

STAMPY INTRO

HOOK

SHOCK WITH A STATISTIC

TELL A GOOD STORY

ANALOGIZE: MAKE AN INTERESTING COMPARISON

MISDIRECT: SUGGEST ONE TOPIC BEFORE PRESENTING ANOTHER

PERSONALIZE: OFFER A PERSONAL CONNECTION TO THE TOPIC.



THESIS

THESIS STATEMENT SHOULD BE:

- * ARGUMENTS
- * ABOUT CONTROVERSIAL CLAIMS
- * PREVIEW THE ESSAY STRUCTURE
- * PARALLEL IN THEIR LANGUAGE

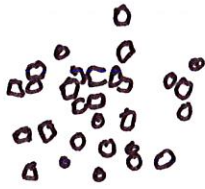
AVOID

GENERAL COMMENTS

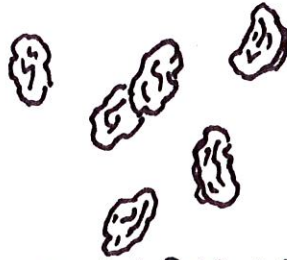
WEAK QUESTIONS

OPENING W/A QUOTE OR DEFINITION

OBVIOUSLY FALSE STORIES



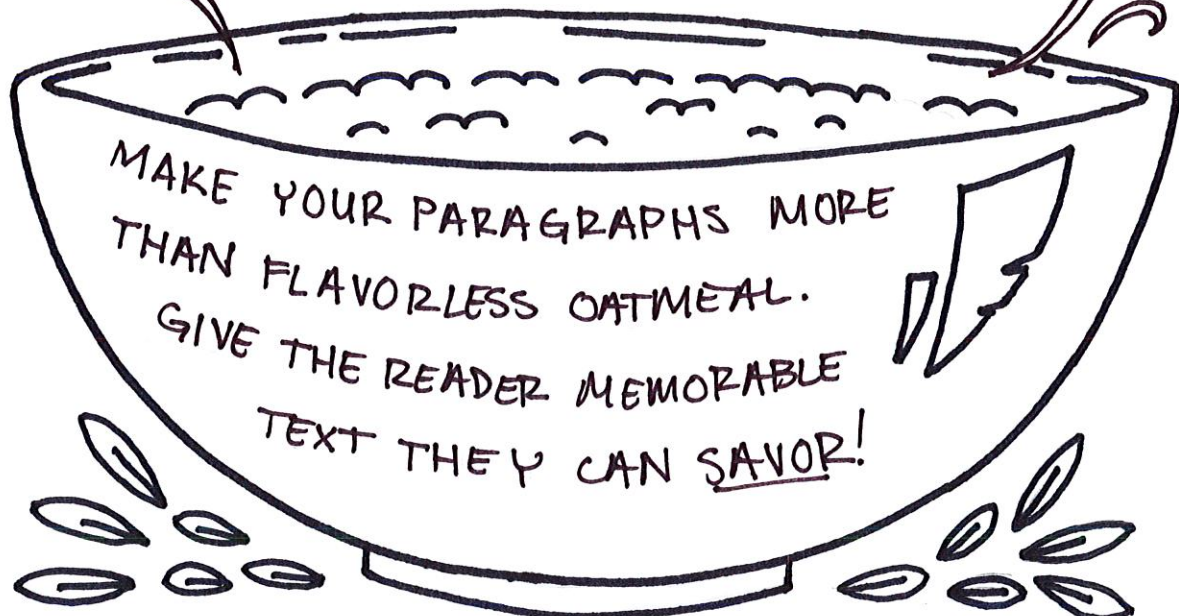
BROWN SUGAR: HARDENED CHUNK OF
OPPOSING ARGUMENTS
TO CRUSH



RAISINS: SPECIFIC CONCRETE
DETAIL



CINNAMON: A SPRINKLING OF
METAPHORICAL
LANGUAGE



OATMEAL PARAGRAPH