Skillfully Launches Platform to Help Authors Create and Sell AI Agent Skills

Authors can turn books, frameworks and expertise into subscription AI products for ChatGPT and Claude, without writing code.



Skillfully helps authors create and sell AI agent skills for ChatGPT and Claude, turning their methods into subscription products.

TORONTO, ONTARIO, CANADA, October 29, 2026 /EINPresswire.com/ -- Skillfully today announced the launch of its AI agent skills platform, enabling authors, consultants and experts to build subscription businesses around their knowledge. The platform lets experts create agent skills without coding and sell them as subscription products inside ChatGPT and Claude.

The Toronto company is building a publishing model in which readers subscribe to an expert's methods and apply them to real work through their AI assistant. Authors can monetize expertise with AI and earn recurring revenue from the methods behind their books, courses and consulting, while reaching readers who may never become one-to-one clients.

> Skillfully could be the best opportunity in history to monetize expertise."
>
> *Rob Snyder, Author of The Power of Pull and Creator of AI Rob*

Grand View Research estimates the global books market at US$134.9 billion in 2025. Skillfully is initially focused on practical nonfiction authors and experts with established methods, giving them a way to extend the commercial life of their work through subscription AI products.

"Skillfully could be the best opportunity in history to monetize expertise," said Rob Snyder, author of The Power of Pull and a recent guest on Lenny's Podcast.

Each skill translates an expert's approach into instructions that guide the assistant through specific questions, steps and checks. Skillfully provides publishing support, subscription payments, access management, delivery and usage analytics. Authors set their prices, see where

readers get stuck and publish improvements for subscribers.

The model gives experts a way to serve more customers without delivering every consultation themselves. Skillfully earns a share of sales, aligning the platform's business with the revenue its authors generate.

"I expect skills to price somewhere between US$50–US$100 per month. Potentially higher when selling to businesses," said Eren Suner, Founder & CEO of Skillfully.

Skillfully already powers AI Rob, Snyder's AI go-to-market advisor. Designed for B2B startup founders building from zero to $1 million in annual recurring revenue, AI Rob applies his sales and growth playbooks to real calls, deals and outreach, helping founders identify what they missed and decide what to do next.

"AI Rob helps us see what we're missing in a sales conversation and work out the next step. Skillfully puts that guidance inside the AI tools our team already uses," said Andy Bandyopadhyay, Founder & CEO of Attune.

Skillfully was founded by Suner, who previously researched Trustworthy AI and Physical AI for Surgical Robotics at the University of Toronto. The company participated in Next 36.

The company works with a select roster of authors and experts who have established methods and audiences, and is accepting applications from prospective author partners through skillfully.sh/apply. Readers can explore AI Rob at airobsnyder.com.

About Skillfully

Skillfully is a Toronto-based publisher and monetization platform for paid AI agent skills. The company helps authors, consultants and experts turn their methods into subscription AI products inside ChatGPT and Claude. Skillfully provides the publishing, payment, delivery and analytics infrastructure that enables experts to build recurring businesses around their knowledge. Learn more at skillfully.sh.

Eren Suner
Skillfully
eren@skillfully.sh
Visit us on social media:
LinkedIn
X

This press release can be viewed online at: https://www.einpresswire.com/article/952698782

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.