

Skills: teach it once. It stays taught.

Your take-home from the Skills Review + AMA. Everything you need to build your first skill tonight — the setup, the exact prompts from the live demos, and the one-phrase trick that links them together.

What a skill is

A set of instructions you write once, that the AI picks up automatically whenever it's relevant. It isn't code — it's a text file you can read, like an onboarding doc for a new assistant. Three parts:

TRIGGER

The description at the top. When should this fire? The more specific, the more reliable.

INSTRUCTIONS

Plain English. Your steps, your rules, your tone, your banned words.

REFERENCE

Your real work, alongside the file. The part that makes it sound like you.

Set it up

In Claude

Settings → Capabilities → **Code execution — ON**

Customize → Skills

EVERY PLAN — FREE INCLUDED

Do the Capabilities step first — skip it and the Skills list looks empty. On a team account, an owner enables it in Organization settings first.

In ChatGPT

Plugins → Skills tab

The same skill file works in both tools — build it once in either place, load it in the other.

PAID PLANS — PLUS AND UP — NOT FREE OR GO

On a workspace account, an admin may need to switch Skills on. Your old Custom GPTs still work — but build new things as skills.

Homework: build one before Friday

● ● ● my-voice-review.skill

Your voice review

The live build, with your samples. Three pieces you wrote and liked — ten minutes. Prompt 01 →

● ● ● fair-housing-review.skill

Your fair housing review

Your brokerage's actual guidelines as the reference file. Prompt 02 →

● ● ● daily-news-download.skill

Your daily news download

The day's real estate news as your two-minute morning brief — a talking point for every conversation.

Pick one. Not three. The interview prompt works for all of them — just swap the job in the first line.

THE PAYOFF

Open a **brand-new chat**, ask for the job — no setup, nothing pasted — and watch the skill fire on its own. That's the test that it worked. And when your style changes, you edit the file, not the chat.

ONE MORE THING

Beta testers wanted — the new market update newsletter

Early access for members who help shape it. Honest feedback beats polite feedback — "this is confusing" is exactly what we need to hear.

Reply **NEWSLETTER** to the follow-up email

Prompt 01 — Build your voice review

Paste this into a new chat, then **answer its questions out loud in your real voice**. When it's done, feed it three pieces you wrote and liked, download the skill, and upload it under Customize → Skills.

● ● ● prompt-01 · the interview

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I want to create a skill that reviews any piece of writing against my voice and flags where it drifts.

Before you write it, interview me. Ask me one question at a time about how I actually sound — my tone, my rhythm, sentence length, how I open and close, the words and phrases I'd never use, and how my voice changes depending on what I'm writing. Ask follow-ups when my answer is vague.

I write in a few different modes — listing descriptions and client emails at minimum — so build the skill with a named voice profile for each, and have it pick the right profile based on what it's reviewing (or let me name one). When it reviews something, I want it to quote the line that drifts, say why it doesn't sound like me, and offer a rewrite in my voice.

When you have enough, write the skill.

Prompt 02 — Build your fair housing review

More direct — no interview needed. Upload your brokerage's guidelines as the reference file when it asks. **This is a first-pass safety net, not legal advice — your broker still reviews.**

● ● ● prompt-02 · the direct build

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Create a skill that reviews real estate marketing copy for fair housing risk. Use it whenever I ask for a compliance check or fair housing review of listing copy, ads, emails, or social posts.

Ground rules: describe the property, never the buyer. Flag any language about who the home or neighborhood is "perfect for" or "ideal for," references to family status, religion, national origin, disability, or age; school-quality claims; and coded phrases like "safe," "exclusive," or "up-and-coming." For every flag: quote the line, rate the risk (high / caution), explain why in one sentence, and suggest a compliant rewrite that keeps the selling point.

I'm going to give you my brokerage's guidelines as reference material — treat those as the source of truth where they're stricter than these rules.

Prompt 03 — Link them with one phrase

Once both skills are uploaded, run this — then in any new chat, **"Run the full review on this"** fires both at once. One phrase, one report, your whole editorial desk.

● ● ● prompt-03 · the link

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Update the description of my voice review skill and my fair housing review skill so that each one also fires whenever I ask for a "full review" of any marketing copy. Keep everything else the same.

Notes from the AMA