

Types of Leads

- * **Lead with a question.** Many authors open by hooking the readers with a question they know will spike the reader's curiosity. Avoid yes-or-no questions.
- * **Lead with dialogue.** A brief exchange between two people or the utterance of one character can hook readers and set up a narrative that contains lots of dialogue.
- * **Lead with a brief story or an anecdote.** We're all tuned into stories; that's why opening with a short one can capture the reader's imagination.
- * **Lead with an interesting fact.** Catch readers' interest with the unexpected: tell them something they didn't know, something that arouses curiosity.
- * **Lead with a thought-provoking quote or fact.** A powerful quote or insight from an authority on a topic can make the reader sit up, read on, and take a position for or against the fact or the quote.
- * **Lead with an action.** There's nothing like action-packed excitement to draw readers into your piece.
- * **Lead with first person.** This puts you into the story and immediately bonds you with the narrator.
- * **Lead by setting a tone or mood.** Words can create suspense, danger, mystery, or anger; tone stirs our imagination and attention.
- * **Lead with parts of song lyrics.** The title or a familiar line from a song can draw the reader into your piece
- * **Lead with sensory images.** Smells, sounds, and other sensations can reclaim the reader's memories and forge a connection for continuing to read.
- * **Lead by setting up a flashback.** Starting at the end or in the middle can raise enough questions in reader's minds to stay with the writer as he flashes back in the beginning.