

Five Essential Components of an Introduction

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1. **Attention-Getting Device** This is often called a grabber or hook. It is a device used to capture initial attention.
2. **Proposition statement** Other wise known as the thesis statement. This is one clear and powerful statement of purpose.
3. **Preview** The preview is a road map of organizational structure. The preview is a brief, concise method of how the proposition will be supported.
4. **Orienting material** Affectionately known as rhetorical yak-yak, orienting material provides transitional informational material and effective signposting to connect the attention-getter to the proposition. It serves as the rhetorical glue that helps to create stickiness.
5. **Credibility Building Device** It is essential to provide a credibility tactic such as a source citation or proof of purpose. This device provides the audience with an initial "proof audit". It could be a personal anecdote of experience, citation or statistic that adds impact.