

Writing Promotion Essays

Writing the Beginning Paragraph

Student: _____ Date: _____

Write a lead.

Review each lead-writing strategy and write an example of your own.

1. Ask a provocative question about the topic.

What does a trumpet player sound like without a trumpet?

2. Start with a surprising fact or detail about the topic.

The trumpet section of our band has ten players but only six trumpets.

3. Tell a little story about the topic.

The first time I played my trumpet in concert, I realized I had made a friend for life.

Write your beginning paragraph.

Write your lead and then provide details as you work toward your opinion statement. Write the opinion statement as the last sentence in the beginning paragraph.