Persuasive Essay Format: Introduction

**Fishing! a.k.a. HOOK OPENER**

**a. QUOTE**

**b. QUESTION**

**c. FACT or STATISTIC**

**WHAT are we talking about here?**

**Also called the *topic sentence*.**

**WHOare you writing this for, and why would they care?**

**This is your *audience*.**

**Write a thesis that TAKES SIDES and identify at least 3 MAIN POINTS that prove your side.**