



The 3 P's in your Essays

It is time to follow 3 P's to craft a compelling text.

01.) POI (P1) → 3 C's

Any text should present an inevitable logic.

When organizing your writing, make sure it presents:

1.1.) Clear thesis (C1)

The thesis prepares the reader's brain to receive your message. It tells him what to expect. A thesis is NOT a fact. It is a POSITION that you will defend. The thesis reveals your main point in each paragraph;

1.2.) Control over evidence (C2)

If you've mentioned A, B, C in your thesis (introductory paragraph), then you should present A, B, and C each in a different paragraph. If you've mentioned only A and B in your introductory paragraph, then you cannot open a third paragraph to describe C;

1.3.) Concision (C3)

Write clear, short, and direct sentences. Review, cut, and edit until you have produced clear, short, and direct sentences. Present one idea per sentence and one main idea per paragraph;

02.) Picture (P2)

You have a clear **THESIS**.

Now you have to **SHOW** it through concrete examples to help your reader **SEE** what you mean. You want to build an **IMAGE** in his/her mind.

Remember: Show rather than tell.

03.) People (P3)

People matter: It is all about people and your involvement with them.

ALWAYS have people in your story.