

# 3 Easy Steps to a Million Dollar Title

by Jo Mark

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Jo Mark is an Internet marketing expert specializing in the generation of income through the writing and placement of articles. Our successful ebooks have helped countless individuals to generate income by writing articles.

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The title is, without a doubt, the single most important part of your article. If you write a million dollar article, and add a crappy title, you wind up with a great article that no one will see. And, in the article marketing business, readers and page views are the only things that really matter.

With every article that I write, my goals are the same:

- 1) Provide a quality product that people will want to read.
- 2) Offer a desirable item/download that people will want to click.

In order to achieve these two goals, the article must have a great title. The title is the packaging that entices your readers to buy your product, or in this case, read your article. An example of this can be taken from your local grocery store. As you walk down each of the aisles, a cascade of colorful packaging bombards you. Each company designs their packaging to draw you in and select their product. The title serves the same purpose for your article; it acts as your packaging. On most article submission sites, we do not have the luxury of using colorful images to attract readers. The lack of space prohibits it. The title acts as your packaging. Your title must interest readers and draw them in. It has to stop them from looking at other titles and compel them to click on your article.

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The three steps to a million dollar title are:

1) The type of article you write is very important in acquiring readers. 'How to' articles are always very popular. Make sure your readers know it is a 'How to' article. Do not use a general term for your title such as, 'Beautify your House'. Be specific and use descriptive words. A much better title would be, 'Three Easy Steps To Have the Most Beautiful House On the Block'. Use terms like, 3 steps to... or 3 Techniques for... or 10 Ways to...

2) Certain words and phrases naturally attract attention. Make sure you use at least some of them in your title. Some of these attention-getting words are: free, secret, sex, million dollar, big, profit, and money. Of course, there are many others. One easy way to find them is to look at your junk email file. Search among the subject lines to see which ones jump out at you and write them down. Consider using some of those same words for your title.

3) Research keywords that people are currently using in their Internet searches. This is important because it tells you what people are interested in today. If your title satisfies that interest, you will attract readers. There are several websites that provide this sort of up-to-date information. You can find some good sites for this type of information at: <http://bznet.info/links/keywords-research-tools-6.html> (choose the keyword selector tool by Overture).

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