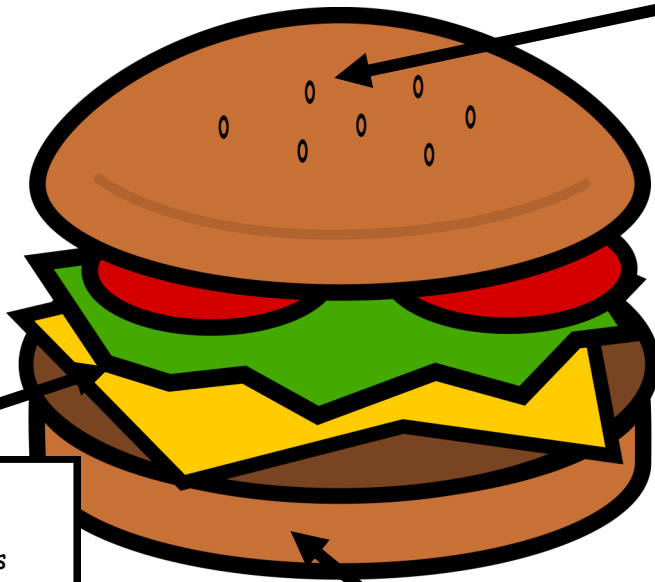


Writing is Like a Hamburger



Great Lead (Opening/Introduction)

Makes the reader wonder.
Makes the reader want to read on.
Captures the reader's interest

Action Lead

Snapshot Lead

Sound Effect
Lead

Question Lead

Flashback Lead

Middle

Juicy Part—all the fixings
Gives detail to support your
opening.
Allows the reader to visualize
your words.

Great Closing

Conclusion
Ties everything together