Endings

1. **End with a good quote**: This is the most common technique. Choose a quote that summarizes the issues or tone of the story.

2. **Circle technique**: Write a statement or use an anecdote that relates to the lead, making the story come full circle.

3. **Future**: If the story lends itself to past, present and future issues, end on a future note -- on what happens next.

4. **Summarizing action**: Look for a statement or thought that gives a conclusion but doesn't repeat what you've already said. The summary should add something or advance the story in some way, not rehash it.

5. **Bury attribution**: Try to avoid ending with the attribution, he said. That's the reader's last impression, not a very exciting one.

6. **Build to a climax**: Plan your story with a beginning, middle and ending. If the story lends itself to dramatic structure, end with the climax.

7. **Stop when you have no more to say**: Don't strain for an ending, especially on hard news stories. Just quit.

8. **Test for endings**: Have you overwritten? Cover your last paragraph and see if the previous graph makes a better ending. Or the graph before. Or the one before that. That's a good way to find out if you have strained your ending.