

The Field Kit.

Eight Claude skills for the creative industries. Free from Field Notes, the weekly letter from Atlas Studios.

START HERE

Install in two minutes

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- 01** In Claude, turn on **code execution** in Settings › Capabilities. Skills need it.
 - 02** Open **Customize › Skills**. Choose **+**, then **Create skill**, then **Upload a skill**, and pick one of the ZIP files. Repeat for each skill you want.
 - 03** **Ask in plain English**. Claude picks up the right skill on its own. You don't need to name it.
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Works on every Claude plan, Free included. If your browser unzips the download, you'll see a folder with eight ZIP files inside: upload those. If a skill shows as a folder rather than a ZIP, right-click it and choose Compress.

GETTING THE BEST FROM IT

Talk to it like a colleague

Start with what you have.

A pasted brief, a PDF, a spreadsheet export or one line all work. If something's missing, it makes a sensible assumption and tells you what it assumed.

Check what matters.

Rules and platform features change. Each skill flags what to confirm before you rely on it. It's a senior colleague's checklist, not legal, tax or financial advice.

Keep going.

Ask it to turn the plan into a call sheet, cut it to a smaller budget, or draft the email to the client. Follow-ups are where it earns its keep.

Your work stays yours.

The skills run inside your own Claude account. Atlas never sees what you ask or share.

One skill for each corner of the business.

01 Pre-production checklist and PPM builder

AD AND FILM PRODUCTION

Treatment, brief and budget in. Department checklist, draft PPM, schedule and risk flags out.

Try: "Here's the treatment and budget. Build the pre-pro plan and the PPM document."

atlas-pre-production.zip

03 Catalogue opportunity finder

PUBLISHERS AND CATALOGUE OWNERS

Spikes, anniversaries, sync angles and micro-campaign ideas from your own streaming export.

Try: attach your export, then "What's moving, and what should we do about it?"

atlas-catalogue-finder.zip

05 Event pacing and marketing plan

PROMOTERS AND VENUES

Pacing against your own benchmarks, the ticket gap, and a plan to close it.

Try: "1,200 capacity, 430 sold, five weeks out. Where are we?"

atlas-event-pacing.zip

07 EPK and press kit writer

ARTISTS, MANAGERS AND PR

Press release, short and long bios, and a DSP pitch inside the character limit.

Try: "From these notes, write the press release, a short bio and the Spotify pitch."

atlas-press-kit.zip

PASS IT ON

Three sign-ups, first in line.

Share your Field Notes referral link. When three people join through it, you get the next Field Kit skills before anyone else.

02 Release campaign planner

RECORD LABELS AND ARTISTS

A week-by-week plan across DSP pitching, radio, DJ plugging, press, social and paid.

Try: "Plan the campaign for a single out in six weeks, £5k budget."

atlas-release-campaign.zip

04 Brand partnership proposal

ARTIST MANAGERS

A proposal outline, deliverables, usage terms and the reasoning behind your fee. Also reviews offers you've been sent.

Try: "A brand has offered my artist this deal. Is it good, and what should I come back with?"

atlas-brand-partnership.zip

06 Brief to pitch

CREATIVE AND EXPERIENTIAL AGENCIES

Insight options, creative territories, a pitch structure and the questions to ask first.

Try: "Here's the brief. Help us crack it before the pitch."

atlas-brief-to-pitch.zip

08 Drop launch planner

FASHION, MERCH AND MUSIC BRANDS

A launch calendar from tease to restock, a content plan and community activation.

Try: "Plan the drop: 300 numbered hoodies on Shopify, 25k on Instagram."

atlas-drop-launch.zip

TELL US

What did it get wrong?

Reply to any Field Notes email with what you tried and what it missed. We read every reply and fix what you find.