



Hamburger Paragraph With f.r.i.e.s.s.

- ▶ F-Fact
- ▶ R-Reason
- ▶ I-Incident
- ▶ E-Example
- ▶ S-Statistic
- ▶ S-Sensory
Detail

Before you can have a great burger, you need a bun to hold all the good stuff together. Your statement and conclusion have an important role, but the spicy and interesting FRIESS are the reason you eat the burger—or read the written word. A burger's not a burger without the FRIESS.

