Introductions:

MoBaThBlue

Motivator (Mo):

Begin with…

* A definition (*Warning – do not quote from the dictionary*!)
* A fact or statistic
* A quotation from the text or from a related topic
* An anecdote, a brief story that is related to the topic
* A startling statement: “Man is doomed!”
* An explanation of why the subject is important
* A reference to pop culture or current events

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| Weak Motivator | Strong Motivator |
| Are you living your life to the fullest? | The perception of a well-lived life varies from one person to the next. Some may find contentment in helping others while others may find joy in accomplishing a goal that they have set forth. |

Background (Ba):

* Introduce the genre, title, and author of a work.
* Provide 2-3 sentences that explain the gist of the book or article but also lead up to the thesis statement.

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| Weak Background | Strong Background |
| Steve Jobs and Andrew Blackman both wrote about happiness. | Steve Jobs’s commencement speech to Stanford and Andrew Blackman’s article “Can Money Buy You Happiness?” both convey differing ideas on the concept of attaining a meaningful life. Steve Jobs offers three distinct ways to find satisfaction while Andrew Blackman takes a look at the science of happiness from a financial perspective. |

Thesis (Th):

* Establish the purpose for writing the essay
* Identify a topic and express a position or point of view about that topic
* This is the one statement you’ll spend your entire paper proving

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| Weak Thesis | Strong Thesis |
| From listening to Steve Jobs and reading “Can Money Buy You Happiness?” it is clear that there are different ways to look at personal satisfaction. | With consideration to the viewpoints of Jobs and Blackman, both encourage their audience to gain a comprehensive understanding of the relationship between happiness, money, and struggle. |

Blueprint (Blue):

* Let the reader know the exact layout of the body of your paper.
* Blueprints can be combined with thesis statements.

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| Weak Blueprint | Strong Blueprint |
| In this essay, I will talk about how to spend money, how to deal with death, and how to find joy in love. | Seemingly, the key to a fulfilling life is to focus on experiences rather than materialistic goods, learn how to give and accept loving gestures, and accept obstacles as a motivating force to live fully. |

Sample Intro:

The perception of a well-lived life varies from one person to the next. Some may find contentment in helping others while others may find joy in accomplishing a goal that they have set forth. Steve Jobs’s commencement speech to Stanford and Andrew Blackman’s article “Can Money Buy You Happiness?” both convey differing ideas on the concept of attaining a meaningful life. Steve Jobs offers three distinct ways to find satisfaction while Andrew Blackman takes a look at the science of happiness from a financial perspective. With consideration to the viewpoints of Jobs and Blackman, both encourage their audience to gain a comprehensive understanding of the relationship between happiness, money, and struggle. Seemingly, the key to a fulfilling life is to focus on experiences rather than materialistic goods, learn how to give and accept loving gestures, and accept obstacles as a motivating force to live fully.