

Prompt Patterns Quick Reference

Five core patterns that cover 80% of effective prompting

1 Role + Task + Context

Define who the AI should be, what it should do, and the background information it needs.

EXAMPLE

You are an experienced marketing consultant (Role). Write a compelling email subject line (Task) for a SaaS product that helps small businesses automate their invoicing. The target audience is busy founders aged 30-45 who value time-saving solutions (Context).

- 💡 Be specific about the role's expertise level
- 💡 Include relevant audience demographics

2 Format Specification

Tell the AI exactly how you want the output structured.

EXAMPLE

Provide your response in this format:

- Executive Summary (2-3 sentences)
- Key Points (bullet list, max 5)
- Action Items (numbered list with owners and deadlines)
- Risk Assessment (table with probability and impact)

- 💡 Use examples when the format is complex
- 💡 Specify length constraints clearly

3 Constraints & Anti-Patterns

Define boundaries by stating what to avoid and what rules to follow.

EXAMPLE

Write a product description that:

- Uses simple language (8th grade reading level)
- Avoids technical jargon and buzzwords
- Does NOT mention competitors
- Includes at least one specific customer benefit
- Stays under 150 words

💡 Negative constraints often work better than positive ones

💡 Quantify constraints when possible

4 Chain of Thought

Ask the AI to think step-by-step, showing its reasoning process.

EXAMPLE

Analyze this business problem step by step:

1. First, identify the core issue
2. Then, list possible causes
3. Evaluate each cause against the evidence
4. Recommend the most likely solution
5. Explain your reasoning at each step

💡 Numbered steps force sequential thinking

💡 Ask for reasoning to catch logical errors

5

Few-Shot Examples

Show the AI what good output looks like with 2-3 examples.

EXAMPLE

Rewrite these customer complaints into professional responses:

Complaint: "Your app is garbage and keeps crashing!"

Response: "I sincerely apologize for the frustration. We've identified the issue and released a fix in v2.1.2. Would you like a brief call to ensure everything works smoothly now?"

Complaint: [Your input here]

Response:

- 💡 Use diverse examples covering edge cases
- 💡 Include examples of what NOT to do if relevant