



Step 2: Sizzling Starts

Opener examples

Even in an informative piece of writing, a Sizzling Start has to make the reader curious/challenged/fascinated so they want to keep reading.

Here are some great examples!

- *Every time you lick a stamp, you're consuming 1/10 of a calorie.*
- *Polar bears are left handed.*
- *The can opener was invented 48 years after the can.*
- *Metal shrinks when it is cold, thus the Eiffel Tower is 6 inches shorter in winter.*



Step 5: Show, Don't Tell

Bears

Before

Bears stand at the top of waterfalls and catch the salmon leaping upstream.

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**This simply TELLS the reader about bears...
 watch how SHOWING gives such a better
 insight into what bears are really like.**

After

The bear stands at the top of the waterfall, his eyes watching a flash of silver in the pool below. It is a female salmon, struggling to swim upstream to lay her eggs. She has swum for two days now, heavy with eggs and she is exhausted, but this is the last waterfall. She swims below, gathering her strength for the last great leap. The bear waits patiently. He can afford to be patient, he is standing at the narrowest part of the waterfall, he knows where the fish will come...