NEXCREST · AI AUTOMATION

Custom Claude Code Skills for Repeat Work

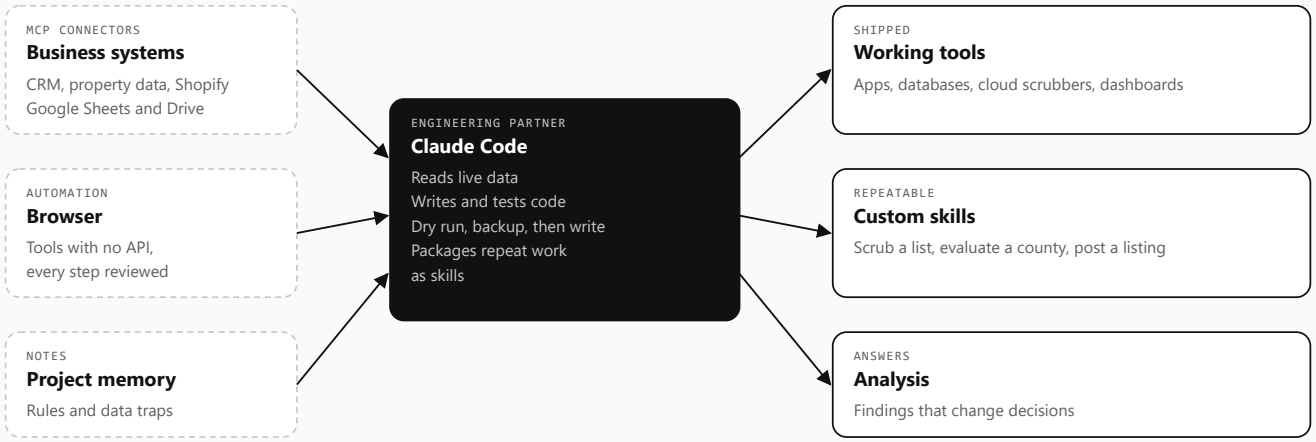
Three recurring jobs packaged as Claude Code skills, so each runs from one sentence and gives the same answer every time.

Claude Code skills · Python, JavaScript, Cloudflare, browser automation

3	3	6	1
SKILLS IN DAILY USE	SUPPRESSION TIERS	VERDICTS PER COUNTY	SENTENCE TO RUN EACH

HOW IT WORKS

How I work with Claude Code



`Claude Code` `AI automation` `Prompt engineering` `Python` `Workflow automation` `Browser automation`

01 Why skills

Some work comes back every week with the same judgment calls and the same traps. A Claude Code skill writes those rules down once: when it should run, the exact steps, the scripts it calls, the guardrails and the edge cases learned the hard way. After that, the job is one sentence and the result is consistent no matter who asks.

02 Skill 1: Campaign scrub

Cleans a new SMS list before it goes out, removing anyone already in the CRM, anyone texted recently, and anyone who must never be texted again.

Runs when someone says

"Scrub this list", "we are messaging people already in our CRM", "take these guys out", "did we already text these", or asks why one number was blocked.

Three tier model

Permanent (opt out, DNC, litigator, wrong number, not interested, disqualified, sold or listed) never texted again. Pipeline (anyone live in the CRM) never cold texted. Cooldown blocks a re text for 90 days. The strongest tier always wins.

Per phone, not per row

A traced owner can have up to 6 numbers. Burnt ones are dropped and the good ones are moved up, so the owner stays reachable.

Clean and removed files

Returns a clean file in the same column order and a removed file with the reason for every row.

Sanity checks

Under 5% cut is normal, over 20% means something upstream is wrong. Rows with no valid phone are reported separately as a trace quality problem.

Two ways to run

A Python command line tool, and a Cloudflare web app for the team where files are scrubbed in memory and never stored.

Careful exports

Only the permanent tier goes to the SMS platform's DNC list, because cooldown is time based.

03 Skill 2: County evaluation

Writes a reviewable verdict on any market the team has texted.

Pulls the data

A script pulls the county's full history and warns when two spellings of the same county split the data.

First text versus re text

Sends are split so a market is not judged on re texts to people who already said no.

Six verdicts

Scale, Test, Continue, Hold, Pause or Avoid, each with a one line reason.

What would change it

Every verdict must say what result would flip it, so the call can be checked at day 60.

Report in house format

Builds a formatted Word report with numbered sections and tables, renders it, and reads every page before handing it over.

Encoded data traps

Labels that shrink between exports, missing cost columns, month only send dates and deal records that do not reconcile.

04 Skill 3: Marketplace land listing

Takes a land deal from the CRM to a live Facebook Marketplace listing.

Facts from the source

Parcel number and acreage from the CRM, coordinates and price from the listing link. Anything odd is logged.

Drone style photo

An aerial capture is upscaled, then blended with the real image (never more than 72% generated) and overlaid with a white parcel boundary, an approximate boundary tag and address cards.

Listing copy

A fixed template: title, headline, one feature per line, price per acre, address, disclaimer and map link.

Posting

Drives the browser to upload the photo, fill every field, set the property's own ZIP and publish.

Platform rules

Words that trip Facebook's filters are reworded, posting is paced to avoid identity checks, and duplicates are checked first.

After review

Verifies the town once review passes and never deletes a rejected post.

05 Results

> Jobs that took careful manual work now run from one sentence with the same rules every time.
>
> Edge cases found once are never rediscovered: they live in the skill.
>
> Anyone on the team gets the same quality of output.

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