ALTERNATIVE LEADS
“SOFT LEADS”

- Alternative or “soft” leads bring creativity and variety to news (sports, features, business) writing
- Instead of beginning with the main news element, ala summary/central point “hard” news leads, an alternative lead may begin with…. 
ALTERNATIVE LEADS

- Anecdote
- Description
- Quotation
- Question
- Suspenseful leads
- Ironic leads
- Direct-address
- Words used in unusual ways
- Multiparagraph

- Shockers—lead with a twist
- “Buried” or “Delayed” leads—these typically begin with an interesting example or anecdote that sets a story’s theme, then a “nut graph”—perhaps the third or fourth graf—summarizes the story and provides a transition to the body