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, 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
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