1. Introduction
   1. Anecdotes
      1. Personal story about writing in school or wherever.
      2. Story about a business or government that lost money because of poor grammar and punctuation.
         1. <http://www.economist.com/blogs/democracyinamerica/2015/11/child-pornography-and-law>
         2. <http://priceonomics.com/the-most-expensive-typo-in-legislative-history/>
         3. <https://www.scribendi.com/advice/proofreader_could_save_millions.en.html>
      3. Resumes and cover letters
      4. Handwritten notes are remembered better
      5. Writing is used in cognitive therapy to help people with irrational belief systems.
         1. Learned Optimism Martin Seligman
      6. CAVEing Content Analysis of Verbatim Explanations and politics
   2. Statistics – writing proficiency or literacy
      1. Nation’s Report Card
      2. National Center for Education Statistics
      3. Unesco Institute of Statistics
   3. Do you like or dislike writing and why and then focus more closely on those aspects you don’t or do like.
   4. Is there any writing that influenced you?
   5. Transition sentence to connect to your thesis
   6. Thesis: I believe I deserve a(n) \_\_\_\_\_\_\_\_\_\_\_\_ for a grade because I learned \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

This is how a dash works—and then continue