

Funnel Technique for Introductions

The closer to the bottom you get, the more focused it is.



HOOK STATEMENT

Detail # 1

Detail # 2

Detail # 3

Thesis

- (1) The Hook Statement should be something that makes the reader want to read on. For example, a hook could be an interesting fact or statistic. It could also be a short anecdote.
- (2) Your three Details should be the main points of your essay. They should focus on what your body paragraphs will contain.
- (3) Your Thesis is the most important part of your introduction. It is what the whole essay is about. It is what you are trying to show the reader; what you are trying to prove.