

Engaging Openings (AKA Leads)

- Descriptive Lead:*** Show the reader the location where the story takes place, when the story takes place, and what the area looks like. Paint a picture in the reader's mind.
- Narrative Lead:*** Tell a story within a story. Envelop the reader with action, description, and color. Think of it as a short version of a longer story.
- Problem Lead:*** Show the problem in a situation. Pique the reader's curiosity about the problem.
- Second Person (You) Lead:*** Write as if you were having a casual face-to-face conversation with a friend. Think of it as "this is what will happen to you or this is what you will see and do."
- Parody Lead:*** Put a twist on song lyrics, a saying, or motto in order to establish a new perspective on the subject. (e.g. "No good deed goes unpunished.")
- Unorthodox Lead:*** When you are writing about someone or something that lends itself to something other than typical, conventional leads. (e.g. something about film or a film star might begin with the words "Fade In," and the lead might be written as a script.)
- Flashback Lead:*** Begin in the past as a way to help explain a current situation.
- Psychological Lead:*** Add a subtle load of psychological "baggage" to the more ordinary summary or description.
- Newspaper Lead:*** Use only for "news" type writing or writing that you want to appear as news. Give the 5 W's (*who, what, when, where, and why*) and H (*how*) in short sentences to quickly convey the facts of the story.
- Quotation Lead:*** Use an appropriate quotation to begin your story.
- Question Lead:*** Use an unusual, quirky, or thought-provoking question to kick off your story. Use this carefully. These leads ***USALLY sound phoney!!!***