**Essay Format: Exemplification**

1. Introduction
   1. Present the thesis
      1. A generalization: Routine city services are in a terrible state
      2. An observation: Social success depends on deceit. OR My tendency to procrastinate has caused me unnecessary work and loss of time.
   2. Clarify the thesis by providing necessary background information or explanation.
2. Body
   1. Gather the examples and write a paragraph for each.
   2. Establish through examples the validity of the thesis. Three examples, at least, may be enough.
   3. Use relevant examples, those that represent a reasonable cross-section of the subject.
   4. Use specific examples that make the meaning clear. Don’t add other generalizations.
   5. Arrange the examples to produce the greatest impact.
   6. Establish a clear connection between your examples and the point you are trying to make.
      1. Repeat a key word from your thesis statement or a variation of it.
      2. Use suitable transitional words and phrases.
         1. For instance
         2. For example
         3. To illustrate
         4. A classic example
         5. Also
         6. In addition, additionally
         7. A case in point is
      3. Avoid unimaginative transitions like “My first example is...”
3. Conclusion
   1. Reinforce or advance the thesis.
   2. Re-state the basic idea you have been proving throughout the paper