5 PARAGRAPH ESSAY STRUCTURE
THE BUILDING BLOCKS OF A STRONG ARGUMENT

THE BIG PICTURE

1. Paragraph 1 – Introduction
   a. State thesis (end of introduction)
2. Paragraph 2 – Main point 1 (from thesis)
3. Paragraph 3 – Main point 2 (from thesis)
4. Paragraph 4 – Main point 3 (from thesis)
5. Paragraph 5 – Conclusion
   b. Restate thesis (beginning of conclusion)

INTRODUCTION

Work your way from broad to specific… down to your thesis

In times of high stress, low sleep, heavy work load, and low energy levels, most people turn to coffee for help. According to Gallup, “just under two-thirds of U.S. adults drink at least one cup a day” (“Americans’ Coffee Consumption”). Coffee production and consumption is rising, and coffee shops continue to experience long lines of customers waiting outside the door for their daily cups of coffee. One coffee shop in particular continues to dominate the market. Starbucks is the leader in coffee sales and the most excellent business for consumers because they care about the experience, their coffee is delicious, and there is rapport in the Starbucks name.

CONCLUSION

Do the opposite of the intro. Work your way from specific to broad. Start by restating your thesis in different words.

Starbucks continues to be the leader in coffee sales and the favorite business for consumers because not only do they have delicious coffee but they also care about their customers’ experience and establish excellent rapport. With companies like Starbucks, it is simple to keep coffee loving customers coming back for more. After all, coffee is one of the most loved beverages amongst Americans. Caffeine alone will likely always be favorite for Americans with busy lives, and Starbucks expertly meets that need.