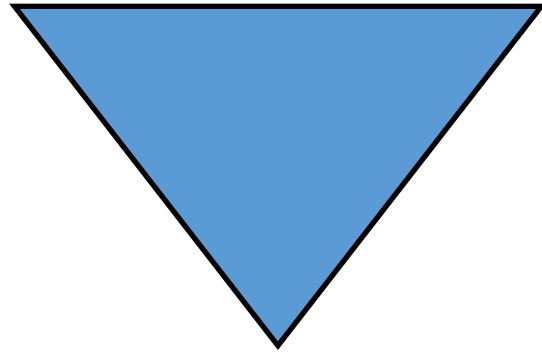


Topic—general

Narrow with the intro

End with your assertion
or the question you will
answer—your thesis



Argument—proving or
persuading—

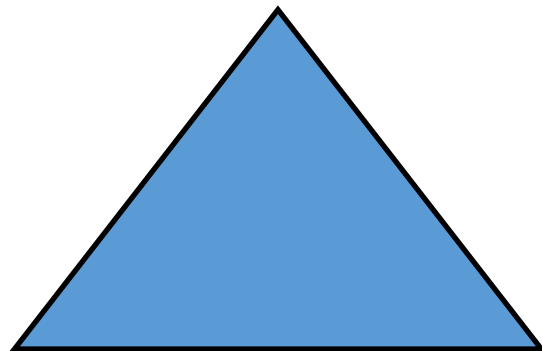
Point 1, 2, 3



Especially in
persuasion, add a
concession—
acknowledge their
objection, then ...



GET OUT THE BIG GUN
to answer it



Invert the intro—
restate your thesis and
then take it back to the
topic, general

