Ettiquettes of Dua' 

'Ali bin Yahyah Al Hadādī
- May Allah protect him -
Singling out Allāh in dua and refraining from calling other than Him in dua of ibaadah or in tawassul

Allāh - The Exalted - said:

And your Lord said: "Invoke Me, [i.e. believe in My Oneness (Islamic Monotheism)] (and ask Me for anything) I will respond to your (invocation).

[ Ghāfir:60].

So whoever called upon a dead, or absent person, be it a Prophet or Wali, Angel or Jinn at time of ease or hardship then he indeed took him as a partner of Allāh - The Exalted - Allāh's refuge is sought- and Allāh sent His Prophet -﹁-warning against it and forbidding it.
Raising the hands while invoking

Showing one's self to be humble, submissive, and in need and the messenger of Allāh - ﷺ - used to raise his hands for dua in certain places and the sunnah also points towards this thing that raising the hands is from the means of having one's dua answered.
Repeating the dua and calling out for it with extreme need and thinking good about His Rabb

Believing that his Rabb will answer his prayer even if the time has been prolonged as the Prophet - ﷺ - said:

"Your Du`a' is answered unless you become impatient, saying, 'I supplicated and supplicated but I did not find it being responded to,' .."

(Slightly edited)
Using the means of getting one's dua answered while invoking

* Like invoking with the names and attributes of Allāh like he says

اللَّهُمَّ إِنِّي أَسَأَلُكَ بِأَنْكَ أَنتُ اللَّهُ لَا إِلَهَ إِلَّا تَغْفِر لَيْ

Or like he says:

اللَّهُمَّ أَنتَ الرَّحْمَنَ الرَّحِيمِ فَارْحَمْنِيَ

* And like he seeks closeness to Allāh by good deeds as Allāh - The Exalted - taught us: Our Lord! Verily, we have heard the call of one) Muhammad (- ﷺ - calling to Faith: 'Believe in your Lord,' and we have believed. Our Lord! Forgive us our sins and remit from us our evil deeds, and make us die in the state of righteousness along with Al-Abrar (those who are obedient to Allah and follow strictly His Orders).

So they mentioned firstly their belief in Allāh and His Messenger - ﷺ - then they mentioned their need and that was seeking forgiveness, remittance of sins and dying in the state of righteousness along with Al Abrār.