01 · SYSTEM OVERVIEW

# PMM Skills: an AI workflow system for product marketing

An open-source system of 45 connected skills that run together on Claude Code and Codex

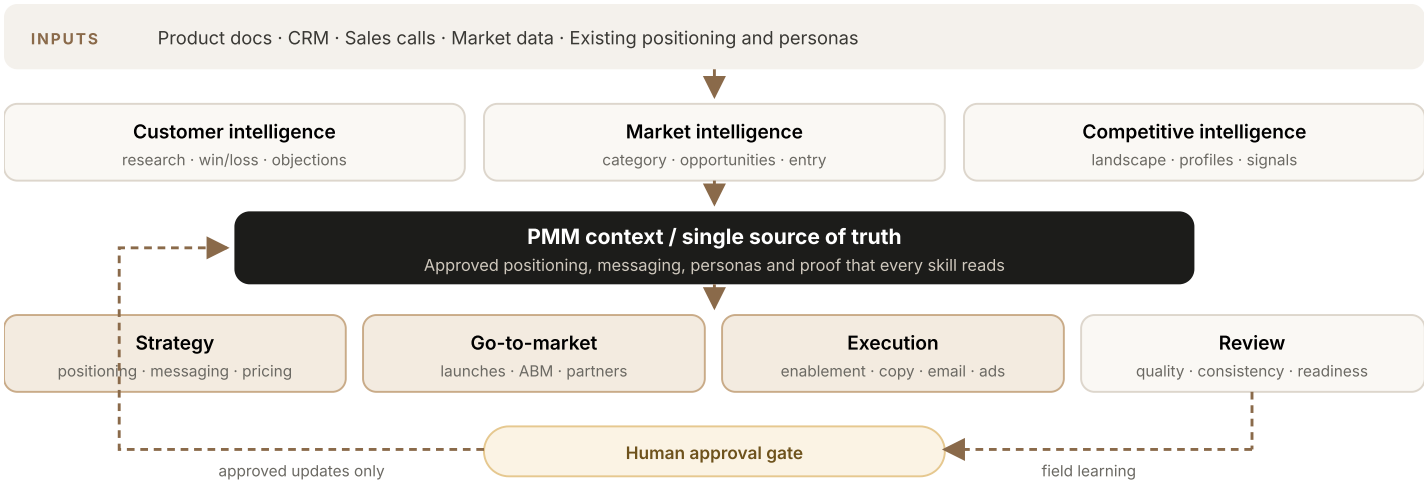
70+ clones | Open source | MIT license | Open on GitHub ↗ github.com/mia-ppp/PMM-Skills

## THE PROBLEM: ONE-OFF PROMPTS DON'T DRAW FROM EARLIER RESEARCH AND POSITIONING DECISIONS




Starts from zero | Invents proof to fill gaps | Drifts from what was approved

## HOW THE SYSTEM WORKS: 45 SKILLS, ONE APPROVED SOURCE OF TRUTH



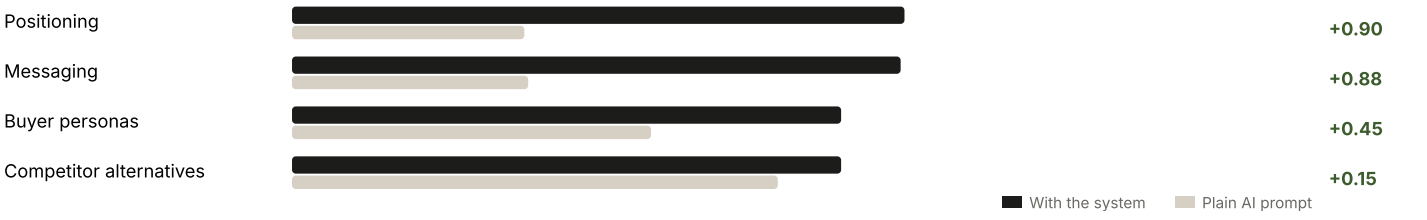

## RULES EVERY SKILL FOLLOWS

**1 Label every claim**
Sourced | Assumed | Gap

**2 Flag gaps or ask**
No data is invented. Everything is researched, or labeled if assumed.

**3 Human approval required**
Skills propose changes. A person verifies them before they're implemented.

## EVAL RESULT: WITH THE SYSTEM VS A PLAIN AI PROMPT




| 45 | 350 | 2,000 | 61 | 3x |
|---|---|---|---|---|
| Connected skills | Test scenarios | Quality checks | Tool integrations | More evidence-grounded answers |