

Stays on topic

## What purpose does an introduction serve?

- 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 some JavaScript behavior to your introductions. :D*

## What are the characteristics of a GREAT/STRONG introduction?

- Includes at least one piece of background information.
- Use a hook → Engaging JavaScript behavior AND/OR the intriguing copy/prose.
  - *Consider using an anecdote.*
- Simple structure. Concise. Get the point.
  - *State your question and stay on topic.*

What should you avoid when writing an introduction?

Thoughts here...