

# How to start an epic blog post introduction

## How to start an epic blog post



Have you ever sat down to write a blog post knowing exactly what you wanted to write about and what your key points would be but not knowing how to start? Maybe you found yourself staring at a blank screen even 15 minutes after you sat down to write. Or maybe you typed and erased the beginning of your first sentence over and over again until you gave up on your post altogether. Starting a blog post is hard because there's so much pressure to write an epic blog post introduction.

But writing the intro to your post doesn't have to be a paralyzing nightmare. Need some ideas to get your creative juices flowing before you write your next post? Check out these 7 tips on how to start an epic blog post introduction:

### 1. Ask a question

One popular way to start a blog post introduction is to [ask your reader a question](#). Of course, your reader can't actually respond to you. So this question will be a rhetorical one.

What's the value in this?

Readers are used to answering questions that people pose to them, so rhetorical questions can get them thinking. And if you ask a question related to a problem your readers may be facing (like we did in this post), it'll let them know that you're going to address an issue that's been on their minds.

**Example:** "Do you struggle to come up with new blog post topics"?



**Related:** [How to generate blog post topics your readers will love](#)

## 2. Tell a story

What's a great way to help your readers connect emotionally with your post? Start your blog post introduction by [telling a story](#). Stories have a powerful impact on people – they help people remember information, envision problems or solutions, and understand why the topic of your post is important. So no matter what kind of post you're trying to write, starting with a story can be a great way to go.

Of course, you don't want to overwhelm your readers with a novel, and you definitely want to tell a story that's relevant to your post. But tapping into people's love for stories can be a great way to captivate your readers before they decide to browse elsewhere online.

**Example:** "You've just arrived home from a vacation where everything that could have gone wrong did. Your all-to-cheery sister wants to hear all of your stories and see all of your pictures, but all you can do is vent: "Firstly, we missed our flight on the way there. Secondly, the hotel couldn't find our reservation and was completely booked. Thirdly, it rained the entire time." Unimpressed with what she just heard, your sister turns to you and says, "if you're so exhausted from your 'depressing' vacation, the least you could do is use better transition words to save yourself some energy." Stunned, you wonder what in the world she's talking about. We'll explain it all in today's post on when to use *firstly* vs. *first*."

**Related:** [When should you use \*firstly\* vs. \*first\*? Everything you need to know](#)

## 3. Cite a striking fact or statistic

Sometimes you need to give people a bit of a jolt to make them sit up straighter in their seats. And what better way to do this in your blog post introduction than by [citing a striking fact or stat](#)? Striking facts and stats grab people's attention because they're surprising. They can also make an abstract problem feel more concrete and real by putting a number on it.

When you use facts or stats to start off your blog post introduction, make sure they're relevant to your topic. If your readers see that you're using striking information just as click bait, they might decide to back out of your tribe. (And we know you don't want that.)

**Example:** "61% of people buy a product or service after reading about it on a blog."

## 4. Describe a problem

Lots of people read blogs or search online to find out how to fix a problem or tackle a challenge they have. And even if your readers aren't actively searching for a solution to their problem, they may be interested in reading about one if you present it to them. That's why [describing a problem](#) your readers have is a great strategy for kicking off a blog post introduction. Once you hook people by telling them that you're going to help them with an issue they've been facing, they'll be more likely to stick around to see if you can, indeed, help them out. Now's your time to shine.

**Example:** "If you're like a lot of people, you may have trouble maintaining a consistent blog posting schedule."

**Related:** [How to make a blog writing schedule you can stick to](#)

## 5. Paint a mental picture

We all know that a picture says a thousand words. But this picture doesn't have to be a real one. It can be a mental image too.

When you [use a mental image](#) as the foundation for your blog post introduction, you encourage readers to imagine themselves in a specific situation. Want them to really remember what it feels like when they're facing a particular problem? Describe it in detail. Want to paint a picture of what their life or career could be like if they did X, Y, and Z? Use your words to help them see it.

And what happens when people feel like they're really experiencing a problem or a solution they've always wanted? They'll be more motivated to read information that could help them out.

**Example:** "Imagine that you're a hiring manager and you're sifting through a stack of resumes to find your next great hire. One application, in particular, catches your eye: the candidate has a pretty decent skill set for the job and worked at a few major brands in the past. But then you look at the opening line of the candidate's cover letter and cringe; it's clear that he copied and pasted from a previous letter and forgot to change the name of the brand he was applying to work for."

**Related:** [The big mistake you don't want to make when applying for a job or pitching to a client](#)

## 6. Share a quote

There's a reason why there are so many Instagram accounts dedicated just to sharing quotes – people love quotes. That's why one way to start your next blog post introduction is [to share a quote](#). Quotes are great for getting people's attention because

they often sum up an insightful thought in just a few words. And if you can find a good quote from a public figure or a legend in your industry, their name can make readers' ears perk up instantly.

**Example:** "Why use social media? Marketing is no longer about the stuff that you make, but about the stories you tell." – [Seth Godin](#)

## 7. Make a controversial statement

This last idea for ways to start your blog post introduction is a little, well, controversial. If you want to get people's attention but don't care about making a few tempers flare, you can start your post off with a bang by [presenting a controversial statement](#). Depending on your topic, this statement can be about anything from a contentious perspective on an industry topic to a controversial stance on an emotionally charged sociopolitical issue. Controversial statements encourage people – both those who agree with the statement and those who don't – to read your post to find out what you have to say.

If you're going to use this approach, be prepared for backlash, especially from trolls. But don't shy away from a little controversy just because you're scared about what people might say. As long as you're being respectful, using your post to stimulate a debate can be a great way to engage your community and win over new followers.

**Example:** "Letting women skip grades is the key to closing the gender gap in STEM fields."

## Use these ideas to craft an engaging blog post introduction

You may be feeling the pressure to write an epic blog post introduction. But this doesn't mean that you need to become paralyzed with anxiety. Use the strategies we've outlined above to craft a captivating and intriguing blog post introduction. Before you know it, you'll have that introduction nailed down.

**Is writer's block holding you back from tackling your next masterpiece? Check out these [17 tips for kicking writer's block to the curb](#).**

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