

Type of Hook	Examples
Quotation	<ul style="list-style-type: none"> - General Patton once said, "If a man does his best, what else is there?" - When Hillary Clinton said "we must stop thinking of the individual and start thinking about what is best for society," she highlighted one of the biggest issues in American politics.
Anecdote	<ul style="list-style-type: none"> - There was nothing more isolating than being alone in a foreign country, with no cell phone, no money, and no ability to speak the language. - It was Christmas of 1995 when my parents taught me a valuable lesson: always expect the unexpected.
Rhetorical question	<ul style="list-style-type: none"> - Have you ever wondered what you would do if you couldn't fail? - What's the one thing you can do to make the world a better place?
Interesting fact	<ul style="list-style-type: none"> - China is going to spend \$850 billion to clean up its water supply over the next decade. - Ancient Egyptians used heavy eye makeup to keep evil spirits at bay and to protect their eyes from infection.
Simile or metaphor	<ul style="list-style-type: none"> - When I first went to Japan, it was like a baby bird trying to fly for the first time. - The high rate of poverty in America is the country's elephant in the room.