**THE PERSUASIVE HOOK**

**What is a hook?**

* The sharp, curved piece of metal at the end of a fishing rod used to bait and catch a fish; a.k.a. your audience
* The first sentence of your speech
* A way to capture your audience’s interest
* A way to engage your audience
* A way to make your audience curious enough to keep listening!

**How do I write one?**

There are several types of hooks. The key is finding one that works for your style, topic, and stance.

**Can you give me some examples?**

The following are several different ideas for creating a strong hook:

* **Startling Statistic**

Statistics show relationships with numbers. Find a striking statistic to increase you pathos right from the start.

* **Series of Rhetorical Questions**

A series of questions will emphasize how critical your topic is! Use the words who, what, when, where, why, is, how, or are at the beginning of the sentence.

* **Quote or Epigraph**

Include a quote or epigraph that articulates or exemplifies your topic. It can be a direct quotation from your research, a book, the media, or a politician. It can also be a saying or expression.

* **Anecdote**

Tell a short story of an individual case to increase the ethos of your speech.

* **Dictionary Definition**

Quote the dictionary definition of a word that is pivotal in your speech. Then, explain your topic has deepened or altered the meaning of this word.

* **An illustration or colorful visual aid**

Bring something to demonstrate your point! This may be a graphic organizer, photograph, map etc.

* **A short history of the topic**
* **A strong statement demonstrating the topic’s relevance by showing how it relates to important political, social, or scientific issues.**