

Conclusion Helps

Do	Don't
Ask a provocative question	Simply restate your thesis/claim
Leave with an interesting quotation	Introduce a brand new idea
Call for action	Focus on a minor point in the essay
Loop back to the anecdote in the introduction	Use the following phrases: "In conclusion," "In summary," or "In closing"
End with a warning	Add extra information that should have been in the body of the essay
Paint a strong image	
Express your hopes	
Answer the "So What?" question	
Paint to broader implications	