

Things a Writer Might Do in an Introduction

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1. Refer to an authority—quotes, television program, statistics.
2. Tell about your own experiences or connect with the reader’s experiences.
3. Create a human-interest story.
4. Set up a question.
5. Tell about the history of your subject or about past actions.
6. Describe; give an example.
7. Create a “what if” situation: “Imagine this....”
8. Startle; alert.
9. Reveal a problem.
10. Tell about a discovery.
11. Present an anecdote.
12. Appeal to emotions through humor, shock, or drama.
13. Provide needed definitions.
14. Offer background information from the writer’s point of view.
15. Make it clear to the readers why they should know what you are about to tell them.