

## TRANSITIONAL WORDS and PHRASES

Note that I have capitalized the transition words/phrases for emphasis and easy identification.

### CAUSE AND EFFECT...

THEN, he moved on to the next work station.

AS A RESULT, the team lost the game.

FOR THIS REASON, she always went home for the weekend.

THE RESULT WAS always predictable.

WHAT FOLLOWED was as painful as it was inevitable.

IN RESPONSE, he quickly upped the ante.

THEREFORE, the aircraft overshot the runway.

THUS, it was just a matter of time.

BECAUSE OF THIS, the results were always the same.

CONSEQUENTLY, he was no longer friends with Frank.

THE REACTION to this event was swift and decisive.

### IN CONTRAST TO...

UNLIKE last year, this one was highly profitable.

DIFFERENT from this, was our approach to manufacturing.

IN SPITE OF the dot com bust, the company prospered.

ON THE OTHER HAND, earnings per share have increased.

ON THE CONTRARY, the impact was less than expected.

OPPOSING that idea was the move to new technologies.

HOWEVER, that approach may actually prove better.

CONTRARY to his findings, the revenue picture is good.

NEVERTHELESS, something still appears to be missing.

### SEQUENCE AND RELATIVITY...

THEN, each one followed in numerical sequence.

IN ADDITION, a fourth material was added to the mix.

TO ENUMERATE, first there was the car, second the boat,...

NEXT in the series was the “outrigger” brand line.

BESIDES THAT, there were two other possible sources.

### SIMILARITY AND COMPARISON...

LIKE always, he took the company on a dangerous course.

SAME as before, he managed to meet all of the requirements.

SIMILAR things were known to happen at certain times.

CLOSE to that was the result of the second round of voting.

LIKEWISE, they made similar changes in the factory.  
ALSO, there were the worker's families to consider.  
NEAR that one, was where we found the faulty component.

#### EXPLANATION AND EXAMPLE...

FOR EXAMPLE, last year's model was underpowered.  
ONE SUCH occurrence was last week's power outage.  
FOR INSTANCE, earnings this year are higher than last.  
TO ILLUSTRATE, he went to Chicago just to make his point.  
ALSO, there is a new approach to sheet-metal moulding.  
THAT TOO, just goes to make my point even stronger.  
TO DEMONSTRATE, I will use the new model throughout.

These are just examples, and there many other such transition words and phrases that are used in everyday conversation or writing. In my opinion, appropriate use of these words/phrases is the number one technique for making any type of writing flow logically and clearly.