

5 Simple Ways to Open Your Blog Post With a Bang

by Brian Clark

What's the second most important part of your blog post after the title?

Master copywriter Eugene Schwartz often spent an entire week on the first 50 words of a sales piece — the headline and the *opening paragraph*.

Just imagine how disappointed you'd be after crafting a killer headline for your post, only to lose readers with an opening that failed to carry the momentum. A great headline mixed with a lame opening is like inviting someone into your house, only to slam the door in their face as they approach.

So, here are 5 ways to open your post that will capture the reader's imagination and pull them deeper into your content.

1. Ask a Question

Opening your post with a question is a rhetorical device (hence, the "rhetorical question") that creates curiosity and gets the reader thinking. Thinking equals active engagement with your writing, and that's a very good thing.

2. Share an Anecdote or Quote

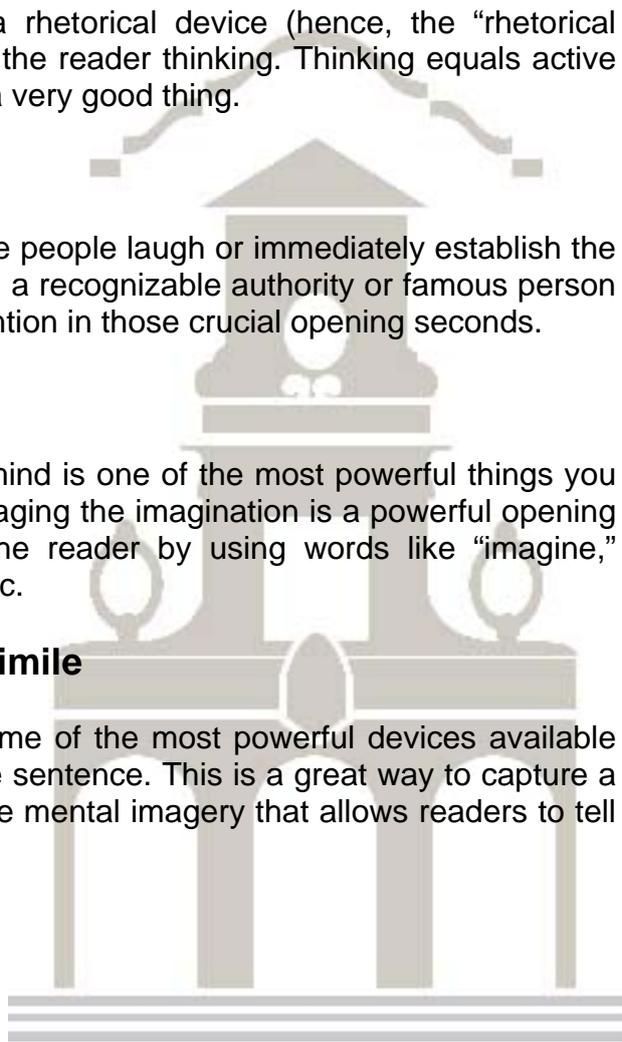
Anecdotes are quick stories that can make people laugh or immediately establish the main point of your post. A nice quote from a recognizable authority or famous person can also work wonders when holding attention in those crucial opening seconds.

3. Invoke the Mind's Eye

Producing a mental image in a reader's mind is one of the most powerful things you can ever do as a writer, so expressly engaging the imagination is a powerful opening technique. Activate the mind's eye of the reader by using words like "imagine," "picture this," "do you remember when," etc.

4. Use an Analogy, Metaphor or Simile

Analogies, metaphors and similes are some of the most powerful devices available when it comes to telling a story in a single sentence. This is a great way to capture a reader's attention and also acts to provoke mental imagery that allows readers to tell a story to themselves.



5. Cite a Shocking Statistic

Starting off with an interesting factoid is also a great technique. People love being provided with interesting data, but only if it is unique, startling, or even shocking. The statistic should also be directly relevant to the point of your post as well.

Bonus Tip: The *third* most important part of your blog post is the closing. A great way to close is to tie back into your opening.

So, which of the 5 techniques did I NOT use in the opening to *this* post?

<http://www.copyblogger.com/5-simple-ways-to-open-your-blog-post-with-a-bang/>

TASKS

1. What is the main gist of the text? Which technique did the author not use? Give reasons.
2. What does “crafting a killer headline” mean? Do you know of other ways of expressing the same concept?
3. Read the blog post “Five Grammatical Errors That Make You Look Dumb” (<http://www.copyblogger.com/5-common-mistakes-that-make-you-look-dumb/>) Do you agree with the post? Give reasons.
4. Describing processes will be part of your work. With the help of <http://www.admc.hct.ac.ae/HD1/english/process/index.htm>, in no more than ten steps, describe a process of your choice. The topic *needn't* be computer-related!
5. Watch the following You Tube video clips, and then answer the questions:
 - 5.1 «Creating a Blog in Tikiwiki»
(<http://mx.youtube.com/watch?v=rN3LsAVGaU8>)
 - 5.1.1 What are the magazines that chose “Blog” as their word of the week?
 - 5.1.2 What are the benefits of using Tiki? What’s the author final recommendation?
 - 5.2 «Notebook PC Explodes»
(<http://mx.youtube.com/watch?v=qmPm-YV9vdA&feature=related>)
 - 5.2.1 What is the purpose of this video? What is their main piece of advice?
 - 5.2.2 How many kinds of fires are named? (Say both the number and the name). What should the right procedure be in such a situation?
6. For your last practice work (oral presentation), you should create a group of no more than 3, and think of a proper topic to be delivered. Topics should be related to information technologies and/or computer science fields. Tell you lecturer who will you work with (names, emails), together with a possible topic.
7. Your glossary should be enlarged by 50 words. By this week, you should have around 250-300 entries.