

HOW TO WRITE A
stellar blog post
introduction

Every Time

Glitz & Grammar x Style Collective

Introductions are the first thing I obsess over when I'm editing stories from my freelancers. Because the fact is, an excellent introduction can make or break your story.

Here are a few ideas on how to really rock your introduction:

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| <p>Tell a vivid tale</p> <p>When you open your story with some beautiful imagery, you're transporting the reader to another time and place. And once you've got them hooked, it's that much easier to keep their interest.</p> | <p>Sprinkle in statistics</p> <p>When starting your story with a statistic, be sure it's really intriguing and something that will make the reader want to read more.</p> |
| <p>Create drama</p> <p>Everyone loves drama, it's irresistible. There's nothing like a little tension to get anyone sucked into a story. Make the stakes high and use the power of storytelling to open up with something dramatic readers won't be able to resist.</p> | <p>Get straight to the point</p> <p>There isn't always a need to build up and "prep" your content, you can just dive write in and get right to the point!</p> |

Bonus: Take a break. Write the intro last.

If you're not sure how to write a great introduction, try these five techniques: Get historical; use facts and statistics; create drama; tell a vivid tale or just get straight to the point. These are all great ways to get your readers engaged right away!