

# .....The Introduction.....

# The lead (hook)

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Ms. Brown burns her  
food and that is very bad.

*Suggestions? What should I do?*

# Question + Elaboration

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What can be almost as bad, if not worse, than starvation? Char-broiled food, black and crisp. It's the promise of food gone bad, and has no food value. Sadly Ms. Brown's misadventures in the kitchen are almost daily occurrences in her house.

# Quote

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- How and where can we find them?

# Tiny 'stories'

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Black plumes of smoke curl up from the pan, waft across the kitchen, and wind their way into the living area. Thick acrid smoke soon sets off the smoke alarm. The campus alert staff roll their eyes. "It's that lady in Qila One again!" they moan. Yes, it has happened again. Ms. Brown has burned the food.

# What comes next?

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Look at the introduction examples on the POP blog page. What comes after the lead/hook?