Pattern Name	Use	Structure	Example
Catalog Generative	Generate a content catalog such as a list or set	As a {role} and given {your audience}, provide examples of X. As a {role} and given {your audience}, list some uses of Y.	You are a writing and editing expert. Given an audience of experienced bloggers, **create a list of the top five** low-cost text editing tools. Include web-based tools as well as downloadable applications. Order the list from least to most expensive. Provide a link for each tool on the list.
Abbreviated Generative	Generate a short, functional piece of text	As a {role} and given {your audience}, provide a definition of X. As a {role} and given {your audience}, provide a description of Y.	You are an experienced content strategist. Given an audience of experienced program managers, **provide a brief definition** of the term "content audit." Include three crucial features of a content audit. Explain why each is important to project planning. Do not exceed 60 words.
Breakdown Generative	Generate a subset of a larger concept or topic	As a {role} and given {your audience}, provide steps to accomplish X. As a {role} and given {your audience}, describe the ## crucial aspects of Y.	You are an experienced technical communicator. Given an audience of entry-level technical editors, **provide instructions** on how to review a white paper. Number each step. Include a benefit statement for each step. ©DK Consulting of Colorado
Compare Generative	Generate a comparison and/or contrast of a set	As a {role} and given {your audience}, compare X to QRS. As a {role} and given {your audience}, contrast Y with ABC.	You are an experienced instructional designer. Given an audience of entry-level instructional designers, **compare** self-paced video instruction with lecture-based instruction and live webinars. Highlight the pros and cons of each type of instruction. Format the result in a table.
Find a Better Fit Transformative	Find a better way to express, label, or organize the included content	As a {role} and given {your audience}, provide a better way to say X. As a {role} and given {your audience}, provide the best {organization} / {heading} for content that explains Y.	You are an experienced blogger. Given an audience of peer bloggers, **provide the best way to describe** "data storage in the cloud." Do not use the terms "data storage," "cloud," or "server farm." Do not change the meaning. Do not exceed 10 words.
Change the Perspective (Transformative)	Change the presentation of the included content	As a {role} and given {your audience}, change the following content for the new audience of X. As a {role} and given {your audience}, change the {tone} / {content type} / {order} of the included content to Y.	You are a meet-up organizer. Given an audience of fellow creative writers, **update** the following meeting description to have a more casual tone. Be sure to include an appeal to participate. Do not change the meaning.
Expand on an Idea Transformative	Add to the included content	As a {role} and given {your audience}, expand on X with additional [examples] / {facts} / {benefits} / {subconcepts}.	You are a professional content consultant. Given an audience of potential customers in the high-tech industry, **expand** the following service description to include statistical evidence of its benefits. Provide real links to the sources of the statistics you cite. Do not exceed 60 words.