

The Inverted Pyramid

Write like a pro ...

At the top should be your lede (short, punchy, containing the most interesting thing about the story).

Then a quote from a real person that supports the lede.

Then a nut graf that sums up the key points of the story.

The rest of the story (the body) supports and expands on the nut graf.

At the bottom goes crap and background material; nothing good. The good stuff should be at the top.

