

Hook Your Readers With an ENGAGING **LEAD!**

1. Start with a **TRUISM**, an important statement that is true.
2. Follow up your truism with one of the following techniques:
 - **THE PERSONAL ANECDOTE.** Tell a brief true story (a memory moment!) about something you experienced to illustrate the truism.
 - **HUMOR.** Use age-appropriate humor to explain the truism.
 - **A REBUTTAL.** If your truism works as a counter-argument, provide a rebuttal presenting a better idea.



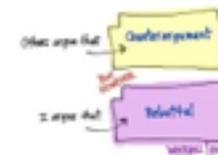
TRUISM + PERSONAL ANECDOTE:

Surviving embarrassment can be difficult, but it is possible. On my first day of school, I wore a white dress. While carrying my lunch from the line to my table of friends, I tripped over my own feet and spilled chocolate milk all over my dress. Everyone has embarrassing experiences, but we can all learn how to survive even our worst spilled-milk moments.



TRUISM + HUMOR:

All life's experiences are more fun if shared with a friend. Coffee tastes better when shared with a friend; a walk is shorter when shared with a friend. Chocolate cake even has fewer calories when shared with a friend. True friends who are open-minded, trustworthy, and thoughtful are a rare find, and finding a friend with these characteristics may be a difficult process.



TRUISM as COUNTERARGUMENT + REBUTTAL:

Many people think that a best friend is the person you knew when you were five and still hang around with when you are fifty. However, everyone matures and changes at different rates. Your views start to change, and then suddenly the five-year-old you grew up with is a completely different person. Going to high school causes many teenagers to transform and re-evaluate their friendships.

Some Transition Words and Phrases

Summarizing

- In other words
- In short
- In any case

Bringing in Other People (Interviews/Research)

- According to

Introducing a Counter- Argument

- Some people might say
- Oh sure,
- However,
- On the one hand,

Refuting of a Counter-Argument

- Still
- At the same time
- Nonetheless
- On the other hand

Giving Advice

- Just consider
- Or consider
- Maybe
- Perhaps
- The first step
- When

Emphasizing Something Important

- Of course
- It's obvious/clear that
- Fortunately
- Most importantly

Narrating Events/Building to a Point

- Meanwhile * Sometimes
- As soon as * Immediately
- Next * When
- Now
- Another
- In the meantime

End with a POWERFUL CONCLUSION!

“The end must connect with the _____ ing. What has been promised must have been delivered. Read the opening over to see what closing it _____s.” – Donald Murray

Use these TWO techniques together:



1. FULL CIRCLE. Echoes back to the _____.



2. CALL TO ACTION. End by encouraging the reader to take a specific step in following your _____.

example:

As you enter middle school, it's more important than ever to be open to new friendships. Sixth grade camp is more fun when rock-climbing with a friend. Trying out for band is easier when practicing with a friend. School lunches even taste better when sitting by a friend. Take that first step and simply say hello to new classmates, your potential new friends!

