Writing an Introduction

The hook grabs the reader’s attention.
The bridge transitions.
The thesis tells the reader exactly what the essay is about.

Hook: generalization

Americans love to drive their cars. This love to drive leads to traffic congestion in every American city, particularly during morning and afternoon commutes. This problem would easily be solved if the vehicles on the road carried more than one person. Since so many people start and end their commutes in the same places that other people start and end their commutes, carpooling is an option. Carpooling does create small inconveniences for both drivers and passengers, but the benefits far exceed the costs. Commuters should consider carpooling to eliminate traffic congestion, decrease the expense of commuting, and socialize.

Hook: common misperception

Americans think that the only way to get to work is alone in their cars. This belief leads to traffic congestion in every American city, particularly during morning and afternoon commutes. This problem would easily be solved if the vehicles on the road carried more than one person. Since so many people start and end their commutes in the same places that other people start and end their commutes, carpooling is an option. Carpooling does create small inconveniences for both drivers and passengers, but the benefits far exceed the costs. Commuters should consider carpooling to eliminate traffic congestion, decrease the expense of commuting, and socialize.

Hook: fact or statistic

Every day, millions of people around the country get into their cars and drive alone to work. As a result, traffic congestion is a serious problem in every American city, particularly during morning and afternoon commutes. This problem would easily be solved if the vehicles on the road carried more than one person. Since so many people start and end their commutes in the same places that other people start and end their commutes, carpooling is an option. Carpooling does create small inconveniences for both drivers and passengers, but the benefits far exceed the costs. Commuters should consider carpooling to eliminate traffic congestion, decrease the expense of commuting, and socialize.