**Writing Promotion Essays**

**Writing** the Beginning Paragraph

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| Student: |  | Date: |  |

**Write a lead.**

Review each lead-writing strategy and write an example of your own.

1. Ask a provocative question about the topic.

What does a trumpet player sound like without a trumpet?

1. Start with a surprising fact or detail about the topic.

The trumpet section of our band has ten players but only six trumpets.

1. Tell a little story about the topic.

The first time I played my trumpet in concert, I realized I had made a friend for life.

**Write your beginning paragraph.**

Write your lead and then provide details as you work toward your opinion statement. Write the opinion statement as the last sentence in the beginning paragraph.

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