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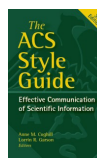
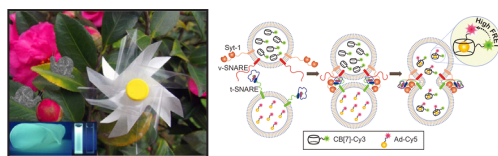
10 TIPS FOR PREPARING YOUR MANUSCRIPT

OVERVIEW

After attending “10 Tips for Preparing Your Manuscript,” attendees should be armed with strategies for preparing a well-organized, carefully crafted manuscript. This includes making compelling graphical elements, selecting a strong title, and writing an impactful cover letter.

KEY POINTS

- 1 Create a useful outline** — Organize data and ask questions like, “What do the results mean?”
- 2 Choose the journal with care** — Consider scope and target audience
- 3 Read and follow the author guidelines** — Understand what is expected of your submission
- 4 Tell a story** — Explain the importance of the research, provide context, analyze the data accurately
- 5 Draw graphics with care** — Graphics should enhance the text, not leave the reader confused
- 6 Attract readers with a strong title** — Create a simple, effective, evocative, and accurate title
- 7 TOC graphics count** — Capture readers’ attention, visually depict the essence of the research
- 8 Revise, edit, and rework** — A good paper goes through many, many drafts
- 9 Prepare the supporting information with care** — Review for missing or incorrect data, be consistent
- 10 Write a strong cover letter** — This is the first item an editor reads so be convincing!

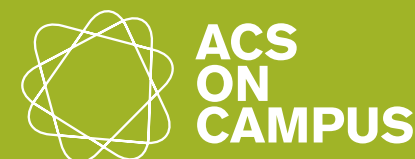


Additional Resources

Publishing your Research 101 :::: Mastering the Art of Scientific Publication :::: Supporting Information Preparation (an editorial in *Organic Letters*) :::: To access these resources and more, visit acsoncampus.acs.org/resources

TOP 10

Tips For Preparing Your Manuscript



You've done your research and now it's time to prepare your manuscript, choose a journal, get published, and attract a large readership. Easy, right?

Preparing your manuscript for publication is no picnic! Not only do you need to prepare a manuscript that is clear, concise, and captivating, you also need to find the best home for it.

We've put together 10 tips to help you write a successful manuscript and choose the most appropriate journal.

1 Create a useful outline

Start your outline early in a project. As you gather data, make sure to ask yourself "why, what, and how" major advances emerged from your study. "What do the results mean?" "Why did I do these reactions?"



2 Choose the journal carefully

Understand which field your findings will have the greatest impact. Identify who you want to reach. Match your desired audience with the readership of the journal. Consider the scope of the journal not the impact factor!



3 Read & follow the guidelines

Understand what is expected of your manuscript submission. Each journal has a different set of guidelines, so review carefully!



6 Attract readers with a strong title

Craft a compelling title — describe your findings in as few words as possible in an evocative way. Publishers are actively seeking to promote the work of authors — make it easy by having an exciting title that leaves readers wanting more!



5 Draw graphics with care

Graphics deliver the data in an orderly way and help the reader digest the greatest number of ideas in the shortest amount of time. Be clear and precise, simple but informative, and don't forget to use color!



4 Tell a story

The purpose of a scientific paper is to communicate scientific advances, so it's important to write grammatically correct sentences. The more easily your readers can understand your paper, the more likely they will appreciate it. Clear and concise writing can enhance an elegant study.



7 TOC graphics count

Make sure your 'Table of Contents' graphic reflects the science described in the manuscript. Try to capture the reader's attention by giving a quick visual impression of the essence of your work.



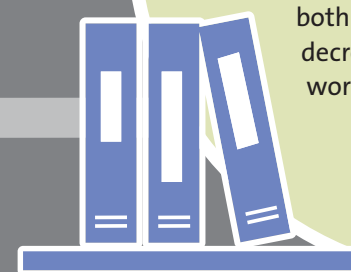
8 Revise, edit and rework

You need several pairs of eyes on your paper. Learn from others and don't be afraid of constructive criticism.



9 Prepare the 'SI' with care

A manuscript can't contain every piece of data collected throughout a project. Use the 'Supporting Information' to add additional relevant resources for the reader. But don't forget to give the SI a thorough review before submission, both to avoid errors and to potentially decrease the revision time if your work is accepted.



10 Write a strong cover letter

A well written cover letter highlights the relevance and importance of your work, explains why the work is appropriate for the journal's readership, and will leave editors wanting to find out more. Include specifics like the editor's name and the journal's name, and keep your letter to under one page.

