**A Good Manuscript title**

A poor manuscript title has significantly been associated with manuscript rejection. The quality of the title often reflects the quality of the entire manuscript1.

The title is the face of the manuscript and contributes to the initial impressions of the work. A good title should be (i) Simple – Direct (ii) Truthful – Accurate (iii) Succinct – Specific (iv) Informative - without Verbiage (v) Easy to remember (vi) Provokes curiosity (vii) Unambiguous2.

A good title is catchy and self-explanatory but not deceptive. It should specifically state the study design and reflect the content of the manuscript3.

A good title writing process encompasses the following steps4:

1. Answer the questions “What is my manuscript about, specifically? What is the main result I am reporting?”
2. . Answer the questions “What was the study design and who were the participants?” Be as specific as possible.
3. Identify the keywords and key phrases in your answers. Avoid using uncommon abbreviations when possible.
4. Identify the most important aspects of your answers that you will emphasize to add impact to your title.
5. Draft a title sentence using the keywords and emphasis and impact information.
6. Revise the title to emphasize the important information. Try placing the important information first, and being specific about any relationships (e.g., “reduces” rather than “affects”). Make a statement rather than using weak phrases like “The effects of…”
7. Revise the sentence to remove extra words that detract from the title’s impact. You can also try rewording the title to reduce the number of words or improve impact.

A title can be descriptive, declarative, or interrogative4.

* **A descriptive or neutral title**: it has several key words, but it does not reveal the main result or the conclusion of the study.
* **A declarative title**: it states the main finding of the study in the title itself, but it reduces the curiosity of the reader.
* **Interrogative title**: It states the research question in the title.

A title can be nominal, compound and full sentence5-7.

* A nominal title consists of one or more nouns, often called head(s), with or without pre- modifiers and/or post-modifiers5.

**Example 1**: Manuscript Writing Tips for Non Native English Speaking Scientists

* A compound title contains a main title and a sub-title separated by a colon6.

**Example 2**: Manuscript Writing : Tips for Non Native English Speaking Scientists

* A full-sentence title: one or two sentences to capture all the important aspects of the study7, but it may too long or too detailed for the reader.

**Example 3**: Useful Tips Help Non Native English Speaking Scientists to Write Better Manuscripts in English. A Structured Approach using Effective Paragraphing Improves the First Impression for Journal Editors.

For clinicians, remember the **PICO** acronym while drafting the title, key words and research question.

* **P** – Population, Patient and/or Problem: How do you describe the patients, people or the problem that you’re looking at?
* **I** – Intervention: What are you considering for an intervention, exposure or factor?
* **C** – Comparison: Do you have something to compare to the intervention, exposure or factor that you’re considering?
* **O** – Outcome: What are you hoping to measure, improve, affect or accomplish?

**Note**: PICO can become PICO-**T** (study **T**ype) or PICO-**D** (study **D**uration or **D**esign).

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Annex

