where the workshop demos, because the free plan works.
ChatGPT	Personal skills are a business account feature, covering Business, Enterprise, Healthcare, and Edu. Most personal accounts will not see the option.
Gemini app	Uses Gems instead. Same idea, same problem solved, but a Gem stays inside Google and does not move to other tools.

Platform features change quickly. If what you see does not match this page, trust your screen over this guide.

Turn On Skills in 90 Seconds

1. Create a free account

Go to claude.ai and sign up. No credit card needed.

2. Open Settings

[Screenshot placeholder]

3. Find Skills and turn it on

This also requires code execution to be enabled. [Screenshot placeholder]

4. Confirm the Skills panel is visible

[Screenshot placeholder]

If your screen looks different from these images, the interface has moved. Look for Skills under settings or capabilities.

Install the Follow-Up Writer

1. Download the file

From the workshop link. It is a single file ending in .md

2. Open your Skills panel

Choose the option to add or upload a skill.

3. Select the file you downloaded

4. Confirm it appears in your list

That is it. You now have a working skill installed.

Make It Sound Like You

Open the skill file and find the profile block near the top. Fill it in once.

MY NAME

MY BUSINESS

WHAT WE DO, in one sentence

HOW I SIGN OFF (example: Thanks, Jay)

TONE (warm and casual / friendly professional / direct and brief)

MY BOOKING LINK

MY PHONE

Save the file and reinstall it. Every follow-up from that point sounds like you instead of sounding like a robot.

This is also your first taste of editing a skill. Week 3 is where you build one from scratch.

Use It

Paste in whatever you scribbled down after a conversation. It does not need to be neat. Messy is the point.

You get back three things

The follow-up email

A specific subject line, an opening that proves you were listening, a short recap, an answer to whatever they were worried about, and exactly one clear ask.

The internal recap

Four to six blunt bullets for your own notes or your CRM.

The next steps

A checklist split into what you owe them and what they owe you.

And sometimes a fourth thing: Check These

If your notes said the budget was around 300, the skill will not write \$300 in an email to your customer. It flags it and tells you to confirm before sending.

That is the difference between an AI that helps you and one that embarrasses you in front of someone who was about to buy.

The One Rule

A skill is a set of instructions, and some of them can run small programs on your behalf.

So think of it as a stranger handing you a recipe, and the recipe comes with a helper who walks into your kitchen.

If you cannot read it and understand what it does, do not install it.

That is the whole rule.

Both of the biggest AI companies scan these files for problems. Both of them also tell you in writing not to rely on the scan. Your own eyes are the last line, and honestly they are a pretty good one, because these files are written in plain English.

Week 2 covers how to open one up and check it in about ten seconds.

Your Homework

Use the Follow-Up Writer once this week on a real conversation. Just once.

Then post the subject line it wrote for you in the group. Jay is reading a few out loud at the top of Week 2.

Join the group: facebook.com/groups/jaytheaiguy

What Is Coming

Week 2: Steal These Skills

Where to find them, how to vet them, and how to spot a bad one in ten seconds. Includes a shortlist of twelve skills tested for small business, because the public directories are full of developer tools.

Week 3: Build Your Own

Two ways to build a skill from your own business, in under twenty minutes. One of them involves recording yourself doing the task and letting the AI write the skill for you.

Week 4: From Instructions to Action

Connect your skill to JourneyBuilder so the work actually gets done instead of handed back to you.

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Friday AI Workshop | 10:30 AM ET

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