

Gives the subject
Gives background information and context
Gives the question, mystery context for the question

Couple paragraphs long

Hooks reader

UI can be a hook

Outlines how you're going to answer the question

Tailored to your audience

Sets the tone of the article

Simple, concise and short, gets to the point. 1 paragraph rule of thumb

Stays on topic

Builds credibility

States exigence

Things to avoid:

Is off-topic or is confusing

Too long

Overwhelming the reader

Avoid showing data too early

Boing

Oversimplifying/being super vague