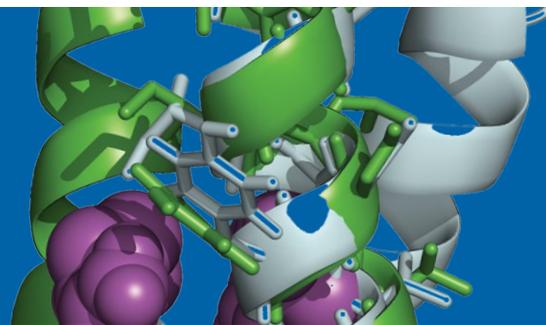


TIPS FOR WRITING A GREAT TITLE

The title of your paper may be the most important element of your paper—it's the make-or-break point for readers to decide whether or not to read it. Here are a few pointers for writing a clear and compelling title that catches readers' attention:

- Summarize the scope and central findings in ~150 characters or less.
- Avoid/minimize the use of abbreviations that are not known/unfamiliar to a broad audience.
- Use simple, common, and short words (e.g., “use” rather than “utilize,” “several” instead of “a number of,” “can” rather than “is able to,” etc.).
- Choose words that precisely describe your findings (e.g., “increases expression of” rather than “modulates expression of”).
- Use the active voice (“Protein X catalyzes...” rather than “...is catalyzed by protein X”).
- Whenever possible, use short declarative statements (“Protein X catalyzes conversion of...”) rather than ambiguous ones (“Protein X’s role in converting...”).
- Avoid long word chains (revise “The X/Y/Z metabolic signaling axis component subunits...” to “The subunits of the X/Y/Z signaling axis...”).
- Avoid throat clearers such as “Identification of...” or “Studies on...” or redundant/overused modifiers such as “novel” or “unique.”
- Do not overstate your discoveries (e.g., by making them look more broadly applicable than they are), but also don’t undersell them (e.g., by using a title that’s too generic or vague).
- If your study has revealed several insights, focus on the one that most closely conveys the central finding of your work, is most important to you, or will be of interest to a wide audience.
- Create several title options and run them by your colleagues (preferably outside your immediate field) for feedback on clarity, accuracy, and impact.



TIPS FOR WRITING A GREAT ABSTRACT

The abstract is a window into your work, telling readers what your paper is about and why they should read it. It offers an excellent opportunity for attracting readers and generating recognition of your work. Follow these tips to effectively get your main points across:

- Start with 2–3 sentences of background explaining the context and motivation for your work.
- Explicitly state what the open research question or gap is you sought to address/close.
- Succinctly mention the main technical approaches/methods you used; if possible, work these details into the narrative of your results to save space and strengthen your findings.
- In 4–6 sentences, sketch out your findings; be sure to add a brief interpretation/discussion to help readers quickly understand what you found.
- Ensure that there's logical cohesion between sentences so that readers can easily grasp how your findings connect to each other.
- In one sentence, briefly summarize your key insight(s), followed by a sentence with your conclusions, including a brief statement highlighting the advance your work provides to the field.
- Do not oversell/hype your findings, for example, by suggesting immediate clinical applications of a protein, compound, or reagent whose characteristics you have only begun to uncover.
- Consider running your abstract by your colleagues (preferably outside your immediate field) for feedback on whether it is informative and easy to read.
- Need more pointers? Find additional "Tips and Tricks" for writing an effective abstract [here](#).