

Right Journal, Right Message, Right Impact

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Brief Outline

- The manuscript
- The journal
- The publication strategy
- The feedback and response

The Manuscript

- Before you think about the journal, think about your research and manuscript
 - Do your research with the publication strategy in mind
- Authorship
- Focus on a good, clear story
- Know your audience
- Make good use of figures
- Title and abstract are paramount
- How good is the manuscript?
- Read the aims and scope and author guidelines of your target journal carefully – do what it says
- Manuscript length: Brief report vs. article
- Consider professional copy-editing
- Don't forget about reviews and other formats

The Journal

- Read, read, read
- Open access vs. traditional
- Impact
- Society association
- Journal reputation
- Broad or focused

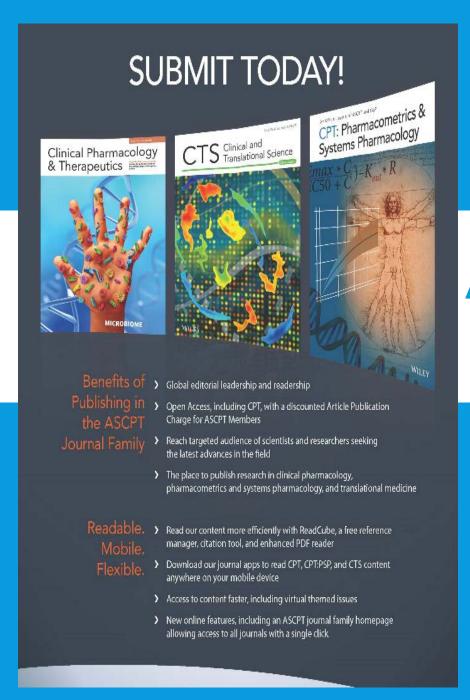
- Acceptance rate
- Editorial team
- Speed
- Aims and Scope, TOC
- Match the quality of your work with the journal

The Publication Strategy

- Your laboratory's or department's policy
- Develop your journal list
- First tier, second tier, third tier, etc.
- "Go to" journal(s)
- How quickly do you want your manuscript published and accessible?
- Rejection strategy
- Become a peer reviewer
- By the way, never, never submit your work to 2 or more journals at the same time

The Feedback and Response

- Acceptance congratulations!
- Rejection don't give up
 - Remember your publication strategy and your next journal choice
 - Incorporate the feedback in your revised manuscript
 - Consider publisher "reflexing" options (e.g. CPT to CTS)
 - Try, try, and try again
- Revise and resubmit you have a path
 - Don't give up, you have a path, not a guarantee
 - Carefully address the reviewer comments
 - Create a detailed, point-by point response
 - You can challenge reviewers, with a good rationale



ASCPT JOURNAL FAMILY



Thank you!



Today's discovery, tomorrow's medicine