



Introductions and Conclusions

Introductions

1. **Grab the reader's attention** using any of the following strategies: anecdote, quotation, fact or statistic, question etc.
2. **Narrow** down topic slowly to concentrate on **your focused topic**.
3. **End with the thesis** (usually ARGUMENTATIVE. What is your OPINION?)

Example: The average college student drinks five cups of coffee per week. Winthrop students fit into this statistic neatly—over 75% of Winthrop students claim to get coffee at least four times a week at either Einstein's or Starbucks Coffee. Einstein's and Starbucks both offer coffee beverages, however, there seems to be a puzzling quandary between the two coffee chains on campus. More than half of Winthrop students prefer Starbucks coffee over Einstein's even though Einstein's offers a variety of hot and cold drinks in addition to their famous bagels. Though some may argue that the quality of Starbucks is better, the reason students go there over Einstein's has little to do with the quality of Starbucks coffee. **Winthrop students are unconsciously persuaded to go to Starbucks because Starbucks has a cozy environment, the location is in a central area, and students can take advantage of coupons that Starbucks provides.**

Conclusions

1. **Restate the thesis** in varied words
2. **Reiterate the main points** from the body of the paper
3. **Answer the questions, "SO WHAT?" "WHY DOES THIS EVEN MATTER?"** Think about the implications. What would happen if this situation continued to exist? What would happen if it did not? The goal is to leave your readers with something to think about, not to simply give a repeat of your paper. You should cater the issue to the reader to force them to care about what you are talking about.

Example: **Though the coffee at Einstein's and Starbucks can be considered equal in caliber, Starbucks coffee is able to provide better advertising, a better location, and coupons to unknowingly persuade the Winthrop customers to go there instead of Einstein's.** Starbucks offers cozy seating, comfortable indie music, and soft lighting to attract customers, whereas the Einstein location is lit by fluorescent lighting, little seating area, and is in the buzzing student center where students cannot relax or study as easily. Additionally, Starbucks is located on the main floor of the student center, unlike Einstein's which is in the basement. Therefore, it is easier for students to grab a cup of joe and exit Starbucks quickly without having to climb dozens of stairs in order to go to class. Starbucks also provides coupons if students arrive before 2 p.m. These students receive a stamp on the back of their receipt that lets them get any grande-sized beverage for only two dollars, enticing them further to go to Starbucks. Einstein's Coffee on the other hand, does not have any discount incentive for buying coffee. For these reasons, Starbucks continues to be the number one coffee location on campus, beating out its competitor. Within the context of marketing, Starbucks does a much better job at luring in students. If Starbucks continues to implement these clever tactics, the chances of students continuing to go there is high. If Einstein's coffee wants to improve their ratings in the eyes of Winthrop students, providing coupons or changing the lighting may help. Otherwise there will be little incentive to go when Starbucks is just around the corner. The bottom line, however, is that Winthrop students are provided with delicious coffee, and without it, we might all perish.