

## 12 Types of Essay Hooks with Examples

	Type of Hook	Example
1	Fact or Statistic (interesting or unusual)	The average American adult consumes 8 pounds of candy per year.
2	Statement (unexpected or humorous)	Chocolate: a simple mixture made from cocoa, sugar, hopes, and dreams.
3	Statement (Imagine if/a...)	Imagine if the world suddenly ran out of chocolate.
4	Strong or Controversial Opinion	Of all the wonderful sweet treats in the world, chocolate is by far the most disgusting.
5	Universal Idea or Truth	Christmas would not be Christmas without the first lick of a candy cane.
6	Comparison (metaphor/simile)	Eating candy is like fireworks of sweetness exploding on the tongue.
7	Creative Dialogue	“Please mom, can’t I have just one more piece of candy?” whined Jake. “No, son, you’ve already had two chocolate bars, a lollipop, and a bowl of jelly beans. Eating more will make you sick!”
8	Vivid Description (sensory word picture)	Entering the candy store, the cloyingly sweet scent immediately perfumes the skin, and the almost sticky air fills the nose. Lining the walls stand stacks and stack of rainbow bins filled to the brim with melty chocolates, smooth caramels, and sparkly sugar crystals.
9	Story or Anecdote	Glancing toward the candy bowl, the siblings realize only one of Grandma’s famous, homemade caramels remains. They tug, trip, and tackle each other across the room as they fight to claim the last chewy piece.
10	Show a Benefit	After a difficult test or fight with a friend, chocolate brightens any bad day.
11	Question (intriguing, thought-provoking)	What would life be like without sugar?
12	Quote or Familiar Saying	Willy Wonka once said, “A little nonsense now and then is relished by the wisest men.”

**Note:** Just because the hook is about candy, does not mean the essay is about candy. Only one part of the hook needs to hint to the main idea. If you examine the hooks above carefully, you will see hints to other topics like healthy eating habits, holiday traditions, needs vs. wants, joy vs. sorrow, overcoming hard times, obeying parents, sibling rivalry, staying a kid at heart, etc. Often the true topic is not revealed until the second or third sentence of the introduction, like this:

Christmas would not be Christmas without the first lick of a candy cane. Whether minty candy canes, pastel-colored eggs, or sparking fireworks, most people surround themselves with traditional objects to joyfully celebrate holidays throughout the year. Yet, these objects, while festive, are not what make a holiday truly special and memorable. Instead, the love of family adds the spirit of festiveness, warmth of togetherness, and joy of celebration to any holiday celebration.