

## Hooking the Reader

All narratives have to start somewhere. Usually that “somewhere” is with the story’s **context**—that is, with the introduction of a problem, situation, or observation that engages readers and orients them to what is about to happen. Which opening is more effective?

Would you keep reading or put it down?

One morning, while running the narrow High Canyon trail, I saw a cougar—and it saw me. The magnificent but dangerous animal was perched on a nearby ledge, growling in a very low, menacing way. Fortunately, I remembered what to do in this dangerous situation: Stop running, try to appear larger, and maintain eye contact.

I’d keep reading.

I’d put it down.

Why?

Would you keep reading or put it down?

One morning I was running, just like I do every morning. I heard something that made me think, “That sound doesn’t belong here.” But I didn’t want to increase my running time, so I kept going. Then I remembered something I’d been taught as a kid.

I’d keep reading.

I’d put it down.

Why?