**Writing Engaging Conclusions**

**General Suggestions**

* **Answer the question "So What?"**
	+ Show your readers why this paper was important. Show them that your paper was meaningful and useful.
* **Synthesize, don't summarize**
	+ Don't simply repeat things that were in your paper. They have read it. Show them how the points you made and the support and examples you used were not random, but fit together.
* **Redirect your readers**
	+ Give your reader something to think about, perhaps a way to use your paper in the "real" world. If your introduction went from general to specific, make your conclusion go from specific to general. Think globally.

**Strategies**

* **Bookmarks: echo the introduction**

Example:

***Introduction***

Joseph Smith couldn't bring himself to shoot his wife in the face. Although the two had made a pact that if one of them were infected with the zombie virus, the other would not hesitate to kill them, Joseph found it impossible to carry out the promise to exterminate his wife of 23 years. After she became a zombie, he kept her chained in the basement, hoping that somehow, someday, a cure would be found and his beloved wife would be well again. Three months later, Joseph was bitten by Anne as he was feeding her. He, in turn, infected his three children, and together the Smith family infected 54 people on their street. The amount of people ultimately infected is incalculable. If Joseph Smith had carried out his promise to destroy Anne once she became a zombie, countless lives would have been saved.

***Conclusion***

It is perfectly understandable that someone like Joseph Smith would struggle with the thought of slaying the animated corpse of someone he loved. However, by refusing to do so, He put thousands of other people at risk. If we are ever to put the heartbreak of the zombie virus behind us, we are going to have to learn to make that difficult choice.

* **Call to action: challenge the reader**

Example:

So, the next time your friend, sibling, or neighbor exhibits the telltale signs of zombie infection, do all of us a favor and exterminate the threat immediately. Such steely resolve on the part of every citizen may be our only hope.

* **Looking to the future**

Example:

Someday, we will rebuild our once-great society, but that cannot happen until we are no longer fighting for our lives against the zombie menace. If each of us can learn to exterminate zombies as soon as they arise, no matter who they were or how much we loved them when they were human, we can go a long way towards making this world zombie-free once again.

* **Posing questions:**

Example:

We would all like to believe that someday our infected friends and family members might be rehabilitated or cured, but we must ask ourselves: Is it worth the risk?