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COMPLETE BEGINNER'S GUIDE · CHECKED 4 NOVEMBER 2026

20 Claude Code plugins for your business

What each one does for someone running a business alone, the exact line to install it, where to paste it, and how to check it worked.

WHAT IT IS

A plugin is an add-on for Claude Code

It gives Claude a new skill: a way of writing, designing, researching or building that it uses whenever the job fits. You install one by pasting a line or two, and you remove it the same way. All 20 here are free to install and are on GitHub, where together they have 2,387,474 stars. A few work better with your own keys or accounts, and the notes say which.

WHAT THEY DO

Five jobs, four plugins each

- **Write and market:** real Word, Excel and PowerPoint files, copy that sells, posts that don't read as AI, short videos
- **Research:** what people said on Reddit, X and YouTube this month, and any plan drawn as a diagram
- **Design:** sites, pages and decks that look designed instead of generated
- **Build:** Claude asks and plans before it builds, tests what it makes, and changes only what you asked for
- **Spend less:** shorter replies, memory between sessions, smaller files for Claude to read

WHAT IT REPLACES

Typing the same instructions every time

Without plugins you explain your standards in every chat: "don't sound like AI", "plan first", "keep it short". A plugin keeps those instructions for you. Some also stand in for a paid tool: a deck app, a research tool, a writing checker.

BEFORE YOU START

Three checks

→ **Claude Code on your computer, with a paid Claude plan (Pro or Max).**

To check: open Terminal (Mac: press **⌘ + Space**, type "Terminal", press Enter. Windows: press the **Windows key**, type "PowerShell", press Enter) and paste `claude --version`. A number like **2.1.173 (Claude Code)** means you have it. "Command not found" means you need to install it first:

```
curl -fsSL https://claude.ai/install.sh | bash
```

That line is for Mac. On Windows PowerShell use `irm https://claude.ai/install.ps1 | iex`. The install lines in this guide are for Claude Code in Terminal: `/plugin` does not work in Claude Code on the web.

→ **A recent version.**

Humanizer needs 2.1.142 or newer. If your number is lower, paste `claude update` in Terminal.

→ **For the ones marked "Paste in Terminal": the tools they name.**

Some need Node.js, Git, Python, uv or Bun. To check one, paste `node --version` or `git --version` in Terminal. A number means it is there. If one is missing, start Claude Code and ask: "Install Node.js for me". It will show you each command and wait for your yes.

HOW TO INSTALL ANY OF THEM

Paste, press Enter, restart

1 **"Paste in Claude Code" means inside Claude Code.**

In Terminal, type `claude` and press Enter. Paste the first line into the box where you talk to Claude, press Enter, then do the same with the second line. If it asks where to install, pick the option for you, so it works in every project.

2 **"Paste in Terminal" means a plain Terminal window, not inside Claude.**

Open a new Terminal window and paste the lines there, one at a time. Some take a minute and print a lot of text. That is normal: wait until the cursor comes back.

3 **Restart Claude Code.**

Type `/exit`, then `claude`. Plugins load when it starts. To see what you have, type `/plugin`. Three of the lines (Agent Reach, Archify, gstack) are sentences: Claude reads the instructions at that link and asks your permission before each command it runs.

START WITH THESE TWO

Last 30 Days and Humanizer: research a topic, then write about it

1 **Paste these into Claude Code, one line at a time.**

```
/plugin marketplace add mvanhorn/last30days-skill
/plugin install last30days@last30days-skill
/plugin marketplace add blader/humanizer
/plugin install humanizer@humanizer
```

2 **Restart Claude Code:** `/exit`, then `claude`.

3 **Give them one job.**

```
/last30days what small business owners complain about with bookkeeping
```

The first run asks for optional keys. Skip them all: Reddit and Hacker News work without any. When the brief is done, ask: "Write one Instagram caption about the top complaint." Then type `/humanizer:humanizer` and ask it to fix that caption.

✓ **You should see a brief with real threads, dates and upvotes, then a caption without the stock AI phrases.**

A long, chatty reply with no links means the plugin isn't loaded. Restart Claude Code and try again.

SHELF 1 OF 5 · CONTENT AND MARKETING

Write and market.

START HERE **Humanizer** · Your posts stop sounding like AI.

Skills by Anthropic ★ 187k

PASTE IN CLAUDE CODE

Real Word, Excel, PowerPoint and PDF files. github.com/anthropics/skills

```
/plugin marketplace add anthropics/skills
/plugin install document-skills@anthropic-agent-skills
```

Did it work? Try: Make me a one-page price list as a Word document. You should see: A .docx file you can open in Word.

Marketing Skills ★ 58k

PASTE IN CLAUDE CODE

Copywriting, SEO and conversion skills. github.com/coreyhaines31/marketingskills

```
/plugin marketplace add coreyhaines31/marketingskills
/plugin install marketing-skills@marketingskills
```

Did it work? Try: Rewrite the headline on my homepage so it says what I sell in one line. You should see: A few headline options with the reasoning for each.

Humanizer ★ 64k

PASTE IN CLAUDE CODE

Finds 26 signs of AI writing and fixes them. github.com/blader/humanizer

```
/plugin marketplace add blader/humanizer
/plugin install humanizer@humanizer
```

Did it work? Try: /humanizer:humanizer, then paste a post you wrote with AI. You should see: The same post with the stock phrases and filler gone.
Good to know: Needs Claude Code 2.1.142 or newer.

HyperFrames by HeyGen ★ 78k

PASTE IN CLAUDE CODE

Turns a web page into an MP4 video. github.com/heygen-com/hyperframes

```
/plugin install hyperframes@claude-plugins-official
```

Did it work? Try: Make a 10-second video that announces my new opening hours. You should see: A folder with the video's HTML and a rendered MP4.
Good to know: Needs Node.js 22 or newer and FFmpeg on your computer.

SHELF 2 OF 5 · RESEARCH AND EXPLAIN

Research in minutes.

START HERE **Last 30 Days** · What your market said this month.

Last 30 Days ★ 66k

PASTE IN CLAUDE CODE

What Reddit, X and YouTube said this month. github.com/mvanhorn/last30days-skill

```
/plugin marketplace add mvanhorn/last30days-skill
/plugin install last30days@last30days-skill
```

Did it work? Try: /last30days bookkeeping for small businesses You should see: One brief with real threads, dates and upvotes.
Good to know: Reddit and Hacker News work with no keys. X, YouTube and TikTok need your own keys; the first run asks, and you can skip.

Agent Reach ★ 108k

PASTE IN CLAUDE CODE

Lets Claude read X, Reddit and YouTube. github.com/Panniantong/Agent-Reach

```
Install Agent Reach: https://raw.githubusercontent.com/Panniantong/Agent-Reach/main/docs/install.md
```

Did it work? Try: Read the top comments on this YouTube video and sum up the complaints. You should see: A summary built from the real comments.
Good to know: Sites that need a login borrow that login from your Chrome, so use a second account. The PyPI package called agent-reach is not this project.

Archify ★ 93k

PASTE IN CLAUDE CODE

Turns any idea or plan into a diagram. github.com/tt-a1i/archify

```
Install Archify for me by reading https://raw.githubusercontent.com/tt-a1i/archify/main/llms.txt
```

Did it work? Try: Draw how a new customer goes from my Instagram to a paid booking. You should see: One HTML file with an interactive diagram.
Good to know: It asks you to confirm where to install before it runs anything.

Diagram Design ★ 64k

PASTE IN CLAUDE CODE

Clean, editorial diagrams. github.com/cathrynlavery/diagram-design

```
/plugin marketplace add cathrynlavery/diagram-design
/plugin install diagram-design@diagram-design
```

Did it work? Try: Make a simple diagram of my three service packages. You should see: A clean diagram you can drop into a post or a deck.

SHELF 3 OF 5 · DESIGN AND DECKS

Look designed.

START HERE **UI UX Pro Max** · Sites and pages that look designed.

UI UX Pro Max ★ 145k

PASTE IN CLAUDE CODE

A designer's eye for sites and apps. github.com/nextlevelbuilder/ui-ux-pro-max-skill

```
/plugin marketplace add nextlevelbuilder/ui-ux-pro-max-skill
/plugin install ui-ux-pro-max@ui-ux-pro-max-skill
```

Did it work? Try: Design a one-page site for my bakery. Pick a style first and tell me why. You should see: A named style, a palette and fonts, then the page.

Taste ★ 109k

PASTE IN CLAUDE CODE

Gives Claude art direction. github.com/Leonxlnx/taste-skill

```
/plugin marketplace add Leonxlnx/taste-skill
/plugin install taste-skill@taste-skill
```

Did it work? Try: Redesign my landing page so it doesn't look like every other AI site. You should see: A clear design direction instead of the default AI look.

Impeccable ★ 102k

PASTE IN TERMINAL

Catches AI-looking design before it ships. github.com/pbakaus/impeccable

```
npx impeccable install
```

Did it work? Try: /impeccable init, then ask it to critique your homepage. You should see: A list of what looks generic, and fixes.
Good to know: Run it from your project's folder. Needs Node.js. Restart Claude Code afterwards.

PPT Master ★ 73k

PASTE IN TERMINAL

Real, editable PowerPoint decks. github.com/hugohe3/ppt-master

```
git clone https://github.com/hugohe3/ppt-master.git
cd ppt-master && pip install -r requirements.txt
```

Did it work? Try: Open Claude Code in the ppt-master folder: Turn my price list PDF into a 6-slide sales deck. You should see: A .pptx you can edit in PowerPoint or Keynote.
Good to know: Needs Git and Python. Its README lists paid API sponsors; you don't need them, your Claude plan works.

SHELF 4 OF 5 · SITES, TOOLS AND APPS

Build it properly.

START HERE **Superpowers** · It asks, plans and tests before it builds.

Superpowers ★ 312k

PASTE IN CLAUDE CODE

Asks, plans, then tests as it builds. github.com/obra/superpowers

```
/plugin install superpowers@claude-plugins-official
```

Did it work? Try: Let's make a booking page for my studio. You should see: It asks you questions before it writes any code.

gstack ★ 139k

PASTE IN CLAUDE CODE

A CEO, designer and QA team as skills. github.com/garrytan/gstack

```
Install gstack: run git clone --single-branch --depth 1 https://github.com/garrytan/gstack.git ~/.claude/skills/gstack && cd ~/.claude/
skills/gstack && ./setup
```

Did it work? Try: /office-hours, then describe what you want to build. You should see: Hard questions about the idea before any building.
Good to know: Needs Git and Bun. The full prompt in its README also adds a gstack section to your CLAUDE.md.

Karpathy Skills ★ 229k

PASTE IN CLAUDE CODE

One file that makes Claude more careful. github.com/multica-ai/andrej-karpathy-skills

```
/plugin marketplace add multica-ai/andrej-karpathy-skills
/plugin install andrej-karpathy-skills@karpathy-skills
```

Did it work? Try: Fix the contact form on my site. You should see: A small, targeted change instead of a rewrite.

Ponytail ★ 184k

PASTE IN CLAUDE CODE

The simplest fix wins. Less to break. github.com/DietrichGebert/ponytail

```
/plugin marketplace add DietrichGebert/ponytail
/plugin install ponytail@ponytail
```

Did it work? Try: Add a newsletter sign-up to my homepage. You should see: The smallest working version, not a framework.

SHELF 5 OF 5 · TOKENS AND MEMORY

Spend less. Remember more.

START HERE **Caveman** · Shorter replies, so your plan lasts longer.

Caveman ★ 117k

PASTE IN CLAUDE CODE

Shorter replies, fewer tokens. github.com/JuliusBrussee/caveman

```
/plugin marketplace add JuliusBrussee/caveman
/plugin install caveman@caveman
```

Did it work? Try: **/caveman, then ask anything.** You should see: The same answer in a fraction of the words.
Good to know: These two lines add only the short-reply skill. The one-command installer in its README sets up more.

Claude-Mem ★ 112k

PASTE IN TERMINAL

Remembers your past sessions. github.com/thedotmack/claude-mem

```
npx claude-mem install
```

Did it work? Try: **Tomorrow, ask: what did we decide about the pricing page yesterday?** You should see: It answers from yesterday's session.
Good to know: The installer asks you to sign in. By default the memory runs on their hosted service (30-day trial); you can pick your own Claude plan instead.

Headroom ★ 78k

PASTE IN TERMINAL

Shrinks files before Claude reads them. github.com/headroomlabs-ai/headroom

```
uv tool install --python 3.13 "headroom-ai[all]"
headroom wrap claude
```

Did it work? Try: **Work as usual. It compresses logs and files in the background.** You should see: headroom wrap claude starts Claude Code through it.
Good to know: Needs uv. It runs a small proxy on your computer. Undo with headroom unwrap claude.

I Have ADHD ★ 60k

PASTE IN CLAUDE CODE

Puts the answer first. No preamble. github.com/ayghri/i-have-adhd

```
/plugin marketplace add ayghri/i-have-adhd
/plugin install i-have-adhd@i-have-adhd
```

Did it work? Try: **Ask anything with several steps.** You should see: The next action first, then numbered steps, no closing fluff.

GOOD TO KNOW

Install only what you'll use. Every plugin adds its skill descriptions to what Claude reads at the start of a session. Start with two or three. To remove one, type `/plugin uninstall` followed by its name, for example `/plugin uninstall humanizer@humanizer`.

Copy lines from this guide or the plugin's own GitHub page. Lookalikes exist: the PyPI package called agent-reach is not the real Agent Reach.

Two of them touch your accounts. Agent Reach borrows logins from your Chrome for sites that need one, so use a second account there. Claude-Mem asks you to sign in, and by default keeps the memory on its hosted service.

Star counts move. The numbers here are from GitHub on 4 November 2026.

IF YOU WRITE CODE

Five more worth a look

Matt Pocock Skills	Engineering skills that question your plan, then build with tests	mattpocock/skills
ECC	Skills, memory and security checks in one setup	affaan-m/ECC
Agent Skills	Senior engineering habits, step by step	addyosmani/agent-skills
Understand Anything	Turns any codebase into a map you can explore	Egonex-AI/Understand-Anything
BMAD Method	An agile team of AI agents for big builds	bmad-code-org/BMAD-METHOD

Want help choosing and setting these up for your own business? Join the community. The link is on my profile.