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# Examples

## These slides are EXAMPLES

In almost every writing project you undertake, you must use specific, relevant, clear examples to support your main idea.

Think about it, on your resume, you give examples of your experience, education, training, and people skills.

In a memo, you will list your ideas and explain what you mean by listing examples. In a business report, you will use many examples to support your position.

**To help you understand how to use examples, I have to give you some **examples** to make the idea clear to you.**

# Using Examples

In any business writing, you will want to be sure your **PURPOSE** (have something to say, right?) is clearly understood. One of the best ways to guarantee this is to use SEVERAL (3,4,5...10?) well-chosen, specific, and relevant examples.

## Examples will help you:

- explain*
- clarify*
- detail*
- exemplify*
- reenforce*
- describe*

**Writing without examples:** Many important items were stolen from the apartment.  
(vague, unclear)

***Writing with examples:*** Many important items were stolen from my apartment: my laptop (which contains my important tax records), my briefcase (which contains my car keys), and my cell phone (which contains my contacts and important phone numbers).

# Use These Words

## Common Transition Words

- If you use these **connecting words** in your writing, you will certainly have enough examples to make your point clear. Words used to **introduce examples** include: *for example, in addition, another, moreover, still, likewise, first, second, third, furthermore, and, also, because, similarly, lastly.*
- These words will allow you to introduce examples while allowing your writing to flow smoothly from one idea to the next. Check out the examples:

I love going to Disneyland. For a number of reasons, it has always been one of my favorite places to spend a day.

First, there is something enjoyable for guests of every age. **For example**, babies and toddlers will be enchanted by the magical atmosphere and wonderful characters, **like** Mickey Mouse, Cinderella, Tigger, and Goofy, just to name a few. Older kids will delight in the fast moving rides, **for example** Space Mountain, The Matterhorn, Star Tours, and Indiana Jones. **In addition**, adults can spend the day shopping, watching a show, or having a relaxing drink and meal. **Because** of the age-wide appeal, Disneyland will always be special.

# Brief Examples

- In most cases, a FEW brief examples are enough to make a vague idea clear and specific.
- There are some good places on campus to study. **For example**, the grass area near Jack Brown Hall offers tables and shade trees that are perfect for studying, the library offers peace and quiet, and the student union is an excellent place for groups to gather and study.
- These *three* specific examples explain the concept nicely. Now, if more detail is needed, you can give examples to support each idea.

# Narrative Examples

## Tell a brief STORY

- A narrative (story) example is a longer, more detailed example. A narrative example can be used to set up your stronger ideas. **For example, you are interviewing for a job and someone asks you to describe a situation where you learned a valuable lesson:**
  - *My last job taught me to always be prepared for anything.* One night, while I was closing the store, a couple banged on the door, screaming at me to let them in. I was shocked to see the woman was pregnant and holding her stomach. The man with her said they needed to call an ambulance. I was not sure what to do, but my instinct was to open the door and let them in. I called 911 as the woman screamed that her baby was coming. As the paramedics arrived, the woman was lying on a blanket I had put on the ground near the shoe department. The paramedics had no time to move the woman, and they delivered the baby right there in the store! *I learned that relying on my instinct can help me navigate emergency situations.*

# Use Primary Examples First

In the business world, you will be asked to provide  
EXAMPLES on a daily basis.

- How can we sell more merchandise?
- How can we improve employee morale?
- How can we attract more customers?
- How can we use social media to promote our business?
- Why should I hire YOU?
  - Coming up with PRIMARY EXAMPLES should be EASY!
  - Primary Examples are also called REASONS, IDEAS, and SUGGESTIONS.
    - So your job is simple: provide EXAMPLES to answer questions.

Consider this simple question:  
If you could meet any **three** people in the history of the world,  
WHO would you choose, and WHY?

- So, you have the three examples. Now what? Now you have to give examples that explain WHY!
- Step ONE/Getting Started: Create a list of EXAMPLES
  - Mark Twain, Elvis Presley, Leonardo Di Vinci, Lucille Ball, Abraham Lincoln, John Candy, Napoleon, Ernest Hemingway, Columbus, Nicole Kidman, John Elway, Harrison Ford.
  - That is easy. Getting Started is easy.

Consider this simple question:  
If you could meet any **three** people in the history of the world,  
WHO would you choose, and WHY?

- You have TOO MANY examples. The question asked for THREE examples, so you have to eliminate many examples and find the THREE people who you MOST want to meet.
- It is hard to eliminate some great historical figures, but, after some thought, I have come up with the FINAL three:
  - *Mark Twain - the greatest American author*
  - *Elvis Presley - the KING of Rock and Roll*
  - *Harrison Ford - Indiana Jones and Han Solo - the two coolest characters in movie history*

# ***WHY???***

- Once you have come up with the specific EXAMPLES (MARK TWAIN, ELVIS PRESLEY, HARRISON FORD) now comes the hard part. You have to explain WHY!!!
- Consider these BUSINESS INTERVIEW QUESTIONS:
  - Why should I hire you? - Can you give Examples?
  - What unique skills do you bring to the job? -Examples?
  - What are your weaknesses? - Examples?
  - Each of these interview questions is designed for ONE reason: to see if you can THINK of something to say. To see if you can think of specific EXAMPLES to support your ideas - AND to see if you can think quickly and clearly.

# WHY???

- Once you have come up with the specific EXAMPLES (MARK TWAIN, ELVIS PRESLEY, HARRISON FORD) now comes the hard part. **You have to explain WHY!!!**
- So, you have the three examples. Now what? Now you have to give examples that explain WHY! Why do I want to meet Mark Twain?
- **MARK TWAIN - Primary Example**
- **Secondary Example (WHY)** - I would like to ask him about his writing style: how to create memorable characters like Huck Finn and Tom Sawyer? How to use authentic language so the dialogue sounds natural?
- **Secondary Example (WHY)** I would ask him about his great novels and what motivated him to create *The Adventures of Huckleberry Finn* and *The Adventures of Tom Sawyer*?
- **Secondary Example (WHY)** I would like to ask him about the South during Civil War and how he dealt with the nation's changing views on politics
- **Secondary Example (WHY)** I would love to know what he thinks about people he knew - Edgar Allen Poe, Tesla, Edison, Lincoln

# **SEE WHAT I DID?**

1. I CAME UP WITH THE PRIMARY EXAMPLE - **MARK TWAIN**

2. THEN I GAVE EXAMPLES/REASONS WHY I WANTED TO MEET HIM. I GAVE THE READER SOME SPECIFIC, DETAILED, CLEAR, SECONDARY EXAMPLES (FOUR) THAT HELPED ME EXPLAIN MY POSITION.

3. NOW, I WOULD DO THIS WITH THE OTHER PRIMARY EXAMPLES (ELVIS AND HARRISON FORD).

4. IF YOU APPROACH THE WRITING LIKE THIS, YOU WILL HAVE A CLEAR, DETAILED ANSWER.

**If you can, give several examples when asked  
THIS IS DEPTH AND DETAIL**

- Q: What *unique skills* will you bring to our company?
- (In this case, you should give several examples because you were asked for more than one example = skills (more than one. And, those skills MUST BE unique.)
- My *education in marketing children's products, my experience working with children as a pre-school teacher, and my passion for children's literature* will allow me to know exactly how kids will consume your various children's products.
  - The speaker believes these are unique skills (*examples*) that will allow him/her to impress the interviewer.

# Give honest, appropriate examples

- If you are asked a personal question, take a moment to think of an honest example which will show you are truthful and sincere.
- Q: If you could change one thing about yourself, what would it be?
  - *Oh, I guess I am too dedicated to the company I work for. I always give 110%, and I sacrifice everything for the benefit of my employer. <<— PLEASE, does this sound even a little honest and sincere? NO!!!*
  - A: Sometimes, I am a bit too competitive, which has caused some pain in the past. I broke my own leg because I was upset after losing a racquetball match. But, I have learned to focus my competitive spirit, and do the best I can. I have been able to use this competitive spirit to push myself to reach sales goals. <—This is honest and sadly, for me, true! Ouch.

# Secondary Examples are a MUST!

## This is NOT the time to ignore detail and depth!

- Now that you have come up with several specific *primary* examples, you have to explain those primary examples with **secondary** examples. These are simply examples of your examples.
- NOTE: as you know, I do NOT care how much you write! Length means NOTHING to me! NO WORD COUNTS! NO PAGE MINIMUMS!
- What I DO care about is DETAIL AND DEPTH! I want clear, detailed answers, which use examples to support your ideas!

# Examples = Depth and Detail

- If you use a sufficient number of detailed, specific, relevant examples, your writing will contain the depth and detail needed.
- A good rule to follow is this: ***THREE is a magic number.***
  - Really, give us some EXAMPLES! OK, here are some references to THREE:
- *The Three Little Pigs, The Three Amigos, The Three Stooges, Three Blind Mice, The Three Musketeers, Father/Son/Holy Ghost, The Three Wise Men, Three Peas in a Pod, Three French Hens, Three Strikes, Three Outs.*

## Have I made my point?

- If you use three primary examples and follow those with three secondary examples, your writing will be convincing and contain the detail and depth good writers strive for.

# A Simple Outline Using Examples

A way to construct your resume or prepare for an interview

- Primary example 1 (5 years of Management experience.)
  - Secondary example 1 (Currently, Manager at Wells Fargo.)
  - Secondary example 2 (Manager 3 years at Bank of America.)
  - Secondary example 3 (Asst. Manager 1 year at Joe's Check Cashing.)
- Primary example 2 (My Educational Background qualifies me.)
  - Secondary example 1 (MA in Finance.)
  - Secondary example 2 (BA in Management.)
  - Secondary example 3 (5 training courses in financial forecasting.)
- Primary example 3 (Other skills that make me a valuable asset.)
  - Secondary example 1 (Computer skills/Computer Science minor.)
  - Secondary example 2 (Board member of American Banking Assoc.)
  - Secondary example 3 (Bilingual/ English and Spanish.)

# One of My Favorites

## *The Wizard of OZ*

### **I can use examples to support my position**

What makes The Wizard of OZ such a great film?

**EX 1 - The LOOK of the film is ground breaking.**

*ex 1 - black and white, then color*

*ex 2 - costumes and scenery*

*ex 3 - special effects*

*a. tornado, disappearing witch, Wizard's head*

**EX 2 - The music/soundtrack is memorable.**

*ex 1 - Somewhere Over the Rainbow - Dorothy*

*ex 2 - Follow the Yellow Brick Road - Munchkins*

*ex 3 - If I Only Had a Brain/Heart/Nerve - Scarecrow/Tinman/Cowardly Lion*

**Ex 3 - The main characters teach important lessons.**

*ex1- Scarecrow- no brain. He is the one who figures things out.*

*a. getting off the pole, cuts rope, getting into witch's castle, etc.*

*ex2- Tin Man - no heart. He is very emotional.*

*ex3- Cowardly Lion- no nerve. He is the brave leader.*

# Practice using Examples

- CSUSB needs to add several new dining options.
- Write down FOUR new dining options you would like to see added to our campus.

# Pick ONE and add examples

- **Healthy, quick options are needed.** (<— This is what you want to explain in your writing.)
- *Subway, Waba Grill, Panera Bread, Vegan Express,* are all options. <— These are the PRIMARY EXAMPLES you have come up with.
- *Subway will offer students quick, fresh sandwiches.* The ingredients are nutritious and beneficial, which can help students re-energize themselves during a long day on campus. As an added benefit, Subway is somewhat inexpensive, (offering daily lunch specials) providing students healthy and economical options.
- This is ONE EXAMPLE to support the Subway idea. Give at least two more (healthy SALADS, tasty, new WRAPS) and your idea is clear and detailed.

Now, do this for ALL of your Primary Examples and you will have plenty of detail and depth!

- Detail and depth = examples!
- Explain Waba Grill's healthy options
- Explain Panera Bread's healthy options
- Explain Vegan Express's Healthy options



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