# Find what your competitors charge and rebuild your offer with Claude

*Here are the skills from my video. It takes two steps: install them, then type* `/offer` *with your website. You won't write any code.*

## The skills

**Offer Skills** is three free skills I made: https://github.com/psabbagh/offer-skills. They are open source under the MIT licence. They need no API keys and no accounts, and they work in **Claude Code** and **Codex**.

| Skill | What it does |
|---|---|
| `offer` | Reads your website, finds your competitors online and near you, reads their pages, and builds one table of every plan, feature and price. Every price is checked word for word against the page or ad it came from. A price nobody publishes stays **unknown**, never a guess. |
| `offer-price` | Shows where your price sits against the published prices, service by service: how many charge more, how many less, and the middle of the market. It ends with a list of moves for you to approve. |
| `offer-build` | Shows the gaps in your market (“nobody offers a free plan”), scores your offer and your competitors’ on seven questions, and ranks you against them. Then it rebuilds your offer, drafts the page and a short pitch, and tests your old offer and the new one on the same 100 simulated buyers. |

# What you need

- A paid Claude plan. Claude Code comes with Pro, Max and Ultra (and with Team and Enterprise). It isn’t in the free plan. Using Codex instead? You need a ChatGPT plan that includes it, and the steps are at the end of this guide.
- **Claude Code**, which is the **Code** tab in the Claude desktop app, or the `claude` command in your

terminal. The regular Claude chat can't install plugins, so it doesn't work for this.

- **Python 3.9 or newer.** The Python that comes with macOS works.
- Your website's address.
- Optional: a browser Claude can read, such as Claude in Chrome or the browser in the Claude desktop app. It lets Claude look at the public Meta Ad Library for competitors' ads. No account is needed.

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## Step 1: install Offer Skills

The easy way: open Claude Code and paste this message.

```
Install the Offer Skills plugin from
https://github.com/psabbagh/offer-skills
```

Claude runs the install commands for you. Or type them yourself, in your computer's terminal, one at a time:

```
claude plugin marketplace add
psabbagh/offer-skills
```

```
claude plugin install offer-
skills@offer-skills
```

When it's done, start a new session so the skills load.

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## Step 2: run /offer on your website

In the new session, type:

```
/offer https://your-website.example
```

If you sell in one town, add it after your website, for example `/offer https://your-website.example Montreal`.

Here is what happens:

1. It reads your site and says back what you sell and to whom, then **asks before it searches**. Say yes,

or correct it. If you sell many services, pick the one to three that matter most.

2. It finds your competitors with web search, the public Meta Ad Library (if it has a browser) and their pricing pages. It tells you how many it found and asks which to drop: a different service, a different buyer, a business that has closed.
3. It reads their pages and writes the table of every plan, feature and price. Reading takes about a second a page, so a long list can take a while.
4. It checks every price word for word against the page or ad it came from, and every plan name and feature against that business's own pages. What it can't find, it clears or marks unknown.
5. It opens the table for you and tells you the counts ("4 of 11 have a free plan, 6 sell annual only"), what nobody offers, and where your offer looks thin.

It says how many it actually found, never "every competitor".

## Step 3: see where your price sits

When `/offer` asks “Want to see where your price sits?”, say yes. `offer-price` compares only prices for the same service and period, and tells you how many charge more and less and where you are in the market. With fewer than three published prices it says there is too little evidence to call a position.

If you know your costs, it can also show what each sale leaves you at each price. Anything you didn’t give it is marked as an estimate.

It ends with a list of moves. **It never changes a price.** You choose which to approve.

## Step 4: rebuild your offer

Then `offer-build` takes over. It will:

- show the gaps in your market from the table, and ask you for the facts the new offer can use: your price, any guarantee you’ll honour, a free plan or trial, real limits, bonuses and proof;
- score your offer and every competitor’s on seven questions, each score backed by a quote

from the page it came from, and rank you against them;

- rebuild your offer on the ideas in Alex Hormozi's book *$100M Offers*, and draft the offer page and a short pitch;
- refuse any price, number, guarantee, limit or deadline you didn't approve;
- test your old offer and the new one on the same simulated buyers and tell you how many would buy each.

Everything is a draft for you to read. Nothing is published, sent or changed.

The buyer test is big: 200 sub-agent runs for 100 buyers on each side, a large share of your plan's usage. It offers a quick version first, with 20 buyers per side.

Your files are kept in a folder called `offer-library` in your home folder. Run `/offer` again weeks later for the same business and it tells you what changed: prices raised, features added, a free trial dropped, new competitors.

# What it can’t do

- **It can’t see prices nobody publishes.** Many businesses quote on a call. Those stay unknown, and the counts say how many.
- **“Your competitors” means the ones the searches find.** A business with no website and no search presence is missed. It doesn’t scrape Google Maps.
- **Simulated buyers aren’t customers.** They show objections and what would change a mind. They are bad at predicting real sales, so read the gap between old and new, not the numbers on their own, and test the winner on real people.
- **It isn’t Alex Hormozi.** The offer ideas come from his book *$100M Offers*, summed up in my own words. This is an independent tool, not made, reviewed or endorsed by Alex Hormozi or Acquisition.com. The book is worth buying.
- **It doesn’t work in the regular Claude chat or in ChatGPT.**

# Using Codex instead of Claude Code

You need a ChatGPT plan that includes Codex. In your computer's terminal, run these two lines, one at a time:

```
codex plugin marketplace add
psabbagh/offer-skills
```

```
codex plugin add offer-skills@offer-skills
```

Start Codex with `codex --search`, so it can search the web, and allow network access so it can read pages. Then start a new session and type `/offer` with your website as in Step 2. In Codex, the Meta Ad Library step isn't available (no browser), and the README says the buyer test was not run there.

# Removing it

In your terminal:

```
claude plugin uninstall offer-
skills@offer-skills
```

In Codex, run `codex plugin remove offer-skills@offer-skills` instead. The `offer-library` folder stays where it is.

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*Written on 21 November 2026 from version 1.0.0 of Offer Skills. Claude changes fast: if a menu has moved, look for the same words in the app.*