

Writing a Persuasive Hook

After we go through each of the different hooks, choose 3 to try out that would work for your persuasive topic!

The Introduction



- This is your chance to introduce the topic and give brief background information about it.
- You should start the first paragraph with a “hook” or “grabber” to catch the reader’s attention.
- You will choose one or two of the following seven methods to include in your introduction.

Hook #1

Opening with an unusual detail:

- Did you know that a typical child needs 2,000 calories for an entire day and Burger King's Whopper with triple cheese has 1,230 calories?



Hook #2

Opening with a strong statement:

- Fast food consumption has risen 500 percent since 1970 and today pervades nearly every segment of society, including some public school cafeterias.



Hook #3

Opening with a quotation:

- University of Delaware professor Jayashree Pakhare states, *“Advertising, including television ads, billboards, and other advertising, including toys in boxed meals, has had an effect upon children as never before. Children these days are growing up with low concern for their health and more concern for what tastes good.”*



Hook #4

Opening with an anecdote:

An anecdote can provide an amusing and attention-getting opening if it is short and to the point.



- My hands felt sticky after pulling open the doors to “Big Bobby’s Boisterous Burger Hut.” The odor smelled of fried everything. I ordered a Big Bobby Combo #2. There was enough food to serve a small third world country on my tray. I nibbled at the $\frac{3}{4}$ pound burger and my chin was covered in a mayonnaise and ketchup concoction. I asked the server if I could have a few fries with my salt. I left the place feeling like my stomach was mad at me.

Hook #5

Open with a statistic or fact:



- Thirty percent of the children in the survey ate fast food on any given day during the survey, and they ate an average of 187 calories a day more than those who did not eat fast food. These additional calories could account for an extra six pounds of weight gain per year, according to Ludwig.

Hook #6

Questioning the reader:

- How many times have you eaten fast food this month?



Hook #7

Opening with an exaggeration or outrageous statement:

- Fast food is killing America!

