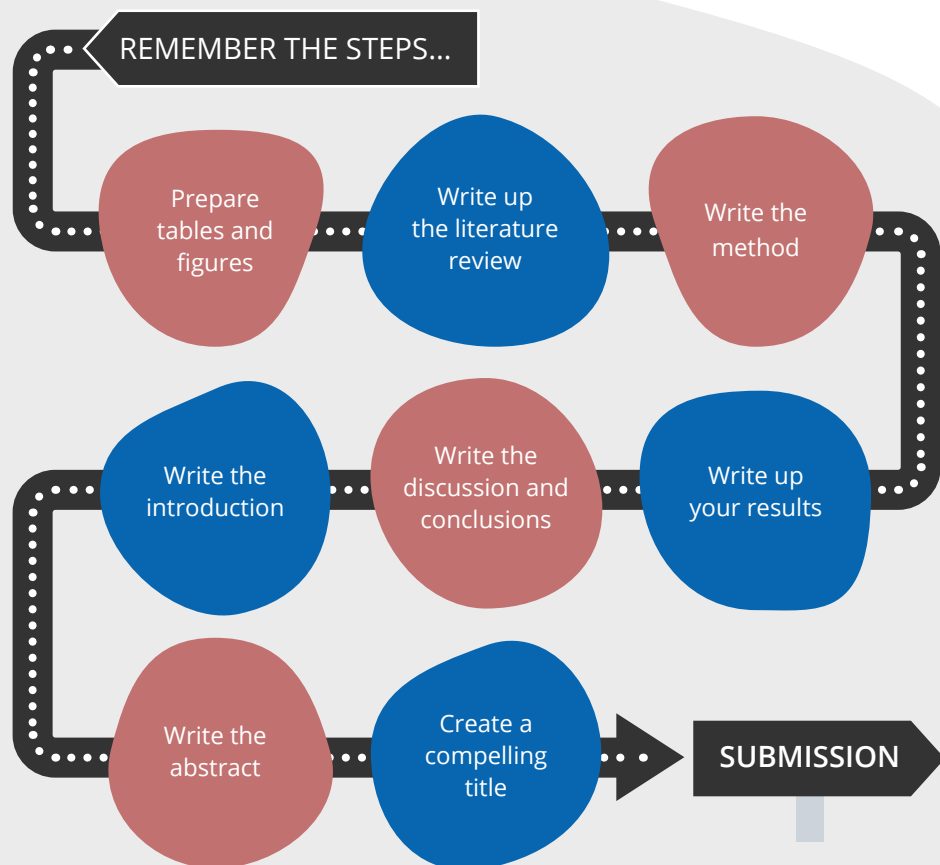


8 Create a compelling title

Your title is your first (and possibly only) opportunity to attract a reader's attention. And don't forget that the first readers are the editors – it needs to capture their attention too.

A good title should be concise, accurate, and informative. It should tell the reader exactly what the article is about and it should also help make your article more discoverable.

It's also important to try to make your title understandable to readers from outside your field and avoid abbreviations, formulae, and numbers. This will help increase the potential audience for your article and make it more accessible to readers with a different native language.



Refining your writing: how to create an effective, compelling paper

Completing the first draft of your manuscript is a big milestone. But it's certainly not the finish point. The making of a really good article is effective reviewing and editing, to ensure your ideas and findings are communicated clearly throughout.

In this section, we're going to take you through a whole host of tips on refining and editing your paper to ensure you're communicating effectively and your paper is written in a way that enables it to reach the widest possible audience.

Communicating your ideas effectively

First drafts often tend to be written in quite a 'train of thought' manner. This is no bad thing – it helps to get everything down on paper (so to speak). But it's important to then review everything you've written to ensure that the core messages of your research aren't getting lost.

Here are our key tips for ensuring your core ideas and findings are clear:



1. Make sure you've stuck to the point

The strongest papers usually have one point to make. They make that point powerfully, back it up with evidence, and position it within the field. Review your article with this in mind and make changes if you feel that point has got lost along the way.

2. Don't be afraid to explain further

You're so familiar with your area of research that some things which may seem obvious to you, might not seem so to your reader. Review your paper and consider whether you've fully explained yourself – particularly when describing your methods. Even better, you could ask a colleague who isn't directly involved with your research to give it a once over so they can point out anything they don't understand.



