

8 Leads that Entice Readers*

1. lead with a question (something that will spike the reader's curiosity)
2. lead with a dialogue (a brief exchange between two people)
3. lead with a brief story or an anecdote (a short story within the story, in which the narrator tells a story)
4. lead with an interesting fact (catch reader's interest with the unexpected, something they didn't know)
5. lead with a thought-provoking quote or fact (a quote from an authority)
6. lead with an action
7. lead with first person
8. lead by setting a tone or mood (create suspense, danger, mystery, or anger)