

**FROM
SECTION
2**

15 Rules on Making GREAT Titles

1: Use #s in Titles, • **2:** Important Words First, • **3:** 1 word in UPPERCASE,
4: Offensive Words Get Blocked, • **5:** Ask Questions, • **6:** Search Words ,
7: Trending Words, • **8:** Well known brands/celebrities, • **9:** "Curious" Words,
10: Controversial Words, • **11:** Urgency Words, • **12:** "Special" Words,
13: Cast Wide Net, • **14:** A/B Test, • **15:** Emotion/Inspiring Words