

# 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

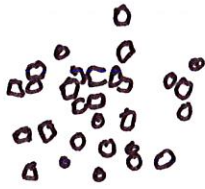
AVOID

GENERAL COMMENTS

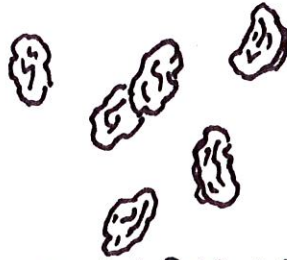
WEAK QUESTIONS

OPENING W/A QUOTE OR DEFINITION

OBVIOUSLY FALSE STORIES



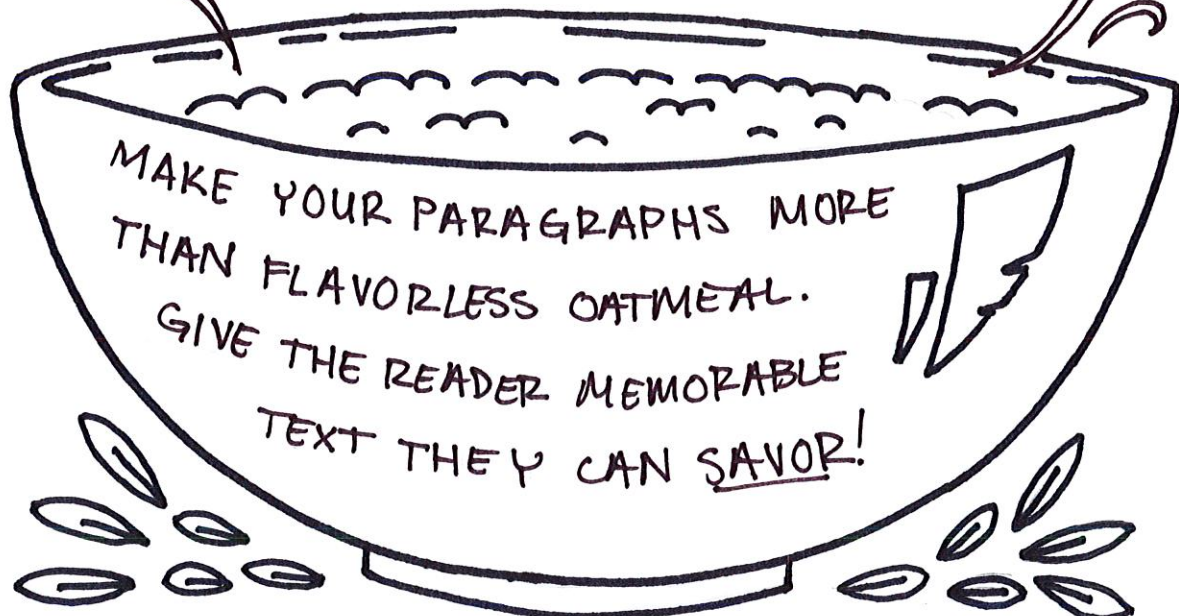
**BROWN SUGAR:** HARDENED CHUNK OF OPPOSING ARGUMENTS TO CRUSH



**RAISINS:** SPECIFIC CONCRETE DETAIL



**CINNAMON:** A SPRINKLING OF METAPHORICAL LANGUAGE



**OATMEAL PARAGRAPH**