

- Introduction audience to question
- Hooks the reader and set the tone of the story
- great/strong introduction
 - Including a piece of background info
 - Hook
 - Simple structure
 - Including question
 - Stays on topic and builds cred
- Things to avoid when writing a introduction
 - Does Not stay on topic
 - Making it too long
 - Avoid showing data too early. Stick to anecdotes.
 - Boring