HOW TO WRITE A LEAD (how to grab your reader)

1. Start with a snapshot- paint a picture to draw your reader into your story
   Example- My flip- flops thumped pleasantly against my bare feet as I breathed in sweet summer freedom.

2. Start with a thought shot- let your reader know what created your decision
   Example- What could it hurt to take a short cut through the Hatcher’s back yard? After all, even though I wasn’t supposed to, no one was around. What could go wrong?

3. Start with your moral – Let your reader know what the point will be
   Example- The day I learned that rules were meant to be followed haunted me for a long time afterward.

4. Start with an observation- Put the most surprising thing you noticed first
   Example- I never imagined that one little short cut could end up causing me so much pain.