

Introduction:

- Introduces audience to your question
- Provides important background information that is tailored to your specific audience. (i.e. define important terms, speaks to your credibility as an author, etc.)
- Hooks the reader by setting the tone
 - Consider increasing engaging by adding JavaScript behaviour to your introductions

Characterstics of a Great/Strong Introduction:

- Includes at least one piece of background information.
- Use a hook -> Engaging JavaScript behaviour AND/OR the intriguing copy/paste
 - Consider using an anecdote
- Simple structure. Concise. Get to the point
 - State your question, stay on topic

What should you avoid while writing your introduction:

- Doesn't stay on topic! Is off topic
- Making it too long or ranting! Overwhelming the reader with too much information
 - Avoid showing data too early. Stick to anecdotes or tease with a preview