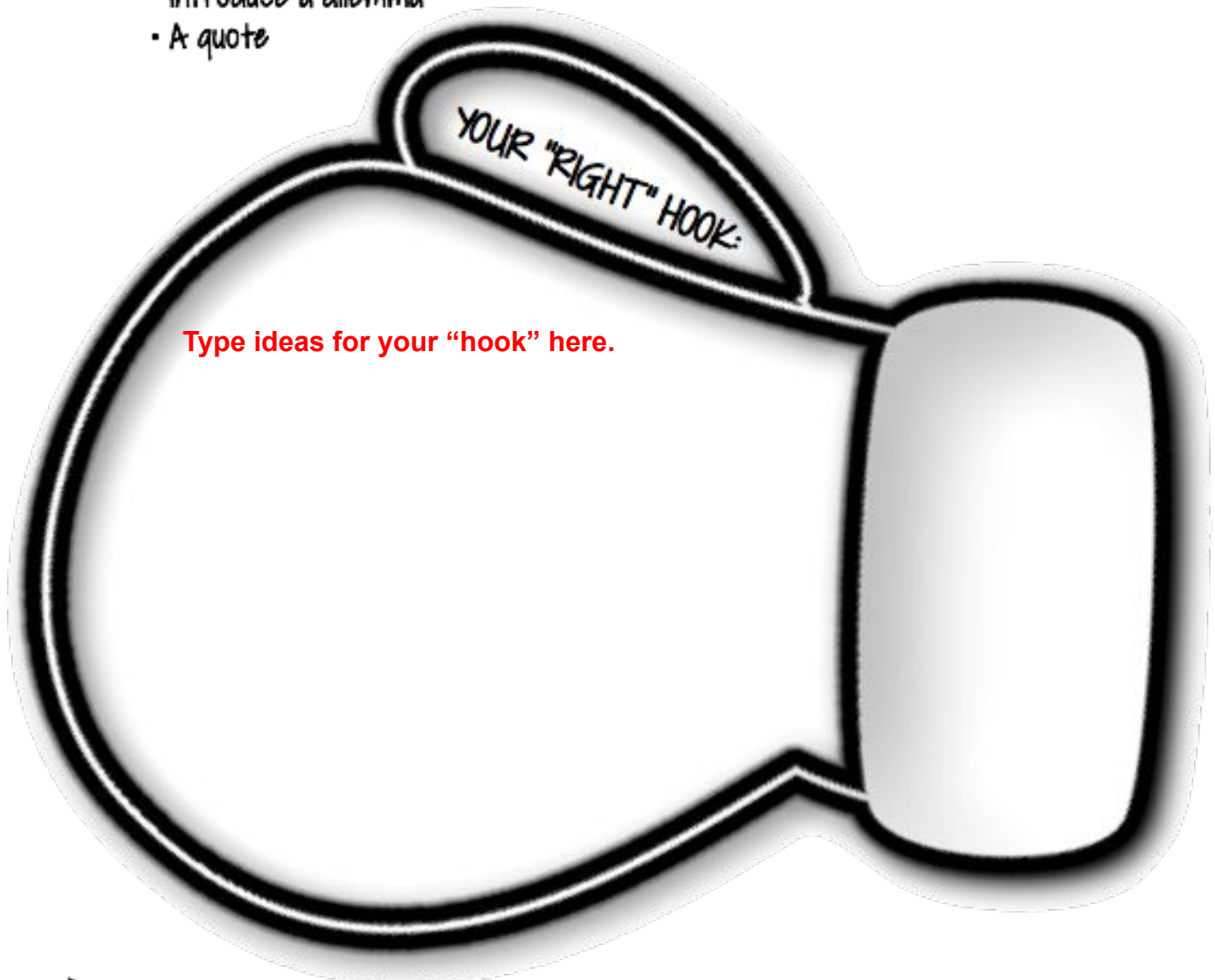


THE "RIGHT" HOOK

Grab your readers attention! Use one of these techniques for your opening hook:

- A surprising fact or statistic
- Rhetorical question
- Anecdote
- Sensory details describing a scene or situation
- Introduce a dilemma
- A quote



➔ How can you transition the hook into your CLAIM? What connection can you make between the two?

Write how you will make a transition from your hook into your claim.

THE KNOCKOUT PUNCH

Your conclusion is your last chance to make an impact on your reader. Forget about restating your reasons! That's boring and repetitive. Instead, remind your reader WHY your claim is ESSENTIAL or IMPORTANT.

The most effective conclusions circle back to the hook:

- If you asked a rhetorical question, give the reader an answer that supports your claim.
- If you gave an shocking fact, tell the reader the consequences if your claim is not followed through.
- Offer a solution to the problem or an alternative system.
- Give your reader something to think about.
- End with a powerful quote from an expert that you haven't used yet.

