

# The Funnel

## Introduction

The funnel structure works for essays where there's a clear destination or conclusion. It starts broad, offering the reader a representation of the issue from a distance, zeroing in on the issue more closely with each successive section. The final layer should lead the reader to see the solution, conclusion, or perspective the writer proposes.

### Identify the Issue

- **State** the essay's main point
- **Articulate** its significance
- **Indicate** an answer exists

## Body A

### Consider the Following Here:

Answering "reporter" questions like: who does the issue affect, how big is the problem, where does it manifest, etc. will aid the reader in understanding the main ideas being covered

### Frame the Issue Broadly

- **Discuss** the scope of the issue
- **Provide** needed background
- **Place** the issue in context

## Body B

### Consider the Following Here:

Focusing the readers' attention on key elements of a potential solution or conclusion prepares them to accept the writer's perspective

### Narrow the Focus

- **Zero in** on key aspects
- **Point out** crucial details
- **Present** critical concepts

## Body C

### Consider Here:

Being clear and direct will help readers to understand the main point of the essay

### Make Your Case

- **Fit** key ideas together
- **State** the solution or point
- **Discuss** implications ( + & - )

## Conclusion

What's the main Point?

### Reiterate the Point

- **Summarize** key concepts
- **Restate** the solution or point
- **Suggest** further action