

## Article Title -- Narrow Focus & No Sales Pitch

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Ask yourself: ***"Did I bite off more than I can deliver in my article title?"***  
*I.e., should I narrow my topic further?*

(1) Your article title should be specific, to the point, and completely deliverable. If you are struggling with delivering all the information promised in your article title, consider splitting your topic into 2-3 separate articles.

(2) Acid Test your article title: Will your readers feel satisfied and have their expectations met by your article body content after reading your article title?

(3) In terms of content supply and market demand for information, it is true that there is a huge demand for information on broad topics, but that comes with a huge supply of content to meet the huge demand. Translation = Your article can get lost in the shuffle.

(4) You may find a market advantage by answering the long-tail demand of a niche topic by looking at the more specific, narrowly defined questions your market is asking for you to answer.

**To do: Study the concept of the "long tail".**

\* You can find the long tail on any topic by doing keyword or keyphrase research with any major keyword discovery tool.

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Ask yourself: ***"Does my article title attempt to "sell" something other than information?"***

(1) Your article title should never be a sales pitch for your website, your product, your company or even you. Your expertise in the delivery of information on your topic will "sell" you to the reader. Save the sales pitch for your Resource Box.

(2) The Article Body is where you GIVE; The Resource Box is where you TAKE. Thou shalt never TAKE in the Article Title.

(3) Your objective is to create a relationship of trust and credibility with your readership. You will not get the opportunity to sell to your reader until they know, like and trust you.

(4) In your article title, you are trying to sell your reader on the benefits they will receive if they continue reading your article. Put your creative sales focus on selling your reader the benefits of the information in your article, not your business.

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