HOW TO WRITE IRRESISTABLE BLOG INTRODUCTIONS THAT WILL KEEP YOUR READERS READING.

#1 AN INTERESTING FACT

Use a fact that is:

- Unusual and not overused.
- One your reader hasn't heard before.
- One not apparently related to your niche.

Example:

"Niagara Falls has traveled 7 miles upstream in the past 12,000 years. Let's hope you're growing your web traffic at a faster rate."

THE END FIRST #2

Without give away the surprise:

- Tell the end of the story but leave a sense of surprise
- Give a heads-up summation of what the reader can expect in the post.

Example:

"The 20,000 customer registered in our system, and they team let out a victorious yell. We'd hit our gaol thanks to the red button" is better than "After five months of intense A/B testing in which we tested different CTA button colors, we finally hit 20,000 customers. Red was the winning color."

#3 AN ANECDOTE

The best anecdotes:

- Are from your own life and experience.
- Funny and/or poignant.
- Related in some way to your thesis.
- Quotes can work, but only if the aren't overused

Example:

"I once wrote a newspaper story that killed a man."

A WORTHWHILE QUESTION #4

When using questions:

- Take it easy on rhetorical questions.
- Don't use them to limit the real questions you'll answer for your readers.
- Avoid obvious questions because they bore readers.

Example:

"What are we going to do abou the low-performing blog?" (rhetorical)

"Do I love web traffic? Yes. Do I know the secret to building it? You bet." (answer limiting)

Do you want more traffic on your blog?" (obvious)

#5 A CLIFFHANGER

A cliffhanger is an introduction that leaves the readers wondering:

- What happens next.
- What happens in between.

Example:

"We started with three team members and a plant in the window. One year later, we were taking sledgehammers to the office walls."

A BIT OF GENTLE CONFRONTATION #6

Push buttons and reader soft-spots with gentel confrontation that:

- Makes them want to read so they can argue with you.
- Makes them wonder if they've been wrong all this time.

Example:

"You were getting 100 new sign-ups a week, and thought your email conversion rate was as good as it could get. But you were wrong, and I'll tell you why."

PRO TIP: WRITE YOUR INTRODUCTION LAST.

The best introductions are written after you've written your full post. These six techniques are best written after you really know what your post is about, and fully written.

Write in this order: Thesis, Analysis/Body, Conclusion, Introduction.

CoSchedule