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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Choosing an Effective Title

By Tim North

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"Titles distinguish the mediocre, embarrass the superior and are disgraced by the inferior."

George Bernard Shaw

It may seem trivial to tell you to choose a good title for your next written work, but the importance of this task should not be underestimated. A good title may be the difference between a reader choosing to look at your work or passing over it.

Many readers will learn of your work while surrounded by other documents that are competing for their attention. For example, they may see it while:

- * scanning the printed documents on a bookshelf;
- * looking through the titles in a printed index;
- * looking at a bound collection of documents; or
- * searching the Internet.

A good title can help your work to stand out from the crowd. Here then are some guidelines for choosing a good title.

TITLE GUIDELINE ONE

USE THE FEWEST NUMBER OF WORDS THAT EXPRESS WHAT YOU WISH TO SAY

Choosing an Effective Title

When choosing a title, avoid generic phrases like 'An investigation of...', 'A study into...' and 'Observations on...'. These are implied anyway and add little value.

Compare these two titles:

A study of the effects of chaos as a source of complexity and diversity in evolutionary processes

Chaos as a source of complexity and diversity in evolution

The first title takes seventeen words, the second one ten. The

first one contains extra words that convey slightly more information (study, effects and processes) but at the cost of making the title notably longer and less memorable.

Here is another example:

A description of a variety of different tools for creating an interactive virtual–cinema environment

Tools for interactive virtual cinema

The first title clearly employs more words than are needed (fourteen versus five). It does contain more information, but at the cost of being wordier, harder to remember and burying the key words at the end of the sentence.

Indeed, in the first title, the key word virtual–cinema is the thirteenth word in the sentence. You have to read almost the entire title before finding out what the paper is about. This leads us to our next guideline ...

TITLE GUIDELINE TWO

PUT YOUR TOPIC WORDS NEAR THE START OF THE TITLE

Titles may contain several key words or key phrases (see guideline three), but one of these words or phrases will usually be more significant than the others. Let's call these the topic words.

Putting the topic words near the start of the title makes it easier for the reader to decide what your document is about and

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if it should be read.

Consider the following titles in which the topic words are shown in capitals. In all cases the topic words comes near the start of the title.

CHAOS as a Source Of Complexity and Diversity in Evolution

The USC BRAIN PROJECT: Confronting Models With Data

VLSI NEURAL NETWORKS: Design Challenges and Opportunities

Low-level VISION IN INSECTS and Applications to Robot Navigation

TITLE GUIDELINE THREE

INCLUDE SEARCHABLE KEY WORDS IN YOUR TITLE

Articles are usually indexed by key words. Frequently, particularly with web-based search engines, these key words are taken from the document's title. It follows that people will be more likely to find your work if its title contains the significant key words.

Compare these two titles:

An Interim Report from the Myers Project

The Myers Project Interim Report into the Effects of Sleep Deprivation on Memory Retention

Not only does the second title bring the topic phrase ('the Myers Project') to the start of the title, but it also includes additional key words: sleep deprivation and memory retention. Readers searching using these terms will have an increased chance of finding the document.

Note that this guideline is somewhat at odds with guideline one: use the fewest number of words. Clearly a balance needs to be found between titles that are brief and titles that contain a suitable number of key words.

With these guidelines in mind, you should have no trouble choosing an effective title for your next publication.

Adapted from WRITING SCIENTIFIC PAPERS by Tim North. This easy-to-read e-book is just US\$9.95 and comes with a 30-day, money-back guarantee. <http://www.scribe.com.au/ebooks.htm>

Have You Settled On First Choice When Choosing A Title?

By Nick Vernon

Short Story Writing Tips –

We've established what a title should be and we've also established your title is your selling tool. So if it can make or break the sale of your story, then we'll have to agree that it is extremely important. How much emphasis have you placed when selecting a title? You can't write a story before titling it, so you jotted down the first thing that came to mind. You added it as an afterthought when you completed the story. You put a lot of thought into it and selected the best one.

I hope it was the latter - and I hope you did this... You noted down as many titles as you could think of Then crossed out the titles you thought were 'so-so' And kept the most grabbing title of them all?

You did do this, didn't you?

Besides his passion for writing, Nick Vernon runs an online gift site where you will find gift information, articles and readers' funny stories. Visit

Have You Settled On First Choice When Choosing A Title?

Does The Title Reflect The Story?

How To Write A Profit Pulling Article

The Importance of Title Tags on a Web Page

Capture Their Attention With Your Title!

Guerrilla Mailer

How to keep up the SPICE in your Love Life.

Mega-Wealth Audio Library

Control your Headache!

BEFORE You Borrow Money



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