**C:\Users\jpronovich\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\X24TPH4F\MC900237619[1].wmfLeads that Hook**

A lead is at the beginning of your story. It should grab the reader’s attention and invite them to read an interesting, entertaining story!

Types of leads:

* Leads that ask a question
* Leads that are in the form of dialogue
* Leads that show action
* Leads that describe the setting (when, where, time)
* Leads that show, not tell
* Leads that use sound effects
* Leads that inform you with information
* Leads that use emotion