Introductory words and phrases are used as transitions to provide background details concerning who, what, when, where, why, and how. Introductory words and phrases are always offset by a comma and are used to show that two ideas are connected, but not dependent.

Examples:
The following examples use introductory phrases to provide important contextual information. Each introductory phrase has been added to a complete thought, or sentence, in order to add more clarity.

- In India, cows are sacred animals

The introductory phrase answers the “where?” question.

- According to my mother, Madonna is more talented than Lady Gaga.

The introductory phrase answers the “who?” question.

- At the end of the day, I was completely exhausted.

The introductory phrase answers the “when?” question.

A Helpful Trick:
A good way to tell if a phrase is truly an introductory phrase is to move it to the end of the sentence. Introductory words and phrases can often be moved to the end of a sentence, without a comma, and the sentence will continue to make sense.

- Cows are sacred animals in India.
- Madonna is more talented than Lady Gaga according to my mother.
- I was completely exhausted at the end of the day.

Transitional Words and Phrases:
Oftentimes, transitional words and phrases can help readers move from one paragraph to another. On a paragraph level, these words and phrases are used to connect large ideas. However, on a sentence level, these words and phrases are also considered to be introductory.

- Examples: However, On the other hand, Furthermore, Therefore, Thereafter, Consequently, Next, Finally, In conclusion, For example, Ultimately, etc.