

## Types of Leads

**Analogy or comparison** – compares or contrasts two different things

**Anecdote or case history** – provides a real-life scenario or nonfiction story

**Direct address** – addresses reader using second person “you”

**Fact** – contains an interesting bit of information about the topic

**Metaphor** – a figure of speech to show how two unlike things are similar in one important way; states something is something else

**Description** – explains the setting, characters, or factual events

**One word/phrase** – starts with a specific image or sound such as “Zing!”

**Controversial statement** – takes a stand on the topic

**Statistic** – reveals a detail about the topic, based on quantitative data

**Summary** – crystallizes what will be addressed

From *A Writer's Guide to Nonfiction* by Elizabeth Lyon (2003), adapted for middle school.