



GTM SKILLS

FREE & OPEN SOURCE

103 SKILLS

The GTM Skills Library Guide

100+ AI skills that plug into Claude Code and actually do the work. Lead gen, outreach, competitive intel, SEO, content, ads. Install once, use forever.

103

SKILLS

9

CATEGORIES

7

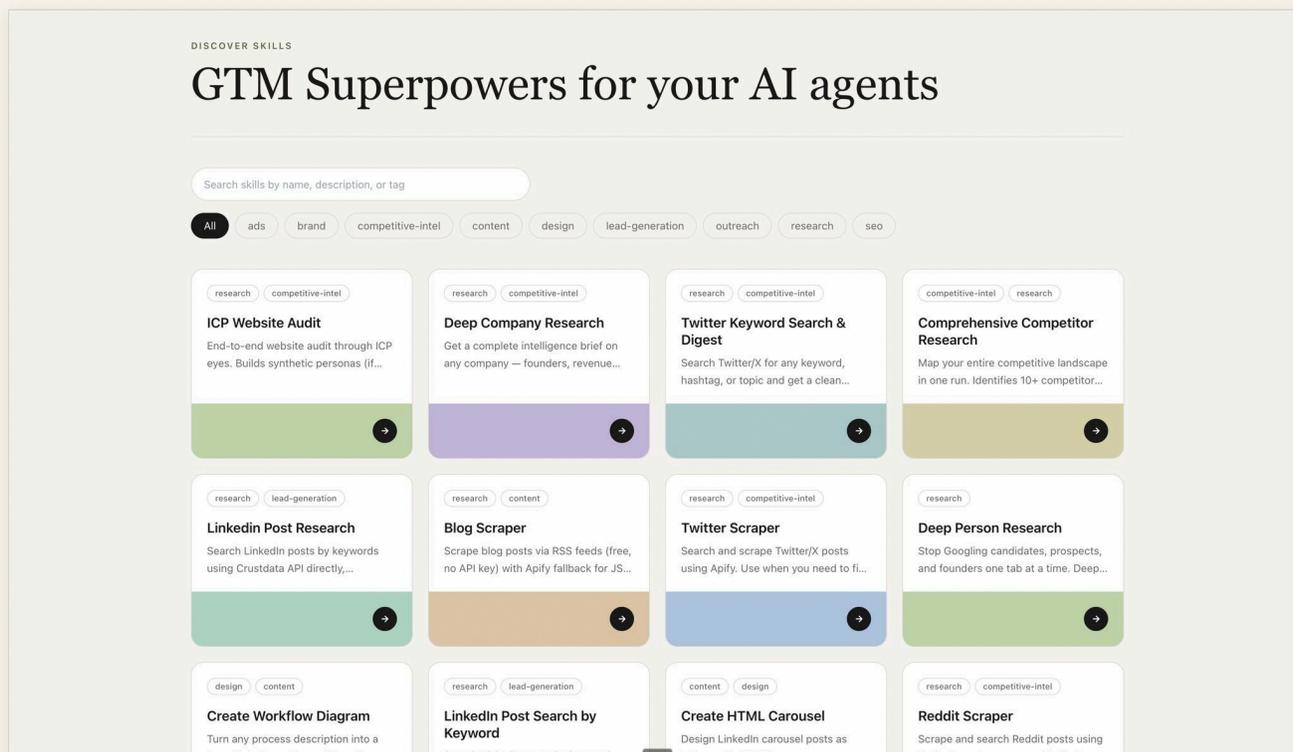
PLAYBOOKS

30

MIN SETUP

What Is This?

A team open-sourced 100+ GTM skills for Claude Code. Not prompts — autonomous workflows that scrape, research, analyze, and deliver real output.



THE ORIGINAL TWEET BY SHIV SAKHUJA — 860 LIKES, 54 RETWEETS

Not “help you brainstorm.” **Do.** Each skill is a structured instruction file that tells Claude exactly how to execute a GTM task — scrape Reddit for ICP pain points, monitor competitor posts, find leads from LinkedIn comments.

You install a skill once. It triggers when the task shows up. No re-prompting. No re-explaining context. Claude reads the skill and runs the full workflow autonomously.

These aren't prompts. They're autonomous workflows with scripts, API calls, and multi-step execution.

How Skills Work

Each skill is a folder with two files. That's the entire architecture.

SKILL.md

The brain. Structured instructions telling Claude what to do, step by step. Phases, CLI commands, output formats, trigger conditions.

skill.meta.json

Metadata for the registry. Slug, category, tags, supported platforms. Used by the installer to find and download.

Three Types

CAPABILITIES

Single-purpose tools. One job, done well.

33

COMPOSITES

Multi-step workflows chaining capabilities.

61

PLAYBOOKS

End-to-end processes. Full engines.

9

The screenshot shows the GitHub repository page for 'athina-ai/goose-skills'. The repository is public and has 182 stars, 33 forks, and 12 commits. The main branch is selected. The file list shows various folders and files, including .changeset, .github/workflows, bin, schemas, scripts, skills, test, .gitignore, README.md, package-lock.json, package.json, and skills-index.json. The 'skills' folder is highlighted. The right sidebar shows the repository's 'About' section, which includes a description: 'Library of GTM skills for Claude Code, Codex, Cursor'. It also lists tags like 'skills', 'gtm', 'cursor', 'codex', 'claude', 'claudecode', 'claude-skills', and 'claudecode-skills'. Other sections include 'Releases' (No releases published) and 'Packages' (No packages published).

GITHUB.COM/ATHINA-AI/GOOSE-SKILLS - 182 STARS, MIT LICENSE

Install Your First Skill

Requirements

Claude Code (or Cursor / Codex)

Node.js for the npx installer

Python 3 for scraping scripts

API Keys

Apify — free tier works

Apollo — for lead enrichment

Optional: CrustData, Supabase

1 Install any skill with one command

```
Terminal  
$ npx goose-skills install competitor-intel
```

Downloads from GitHub into ~/.claude/skills/

2 Copy the skill into your project

```
Terminal  
$ mkdir -p .claude/skills  
$ cp ~/.claude/skills/competitor-intel/SKILL.md \  
  .claude/skills/competitor-intel.md
```

3 Use it — just describe the task

```
Claude Code  
> "Track [competitor] across Reddit, Twitter,  
  and LinkedIn. Run a deep research pass."
```

Claude loads the skill and executes the full workflow.

OTHER COMMANDS

`npx goose-skills list` — see all 100+ skills

`npx goose-skills info <slug>` — details on any skill

Find Your Leads

Stop manually searching LinkedIn. These skills build qualified lead lists from Apollo, events, competitor audiences, and KOL followers — scored and deduplicated.

apollo-lead-finder	Two-phase Apollo prospecting. First pass finds ICP matches. Second pass selectively enriches only the best with emails and phones. Deduplicates against your existing Supabase leads so you never pay for the same contact twice.
icp-identification	Give it a company name. It researches the org, defines your Ideal Customer Profile with firmographic and technographic criteria, then routes to TAM mapping or direct lead search. The starting point for any outbound motion.
tam-builder	Builds a scored Total Addressable Market using Apollo Company Search. Each company gets an ICP fit score, tier assignment (A/B/C), and upserts to Supabase. You get a prioritized target account list.
lead-qualification	Walks you through defining qualification criteria, then batch-enriches and scores your lead list. Output: ranked leads with fit scores and recommended next actions.
champion-tracker	Your best customers change jobs. This skill detects when champions move to new companies and checks if the new org matches your ICP. Warmest possible outbound.
competitor-post-engagers	Scrapes people who liked/commented on a competitor's top LinkedIn posts. These leads are already interested in your space — they just chose the wrong vendor.
pain-language-engagers	Searches LinkedIn for posts where people complain about problems your product solves. Finds the exact frustrated buyers and captures their language for outreach.
kol-engager-icp	Find ICP-fit leads hiding in KOL audiences. Scrapes high-engagement posts from industry influencers and qualifies every engager against your profile.

QUICK START

```
npx goose-skills install icp-identification → tell Claude: "Research [company]. Define my ICP and find 20 matching leads."
```

Automate the Ask

From lead list to live campaign — cold email sequences, LinkedIn messages, and signal-triggered outreach that writes itself.

cold-email-outreach	The full pipeline. You define the goal and audience. Claude selects leads, designs the sequence (3-5 emails), writes personalized copy per recipient, and pushes to Smartlead, Instantly, Lemlist, or CSV. One command, live campaign.
linkedin-outreach	Takes your lead list and writes personalized LinkedIn message sequences. Connection request + follow-ups tailored to each prospect's role, company, and recent activity.
email-drafting	Pure copywriting engine. Uses proven frameworks (AIDA, PAS, BAB) with three personalization tiers. Outputs emails you can actually send without editing.
setup-outreach-campaign	Sets up everything in Smartlead: audience segments, messaging variants, send schedule, mailbox allocation, warmup settings. Ready to launch.

Signal-Based Outreach

Real-world event detected → company researched → contacts found → outreach drafted. Fully automatic:

funding-signal-outreach

Series A-C announced → qualifies org against ICP → finds decision-makers → writes congrats + value prop.

hiring-signal-outreach

Job posting matches your product → finds hiring manager + team lead → drafts outreach referencing the role.

champion-move-outreach

Past champion joins new company → researches new org → writes warm "great to see you at [company]" message.

leadership-change-outreach

New CXO or VP hired → evaluates if their mandate matches your product → drafts intro outreach.

BEST COMBO

funding-signal-outreach + cold-email-outreach. Signal detected → leads found → emails written → campaign live. Zero manual steps.

Know Everything They're Doing

competitor-intel	Deep research across Reddit, Twitter/X, LinkedIn on any competitor. Run it once for a report, or schedule daily/weekly monitoring. You get structured intel: what they're saying, what customers say about them, where they're showing up.
battlecard-generator	Scrapes a competitor's website, G2/Capterra reviews, ad libraries, social, and pricing. Outputs a sales battlecard: strengths, weaknesses, objection handling, win/loss patterns. Hand it to your AEs.
competitive-pricing-intel	Live-scrapes pricing pages and checks Wayback Machine history. Tracks plan tier changes, feature gating shifts, and price increases over time. Know when they move before your customers tell you.
competitor-ad-teardown	Pulls all ads from Meta Ad Library and Google Ads Transparency. Reverse-engineers their funnel: hooks, landing pages, offers, audiences. See exactly what's spending.
tech-stack-teardown	Reverse-engineers a company's GTM tech stack from public signals: CRMs, email tools, ad pixels, sending domains, analytics. Know what they use and where the gaps are.
review-intelligence-digest	Scrapes G2, Capterra, Trustpilot reviews for you AND competitors. Extracts themes, objections, proof points, and exact customer language you can reuse in copy.
company-current-gtm-analysis	Full GTM teardown of any company: content strategy, founder LinkedIn activity, SEO footprint, hiring signals, traffic estimates. The complete picture.
competitive-strategy-tracker	Living competitive profiles with timeline tracking of positioning, messaging, features, and pricing changes. See how competitors evolve quarter over quarter.
competitor-content-tracker	Monitors competitor blogs, LinkedIn, and Twitter/X on a recurring basis. Spots narrative shifts and new positioning angles before they gain traction.

PRO MOVE

Run **battlecard-generator** on your top 3 competitors. Hand the output to sales. Instant objection handling, competitive positioning, and win themes.

Own the Channels

SEO & Content

seo-content-audit Full SEO footprint: site catalog, domain authority, backlink profile, brand voice extraction. The foundation for any content strategy.

seo-opportunity-finder Compares your content against competitor keyword rankings. Finds quick wins: topics they rank for that you don't cover.

topical-authority-mapper Maps complete topic clusters: hub pages, spoke articles, internal linking architecture. Outputs a content plan.

content-brief-factory SERP analysis + competing page breakdown + customer language = detailed briefs your writers can execute.

content-repurposer One long-form asset → 10+ derivatives: LinkedIn posts, tweets, email snippets, video scripts, carousel slides.

programmatic-seo-planner Identifies pSEO patterns worth building: /vs/ pages, /integrations/, /alternatives-to/. Estimates traffic potential.

Ads & Paid

google-ads-builder ICP + product in, full campaign out: keyword architecture, ad groups, headlines, descriptions, negative keywords. Ready to import.

meta-ads-campaign-builder End-to-end Meta campaign: audience targeting, ad set structure, copy framework, creative direction. Launch-ready.

ad-angle-miner Mines converting angles from reviews, Reddit, support tickets, and competitor ads. Finds hooks your team hasn't tried.

ad-creative-intelligence Scrapes competitor ads from Meta + Google, clusters by hook/angle/format. Shows what's working in your category.

ad-campaign-analyzer Analyzes live campaign performance across platforms. What's working, what's wasting budget, what to test next.

serp-feature-sniper Analyzes SERP features per keyword. Produces optimized content structures to win featured snippets and PAA boxes.

COMBO

seo-content-audit + content-brief-factory → audit your site, find gaps, generate briefs for every missing topic. One session.

Signals & Sales Ops

Monitoring & Signals

Set up once, get daily intelligence without lifting a finger.

signal-scanner

Detects buying signals across your entire TAM. Three phases: free public signals, Apify-powered deep signals, then scoring + dedup. Output: ranked accounts showing intent.

funding-signal-monitor

Monitors TechCrunch, Crunchbase, Twitter, HN, LinkedIn for Series A-C funding. New money = new budget = new opportunities.

industry-scanner

Daily intelligence sweep across web, social, news, blogs, communities. Know what's happening in your space before anyone else.

churn-risk-detector

Scans support tickets, Slack, NPS, usage patterns for early churn signals. Weekly risk scorecard so CS can intervene early.

Sales Operations

Prep, coaching, and pipeline intelligence that makes every rep better.

sales-call-prep

Deep dives the person AND their company. Maps findings to your product's value props. Output: talking points, landmines to avoid, questions to ask.

meeting-brief

Checks your calendar each morning, researches every external attendee, sends you a personalized brief before each meeting.

pipeline-review

Pulls pipeline from any CRM. Structured review: deal health, stuck deals, forecast accuracy, next actions per opportunity.

sales-coaching

Analyzes email campaigns, call transcripts, reply patterns. Finds what top reps do differently and where others lose deals.

Set up monitoring once. Get daily intelligence on signals, competitors, and customer health — without lifting a finger.

Full Playbooks

Each playbook chains multiple skills into a complete process. One command starts it. You get structured output at the end.

Outbound Prospecting Engine

detect signals → research → find contacts → personalize → launch

Full outbound from zero. Detects intent signals, researches matching companies, finds contacts, writes personalized sequences, pushes to your sending tool. The entire SDR workflow.

SEO Content Engine

audit → gaps → keywords → calendar → draft content

Audits your current SEO, finds content gaps vs competitors, builds keyword architecture, creates an editorial calendar, then drafts the actual articles.

Competitor Monitoring System

track content + ads + reviews + social → weekly digest

Ongoing competitive intel on autopilot. Tracks content, ads, reviews, social mentions, and product changes. Delivers a weekly digest.

Signal Detection Pipeline

detect buying signals → qualify → outreach context

Multi-source signal detection: funding, hiring, leadership changes, news. Qualifies each signal against your ICP and generates outreach context.

Event Prospecting Pipeline

find attendees → research → qualify → launch outreach

Conference prospecting. Finds attendees, researches their companies, qualifies against ICP, launches outreach before the event starts.

Client Onboarding

intelligence → synthesis → client package → growth strategy

For agencies and consultancies. Gathers intelligence on a new client, synthesizes into a Client Intelligence Package, produces a growth strategy.

The Skills Library

Browse all 103 skills at skills.gooseworks.sh — filterable by category, searchable by name.

The screenshot shows the Skills Library website interface. At the top, there is a navigation bar with the Gooseworks logo, a 'Blog' link, and a 'Subscribe' button. Below the navigation bar, the main heading reads 'DISCOVER SKILLS' followed by 'GTM Superpowers for your AI agents'. A search bar is present with the placeholder text 'Search skills by name, description, or tag'. Below the search bar, there are several filter buttons: 'All', 'ads', 'brand', 'capabilities', 'competitive-intel', 'composites', 'content', 'lead-generation', 'monitoring', 'outreach', 'playbooks', 'research', and 'seo'. The 'All' button is currently selected. Below the filters, there are four skill cards displayed in a grid. Each card has a 'playbooks' tag and a right-pointing arrow button. The cards are:

- Signal Detection Pipeline** (playbooks): Detect buying signals from multiple sources, qualify leads, and generate...
- Seo Content Engine** (playbooks): Build and run an SEO content engine: audit current state, identify gaps, bui...
- Outbound Prospecting Engine** (playbooks): End-to-end outbound prospecting: detect intent signals, research...
- Event Prospecting Pipeline** (playbooks): Find attendees at conferences/events, research their companies, qualify...

 Below these cards, the start of another row of cards is visible, including 'Competitor Monitoring', 'Client Packet Engine', 'Client Package Notion', and 'Client Package Local'.

SKILLS.GOOSEWORKS.SH — BROWSE BY CATEGORY

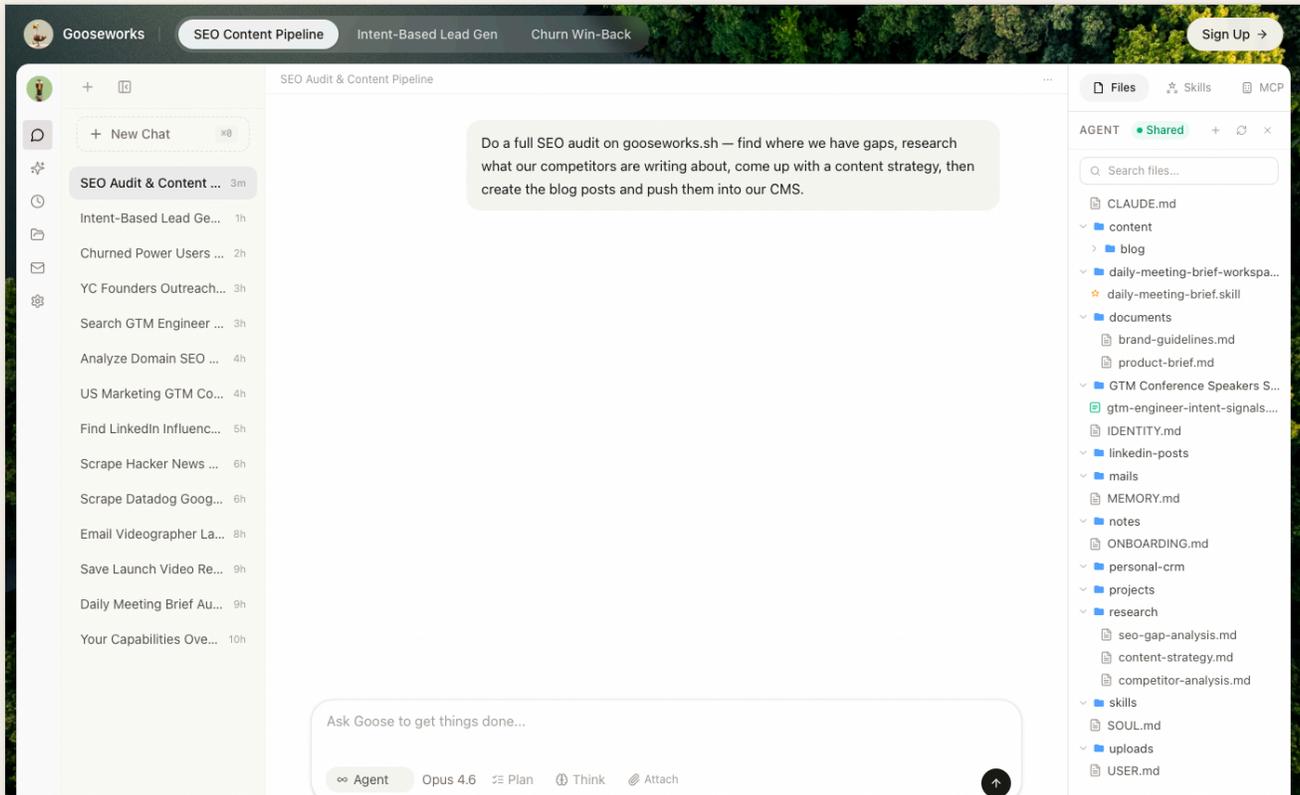
By the Numbers

23 LEAD GEN	20 OUTREACH	17 RESEARCH
17 CONTENT	12 ADS	11 COMP INTEL
11 MONITORING	10 SEO	4 BRAND

The entire library is MIT-licensed and open source. Fork it, modify skills, or build your own.

Gooseworks Agent

Don't want to run skills locally? Gooseworks built a hosted agent with everything pre-loaded.



APP.GOOSEWORKS.SH — AI GTM WORKSPACE POWERED BY OPUS 4.6

What's Included

<p>All Skills Pre-Loaded</p> <p>Every skill, ready to use. No install needed.</p>	<p>Persistent Memory</p> <p>Remembers ICP, competitors, context across sessions.</p>
<p>MCP Integrations</p> <p>Connect your CRMs, email, analytics tools.</p>	<p>Autonomous Execution</p> <p>Natural language in, multi-step workflow out.</p>

Pricing

<p>STARTER</p> <p>\$50 /mo</p>	<p>PROFESSIONAL</p> <p>\$200 /mo</p>	<p>ENTERPRISE</p> <p>Custom</p>
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30 Minutes to Running GTM Skills

5'

MINUTES 0-5

Install Node.js + Python. Get a free Apify token at apify.com.

```
Terminal  
$ export APIFY_API_TOKEN=your_token
```

15'

MINUTES 5-15

Install your first 3 skills and copy into your project:

```
Terminal  
$ npx goose-skills install competitor-intel  
$ npx goose-skills install icp-identification  
$ npx goose-skills install cold-email-outreach  
  
$ mkdir -p .claude/skills  
$ cp ~/.claude/skills/*/SKILL.md .claude/skills/
```

30'

MINUTES 15-30

Open Claude Code and run your first skill:

```
Claude Code  
  
> "Research [competitor] across Reddit, Twitter,  
and LinkedIn. Full competitive intel report."
```

All the Links

Skills Library

skills.gooseworks.sh

GitHub Repo

github.com/athina-ai/goose-skills

Hosted Agent

gooseworks.sh

Apify (Free)

apify.com

Now go ship.

103 skills. 9 categories. 7 full playbooks. Everything you need
to automate your GTM stack is free and open source.

If your company needs hands-on help with AI adoption for GTM:

ghiles@moussaoui.co

OR

[DM me on LinkedIn](#)

GUIDE BY **GHILES MOUSSAOUI**
SKILLS BY GOOSEWORKS / ATHINA AI