



Hooks!

Effective Leads for Opinion Writing

Go fishing for a reader and **hook** them into reading about your opinion with one of these strategies:

A Topic I Care About...	Saving water at home
The Hook (Lead)	Example
Startling fact	2013 was the driest year on record in the state of California.
Setting	It's early morning at my house. Already the lawn sprinklers are going, two showers are spraying 10 gallons a minute, and everyone has left the faucet running while brushing their teeth.
Question	Did you ever wonder how much of earth's precious water is wasted every day in every household?
Idiom or simile	"As dry as a bone!" That's what people are saying about the river that used to run through our town.
Present a problem	California is facing the most serious drought in recorded history, yet hundreds of gallons of water are wasted every day in everyone's home.