

Argument: _____

Pre-Construction Questions: Location, location, location

1. What is the problem?
2. Why is this important to **me**?
3. Who is my audience?
 - Who will be affected by this information?
 - Who should care about this?
4. What do **they** say?
5. What do **I** (your evidence) say?



Blueprints

Essay Outline
Where do I want to go?

NOTES

Laying the Foundation

Supporting your claims with EVIDENCE

NOTES



Mounting the Structure

TYING my claims and evidence BACK to my thesis

= Strong argument

Staying focused = everything is RELEVANT

NOTES



Detailed Design

Introduction

Hook

Conclusion

Organization

Fluidity

Transitions

Style

Imagery

Metaphors

Etc.



NOTES