NOTE: All attendees are encouraged to bring a first page of a manuscript that will be read anonymously and critiqued during the workshop.

I. Thesis: Studies show you have 20 seconds to capture a reader’s—or editor’s—attention. A good lead is the difference between success and failure as a writer.

II. Purpose of Lead

III. Types of Leads
   A. Anecdote
   B. Action/Narrative
   C. Personal Involvement
   D. Descriptive
   E. Startling Statement
   F. Summary
   G. Question
   H. Quote

IV. Scientifically Proven Ways to Capture Someone’s Attention

V. Mistakes in Writing Leads

VI. Finding and Rewriting Your Lead

VII. Purpose of Concluding Paragraph

VIII. Types of Endings
IX. How to Properly Construct an Article

X. Reading and Critiquing manuscripts

E-mail story ideas and manuscripts with “Mount Hermon Christian Writers” as subject line to me at: jesse.florea@fotf.org. Either James Holt or I will respond within eight weeks. Theme list available upon request. Writers’ guidelines found on websites: clubhousemagazine.com or clubhousejr.com.