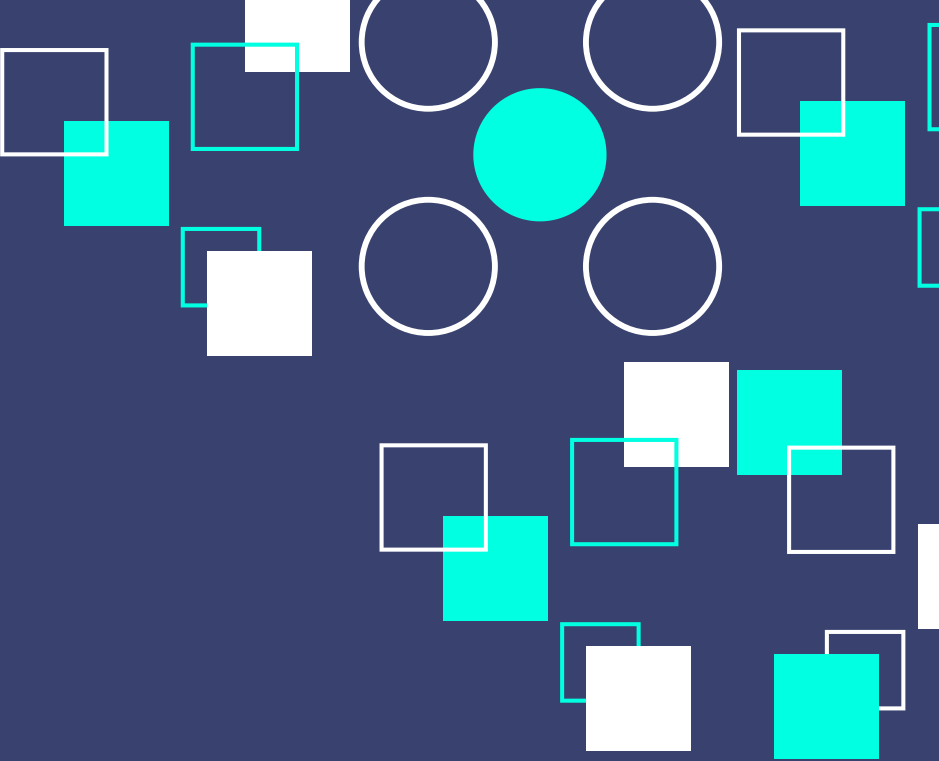




BSN Skills Library

Getting Started **GUIDE**

WELCOME

MESSAGE



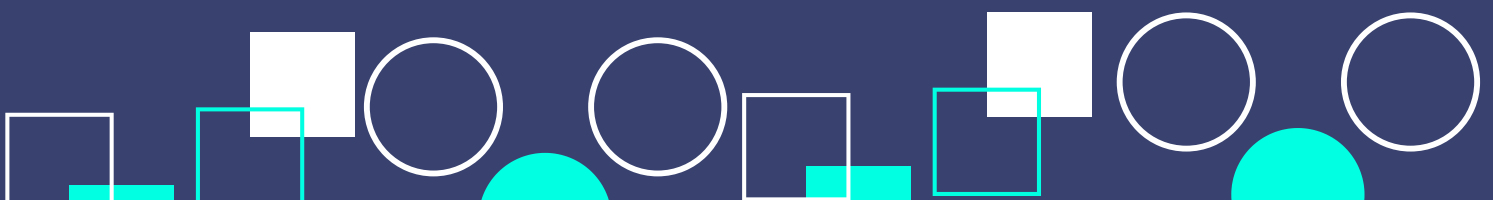
Welcome to the Breach Secure Now Skills Library. This guide introduces the BSN Skills Library, explains how to access and use a Skill, and walks through what each Skill in the library does, so you can start using it confidently in your everyday work.

BSN Skills are designed to help you complete common workplace tasks with AI more consistently. Instead of starting every conversation with a blank prompt, you can call a Skill that already understands the type of task you're trying to complete.



THE PILOT

You're taking part in a pilot program designed to gather feedback to help improve this Skills Library and shape its future. As you experiment with these Skills, share your wins, struggles, and suggestions. Every Skill can take your feedback directly, and there will be opportunities to submit feedback through surveys as well.





WHAT IS A SKILL?

A Skill is a reusable set of instructions that helps an AI assistant — like ChatGPT or Claude — perform a specific task or guide you through a structured workflow.

Think of a general AI chatbot as a flexible, blank workspace. A Skill gives the AI a more defined job. It may include a specific process to follow, questions to ask before beginning, different options or modes, and recommended output formats. You stay in charge of the judgment calls — the Skill gives you a stronger starting point and a more consistent process.

WHAT ARE BSN SKILLS?

At Breach Secure Now, we've built on that concept with the BSN Skills Library. Each BSN Skill is designed to work like a senior specialist embedded directly into your AI tool. The BSN Skills Library includes Skills across Leadership, Marketing, Operations, Productivity, and Sales. Some Skills help you produce a deliverable, such as a marketing message. Others work more like a coach. They help you analyze information or practice a conversation.

BSN Skills change how training happens. Traditional training often lives outside the work itself, and much of it fades over time. A Skill teaches you while you work. As you use a Skill, you're getting a stronger output in the moment, and you're learning the method behind that output.

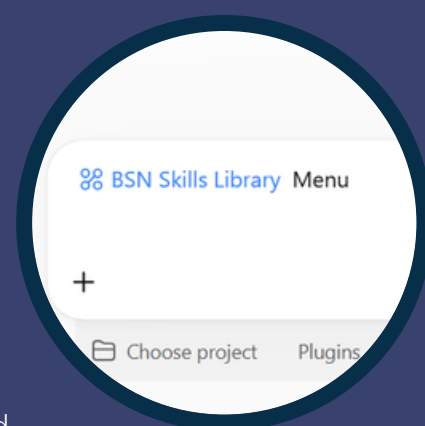


ACCESSING THE **BSN SKILLS MENU**

BSN Skills can be accessed through supported AI chatbots, including ChatGPT and Claude. The exact buttons and layout may look a little different in each platform, but the basic process is the same.

IN CLAUDE

Click on your name or profile image in the bottom left corner then choose “Settings.” Go to “Customize” and click “Connectors.” Click “Connect” next to “BSN Skills Library” and sign in. That’s it! Simply type “Menu” in a new chat to get started.



IN CHATGPT

To connect initially, go to Plugins within Settings. Once connected, start a new chat and click on the “+” button or go to “Plugins.” Select “BSN Skills Library.” Then type: "BSN Skills Menu" (or simply "Menu") into the chat box.



The menu displays the available Skills grouped by role or area of work: Leadership, Marketing, Operations, Productivity, and Sales. You can select a role to narrow the list, or call a Skill directly if you already know its name.

Many Skills recognize both their official name and common phrases associated with the task. Once the Skill opens, it will normally display a startup menu for that specific Skill. This shows the different ways you can use that Skill. You don't need to write a long prompt before opening it — call the Skill, choose the appropriate mode, and let it guide you.



UNDERSTANDING MODES

Many BSN Skills contain multiple modes. A mode is simply a specific workflow within the Skill.

Choose a Mode

Choose the mode that most closely matches where you are in the process. And if you're not sure where to start, check out the additional resources within each Skill.

Explore Resources

Watch the Training Video — a brief overview and walkthrough of the modes within that Skill. Open About This Skill, which explains what the Skill does, when to use it, available modes, and any situations where it may not be a fit.

Feedback

Every Skill can also take your feedback. Just tell the Skill you'd like to share feedback, and it will walk you through a few quick questions. Your input goes directly to the team improving the BSN Skills Library.

When you're done with a Skill and want to try another, return to the main menu by typing “BSN Skills Menu” or saying something like “Return to main menu.”





BEST PRACTICES

Provide useful context

A Skill gives the AI a structured process, but it can't know details you haven't provided. Include the audience, goal, constraints, desired tone, and any relevant source material.

Answer the Skill's questions

When a Skill asks follow-up questions, those questions are part of the workflow. Your answers help it produce a more accurate and useful result.

Review the final output

Always verify names, numbers, dates, policies, claims, links, and promised actions. You remain responsible for the final work.

Do not enter restricted or sensitive information

Follow your organization's AI acceptable-use and data-handling policies. Do not paste protected information, confidential customer data, or other restricted information into an AI tool unless the tool and use case have been approved for that information.

Continue the conversation

You're not limited to the Skill's first result. Ask it to make the output shorter, change the tone, explain a recommendation, or revise a specific section. The Skill provides the structure, but the conversation can continue until the result fits your needs.





THE BSN SKILLS LIBRARY DIRECTORY

Below is a complete breakdown of every Skill currently in the BSN Skills Library, organized by role.

GETTING STARTED SKILL

1. **Skills Concierge:** If you're not sure which skill to use, are new here, or got an output that missed the mark, this skill routes you to the right place. It provides a short intro to the library and feedback options.

LEADERSHIP SKILLS

1. **CEO Board Prep:** This skill is built for leaders making strategic decisions. It walks through structured board meeting preparation, from early strategic assessment through building the deck to rehearsing simulated board questions.
2. **SWOT Analysis:** This skill runs a rigorous SWOT analysis that ends in real, prioritized decisions rather than four disconnected lists. Works for any idea, product, or business decision.



THE SKILLS DIRECTORY

MARKETING SKILLS

1. **Competitive Intelligence Coach:** This skill helps you research competitors, build sales-ready battlecards, understand win/loss patterns, and set up a lightweight competitive intelligence program.
2. **GTM Advisor:** This skill guides you through building, auditing, or fixing a go-to-market strategy — covering market sizing, ICP, positioning, channel strategy, and launch planning, with ready-made prompts wherever data is missing.
3. **Hook Generator:** This skill generates psychologically-driven hooks and opening lines for any content format — social posts, video intros, email subject lines, ads — using a 12-type hook taxonomy and platform specific formatting.
4. **Marketing Messaging:** Builds, writes, audits, and pressure-tests marketing messages using proven frameworks (StoryBrand, Golden Circle, AIDA, PAS, BAB, JTBD). Built for full-time marketers and those in other departments who need clear, persuasive copy.



THE SKILLS DIRECTORY

OPERATIONS SKILLS

1. **Empathetic Support Response:** This skill helps support reps read the emotional cues in a ticket or complaint, then craft a response that feels genuinely human using the EFA (Empathy-First Answer) framework.
2. **Service Desk Assistant:** This skill turns messy support ticket threads into structured summaries, escalation decisions, platform ready formats (Jira, ConnectWise, Autotask), and clean handoff documents between shifts or tiers.
3. **SOP Builder:** This skill helps you draft a new Standard Operating Procedure through a guided interview, improve an existing draft, stress-test it for gaps a new hire would hit, and decide which processes to document first.



THE SKILLS DIRECTORY

PRODUCTIVITY SKILLS

1. **AI Output Verifier:** This skill helps you evaluate AI-generated content before you use, share, or act on it — from a 30 second sniff test to a full structured review for high-stakes or external content.
2. **AI Prompt Builder:** Get dramatically better results from any AI tool with this skill. It can interview you and build a strong prompt from scratch, or diagnose and upgrade a prompt you already have.
3. **AI Workflow Designer:** Turn a recurring business workflow into a clear human + AI collaboration plan that covers what the human owns, what AI drafts or executes, where review checkpoints sit, and what guardrails apply. Picks up after a workflow has been identified as a good AI candidate.
4. **Personalize Library:** This skill walks you through building two personal context files — About-me.md and My-company.md — then guides you through setting up an AI project (Claude, ChatGPT, or Copilot) so every skill in the library is personalized to you from day one.



THE SKILLS DIRECTORY

PRODUCTIVITY SKILLS

5. **Presentation Builder:** Go from a blank page to a presentation you're ready to deliver. Get a slide-by-slide outline matched to your goal, an audit of a deck you already have, or rehearsal with live Q&A practice.
6. **Summarize Content:** This skill turns articles, reports, whitepapers, and long documents into clear, scannable summaries. It works fast and uses a specific framework based on the content type.
7. **Task Automation Mapper:** This skill helps you map your own job into discrete tasks and identify which ones are good candidates for automation or AI augmentation so you can reclaim time for higher-value work.
8. **Write Human:** This skill audits, rewrites, and scores writing against a defined voice and style ruleset. It catches banned AI-sounding phrases, structural tells, and fatal patterns, and then helps you fix them.



THE SKILLS DIRECTORY

SALES SKILLS

1. **Deal Accelerator:** A sales velocity and goal-line coach for deals that are stalled, slow, going dark, or stuck at the finish line. Diagnoses what's happening rather than just applying more pressure.
2. **Gap Selling:** A discovery call coach built on the Gap Selling methodology: the gap between a buyer's current state and future state is the value. Preps you before a call, coaches you live, runs roleplay practice, and debriefs after.
3. **Lead Qualifier:** Triage B2B leads in minutes using BANT Lite (Budget, Authority, Need, Timeline), adapted for SMB deal sizes. Tells you whether to pursue, nurture, or walk away.
4. **Objection Handling:** This skill coaches you through sales objections in real time, runs scored roleplay drills, drafts async email/LinkedIn responses, and generates a customized objection playbook.
5. **Pre-Call Research:** This skill builds a complete pre-call intelligence package before any sales meeting. The package includes company intel, trigger events, stakeholder profiles, competitive context, and qualification pre-work. It provides a single research prompt you can run in any AI tool.



LET'S GROW TOGETHER

Take your skills to the next level!

BSN Skills give you a more guided and repeatable way to work with AI. Start with one Skill that relates to a task you already perform, follow its workflow, and build from there.

And remember, we want your feedback! So don't be shy about sharing your experience directly in the Skills Library or via the surveys sent via email throughout the pilot program. Thank you for helping us test and improve the Skills Library!