

Article Title Promise Strategy

Here is another Ninety-Second (:90) Strategy with EzineArticles.com. When writing your article, consider this Article Title Promise Strategy:

An Article Title Promise is a commitment to your reader to offer the information in your article body that you promise in your Article Title. An Article Title Promise creates an expectation for your target reader.

An Article Title can promise to offer hints, tips, secrets or strategies, solve a problem, answer a question, show how to do something, offer a checklist, give advice, show survey results, give pros and cons or just simply offer quality information as a whole.

Your Article Title Promise is the first hook into your target reader and lends itself to building a trust relationship with your reader. Break that trust by not delivering in the article body what you promised in the Article Title, and you run the risk of losing both prospective and current readers and your credibility as an expert author.

Offering a promise in your Article Title is also a great way as an author to keep your focus and to help avoid tangents when writing your article. If you find yourself veering from the Article Title Promise path, you may want to consider creating a separate article on that tangent alone. Every paragraph in your article body should relate to delivering on what you promise in the Article Title.

Your Article Title can determine the success of your article in terms of how much qualified traffic your article will generate, so create your next set of articles that deliver on your Article Title Promise and submit them to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!