

Step 2: Sizzling Starts

TOP TIP

You only have seven seconds to grab your reader's interest. Start with impact. First impressions are vital!

Top Techniques

First impressions are vital. Meet someone new and within three minutes you already know if they are confident or shy, interesting or boring – and if you want to talk to them more. Story starts are exactly the same. You have about three sentences to reach out to your reader and make an impression.

In persuasive writing you should use the introduction to say which side you wish to argue. However you can be creative:

Before

I think cats are better than dogs because...

After

They slobber on your best outfit, they bark all night and their breath smells exactly like meat left out in the sun for a week. Dogs as pets, I don't get it. Give me a cat quiet and curled up on my knee, purrrrlease.



Some text books tell you to summarise the arguments you will be making in the introduction and then explain them.

Before

I think books are better than TV because 1)... 2)... 3)... Let me explain.

It's a bit boring and you are basically using the whole first paragraph to set out the arguments you are going to say anyway. There are more effective ways to persuade.

After

I'm in a fantasy land far away, magical and mysterious. I am a sorceress, a power, a leader of thousands. OK, I admit it, I'm in bed, reading a book. TV just doesn't cut it.

See how you have immediately got your reader interested and on your side? You are now in control.