

FPP BizNewz

Jan - May 2023

MANAGEMENT • INVESTMENT • ECONOMICS • ENTREPRENEURSHIP • TECHNOLOGY

BUKIT MERAH
"THE RED FOREST"
PERMATA TERSEMBUNYI DI JERANTUT

TOXIC FRIENDSHIP
WHEN IT'S TIME TO LET GO

GRADUATES
WHO ARE THE URBAN POOR

ARROWS OF THE FAITHFUL
THE IMPORTANCE OF ARCHERY IN ISLAM

TWIN-TO-TWIN TRANSFUSION SYNDROME (TTTS)



Publication Date
1 June 2023

FIVE ULTIMATE TIPS OF WRITING CATCHY TITLES: WHICH ONE IS YOUR FAVOURITE?



FIVE ULTIMATE TIPS OF WRITING CATCHY TITLES:

WHICH ONE IS YOUR
FAVOURITE?

by
NUR SYIKRI HARUN¹, FATHIYAH ISMAIL², & NOR ZAITOLAKMA ABDUL SAMAD¹
¹Academy of Language Studies
²Faculty of Business and Management
Universiti Teknologi MARA Cawangan Terengganu
Corresponding email: nursyikri@uitm.edu.my

“Titles are not only important; they write with

Do you know how to grab readers' attention to read articles you write? Don't you think that it's essential to gain their interest to enjoy your masterpieces? How to make them stand out? Is it effortless to write ones? Well! Writing the whole essay is one topic, but writing a title of the article is quite another. This is because an article is meant to be read not only by its author per se but other readers, too. It serves as a warm, assiduous, and earnest host welcoming his or her guests to a house where a party is being thrown at. Powell (2021) has visualised the beauty of writing engaging titles as equally important as their contents. David Ogilvy, a British advertising tycoon popular for highlighting creative copy and themes on campaigns has once said that “on the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar”. Raymond Chandler has also opined that “a good title is the title of a successful book”.

To help you write good titles, basically, there're thousands of tips of writing captivating titles, but grabbing some would be adequately helpful. Take one issue as a direction of our article, for instance, “making money online”. This would be translated into titles which are based on the title formulas shared. But why're those formulas? It's because they've been proven to work, as testified by many multi-million-dollar companies. Here're some:

Trying a 'Finality': In order to generate interest of your readers, you may compose your title by using keywords, such as 'ultimate', 'best', 'exclusive', 'only', 'guaranteed', and other powerful words and phrases that you of the same league.

- “The Ultimate Tips to Generating Money Online”
- “The Most Efficient Guide to Making Money

- Virtually: 100% Guaranteed”
- “The End Game of Money-Making Online”

The Top-List Title:

Using a description that's emotion-provoking can be a catapult that evokes your readers' interest to read your writing. Using numbers is another strategy of writing a captivating title that won't disappoint you, according to some copywriters.

- “24 Rules I've Followed When Making Money Online”
- “Top 10 Mistakes to Avoid when Making Money Online”
- “Generate Money Online in 24 Hours Even though You're a Newbie”

The Ask-a-Question Title:

Posing a question would suggest that you're bringing attention to a problem, of which an answer in your writing may be sought after all this while by readers. As they may sometimes not know what to ask, your title would trigger their interest to find out what your writing may offer. It's naturally typical that a question needs an answer, which's a clever strategy to grab your readers' attention.

- “Are you too Clever to Make Money Online Using Online Ads?”
- “Want To Immediately Reverse Your Financial Issues?”
- “7 Types of Money Makers: Which are you?”

The Make-a-Statement Title:

A directly stated headline would definitely help readers to get engaged in your writing. This is because the title itself tells the readers that your writing is based on your own experience, or others', in making a fortune using proven tips and strategies.

- “Before you Make Money like a Millionaire: 8 Secrets You Should Know”

They are essential for me. I cannot
do without a title”

(Guillermo Cabrera Infante)

- “Tips That Show Anyone Can Make Money Online – Guaranteed”
- “Thousands Already Make Millions Online and So Can You”

The Sense-of-Urgency Title:

Using trigger words and phrases like ‘instant’, ‘in no time’, ‘immediately’, and any other keywords that show a sense of urgency would be another tactic that may emotionally capture your readers’ interest to read your article. They can tell that you have what they need, which’s a solution to their problem, which has been regularly exercised by many successful firms.

- “7 Instant Online Money-Making Tips”
- “Financial Freedom: From Zero to Hero in No Time”
- “Financial Breakthroughs That Save Thousands Immediately from Insolvency and Debt”

Besides, your title should also be sprinkled with some sense of humour and cynical phrases. You can see how grabbing the following titles are, even when you read them for the first time:

- “Pure Love Lasts Forever: It’s Unlike a Thin Layer of Makeup on Your Face!”
- “Child Marriage: Don’t Mess Up with Girls, Old Men!”
- “Should Interns Be Paid for Their Work: Of Course, My Energy Isn’t Free!”
- “Texting While Driving: Welcome to a Six-Foot World!”
- “Tumbler Bottle: Even Thanos Used One Before the Blip!”
- “Teenagers Have Their Rights to Vote: Let’s Go, Kids!”
- “Social Media Are Dangerous: Even My Younger Sister Knows It!”
- “Mental Health: It’s Far More Important Than Daddy’s Rolex Watch!”
- “You Got No Skincare Product? My Nanny Has 10!”

To deduce, writing a good title for your article is one of the most fundamental parts of writing. However, a title can be an afterthought. As you’re writing, you can figure out how your title would sound later. Getting your title clear and concise would be somewhat effective, but using one or combining a few title-writing formulas to compose a compelling title would definitely be essential for your article-writing. Hence, it’s highly advisable for any writers to retreat a little bit and think of their titles that grab the attention of their readers.

REFERENCES:

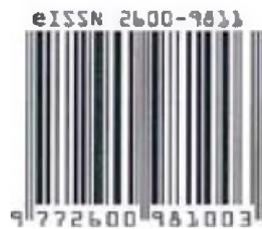
David, A. (n.d.). 10 article headline examples that got us 10 million readers.

<https://www.incomediary.com/10-article-headline-examples-that-got-10000000-readers/>

Kaine, A. (July 7, 2021). How to write great article titles that attract clicks - according to The Guardian. <https://www.digitalsmiles.tv/how-to-write-subject-lines-that-will-grab-your-reader-even-when-your-topic-is-dull>

Powell, R. (July 7, 2021). Catchy titles for articles – 21 formulas that work like magic.

<https://robpowellbizblog.com/catchy-titles-for-articles/>



BizNewz 2023
Faculty of Business and Management
Universiti Teknologi MARA Cawangan Terengganu, Kampus Dungun
Sura Hujung, 23000 Dungun, Terengganu, MALAYSIA
Tel: +609-8400400
Fax: +609-8403777
Email: biznewzuitm@gmail.com