

The Jonesi Consultancy | Houston, TX

AI LITERACY · EVERYDAY USE HANDOUT

25 HIGH-VALUE PROMPT PATTERNS



Reusable Structures For Better Output, Faster

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1 Patterns 1–12

Role, Explanation, And Analysis

1 ROLE PLAY

Adopts a specific role or persona.

"Act as a marketing strategist reviewing this campaign."

2 EXPLAIN SIMPLY

Simplifies a concept without dumbing it down.

"Explain how our pricing model works to a new hire."

3 STEP BY STEP

Breaks a process into ordered steps.

"Show me how to run our month end close."

4 PROS AND CONS

Lists advantages against disadvantages.

"Pros and cons of moving this team to a four day week."

5 BEST OPTION

Recommends one choice and defends it.

"What is the best CRM for a ten person firm, and why?"

6 ALTERNATIVES

Produces several distinct approaches.

"Give me three ways to increase newsletter signups."

7 ANALYZE THIS

Examines material and surfaces insight.

"Analyze this market trend data and tell me what stands out."

8 SUMMARIZE

Condenses content to essentials.

"Summarize this report in five bullet points."

9 PARAPHRASE

Rewrites for a different reader.

"Rewrite this policy for a general audience."

10 IMPROVE IT

Raises clarity, quality, or impact.

"Improve this email so it is more persuasive."

11 OUTLINE

Creates a structured skeleton.

"Outline a training session on data privacy."

12 TEMPLATE

Builds something reusable.

"Create a project brief template we can use every time."

13 CHECKLIST

Turns a process into checkable items.

"Build a checklist for launching a new service line."

14 COMPARE

Shows similarities and differences.

"Compare these two vendor proposals side by side."

15 CASE STUDY

Constructs a detailed worked example.

"Write a case study of a successful onboarding program."

16 FIND ERRORS

Identifies mistakes and gaps.

"Find the weak assumptions in this business plan."

17 BRAINSTORM

Generates volume before judgment.

"Brainstorm ten content ideas for LinkedIn."

18 PRIORITIZE

Ranks items against a stated criterion.

"Rank these initiatives by impact against effort."

19 SWOT

Analyzes strengths, weaknesses, opportunities, threats.

"Run a SWOT on our professional services line."

20 PROBLEM SOLVER

Diagnoses a problem and proposes fixes.

"Help me diagnose why customer churn is rising."

21 DECISION MATRIX

Scores options against weighted criteria.

"Build a decision matrix for choosing a vendor."

22 PERSUASIVE CASE

Builds a structured argument.

"Make the internal case for investing in AI training."

23 STORYTELLER

Turns facts into a narrative.

"Tell the story behind how our firm got started."

24 TEACH ME

Teaches a topic in sequence with checks.

"Teach me Excel lookup functions, one step at a time."

25 FUTURE THINKER

Explores scenarios and second order effects.

"What could our industry look like in five years?"

STEP 1

PATTERN

Pick the structure
that fits the goal

STEP 2

CONTEXT

Add your situation
and constraints

STEP 3

DETAILS

Supply the source
material

STEP 4

FORMAT

Name the output
shape you want

THE BEST PROMPTS ARE NEVER ONE AND DONE

Choose the pattern, add your context, specify the format, review the result, then refine. Save the versions that work. That library is the real asset.

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Build the library, not the one-off.

Twenty five patterns cover most professional work.

