

Strategies for Crafting Your Title

Name: _____

Date: _____

Crafting a great title is very important: it is the frame for your piece and the first thing your audience will encounter. Titles catch the reader's interest, give the audience an idea of what's in store, and sometimes reflect the tone or slant to your piece of writing. Titles don't come to authors in one magical moment. Authors brainstorm, experiment, and play with titles before selecting the one that fulfills their desired goal, be it to add humor, intrigue, controversy, information, direction, or some other effect.

Consider a piece that you have written. This could be a story, poem, a persuasive essay, or a research paper. Read through your piece.

How do you want to hook your readers when they first encounter your piece? (With humor? Intrigue? Controversy? Information? Education?) _____

Do you think you want a **straightforward** title that tells what your piece is about, one that is a bit **mysterious**? _____

Now, read the list of 10 strategies to title your piece outlined below. Select five strategies and write a title using each approach.

1. Select from your draft a sentence or phrase that could serve as a title.
2. Write a title that is a question beginning with What, Who, When, Where, How, or Why.
3. Write a title that is a question beginning with Is/Are, Do/Does, or Will.
4. Select from your writing a concrete image — something the reader can hear, see, taste, smell, or feel — to use as a title.
5. Write a title beginning with an -ing verb. (For example, "Creating a Good Title")
6. Write a title beginning with On and then add your topic (like "On the Titles of Essays").
7. Write a one-word title — the most obvious one possible.
8. Think of a familiar saying, or the title of a book, song, or movie, that might fit your essay.
9. Take the title you just wrote and twist it by changing a word or creating a pun on it.
10. Do the same with another saying or title of a book, song, or movie.

Some Title Options for my piece are:

- 1.
- 2.
- 3.
- 4.
- 5.