Pillar of Persuasion

Opening: broad, general, and universal

narrows to a thesis

Intro paragraph

Thesis statement: a specific argument

Topic sentence: what this *specific* paragraph

argues to support the thesis

Your evidence (examples, facts, stats, reasons,

and quotes)

Your analysis: explain how the evidence supports

your thesis

Another commentary sentence Body paragraph 1

Closing statement: how this paragraph ties or

relates back to thesis

Topic sentence: what this specific paragraph

argues to support the thesis

Your evidence (examples, facts, stats, reasons,

and quotes)

Your analysis: explain how the evidence supports

your thesis

Another commentary sentence Body paragraph 2

Closing statement: how this paragraph ties or

relates back to thesis

Topic sentence: what this specific paragraph

argues to support the thesis

Your evidence (examples, facts, stats, reasons,

and quotes)

Your analysis: explain how the evidence supports

your thesis

Another commentary sentence Body paragraph 3

Closing statement: how this paragraph ties or relates

back to thesis

Connect each example to the thesis

Broadens out to touch on current affairs or

a personal connection to the argument Closing paragraph

This three-body-paragraph model can be adapted and expanded to develop for any length of essay: the thesis needs only to be deepened or extended to account for the additional evidence and analysis of a longer essay.

The thesis must always be a statement of argument, opinion, perspective, or point of view on a particular topic.

It must never be an *announcement* of what you intend to do (“In this essay, I am going to analyze symbolism in *Romeo and Juliet*”) and not an obvious *statement of fact* (“In this essay, I am going to argue that the sky is blue”).

Instead transform these into an argument or point of view: “In this essay, I argue that the symbolism of darkness in *Romeo and Juliet* foretells of the main characters’ tragedy” or “In this essay, I prove that specific wavelengths in the visible spectrum account for the sky’s blue color”).

Your thesis must always be written first. Then begin to develop each body paragraph on its own with its own examples, facts, stats, reasons, quotes, and analysis. When the body paragraphs are finished, then write the concluding paragraph. After that, then go back and write the intro paragraph (in which your thesis will be the last sentence or two). Intro paragraphs are always written last: how can you know to write the intro paragraph before the rest of the essay is complete!?

Organize your body paragraphs so that your simplest, or the most obvious example or analysis comes in the first body paragraph; then the next strong, then the strongest, building up so that the strongest argument comes in the last body paragraph.

Use transition words and phrases to connect and cohere your body paragraphs such as *moreover, furthermore, in addition to*; or if you want to contrast use, *on the other hand*, *conversely, nevertheless*.

Always construct a one-page outline in this format before your first draft, and write the first draft in the order presented, re-organizing the content in the proper order later:

Thesis statement: Contrary to popular opinion, crime *does* pay because often criminals get away

with their crimes and they will continue to commit the same crimes; and even if they

are caught, often criminals profit financially from their crimes after prison.

Body Prgh 1

Topic sentence: Often criminals profit from their crimes

-stat: 60% of criminals are not caught

-example: story of John Doe, who got away with robbing a bank

--quote from source: “Mafia members hide their crimes behind legitimate businesses”

Body Prgh 2

Topic sentence: Many criminals, if not caught, will not stop but will commit the same crimes

over and over

-stat: 40% of white-collar criminals commit the same crime over and over and are never caught

-example: story of jewel thief who after getting away with 1 robbery, did it again more and

more often and stole more and more jewels

- quote from a car thief: “I was making 10 times more stealing cars than working at Mcdonald’s”

Body Prgh 3

Topic sentence: Even if caught, often criminals profit financially from their crimes after the fact

-example: Frank Abignale earned millions after imprisonment for check fraud

-example: Jane Doe, who after imprisonment for murder, wrote and book and got a talk show

-quote from Wall Street exec: “I was imprisoned for securities fraud, but after I got out was

offered a better job with more pay.”

Concluding prgh

-why we sometimes idolize the infamous and admire them

Intro prgh

-we like to think that good deeds are always rewarded and bad deeds are always punished but

this is unrealistic even mistaken

Title: “Crime Does Pay”