**Introductions**

1.STAMPy hook

2.Bridge -*This is where you also introduce author/book*

What is the topic? Why am I telling you this?

Importance/uniqueness of the topic being discussed

Any necessary background information

Connect your hook to your thesis

3.Thesis - identifies the steps and why we would want to know them

Two elements: the main point of the analysis and the organizational format

STAMP

1. **Shock** your audience with a statistic. It should be shocking, but plausible.

2. **Tell** a story/establish a scenario. (Literary or real) Ideally, this will be bookended in your

conclusion.

3. **Analogize** with an effective comparison.

4. **Misdirect** the reader by hinting that you will be talking about one subject or point of view

before reversing the argument on him.

5. **Personalize** with an effective anecdote.

Thoughts on the Opening Sentence

• The opening phrase calls for powerful language. Effective writers should open with strong

words that evoke imagery when possible.

• OKAY INTRO SENTENCE: When you drink a glass of milk, you’re getting more than

wholesome calories…

• EFFECTIVE INTRO: Pus. Hormones. Mucous. Hardly what we imagine each time we take a

drink from a glass of milk …

**Conclusions**

Some strategies to use:

1. Bookend the hook from the introduction: one-two sentences that tie off the story or refer back to the specific statistic provided.​
2. Offer an Uber Summary: one sentence that captures the thesis and the arguments advanced in the piece. This is ideally connected to the hook.​
3. Provide a Call to Action: one sentence that gives the reader or society a step she/it can take to improve the problem identified in the piece.​
4. Statement of significance/real-world connection – Discuss why the premise of your essay is so important or if you’re discussing literature, what real-world lessons can we learn?

Things to consider:

1. You don't need to say "in conclusion" or any variation thereof. Your reader isn't an idiot; they can see it's your conclusion​
2. Avoid just summarizing. You can do a sentence or two, but you should really focus on why this essay was so important? How does your argument relate to the real world?