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Your opening copy is what draws your audience in, so it needs to draw the reader into the rest of the content and keep their eye flowing from the beginning to the end. Here are some pointers for writing an effective lead.

A strong lead should:

- ?? Attract your prospect's attention
- ?? Hook your prospect into reading further
- ?? Focus on the key points of your copy

Commonly used lead styles:

1. **Descriptive** – this type of lead uses colorful words that paint a visual picture
2. **Startling statement** – this type of lead uses a quotation, startling statistic, or proactive question
3. **Direct Address** – this type of lead allows you to speak directly to your audience
4. **Direct quotation** – this type of lead uses a quote from an individual (i.e. the president of a company, a well-respected doctor, etc.)
5. **Historical reference** – this type of lead uses a date or a period of time to develop a setting