BUILD YOUR OWN

CLAUDE AGENTS

The Complete System for Solopreneurs & Agency Owners

A digital course by **Sherwin Martin** — ArtXtreme / Mudpixel

WHAT YOU'LL BUILD

5 battle-tested custom Claude agents you can set up, use, and sell as a service — starting today. No coding required. Each module gives you the exact prompts, tools, and workflow I use in my own studio.

01	**ICP Prospecting + Cold Email Agent** Find ideal clients online, log them to HubSpot CRM, and send Charm Offensive cold emails — fully automated.
02	**Personal Branding Agent** Audits your brand presence, builds your positioning, and generates your full brand messaging framework.
03	**Email Management Agent** Sorts, drafts, and responds to emails in your voice using Gmail MCP.
04	**Content Creation Agent** Builds your voice profile and writes on-brand content across all formats. STEP 1 of the content pipeline.

05

Auto-Publishing Agent

Takes finished content and distributes it to Substack, LinkedIn, and more automatically. STEP 2.

THE CONTENT PIPELINE (Modules 04 + 05)

Modules 04 and 05 are intentionally separate. Writing and publishing are different jobs — keeping them in separate agents keeps your quality high and your workflow clean.

MODULE 04 — CREATE	MODULE 05 — PUBLISH
Voice profile + influence strategy. Input: raw idea. Output: polished on-brand draft.	Zapier webhooks to every platform. Input: approved draft. Output: live posts everywhere.

WHO THIS IS FOR

- **Solopreneurs & Creators** — coaches, consultants, content creators who want AI agents working for them 24/7 without hiring a team.
- **Freelancers & Agency Owners** — people who want to add AI automation as a service offering and deliver faster results for clients.

TOOLS YOU'LL NEED

Claude Plan	Claude Pro or Team (claude.ai) — required for Projects and MCP
Claude Desktop	Free download at claude.ai/download — needed for MCP connectors
Zapier	Free plan works for most automations (zapier.com)
Gmail / Google	For the email agent module
Substack + LinkedIn	Free accounts for the auto-publishing module

QUICK-START CHECKLIST

✓ **Start here:** Read the Quick Setup Guide — **00_Quick_Setup_Guide.pdf** — before opening any module. It covers Claude Desktop, MCP, and Zapier setup step by step.

✓ Download Claude Desktop from claude.ai/download

✓ Upgrade to Claude Pro if not already

✓ Create a free Zapier account

✓ Open Module 01 — build your first agent

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