

A compelling introduction



Hi! I'm Marcia.
My company
makes gadgets.

Hi, I'm Jose. I'm a product director for Widget Co, the world's largest widget builder. Did you know workers in the US use some kind of widget at least 5 times a day! Amazing, I know. We think the best way to make a great widget is to talk directly to customers about what they want, build at the highest quality, and provide excellent service.

Jose's introduction

- starts with a sentence that captures Marcia's interest.
- provides background information about widgets.
- closes with three things to discuss further.