

Writing Hooks

Seven Different Options

1. Start with a Surprising Fact or Statistic

- This works especially well for argumentative or informative essays.

Example:

Every year, over 8 million tons of plastic end up in the ocean.

Why it works:

It shocks the reader and immediately introduces the topic.

Tip: Make sure the statistic is accurate and directly related to your thesis.

2. Ask a Thought-Provoking Question

- Engages readers by making them think personally about the topic.

Example:

What would you do if you had only 24 hours without the internet?

Why it works:

It invites the reader into the discussion.

Tip: Avoid simple yes/no questions—make them reflective.

3. Use a Bold Statement

- Make a strong claim that sparks curiosity or debate.

Example:

Social media is doing more harm than good.

Why it works:

It sets up tension and signals an argument.

Tip: Be prepared to support the claim in your essay.

4. Tell a Short Anecdote

- A brief story can humanize your topic.

Example:

When Maria opened her lunchbox at school, she quickly closed it again—she knew the teasing would start.

Why it works:

Stories create emotional connection.

Tip: Keep it short—2–4 sentences max.

5. Use a Powerful Quote

- Quotations can add authority or emotional depth.

Example:

“The only thing we have to fear is fear itself.” — Franklin D. Roosevelt

Why it works:

Recognizable voices add credibility and interest.

Tip: Always explain the quote and connect it to your topic.

6. Paint a Vivid Scene (Descriptive Hook)

- Use sensory details to draw readers in.

Example:

The classroom was silent except for the ticking clock and the soft scratch of pencils against paper.

Why it works:

It immerses the reader in the moment.

Tip: Use imagery that connects clearly to your thesis.

7. Present a Contradiction

- Show opposing ideas to spark curiosity.

Example:

We are more connected than ever, yet more isolated than before.

Why it works:

It creates tension and invites explanation.

Quick Formula for Writing a Hook

1. Choose a hook type.
2. Write 1–3 engaging sentences.
3. Connect the hook smoothly to your thesis.

Example Flow:

Hook → Background → Thesis Statement