

Hook Statements

1. Choose the best hook statement.
2. Why are the other hook statements NOT good examples.
 - a. Have you ever heard of Starbucks?
 - b. I'm going to talk about Starbucks.
 - c. Starbucks is a famous coffee shop.
 - d. Starbucks has revolutionized the use of public space in Japan. There are now many outdoor cafes throughout Japanese cities.



More Hook Statements

1. Match the type of hook with the best example.
2. Which hook would you use to start an introductory paragraph about Starbucks? Why?

_____ Japan is one of the best markets for Starbucks. It has 570 stores nationwide and sales per store are more than twice that of U.S. stores.

_____ Starbucks was named after *Starbuck*, a character in the novel *Moby Dick*, and its logo is a stylized cartoon of a mermaid.

_____ Customers lined up along the street for hours in Ginza before the grand opening of the first Starbucks in Japan on August 2, 1996. The first customer, who did not speak English, rushed in and blurted, “Double tall latte!”

_____ “You are what you repeatedly do. Excellence then, is not an act, it's a habit” is just one of the many quotes printed on the side of coffee cups at Starbucks as part of the company's *The Way I See It* campaign.

_____ Why is there a Starbucks on almost every corner in Tokyo?

- a. a quotation
- b. a surprising statistic
- c. a rhetorical question
(a question you don't answer)
- d. an anecdote
(a brief story related to the topic)
- e. a summary of a fact

