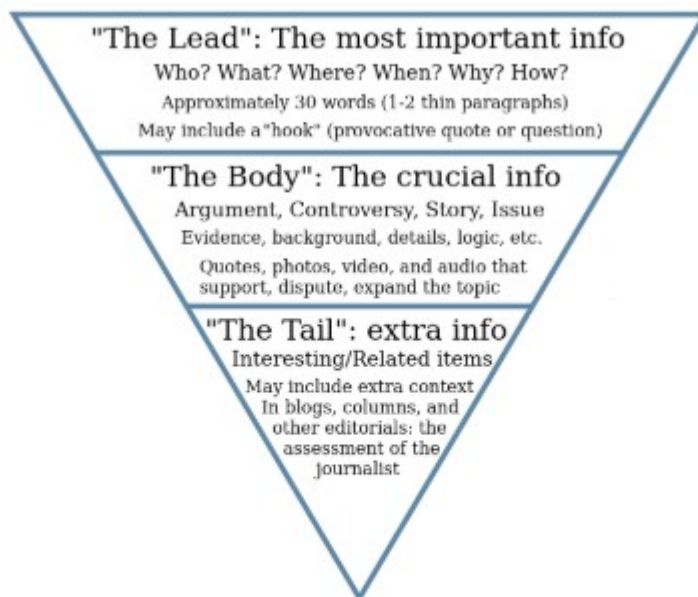


# Types of Leads

1. The **standard lead** has strong, active verbs.
2. A **question lead** starts by asking the reader an attention-getting question.
3. A **quote lead** introduces one of the most important people in the story. A quote lead usually uses a direct quotation from the person.
4. A **descriptive lead** draws the reader in by using descriptive adjectives and adverbs.

## Inverted Pyramid



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