

10 Prompt Patterns for *Better AI Answers*

Most AI answers are mediocre because the prompt is mediocre. These 10 patterns take you from "nice" to "useful" — no jargon.

— Nicolas Schmid · halvic.ch

01 Give a role

Tell the AI who to be — it sets tone and depth.

"You are an experienced tax advisor..."

03 Give context

Who reads it, what for, what constraints.

"For a newsletter to SMB owners."

05 Step by step

For complex tasks, ask it to reason in steps.

"Think step by step."

07 Say what not

Show what you DON'T want, not only what you do.

"Not like this: [...]"

09 Iterate, don't restart

Improve the answer instead of starting over.

"Version 2: shorter and more concrete."

02 Task + format

Say WHAT you want and in what FORM.

"...as a table with 3 columns."

04 Show examples

1–2 examples of style or format (few-shot).

"It should sound like: [...]"

06 Constrain it

Length, tone, language, what to avoid.

"Max 100 words, no marketing-speak."

08 Let it ask

Let the AI clarify before it guesses.

"Ask if anything is unclear first."

10 Make it self-check

Have the AI review its own answer.

"Check for errors and correct them."

A good prompt isn't a magic spell — it's clear communication.

More in the audiobook ["KI-Prompting: Praxiswissen für Anfänger"](#) · nicolasschmid.ch