Just like in HTML, you can add a `<style>` tag to your component. Let's add some styles to the `<p>` element:

```
<p>This is a paragraph.</p>

<style>
    p {
        color: purple;
        font-family: 'Comic Sans MS', cursive;
        font-size: 2em;
    }
</style>
```

Importantly, these rules are *scoped to the component*. You won't accidentally change the style of `<p>` elements elsewhere in your app, as we'll see in the next step.