

## Writing Introductory Leads

The lead is often referred to as the *hook*. The opening of an article hooks the reader's curiosity and interest. There are various categories of lead, eight seem to generate the most effective beginnings with students.

### **Narrative Lead-**

This lead lures the reader with a compelling story in one to three paragraphs. Narrative leads wrap the information in the humanity of a personal anecdote.

### **Quotation Lead-**

This lead brings a conversational tone to the article with a comment that entices the reader.

### **Question Lead-**

This lead intrigues the reader by posing one or more direct questions. This is one of the most difficult leads because the question needs to evoke curiosity, teasing the reader to continue.

### **Mystery Lead-**

This technique keeps the reader in suspense by posing unanswered questions. This lead teases the reader by giving only half of the story.

### **Descriptive Lead-**

This leads creates images like poetry, painting vivid characters, animals, objects, or unusual settings.

### **Imagine Lead-**

This lead is closely related to the descriptive lead. The writer asks the reader to imagine something.

### **Direct Lead-**

This is the weakest lead to use with nonfiction, but the best to use with technical journal articles, essays, business memos, etc. The direct lead defines the thesis of a long piece of writing in the same way a topic sentence generalizes the main idea in paragraphs. The direct lead lacks the imaginative appeal.

### **Combination Lead-**

This lead combines two or more of the leads previously mentioned.